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## Uncertain Times, Steady Purpose, and a Little Levity at the End

It is an awkward and altogether unenviable thing to run a global programme when the world itself seems poised on the edge of a darker century. The threat, - a nuclear, final, unspeakable nuclear war - looms not as a distant abstraction but as a weather system we cannot quite ignore. And yet here we are. Not carrying on as usual, for that phrase has lost all meaning. We carry on as unusual, somewhat shaken, uncertain, but still present.

This is the quiet, unglamorous labour that defines our lifeblood. Students who show up to lectures while scanning headlines. Teachers who shape syllabi as if permanence were still a given. Supporters who tarry along beside us, knowing the ground may shift. We battle victorious not with armies but against the erosion of purpose, the slow theft of focus, the weight of a world that refuses to promise tomorrow. Meanwhile those seeking the usual levity can click on the headline at the very final page

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In this newsletter  
you can expect:

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Student  
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Teaching &  
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Teaching &  
Learning |  
Research  
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Student  
Experience |  
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Student  
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## Student Achievement | Teaching & Learning

NUBS Malaysia Students Place Second Runner-Up at Global IBM Pitch 2026, Only Malaysian Team in Top 3

Students from Nottingham University Business School (NUBS) Malaysia achieved an outstanding global milestone, securing Second Runner-Up at the IBM Global Pitch 2026 competition. The team was the only Malaysian team placed in the global Top 3, competing against leading universities worldwide.

The challenge required participants to address misconceptions surrounding AI among UK SMEs, demanding strategic thinking, creativity, and the ability to translate complex ideas into compelling and practical business solutions. Over the course of the competition, the team developed a series of integrated campaigns designed to build confidence, trust, and relevance around AI adoption.

Reflecting on the experience, the students shared:

*"Marketing is often seen as just 'selling,' but this competition proved that it is truly about problem-solving, strategic agility, and the power of a well-crafted narrative. It is about building confidence, trust, and relevance through strategic communication by planning three campaigns within six months to address myths surrounding AI among UK SMEs."*

The team expressed their appreciation to **Dr Tan Shu Han** for her invaluable guidance throughout the competition, including sharing critical market insights, supporting practice sessions, and refining their strategy and delivery. They also acknowledged **Dr Kenny Wong Meng Seng**, whose experience as a former IBM employee provided important industry perspectives, helping align their proposal with real-world business expectations.

This achievement highlights the strength of NUBS Malaysia students in combining strategic thinking, communication skills, and industry awareness on a global stage.

For more highlights and updates, visit the **Nottingham University Business School Malaysia's [Facebook page](#)**.



## Teaching & Learning | Research Capability

### QualCoder Workshops at the School of Education – Learning Computer-Assisted Qualitative Data Analysis Software

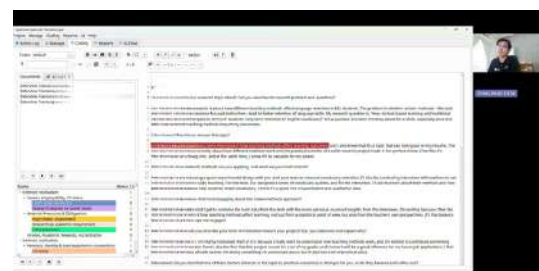
The **School of Education** recently hosted a hands-on session introducing students to **QualCoder** (v.3.8), an open-source Computer-Assisted Qualitative Data Analysis Software (CAQDAS) designed to support qualitative research. The session combined face-to-face instruction with digital materials, guiding students through the practical use of the software for coding, organising, and analysing qualitative data for their research projects.

With rising costs associated with proprietary software and growing improvements in open-source alternatives, the session also highlighted the value of investing in sustainable tools that offer both functionality and data security. **QualCoder** provides a flexible and accessible platform suitable for the majority of qualitative research projects, enabling researchers to conduct systematic analysis without licensing constraints. The workshop aimed to raise awareness of **QualCoder** as a viable option for researchers, and to encourage broader adoption within qualitative research practice.

**QualCoder** is accessible, practical, and already being used by students to support their qualitative research, and colleagues are encouraged to explore its potential for their own projects.

Find out more about **QualCoder** using the link below. Colleagues interested in learning more are welcome to contact **[NgeeDerk.Tiong@nottingham.edu.my](mailto:NgeeDerk.Tiong@nottingham.edu.my)**, and to look out for announcements of follow-up workshop planned for the summer.

**<https://qualcoder.wordpress.com/>**



**Note: Transcript excerpt used for illustrative purposes and to demonstrate qualitative coding. Personal identifiers have been anonymised or removed where applicable.**



## Student Experience | Industry Engagement

NUBS Malaysia and AAS Host ALIGN 2026 Case Challenge with OCBC x CPA Australia showcases future ready talent

ALIGN 2026 brought together outstanding students from universities across Malaysia, highlighting strategic thinking, creativity, and real-world problem-solving in a dynamic case challenge environment. In the lead-up to the competition, participants attended an online workshop that provided valuable insights and helped refine their approach ahead of the challenge.

The event was supported by a strong network of partners, including Title Sponsor OCBC, Supporting Partner CPA Australia, Gold Sponsor BDO Malaysia, Silver Sponsor Lab Activation, Regulatory Body Malaysian Institute of Accountants, and Educational Partner Affintive AU MY, reflecting a shared commitment to bridging academia and industry.

Held in conjunction with AAS' 10th Anniversary, University of Nottingham Malaysia's 25th Anniversary, and CPA Australia's 70th year in Malaysia, ALIGN 2026 also carried a meaningful social impact component. In alignment with UN SDG 4: Quality Education, a CSR initiative was undertaken through a donation to Yayasan Generasi Gemilang, made possible through the collaborative efforts of **Nottingham University Business School** (Malaysia) and **AAS**.

### Celebrating Our Champions

- 1st — Trial and Errors, Heriot-Watt University Malaysia
- 2nd — Zero-SUM, University of Malaya
- 3rd — **Nott All Girls, University of Nottingham Malaysia**

ALIGN 2026 provided students with a platform to apply strategic thinking, collaborate across institutions, and engage with industry partners while developing future-ready leadership skills.

Stay tuned for future case competitions and industry engagement opportunities, and follow upcoming announcements for ways students can participate in the next edition of ALIGN.

For more highlights and updates, visit the **UNM Analytics and Accounting Society: A CPA Australia Student Charter's [LinkedIn page](#)**.





## Student Experience | Teaching & Learning

### School of Humanities Students Collaborate on Bystander Intervention Awareness Video

A recent awareness video on the importance of bystander intervention in preventing harassment has highlighted how individuals can take practical steps to support safer public spaces. The initiative emphasises simple and responsible ways for bystanders to respond, encouraging greater awareness and community accountability.

The **School of Humanities** collaborated in the production of the video by supporting student participation in a live video production setting. The project provided students with hands-on experience in content creation, communication, and real-world media production, allowing them to engage directly with a socially relevant campaign beyond the classroom.

Through this collaboration, students gained exposure to the process of developing public-facing awareness content, working alongside industry partners, and translating communication skills into meaningful social impact. The initiative reflects how experiential learning opportunities can extend classroom learning into authentic professional environments.

Students gained hands-on experience in live video production while contributing to a socially relevant awareness campaign on bystander intervention.

Watch the feature and behind-the-scenes video using the links below.

**News feature:** <https://www.thestar.com.my/lifestyle/living/2026/03/25/bystander-intervention-vital-in-preventing-harassment-experts-say>

**Behind-the-scenes video:** [https://www.instagram.com/reel/DWDbuzYBjhX/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/DWDbuzYBjhX/?utm_source=ig_web_copy_link)



## Student Achievement | Student Leadership

### SPIRE Student Kon Li Pei Receives Jan Atkin Award 2025

Congratulations to **Kon Li Pei**, from the **School of Politics, International Relations & Economics (SPIRE)**, University of Nottingham Malaysia, on being named one of three recipients of the prestigious Jan Atkin Award 2025 at the University.

Established by Professor Brian Atkin in memory of his late wife, Jan, the award recognises students who have made an exceptional impact on campus and in the wider community. Li Pei was recognised for her sustained commitment to community engagement, youth advocacy, and socially conscious leadership.

At UNM, she has led initiatives connecting students with marginalised communities, including the A Step Forward Bazaar, UN Youth Society programmes such as UNHCR visits, climate courage talks, and Model UN workshops. As Secretary-General of Champions Cup, she also helped bridge learning with real-world engagement to drive meaningful social impact.

Beyond campus, Li Pei has contributed to refugee education initiatives, organised solidarity events, represented youth voices at ASEAN peacebuilding platforms, presented advocacy work at international conferences, and participated in public awareness discussions across media platforms.

Kon Li Pei's recognition reflects the impact of student leadership at SPIRE, demonstrating how community engagement, advocacy, and initiative can create meaningful change both on campus and beyond.

Stay tuned for more student achievements and leadership opportunities from our Faculty Schools!

*Thank you for reading!*

<p>FACULTY OF ARTS AND SOCIAL SCIENCES NEWSLETTER TEAM</p>	<p><a href="https://www.nottingham.edu.my/social-sciences">NOTTINGHAM.EDU.MY/SOCIAL-SCIENCES</a></p>
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