

Jointly organized by ASBM and AICB



# 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**

0915 **Welcome and Overview**

Ross Stephenson | Program Weaver

0930 **The Pivotal Role Of AI & Emerging Technologies**

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

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1015 **Collaboration Sessions (Break)**

Delegates

1030 **Strategies and Technologies in Leadership: How to Navigate the Job for the Future?**

Shailendra Raj Mehta | Distinguished Visiting Professor at ASB

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1230 **Collaboration Sessions (Lunch)**

Delegates

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

Shailendra Raj Mehta | Distinguished Visiting Professor at ASB

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1500 **Collaboration Sessions (Break)**

Delegates

1515 **Innovating with AI: Are You Ready?**

Clement Arul | Adjunct Associate Professor at ASB

1615 **Champion Mindset in an AI-Driven World**

Alex Yoong | Featured Speaker

Bront Palarae | Featured Speaker

Kristina Rai | Moderator

## 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

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1035 **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 | Associate Professor I of Organizational Behavior at ASB

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1215 **Collaboration Sessions (Lunch)**

Delegates

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

Clement Arul | Adjunct Associate Professor at ASB

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1530 **Collaboration Sessions (Break)**

Delegates

1545 **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



**Clement Arul**

Adjunct Associate Professor  
Asia School of Business



**Alex Yoong**

Featured Speaker



**Bront Palarae**

Featured Speaker



**Kristina Rai**

Chief Operating Officer  
Asia School of Business



**Yi-Ren Wang**

Associate Professor I of  
Organizational Behavior  
Asia School of Business



**Zuraida Jamaluddin**

Chief Corporate Affairs Officer  
Digital Nasional Berhad



**Dato' Azman Shah Mohd Yusof**

Chief Executive Officer,  
Northport (Malaysia) Bhd

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

## SPEAKERS



**Joseph Cherian**

Deputy CEO and Practice  
Professor of Finance  
Asia School of Business



**Alexander Eng**

Associate Professor I of  
Organizational Behavior  
Asia School of Business



**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



**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.

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's 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.



**Alex Yoong** is a notable figure in the world of motorsports, celebrated for his pioneering spirit and unwavering determination. He is particularly known for being the first Malaysian to compete in Formula 1. He raced in F1 from 2001 to 2002 with the Minardi team. Despite the challenges of competing in a sport dominated by well-established teams and drivers, Alex's journey in F1 showcased his resilience and tenacity. During his time in F1, he teamed up with drivers like Fernando Alonso. After his Formula 1 career, Alex continued to make significant contributions to other forms of motorsports, achieving remarkable success. He became a three-time overall champion of the Audi R8 LMS Cup, demonstrating his adaptability and skill across different racing formats. His ability to continually push boundaries and achieve excellence is a testament to his champion mindset.

Beyond the racetrack, Alex has made significant contributions to the development of motorsports in Malaysia and the region. He has been instrumental in promoting virtual racing through eRacing GP and the E1 Championship, two premier simulator racing series. These initiatives not only highlight his forward-thinking approach but also his commitment to nurturing new talent and providing opportunities for aspiring racers. His career is a powerful narrative of resilience, adaptability, and a relentless pursuit of excellence. His journey from the high-speed circuits of Formula 1 to the innovative world of sim-racing underscores his enduring passion for motorsports and his champion mindset.



## SPEAKER PROFILES



**Bront Palarae** is a versatile figure in the entertainment industry and a rising entrepreneur, known for his work as an actor, producer, and humanitarian. With over 70 films across seven countries and experience acquiring and marketing over 20 titles internationally, he holds leadership roles such as on the National Film Development Corporation's Advisory Committee. As CEO of Pixel Play Entertainment and co-founder of Pixel Play Ventures, he focuses on sustainable, ethical business practices, creating numerous jobs and winning industry awards. His educational background includes training from prestigious institutions like Stanford and Harvard, while his humanitarian efforts as a UNICEF ambassador promote children's rights in Malaysia. Bront is dedicated to innovation, ESG principles, and impactful investments, making him a key contributor to both creative and business sectors.



**Kristina Rai** is the Chief Operating Officer (COO) for ASB. She leads the administration, planning, and implementation of ASB's campus operations and services. Kristina also oversees ASB's HR, finance, IT, marketing, and communications functions.

Prior to joining ASB, Kristina spent 30 years in the Central Bank of Malaysia (Bank Negara Malaysia), where she led and managed diverse groups of teams in the areas of human resource development, strategy management, corporate planning, international relations policy and cooperation, and financial services negotiations for Malaysia's free trade agreements.

Kristina was awarded full scholarships from Bank Negara Malaysia for her BA in Economics from the University of Malaya, Malaysia, and her MA in Economics & Social Studies from the University of Manchester, UK. She is a Certified Professional in Learning Performance (CPLP) from the Association of Talent Development, USA.



**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



**Zuraida Jamaluddin** holds a Bachelor's degree in Electrical Engineering from The George Washington University, Washington, D.C., and has completed various Executive Leadership programmes at renowned institutions, including INSEAD, IMD, ICLIF, and University of Cambridge.

An accomplished corporate leader and board member, Zuraida brings over 30 years of experience across multiple industries and services, including Information Technology, Telecommunications, Oil & Gas and Consulting. With a strong background in strategic communications, she has successfully navigated organisations through crises, enhanced brand positioning, and built long-lasting stakeholder relationships.

She has served on multiple boards and committees and is currently the Chief Corporate Affairs Officer of Digital Nasional Berhad (DNB) with responsibilities for Regulatory/Governance, Strategic Communications, Brand and Stakeholder Engagement and, an Independent Non-Executive Director (INED) of HSBC Bank Malaysia Berhad, also serving on the Bank's Risk Committee (RC) and Nomination and Remuneration (NRC) committee.

Being involved in an industry that enables digital transformation, she is excited about the prospects of what AI can bring to communities, businesses, and the country, driving innovation, enhancing efficiency, and fostering sustainable growth.



**Dato' Azman Shah Mohd Yusof** was appointed as the Chief Executive Officer of Northport (Malaysia) Bhd in 2016. Northport is the oldest port operator in Port Klang and a member of MMC Ports, the largest port operator in Malaysia. Dato' Azman is also currently the Chairman of Port Klang Cruise Terminal.

Dato' Azman graduated with a Bachelor's Degree in Economics from the London School of Economics, UK in 1992 and completed an Executive Program at Harvard University, USA in 1996. He began his career with the Central Bank of Malaysia in 1992 and served the Government for more than 10 years, holding various senior positions before venturing into the private sector.

During Dato' Azman's tenure as the CEO, Northport has won several awards and accolades both locally and internationally. Under his stewardship, Northport has consistently achieved record breaking performances for both container and conventional cargo volumes over the past few years. These achievements were made possible due to Northport's continuous improvement initiatives through its "Reinventing Northport" transformation plan with the objective to be a "Safer, Greener, Smarter and Better" port.

## 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.



**Alexander Eng** is an Associate 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



**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.



**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.



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(SITS#2)



**Asia School of Business** Iclif Executive Education Center  
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur  
**Phone:** +603 2023 3000

To learn more, contact [ExecEd@asb.edu.my](mailto:ExecEd@asb.edu.my)

[asb.edu.my](http://asb.edu.my)



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@asb.cilif



@asb.cilif



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