



DECENT WORK AND ECONOMIC GROWTH

GOVERNANCE AND OPERATIONS

UCSI University advances Sustainable Development Goal 8 (Decent Work and Economic Growth) through institutional policies that safeguard employee rights, promote fair remuneration and ensure an inclusive workplace. The University complies with Malaysia's Employment Act 1955, which governs working hours, leave entitlements, wage protection and other statutory employment standards. In addition, UCSI implements structured salary scales that meet or exceed national minimum wage requirements, supporting fair and competitive compensation for academic and administrative staff.

The University recognises and respects labour rights for all employees, including women and international staff, and upholds principles of fair employment in accordance with Malaysian labour legislation. While no formal staff union is currently established, employees may raise concerns through established grievance and appeal mechanisms.

UCSI promotes workplace equality through its Diversity, Equity and Inclusion Policy, which prohibits discrimination based on gender, religion, age, nationality, disability or other personal characteristics. Institutional policies on anti-bribery and corruption, sexual harassment prevention and ethical conduct further reinforce a safe and respectful working environment.

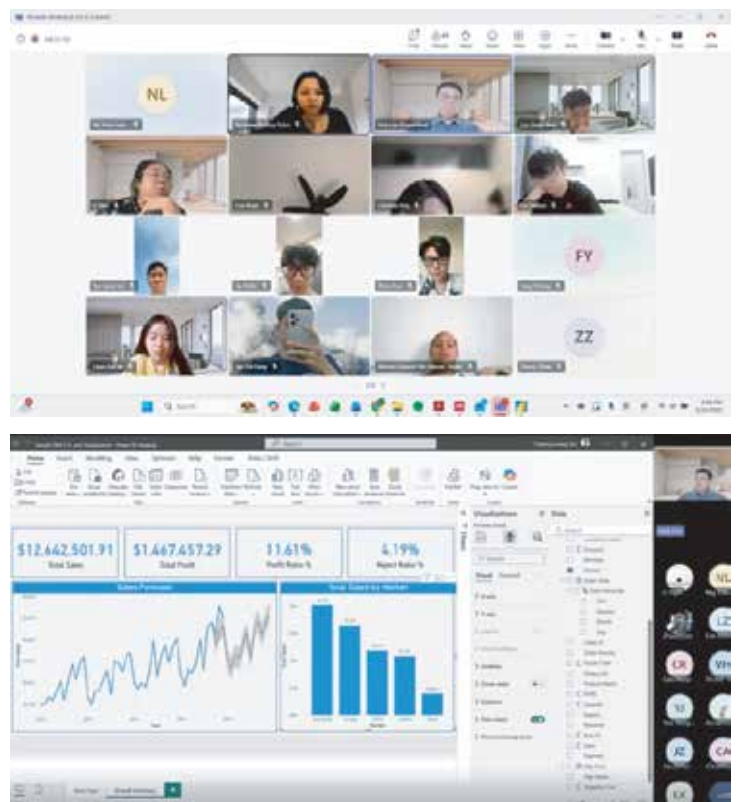
The University also expects contractors and third-party service providers to adhere to equivalent labour and ethical standards, ensuring responsible employment practices across its operations.

TEACHING AND LEARNING (EMPLOYABILITY)

1. POWER BI WORKSHOP

The Power BI Workshop was organised by the IChemE UCSI and held online via Microsoft Teams on 1 November 2025. The session was facilitated by Lee Cheong Loong and aimed to strengthen students' competencies in data analytics and visualisation. The initiative addressed the growing need for digital and data literacy skills essential for employability and productivity, supporting SDG 8.

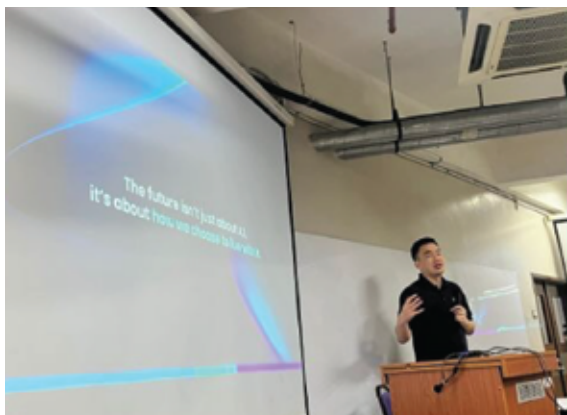
Participants gained practical experience in data modelling, dashboard creation and data-driven decision-making using Power BI. Immediate outcomes included improved analytical skills, stronger confidence in using digital tools and enhanced career readiness. At a broader level, the workshop also contributes to SDG 4 and SDG 9 by strengthening workforce competencies, promoting digital literacy and lifelong learning as well as fostering innovation and technological capability for a future-ready workforce.



2. LIVING WITH AI: A NEW ERA

The “Living with AI: A New Era” technical talk was organised by UCSI University in collaboration with IEEE-HKN UCSI and IET On Campus UCSI to address workforce readiness in the digital economy, supporting SDG 8. The event aimed to enhance understanding of artificial intelligence applications and their implications for employability, innovation and economic participation in technology-driven industries.

The session featured Agmo Group chief executive officer Ts Tan Aik Keong, who shared insights on AI integration, industry trends and real-world applications. Participants gained greater awareness of AI literacy, digital competencies and emerging career pathways. Immediate outcomes included improved understanding of AI-driven innovation and workforce transformation. At a broader level, the initiative contributes to SDG 4 and SDG 9 by strengthening employability skills, promoting digital education and encouraging technological innovation for a future-ready workforce.



3. INTRODUCTION TO ARTIFICIAL INTELLIGENCE WITH MATLAB

The Introduction to Artificial Intelligence with MATLAB workshop was organised by UCSI IET On Campus on 28 December 2025 and delivered by Asst Prof Dr Mohammad Arif Ilyas. The session, attended by 23 participants, aimed to enhance student exposure to emerging digital technologies, addressing the sustainability challenge of limited AI literacy and supporting SDG 8.

The workshop introduced fundamental AI concepts and provided hands-on experience using MATLAB applications. Participants developed practical skills in AI problem-solving and gained foundational knowledge of digital tools. Immediate outcomes included improved technical competency, problem-solving abilities and digital literacy. At a broader level, the initiative contributes to building a digitally capable workforce which also supports SDG 4 and SDG 9 by enhancing employability, promoting AI literacy and practical learning and encouraging technological adoption and innovation in emerging industries.



RESEARCH AND DISCOVERY

1. WHAT SHAPES MOBILE FINTECH CONSUMERS' POST-ADOPTION EXPERIENCE? A MULTI-ANALYTICAL PLS-ANN-FSQCA PERSPECTIVE

(Technological Forecasting and Social Change Volume 217 (2025). Distinguished Chair Professor Ts Dr Ooi Keng Boon, FASc)

Mobile Fintech, known as “mobile financial technology”, is a category of mobile apps that provide various financial services to its customers. In China, the mobile fintech industry has grown into a mature stage, and most consumers have adopted fintech apps to fulfill their daily financial tasks. However, there is still a lack of understanding of the mechanism that shapes the post-adoption experience. Hence, this study aims to explore factors that shape mobile fintech consumers' post-adoption experience in China's market. We particularly investigate how personal attributes, mobile fintech applications' utilitarian value, privacy calculus and network externality foster users' experience response (ER). A triple-stage approach combining Partial Least Squares-Structural Equation Modeling (PLS-SEM), Artificial Neural Network (ANN) and Fuzzy-Set Comparative Analysis (fsQCA) is utilised to detect linear, non-linear and configurational influences of exogenous variables on the users' outcome pattern, with 1022 effective responses obtained from self-administrated questionnaires distributed by China's leading survey platforms. The PLS-SEM and ANN results indicate that mobile self-efficacy (MSE), personal innovativeness (PIIT), task-technology-fit (TTF), structural assurance (SA) and perceived critical mass (PCM) are important predictors of mobile fintech users' post-adoption experience (ER), while perceived privacy security risk (PPSR) is insignificant to ER. The findings inspire both scholars and industrial practitioners to comprehensively pay attention to the personal, technological, social and privacy-related faces that influence consumers' mobile fintech post-adoption experience. In addition, the fsQCA findings revealed five different combinations of the above factors that all lead to ER. The five solutions were further categorised into three types of user decision patterns (i.e., user personas) that assist industry players in establishing a more accurate customer segmentation for user retention.

2. FROM ONLINE TO OFFLINE ATTRACTIVENESS: INVESTIGATING URBAN TOURIST AREA APPEAL AND TOURIST EMOTIONAL FULFILMENT

(Current Issues in Tourism, (2025). Prof Ts Dr Nangkula Utaberta)

Tourist areas mediate the impact of online popularity on offline visitation, thus shaping travel decisions. However, the nonlinear relationship between the built environment and visitors' emotional fulfillment remains complex. This study quantified offline and online visitation using Origin – Destination (OD) data and social media text data, identifying emotional fulfillment through natural language processing. It integrated the coupling coordination model to assess online - offline synergy in visitation and emotional fulfillment, and applied Extreme Gradient Boosting (XGBoost) with SHapley Additive exPlanations (SHAP) to provide nonlinear interpretations from spatial perception and environmental service variables. Findings revealed: (1) online popularity attracts first-time visitors, but their emotional fulfillment depends more on offline experience quality. (2) Coordinating online promotion with offline experiences enhances emotional fulfillment. Core areas show strong synergy, while suburban areas use a ‘resource compensation mechanism’ by improving transport and showcasing high-quality resources. (3) Spatial perception and environmental services exhibit ‘threshold’ and ‘gain’ effects on emotional fulfillment. However, excessive density triggers a ‘double-edged effect’ that ultimately reduces it. These findings provided targeted recommendations for urban tourism planning, contributing to the creation of visitor-friendly urban environments.

COMMUNITY AND PARTNERSHIP

1. SAA INDUSTRIAL VISIT TO SEKINCHAN, SELANGOR 2025

The Industrial Visit to Sekinchan was organised by UCSI University to bridge the gap between theoretical learning and real-world workplace expectations, supporting SDG 8. The programme aimed to enhance students' understanding of industry operations, labour practices and economic activities in Malaysia's local production and agri-based sectors, while strengthening work-readiness and career awareness.

Students participated in guided site visits and briefings by industry practitioners, gaining practical insights into operational workflows, workforce roles and sustainable business practices. UCSI staff members Nurazieefah Nor Hashim and Yeoh Zhao Wei facilitated the visit, ensuring effective engagement between students and industry representatives. Immediate outcomes included improved employability skills and awareness of sector-specific career opportunities. At a broader level, the initiative also supports SDG 4 and SDG 17 by fostering experiential learning, industry collaboration and multi-stakeholder engagement to prepare future-ready graduates.



2. THE CAREER TALK: DISCOVERING CAREER OPPORTUNITIES WITH RHB INSURANCE

The Career Talk: Discovering Career Opportunities with RHB Insurance was organised by UCSI University in collaboration with RHB Group Insurance to address graduate employability and industry readiness, supporting SDG 8. The programme aimed to bridge the gap between academic learning and labour market expectations by exposing students to career pathways in the insurance and financial services sector.

Students gained insights from RHB representatives on professional competencies, career opportunities and pathways from internships to employment. Immediate outcomes included increased career awareness, confidence and preparedness for entry into productive employment. At a broader level, the initiative strengthened university-industry collaboration and talent pipeline development which also supports SDG 4 and SDG 17 by fostering multi-stakeholder engagement, enhancing career readiness and equipping future graduates with relevant skills for inclusive economic growth.



3. LSA X PKFZ INDUSTRIAL VISIT

The LSA x PKFZ Industrial Visit was organised by UCSI University Kuala Lumpur to enhance students' understanding of Malaysia's logistics and trade ecosystem, supporting SDG 8. The programme addressed the challenge of limited industry exposure, which can affect graduate employability and workforce readiness in logistics, trade facilitation and supply chain management.

Participants gained practical insights into professional standards, operational workflows and career pathways within a major free commercial zone, improving their readiness for decent work environments and economic value creation. Immediate outcomes included strengthened awareness of industry practices and workforce expectations. At a broader level, the initiative also supports SDG 4 through experiential, skills-based learning, SDG 9 via exposure to efficient trade operations and SDG 17 by fostering collaboration between academia and industry.

