

STRATEGIC & INNOVATIVE THINKING SEMINAR 2024 (SITS#2)

Empowering Leadership through AI and Innovation

7 & 8 November 2024 | 9.00AM – 5.30PM

Khazanah Nasional Auditorium, Asia School of Business

AI isn't coming — it's here.

How can leaders harness the power of artificial intelligence and innovative practices to enhance their leadership capabilities and drive organizational success?



ABOUT THE STRATEGIC & INNOVATIVE THINKING SEMINAR

How do we better empower leaders to embrace AI, champion innovation, and drive change?

Navigating the complexities of the modern workplace demands a unique blend of skills and strategies. As we grapple with the impacts of AI, autonomous systems, digital currencies, and sustainability, alongside addressing the skills gap, leaders must skillfully balance the diverse demands of stakeholders. Malaysia's journey towards achieving high-income status hinges on the collaborative efforts of the public and private sectors, ensuring that we are well-equipped to support the nation's aspirations.

This 2-day seminar is designed to empower leaders with ASB's approach to creating principled and transformative leadership. Leaders will learn to think critically, anticipate challenges, and make strategic decisions based on emerging information while aligning with the national agenda. The seminar will equip participants with the skills to drive innovation, uphold integrity, and demonstrate resilience in overcoming obstacles.

LEARNING OUTCOMES



Deepen your understanding of critical emerging technologies



Uncover and strengthen leadership energy to future proof yourself



Understand what it takes to build human-centric solution



Identify opportunities for collaboration within your organization & beyond



Foster a culture of creative change and spark breakthrough innovation

DAY 1

7 November 2024 | Thursday

0900 **Arrival and Registration**

0930 **Welcome**

0935 **Keynote Address**

Datuk Dr. Anesee bin Ibrahim | Deputy Director General of Public Services (Development) | Featured Speaker

0950 **The Pivotal Role Of AI & Emerging Technologies**

Sanjay Sarma | CEO, President and Dean at ASB, Professor of Mechanical Engineering at MIT

1030 **Collaboration Sessions (Break)**

Delegates

1100 **Strategies and Technologies in Leadership: How to Navigate the Job for the Future?**

Shailendra Raj Mehta | Distinguished Visiting Professor at ASB

1230 **Collaboration Sessions (Lunch)**

Delegates

1400 **Leading With AI: Happiness, Bliss and Wellness**

Shailendra Raj Mehta | Distinguished Visiting Professor at ASB

1515 **Collaboration Sessions (Break)**

Delegates

1545 **Innovating with AI: Are You Ready?**

Clement Arul | Adjunct Associate Professor at ASB

1645 **Champion Mindset in an AI-Driven World**

Featured Speaker

DAY 2

8 November 2024 | Friday

0900 **Arrival and Welcome Refreshments**

0930 **Leading with Trust in the AI Era: Building the Foundation of Trust**

Yi-Ren Wang | Associate Professor I of Organizational Behavior at ASB, International Faculty Fellow at MIT

1030 **Trust-Driven Strategies for AI Integration: Developing an AI Trust Action Plan**

Zuraida Jamaluddin | Chief Corporate Affairs Officer, Digital Nasional Berhad | Panellist

Dato' Azman Shah Mohd Yusof | CEO, Northport (Malaysia) Berhad | Panellist

Joseph Cherian | Deputy CEO and Practice Professor of Finance at ASB | Moderator

1145 **Digital Synergy: Cultivating Acceptance of Machines**

Alexander Eng | Assistant Professor I of Organizational Behavior at ASB

1215 **Collaboration Sessions (Lunch)**

Delegates

1430 **Innovating With AI: Leveraging and Safeguarding Yourself and Your Team**

Clement Arul | Adjunct Associate Professor at ASB

1530 **Collaboration Sessions (Break)**

Delegates

1600 **Aligning Aspirations From Ordinary to Great as a Team**

Djoko Nugroho | Guest Speaker

1700 **Closing Remarks**

Joseph Cherian | Deputy CEO and Practice Professor of Finance at ASB

SPEAKERS



Sanjay Sarma
CEO, President and Dean,
Asia School of Business



Shailendra Raj Mehta
Distinguished Visiting
Professor, Asia School of
Business



Joseph Cherian
Deputy Chief Executive Officer,
Asia School of Business



Yi-Ren Wang
Associate Professor I of
Organizational Behavior, Asia
School of Business



Clement Arul
Adjunct Associate Professor,
Asia School of Business



Alexander Eng
Assistant Professor I of
Organizational Behavior, Asia
School of Business



Zuraida Jamaluddin
Chief Corporate Affairs Officer,
Digital Nasional Berhad



**Dato' Azman Shah
Mohd Yusof**
CEO, Northport (Malaysia)
Berhad



Djoko Nugroho
Guest Speaker



Ross Stephenson
Program Weaver

*Equivalent speakers will be sourced if the intended speaker is unavailable.

SPEAKER PROFILES



Sanjay Sarma, distinguished leader in academia and business, is CEO, President, and Dean of the Asia School of Business. He is also a professor of Mechanical Engineering at MIT and has a courtesy appointment at the Sloan School of Management. He co-founded the Auto-ID Center at MIT, pioneering the technical concepts and standards of modern RFID. Today, the suite of standards developed by the Auto-ID Center, called EPC, has become a global standard utilized by over a thousand companies. Sarma also previously chaired the Auto-ID Research Council, establishing six labs worldwide. He co-founded OATSystems, later acquired by Checkpoint Systems, and serves on the boards of several companies including Aclara Resources (TSX:ARA) Rekor Systems (NASDAQ:REKR) and GS1.

Sarma received his PhD from the University of California at Berkeley, his Masters from Carnegie Mellon University and his Bachelors from the Indian Institute of Technology. His expertise includes RFID, sensors, manufacturing, autonomy, AI, sustainability and innovation. He has authored over 150 publications and played a key role in India's Aadhaar unique ID system. Sarma's contributions have been recognized with multiple awards, including the MIT MacVicar Fellowship and National Science Foundation CAREER Award. He has been honored by Business Week, Fast Company, and RFID Journal for his innovations.

In addition to his academic achievements, Sarma has been highly influential in education, helping establish Singapore University of Technology and Design, serving as the first Director of Digital Learning at MIT and as the Vice President for Open learning at MIT. His initiatives include MIT Open Learning, MicroMasters, the Jameel World Education Lab, the MIT Integrated Learning Initiative and MIT xPro. Sarma's multifaceted career is a testament to his commitment to innovation, education, and technological advancement.



Shailendra Raj Mehta, a distinguished thought leader in strategic thinking, innovation, and transformative leadership. With his unparalleled expertise, he bridges the gap between cutting-edge organizational strategy and real-world leadership challenges. A global authority renowned for his work on creating world-class organizations, discussed in over ten languages worldwide, Dr. Mehta brings a wealth of experience in strategic visioning and implementation. He developed a unique ten-box model extending the McKinsey 7S Framework, providing an X-ray view of high-performance organizations.

His decade of experience on boards of publicly listed companies has driven strategic transformation and market capitalization growth. Dr Mehta's executive education prowess is evident in his leadership of collaborations between Duke CE and IIM-Ahmedabad, designing interventions for senior leadership of global corporations.

An acclaimed scholar with a PhD from Harvard and former professor at Purdue University, his research has been profiled in The Economist. His industry impact is substantial, having consulted with executives from Fortune 500 companies and conducted scenario planning and simulation exercises. Dr Mehta's sessions will empower leaders to develop innovative strategies, champion organizational change, and drive success in an era of rapid technological and economic shifts.

His unique blend of academic rigor and practical experience makes him the ideal guide for navigating the complexities of modern leadership and strategic innovation.

SPEAKER PROFILES



Joseph Cherian is Practice Professor of Finance at the Asia School of Business and at the Samuel Curtis Johnson Graduate School of Management at the SC Johnson College of Business, Cornell University (Visiting). He was most recently a Practice Professor of Finance and the Founding Director of the former Centre for Asset Management Research & Investments (CAMRI) at the National University of Singapore (NUS) Business School.

Prior to NUS, Joe was Managing Director, Global Head and CIO of the Quantitative Strategies Group at Credit Suisse in New York where he had direct responsibility for over US\$67 billion in client assets managed to a quantitative discipline. While at Credit Suisse, he served on the Global Executive Committee, as well as various senior management, investments, and risk committees of the Asset Management division. He joined the financial industry in New York after an academic career in the US, including as an Associate Professor of Finance at Boston University.

He was formerly an Executive-in-Residence and a two-term member of the Johnson Graduate School of Management's Dean's Advisory Council at Cornell University and is now an Emeritus Member of the Dean's Council. Joe currently serves as an Advisor to Asia Asset Management in Hong Kong, the Mercer-CFA Institute Global Pensions Index's Advisory Board in Australia, and is a member of the Board of the Institute for Capital Market Research, an initiative by the Securities Commission Malaysia. He has had appointments at Singapore's Central Provident Fund (CPF) Advisory Panel and the National Research Foundation's Early-Stage Venture Fund Evaluation Panel.

Joe was an Independent Non-Executive Director of Bursa Malaysia in Kuala Lumpur, a Scientific Advisor to Nipun Capital, a boutique hedge fund based in San Francisco, Xen Capital, a boutique digital wealth and alternatives asset manager in Singapore, a consultant to Fullerton Fund Management, a Temasek subsidiary in Singapore, Singapore Exchange (SGX), and on the Journal of Alternative Investments' Editorial Board in the US. Joe holds a B.Sc. in Electrical Engineering from MIT, and M.Sc. and Ph.D. degrees in Finance from Cornell University.



Yi-Ren Wang is an Associate Professor I of Organizational Behavior at Asia School of Business. She received her Ph.D. in Management from the University of Alabama. She received her master's degree in Industrial and Organizational Psychology from the University at Albany, State University of New York, and her bachelor's degree in Psychology from National Taiwan University.

In 2022, she was selected by the Society for Industrial and Organizational Psychology to receive the 2022 S. Rains Wallace Dissertation Award. Her research interests include precarious work, workplace inequality, behavioral poverty trap, socioeconomic mobility, work motivation, fairness, work-family dynamics, employee well-being, and workplace trauma. The ultimate goal of her research is to identify ways to reduce social disparities and promote upward mobility, particularly for workers in underprivileged conditions.

She has ongoing projects aiming to 1) explain the motivational and behavioral challenges faced by underprivileged workers at work, 2) highlight the importance of organizational justice for promoting a long-term perspective and career investment for workers in precarity, and 3) theorize the transmission of occupational strain across life boundaries and between individuals.

SPEAKER PROFILES



Clement Arul is the Founder, CEO of Cybertronium. A seasoned cybersecurity Consultant and a CISO-as-a-Service expert for many multi-national and leading IT companies in APAC region. He is ranked at #2 in the Global Top Cybersecurity professional listing of IFSEC Global,UK

Dr. Clement is a Principal Technology Architect & Security Professional with Twenty-Four (24) years of IT experience in Offensive & Defensive Hacking, Cyber Security Framework, Security Risk & Governance, Systems Analysis, Security Operation Center, Cyber Threat Intelligence, Secure Coding, Implementation, Digital Forensics and Project Management.

As a security influencer, Dr. Clement pioneers in to technologies and brings value to his customers and security to their infrastructure. Endpoint Detection and Response (EDR), SOAR, XDR was introduced to Malaysian market by Dr. Clement through his SOC 2.0 design and implementation of Regional SOC. In early 2021, he evangelized the need of Firmware Security and launched Malaysia First Firmware Vulnerability Management service as part of the Cybertronium Consulting and Assessment services.

As an evangelist and technopreneur, Dr. Clement found that Cybersecurity certification courses are expensive and not affordable by many in ASEAN region. From his technical expertise and with his team of experts, Dr. Clement created Certification courses that are 100% hands-on, deep dive and affordable, a combination that is very hard to find. Cybertronium today has 10 Certification courses that are ISO 17024 certified and mapped to NICE & MITRE Frameworks and taken by students across ASEAN and OIC countries.

As a Cloud technology enthusiast, Dr. Clement saw the potential of cloud and the security challenges that came with it for companies small and big. Cybertronium launched its Cloud Detection and Response (CDR) and Cloud Security Posture Management (CSPM) services that harden organizations' Cloud security posture against attacks and ensure cloud threats are contained with 24x7 Cloud Monitoring, tailored alerting and guided Response across IaaS and SaaS resources on Microsoft Azure, Huawei, and AWS.

Dr. Clement has won many awards in his area of expertise globally and nationally.



Alexander Eng is an Assistant Professor I of Organizational Behavior at the Asia School of Business. His research centers on the intersection of technology and human behavior, with a focus on the Psychology of Technology, Algorithm Aversion, and the Future of Work. He addresses critical questions such as the psychological effects of automation, the influence of AI on employee values, and the emotional responses to technology failures.

Before joining ASB, Alexander worked with industry leaders, offering insights that have been crucial in helping organizations transition to a more technology-driven work environment. His contributions have played a key role in alleviating fears around intelligent machines and cultivating a culture of innovation and acceptance.

Alexander earned his Ph.D. in Management & Organization from the National University of Singapore, where he honed his expertise at the intersection of psychology and technology. His ongoing work continues to shape both academic research and practical strategies for the future of work.

SPEAKER PROFILES



Zuraida binti Jamaluddin has more than 20 years of experience as a senior leader spanning the Technology, Energy and Telecommunications sectors in multinational, publicly listed and government-related companies. For the past eight years, he has held several senior positions in the Telecommunications industry. He has extensive experience in consulting, business development, corporate responsibility, regulatory and public affairs. He has also been a member of the Executive Committee (EXCO) of the Malaysian Oil and Gas Services Council or MOGSC and the Advisory Committee of Ampang Puteri Hospital Planetree. Zuraida is also an Independent Non-Executive Director of HSBC Bank Malaysia Berhad and a member of the Bank's Risk Committee and Nomination and Remuneration Committee.



Dato' Azman Shah Mohd Yusof graduated with a Bachelor's Degree in Economics from the London School of Economics, United Kingdom in 1992 and completed an Executive Programme in Macroeconomic Policy and Management at Harvard University, USA in 1996.

Dato' Azman began his career with the Central Bank of Malaysia in 1992 and subsequently worked for companies involved in property development, real estate investment trust, hotel management, media/radio broadcasting, information technology and port management.

He is currently the President of the London School of Economics (LSE) Alumni Association, Honorary Auditor of the Harvard Club of Malaysia, Executive Council member of the Malaysian Biomass Industries Confederation (MBIC) and Vice-President of the Malaysian International Chamber of Commerce and Industry (MICCI).

Dato' Azman joined MMC Port Holdings Sdn Bhd in November 2015 and was appointed as the Chief Executive Officer of Northport (Malaysia) Bhd, the operator of the oldest port terminal in Port Klang, on 16th February 2016.

Under Dato' Azman's stewardship, Northport was awarded the National Occupational Safety and Health (NCOSH) Award 2019 (Business Services Category), APEC Port Services Network (APSN) Green Port 2020 under the Green Port Award System program and Best Port Safety Management Award 2021 from the Ministry of Transport Malaysia.



Djoko Nugroho graduated from the Institute Technology Bandung in Physics. He was active in the world of education and afterwards deepened his involvement in the area of musical intelligence and psychology. In 2007, supported by Saung Angklung Udjo, a centre for research and preservation of Sundanese culture and arts, he obtained the Indonesian record in playing the bamboo musical instrument angklung with more than 10,000 people.

As a metaphor for an organization, Djoko uses the Angklung to provide an effective learning experience that demonstrates leadership, teamwork, communication and achievement of a new level of performance that can help an organization accomplish the results it wants.

SPEAKER PROFILES



Ross Stephenson is a dynamic emcee and entertainer with a rich blend of experiences that make him ideal for leading conferences and events. With a background in psychology and education, he has honed his skills in engaging audiences and breaking down complex topics into easily digestible parts. Ross excels at creating interactive, lively atmospheres that captivate attendees, whether in educational settings or corporate events. His work as a Master of Ceremonies spans numerous multinational events, where his ability to engage diverse audiences has made him a sought-after professional for high-profile conferences and dinners.

Additionally, Ross's extensive experience as an entertainer—combined with his expertise in communication, crypto education, and content creation—enables him to add a unique flavor to any event. His history of working with leading brands like DELL, Omron, and Great Eastern Insurance has helped him develop an adaptable and engaging style, ensuring the audience stays connected and engaged from start to finish.



Iclif Executive Education Center

Conference Fee

RM7,000 +SST per participant

Fee excludes ASB Residential but can be arranged at additional cost

SCAN ME



Strategic & Innovative Thinking Seminar
(SITS#2).



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