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# ENCORE: THE FACULTY OF ARTS AND SOCIAL SCIENCES NEWSLETTER



## Teaching Through Change

We have made it through another semester. Now comes the next transformation.

As demographic changes continue to reshape higher education, we are being called to adapt to new realities. Much can be said about the reasons and responses but perhaps we feel these changes most deeply in our relationship to the craft itself.

As we prepare our graduating students for an uncertain future, we teach resilience. Yet as we navigate the changing landscape of higher education, we are also learning that teaching itself is an act of resilience. Our classrooms, research and partnerships become spaces of adaptation, inviting us to remain open to new possibilities for learning, collaboration and growth.

Let the close of this semester be the beginning of something stronger, more connected and still deeply human.

In this issue, we celebrate FASS staff birthdays and recognise excellence through the FASS Staff Awards 2026. We learn from alumni perspectives on AI in marketing analytics, reflect on discussions from the FASS Just Transition Workshop and explore a cultural exchange connecting students in Malaysia and Mexico. We also congratulate our students on securing Second Runner-Up at the HSBC Malaysia Business Case Competition 2026 and mark Teachers' Day by reflecting on the lasting impact of educators.

For readers of The Common Room, stay tuned. The next chapter is still taking shape and we look forward to sharing it with you soon

*Dr Fuad Rahmat*

Associate Dean  
Admissions, Recruitment & Marketing and Faculty Global Engagement Lead  
Faculty of Arts and Social Sciences  
University of Nottingham Malaysia

### In this newsletter you can expect:

FASS Spotlight | Celebrating FASS staff birthdays in June

FASS Spotlight | People & Culture

Teaching & Learning | External Engagement

Research & Knowledge Exchange | External Engagement

People & Culture | Teaching & Learning



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## FASS Spotlight | Celebrating FASS staff birthdays in June

### June Birthday Wishes

Happy Birthday to **Nur Fathirah Jamaluddin, Executive, Faculty Office!**

Wishing you a joyful birthday and a wonderful year ahead. May it bring good health, happiness, and many opportunities to celebrate both big and small successes.

Let's take a moment to share our best wishes and make her day extra special. Her contact details are available on the **[University's website](#)**.

Best wishes from your FASS colleagues.



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## FASS Spotlight | People & Culture



### FASS Staff Awards 2026: Recognising Impact and Contribution

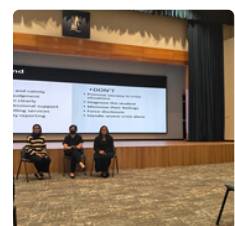
The Faculty of Arts and Social Sciences came together in May 2026 to celebrate colleagues whose contributions have strengthened teaching, research, engagement, partnerships, and professional services across the Faculty.

The event was opened by **Professor Joanne Lim, Dean of Faculty** and attended by more than 50 staff members from across all FASS Schools and the Faculty Office. **Dr Ahmad Fuad Rahmat, Associate Dean**, served as emcee for the ceremony, which recognised achievements across the categories of **Community and Partnerships, Outstanding Outreach, Outstanding Service Award, Research in Action**, and **Teaching Inspiration**.

The awards highlight the breadth of contributions that support the Faculty's mission and impact, recognising colleagues who have demonstrated excellence in their respective areas while contributing to a vibrant and collaborative academic community.

Organised by the **Faculty Office team**, the afternoon concluded with a focused staff forum on student wellbeing support, chaired by **Dr Patricia Ang**. The session provided an opportunity for colleagues to discuss current priorities, share perspectives, and explore ways to strengthen support for students across the Faculty with the **University's Wellbeing team**.

The annual awards serve as a reminder of the dedication, expertise and collective effort that continues to shape the Faculty's culture, community, and commitment to excellence.



### NUBS Alumna Shares Industry Insights on AI in Marketing Analytics

Students had the opportunity to gain first-hand industry perspectives during a guest lecture delivered by **Ms Revina Sidhu**, Analyst at Malaysian Rating Corporation Berhad (MARC) and an alumna of the **University of Nottingham Malaysia**.

Drawing on her professional experience, Ms Revina explored the growing role of artificial intelligence in marketing analytics, demonstrating how AI is being applied in areas such as data analysis, research, forecasting, and decision-making. She also introduced students to tools commonly used in industry, including Macrobond, Stata, and Microsoft Excel, providing practical insights into the analytical skills increasingly valued by employers.

A key theme of the session was the continued importance of human judgement alongside technological advancement. While AI can enhance efficiency and support data-driven decision-making, students were encouraged to recognise the value of critical thinking, interpretation, and strategic decision-making in professional practice.

The guest lecture reflects the Business School's commitment to connecting classroom learning with industry perspectives, while showcasing the contributions of alumni who continue to support student development and employability.

Industry engagement enriches learning by helping students understand how emerging technologies are applied in professional settings while reinforcing the importance of human judgement and critical thinking.

Learn more about industry engagement opportunities and guest speaker events across **Nottingham University Business School Malaysia** and the **Faculty of Arts and Social Sciences**.

Nottingham University Business School  
APPLYING A PRACTICE-ORIENTED APPROACH  
IN CHINA & MALAYSIA

MARC

**GUEST LECTURE SERIES**  
**AI IN MARKETING ANALYTICS:**  
**A PRACTITIONER'S PERSPECTIVE**

10th April 2026

**Ms. Revina Sidhu**  
Analyst at Malaysian Rating Corporation Berhad (MARC)  
Alumnus of the University of Nottingham Malaysia

- Explore how AI is transforming industries and the modern workplace
- Learn practical applications of AI in data analysis, research, and forecasting
- Discover how AI supports content creation and decision-making
- Gain exposure to industry tools used by professionals today



### **FASS Just Transition Workshop: From Strategy to Collaborative Action**

On 15 April 2026, the **Faculty of Arts and Social Sciences** convened the *Just Transition Workshop*, bringing together colleagues from across the Schools within the Faculty to align on shared priorities for research, knowledge exchange, and engagement. Through a series of structured discussions and breakout sessions, participants explored a common vision for success, identified existing strengths across thematic areas, and mapped stakeholder networks relevant to the proposed social science-led UNM Signature Strength.

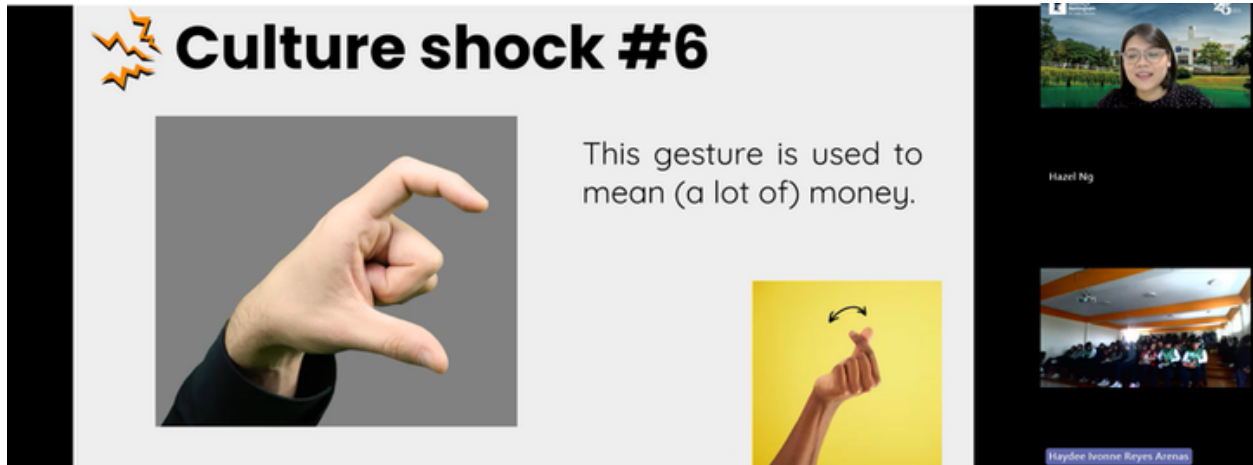
The workshop highlighted the Faculty's established expertise in areas such as social justice, governance, and sustainability, while identifying opportunities to enhance impact through greater cross-school collaboration. Discussions also reinforced the value of existing research and knowledge exchange activities, including research outputs, policy engagement, professional training, and community partnerships.

A key outcome of the workshop was a clearer understanding of how FASS can build on its strengths by working more collaboratively across disciplines and with external stakeholders. Participants explored opportunities to deepen engagement with industry, non-governmental organisations, government agencies, and regional partners to support future initiatives and broaden impact.

The workshop marks an important step towards a more coordinated Faculty approach to the **UNM Signature Strength** ecosystem, providing a foundation for future collaboration, funding opportunities, and externally engaged research.

Addressing complex societal challenges requires collaborative approaches that connect research, knowledge exchange, and external partnerships across disciplines.

For more information about the FASS *Just Transition* initiative and opportunities to get involved, please contact the **FASS Research team** at [fass.research@nottingham.edu.my](mailto:fass.research@nottingham.edu.my). We welcome discussions on collaboration, funding opportunities, and external partnerships.



### Cultural Exchange Talk Connects Malaysian and Mexican Students

On 8 May 2026, **Ms Hazel Ng**, Spanish language module convenor in the **Institute of World Languages, School of Education**, delivered a virtual talk to students from Escuela Preparatoria Dr Ángel María Garibay Kintana, part of UAEMéx in Toluca, Mexico.

Titled “Malaysian in Mexico: Culture Shocks”, the session explored the cultural differences and experiences Ms Ng encountered during her time in Mexico. Drawing on personal observations and lived experiences, she shared insights into cultural adaptation, communication, and navigating unfamiliar environments.

The talk provided students with an opportunity to engage with perspectives from a different cultural context, encouraging greater intercultural awareness and understanding. A lively question-and-answer session followed, enabling meaningful dialogue and exchange between participants from Malaysia and Mexico.

This initiative reflects the value of language learning as a gateway to global perspectives and demonstrates the School’s commitment to fostering international engagement through education and cultural exchange. Special thanks to Dr Nadia Morales from UAEMéx for coordinating the session.

Language learning and cultural exchange create opportunities for students to develop intercultural understanding and engage with diverse global perspectives.

Learn more about language learning opportunities and international engagement activities within the **School of Education**.



## Student Achievement | Teaching & Learning

### **SPIRE and NUBS Malaysia Students Secure Second Runner-Up at HSBC Malaysia Business Case Competition 2026**

Students from the **Faculty of Arts and Social Sciences** achieved an impressive result at the HSBC Malaysia Business Case Competition 2026, securing the Second Runner-Up position at the Grand Final held on 6 May 2026 in Kuala Lumpur.

The team comprised students from the **School of Politics, International Relations and Economics (SPIRE)** and **Nottingham University Business School Malaysia**. Team members were **Ms Brendy Chou Xiang Yu** (Economics, Year 3, School of Politics, International Relations and Economics), **Ms Celeste Ritchell Low Ken Nee** (BSc Business Economics and Finance, Year 3, Nottingham University Business School Malaysia), **Ms Dawn Sangeetha Lee Wei Ern** (BSc Business Economics and Finance, Year 3, Nottingham University Business School Malaysia), and **Mr Lim Jee Jun** (BSc Finance, Accounting and Management, Year 3, Nottingham University Business School Malaysia).

Competing against teams from universities across Malaysia, they demonstrated strong analytical thinking, teamwork, and the ability to develop practical solutions to real-world business challenges.

The team was supported by **Dr Roy Khong, Associate Professor** in **Nottingham University Business School Malaysia**, whose guidance and mentorship contributed significantly to their preparation throughout the competition.

This achievement reflects the students' commitment to academic excellence and highlights the value of applying classroom learning to complex, real-world scenarios.

Success in case competitions demonstrates how critical thinking, collaboration, and academic knowledge can be applied to address real-world challenges.

Explore more student achievements and experiential learning opportunities across the **Faculty of Arts and Social Sciences**.





### Teachers’ Day Reflections: Celebrating the People Behind Learning

In celebration of Teachers’ Day in May, Schools across the **Faculty of Arts and Social Sciences** took the opportunity to recognise the dedication, care, and impact of educators who shape the learning journeys of students every day.

The **School of Education** invited lecturers, students, and alumni to share their reflections on what teaching means to them and the motivations that inspired them to pursue the profession. Their stories highlighted the values that underpin education, from inspiring curiosity and supporting personal growth to empowering learners to realise their potential.

Similarly, **Nottingham University Business School Malaysia** reflected on the often unseen work of educators beyond the classroom. Teaching is more than delivering lessons or lectures; it is listening when a student is struggling, offering reassurance during uncertain moments, and believing in someone even when they doubt themselves. These acts of care, patience, and encouragement help build confidence, inspire growth, and create lasting impact.

Teaching extends beyond the classroom, creating lasting impact through guidance, encouragement, and a commitment to helping others grow.

Read the full Teachers’ Day reflections and tributes shared by the School of Education and Nottingham University Business School Malaysia on LinkedIn, and join us in celebrating the educators who continue to make a difference every day.

**School of Education [LinkedIn](#)** page.  
**Nottingham University Business School Malaysia [LinkedIn](#)** page.

*Thank you for reading!*

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