

**Experiential Learning Programme to University of South
Hampton Malaysia & Visit to Pelabuhan Tanjung Pelepas
(PTP) - 2024**



By

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Fall-2K21-EMBA – EMP 362700

NUST Business School

National University of Sciences & Technology (NUST)

Islamabad, Pakistan

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BUSINESS PROJECT ACCEPTANCE CERTIFICATE

It is Certified that final copy of EMBA Business Project written by Ans Hakeem Registration No. 362700 of EMBA 2K21 has been vetted by undersigned, found complete in all aspects as per NUST Statutes/Regulations/MS Policy, is free of errors, and mistakes and is accepted for fulfillment for award of EMBA degree. It is further certified that necessary amendments as pointed out by GEC members of the scholar have also been incorporated in the said business project.

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TABLE OF CONTENTS

| | |
|---|-----------|
| ACKNOWLEDGEMENTS | 1 |
| TABLE OF CONTENTS | 2 |
| LIST OF TABLES | 4 |
| LIST OF FIGURES | 5 |
| LIST OF SYMBOLS, ABBREVIATIONS AND ACRONYMS | 6 |
| CHAPTER 1: INTRODUCTION | 7 |
| 1.1 Deliverable 1: Overview of the visit, industry and Malaysian Economy | 7 |
| 1.1.1 Economy | 8 |
| 1.1.2 Culture of Tourism | 8 |
| 1.1.3 Business Environment | 8 |
| 1.1.4 QS Ranking Universities – Public Vs Private Universities Comparison | 9 |
| 1.1.5 Interaction with the Head of Southampton Malaysia Business School | 10 |
| CHAPTER 2: DETAILED SUMMARY OF THE CLASS SESSIONS | 12 |
| 2.1 Overview of the Courses | 12 |
| 7.1.1 Tech Frontier: Emerging Global Technologies and Trends by Dr. Varun Thangamani – Introduction | 12 |
| 7.1.2 Introduction to Artificial Intelligence (AI) and Machine Learning (ML): | 13 |
| 7.1.3 Advantages of AI and Machine Learning: | 13 |
| 7.1.4 Disadvantages of AI and Machine Learning: | 14 |
| 7.1.5 Role of Artificial Intelligence and Machine learning in Automotive Sector: | 14 |
| 7.1.6 Autonomous Driving: | 14 |
| 7.1.7 Predictive Maintenance: | 14 |
| 7.1.8 Manufacturing and Supply Chain: | 14 |
| 7.1.9 Customer Experience: | 14 |
| 7.1.10 Environmental Sustainability: | 15 |
| 7.1.11 Safety and Security: | 15 |
| 7.1.12 Role of Artificial Intelligence in Agriculture in Malaysia: | 15 |
| 7.1.13 Precision Farming: | 15 |
| 7.1.14 Smart Irrigation Systems: | 15 |
| 7.1.15 Pest and Disease Management: | 15 |
| 7.1.16 Crop Yield Prediction: | 15 |
| 7.1.17 Supply Chain Optimization: | 16 |
| 7.1.18 Market Intelligence: | 16 |
| 7.1.19 Agricultural Robotics: | 16 |
| 7.1.20 Soil Health Management: | 16 |
| 7.1.21 Sustainable Agriculture: | 16 |
| 7.1.22 Block Chain Technology: | 16 |
| 7.1.23 How Blockchain Works: | 16 |
| 7.1.24 Key Features of Blockchain: | 17 |
| 7.1.25 Applications of Blockchain Technology: | 17 |
| 7.1.26 Internet of Things: | 17 |
| 7.1.27 Key Components of IoT: | 18 |
| 7.1.28 Applications of IoT: | 18 |
| 7.1.29 Challenges and Considerations: | 19 |
| 7.1.30 Learning Outcomes | 24 |
| 7.1.31 Case Study 1: Pricing at Netflix: The Sequel | 24 |

| | | |
|--------|---|-----------|
| 7.1.32 | Introduction: | 24 |
| 7.1.33 | Key Considerations: | 24 |
| 7.1.34 | Proposed Solutions: | 24 |
| 7.1.35 | Conclusion: | 24 |
| 7.1.36 | Case Study 2: Introduction of an Ad-Supported Tier at Netflix | 25 |
| 7.1.37 | Introduction: | 25 |
| 7.1.38 | Key Considerations: | 25 |
| 7.1.39 | Proposed Solutions: | 25 |
| 7.1.40 | Conclusion: | 25 |
| 7.1.41 | Various Dimensions of the business of PTP Transshipment Company Brief | |
| | Introduction to PTP as a Major Transshipment Hub | 26 |
| 7.1.42 | Overview of the company's role in the global supply chain. | 27 |
| 7.1.43 | Majors Shipping Lines Partners | 27 |
| 7.1.44 | History and establishment of PTP | 29 |
| 7.1.45 | Establishment: | 29 |
| 7.1.46 | Key milestones and achievements. | 30 |
| 7.1.47 | Significance: | 30 |
| 7.1.48 | Port of Tanjung Pelepas (PTP) Facilities and Technological Advancements | 30 |
| 7.1.49 | Container Handling Capabilities: | 31 |
| 7.1.50 | Technological Advancements in Handling and Logistics: | 31 |
| 7.1.51 | Analysis of PTP's Strategic Geographical Location and Connectivity | 32 |
| 7.1.52 | Geographical Location: | 32 |
| 7.1.53 | Advantages of Strategic Location: | 32 |
| 7.1.54 | Connectivity to Key Markets and Transportation Networks: | 33 |
| 7.1.55 | Future of PTP | 33 |
| 7.1.56 | Strategies and Expansion Plans: | 34 |
| 7.1.57 | Anticipation of Industry Trends: | 34 |
| 7.1.58 | Staying Competitive: | 34 |
| | 4.1 SUMMARY OF RESEARCH WORK | 36 |
| | REFERENCES | 37 |

LIST OF TABLES

Page No.

| | |
|---|----|
| Table 2-2: Southampton and Monash University, Malaysia Fee Comparison | 10 |
| Table 3-1: Details of the Courses selected for report | 12 |

LIST OF FIGURES

| | |
|---|----|
| Figure 2-1: Forest city: Inside Malaysia’s Chinese-built ghost city | 9 |
| Figure 2-2: Public and private universities in Johor - Malaysia..... | 9 |
| Figure 2-3: Trends and attractions in Malaysia | 11 |
| Figure 3-1: IOT Security market share 2020-2024 | 19 |
| Figure 3-2: Sustainable Development goals | 21 |
| Figure 3-3: Vision and Mission of PTP..... | 26 |
| Figure 3-4: Core values of PTP..... | 27 |
| Figure 3-5: global supply chain of PTP | 27 |
| Figure 3-6: Major shipping lines partners for PTP..... | 28 |
| Figure 3-7: Overview of improvement activities at PTP | 28 |
| Figure 3-8: maintenance and repair statistics at PTP | 28 |
| Figure 3-9: carriage load segregation at PTP | 29 |
| Figure 3-10: traffic movement in different continents at PTP | 29 |
| Figure 3-11: Eagle view of the port at Johor MALAYSIA PTP..... | 31 |
| Figure 3-12: Future of ptp Johor MALAYSIA..... | 33 |

LIST OF SYMBOLS, ABBREVIATIONS AND ACRONYMS

| | |
|-------|-------------------------------------|
| ELP | Experiencing Learning Programme |
| UoSM | University of Southampton Malaysia |
| AIO | Academic Integrity Officer |
| PoW | Proof of work |
| DPos | Delegated proof of stake |
| DeFi | Decentralized Finance |
| IoT | Internet of Things |
| IIOT | Industrial Internet of Things |
| CBSBE | Consumer-based service brand equity |
| RSS | Research sharing session |
| PoS | Proof of scope |

Chapter 1: Introduction

The Educational Learning Program (ELP) trip to the University of Southampton Malaysia (UoSM) marks a significant milestone in our academic journey, providing a unique opportunity to explore and engage with a prominent institution in higher education. This report aims to encapsulate our experiences, insights, and observations during our visit to UoSM.

The University of Southampton Malaysia, an extension of the esteemed University of Southampton in the United Kingdom, stands as a beacon of academic excellence in the region. As participants of the ELP, we embarked on this journey with the objective of gaining firsthand knowledge of UoSM's academic programs, facilities, and the overall educational environment it offers to students.

Our visit to UoSM was carefully designed to encompass various facets of university life, including academic programs, research initiatives, campus infrastructure, and student services. Through interactions with faculty members, staff, and students, we aimed to gain a comprehensive understanding of the institution's ethos, values, and commitment to excellence in education and research.

This report serves as a testament to our engagement with UoSM and our reflections on the experiences garnered during our visit. It encapsulates our impressions, analyses, and recommendations, aiming to provide valuable insights for both our academic community and stakeholders interested in fostering collaborations with UoSM.

As we delve into the details of our visit, it is our hope that this report will serve as a source of inspiration and enlightenment, contributing to the broader discourse on international education partnerships and academic exchanges.

With anticipation and enthusiasm, we present our findings from the ELP trip to the University of Southampton Malaysia

1.1 Deliverable 1: Overview of the visit, industry and Malaysian Economy

Malaysia, located in Southeast Asia, is a diverse country known for its vibrant culture, thriving economy, and burgeoning tourism industry. Here's an overview focusing on its economy, tourism, business model, and universities.

1.1.1 Economy

1. **Diversified Economy:** Malaysia has a diversified economy, with manufacturing, services, and natural resources playing significant roles.
2. **Industrialization:** The country has undergone rapid industrialization since the 1970s, particularly in electronics, automotive, and palm oil production.
3. **Export-Oriented:** Malaysia is highly dependent on exports, particularly electronics, petroleum, and palm oil.
4. **Government Initiatives:** The government has actively promoted economic growth through various initiatives like the Multimedia Super Corridor (MSC), aimed at boosting the technology sector.
5. **Investment:** Malaysia has been successful in attracting foreign investment due to its strategic location, infrastructure development, and government incentives.

1.1.2 Culture of Tourism

1. **Cultural Diversity:** Malaysia is renowned for its cultural diversity, influenced by Malay, Chinese, Indian, and indigenous cultures.
2. **Tourist Attractions:** The country boasts diverse tourist attractions, including pristine beaches, lush rainforests, historic landmarks, and vibrant cities like Kuala Lumpur.
3. **Cuisine:** Malaysian cuisine is a blend of various influences and is popular among tourists for its flavors and diversity.
4. **Festivals:** Festivals like Eid, Chinese New Year, and Deepavali showcase Malaysia's multicultural fabric and attract tourists.

1.1.3 Business Environment

1. **Investment-Friendly Policies:** Malaysia offers various incentives for businesses, including tax breaks, infrastructure support, and access to regional markets.
2. **Strategic Location:** Its location in Southeast Asia makes it a strategic hub for businesses looking to access markets in the Asia-Pacific region.
3. **Government Support:** The government actively supports entrepreneurship and innovation through funding, incubators, and initiatives like the Digital Free Trade Zone (DFTZ).
4. **Islamic Finance:** Malaysia is a leading hub for Islamic finance, offering Sharia-compliant financial products and services.



FIGURE 1-1: FOREST CITY: INSIDE MALAYSIA'S CHINESE-BUILT GHOST CITY



FIGURE 1-2: PUBLIC AND PRIVATE UNIVERSITIES IN JOHOR - MALAYSIA

1.1.4 QS Ranking Universities – Public Vs Private Universities Comparison

1. **Higher Education System:** Malaysia has a growing higher education sector with several universities recognized globally.
2. **QS Rankings:** Some Malaysian universities feature in the QS World University Rankings, albeit not as highly ranked as institutions in some other countries.
3. **Research and Innovation:** Malaysian universities are increasingly focusing on research and innovation to enhance their global standing and attract international students.
4. **International Collaboration:** Many Malaysian universities engage in partnerships and collaborations with institutions worldwide to enhance academic standards and research capabilities. E.g. University of Southampton Malaysia is a replica of the parent university

which is based in United Kingdom. The parent university, University of Southampton, is a renowned institution with a strong reputation for research and education globally. The Malaysia Campus extends the University of Southampton's reach and provides opportunities for students to access high-quality British education in Malaysia. Another example would be Monash University Malaysia is a branch campus of Monash University, which is based in Melbourne, Australia. Monash University is one of Australia's leading universities and is highly regarded internationally for its research and education excellence. The Malaysia campus offers programs and degrees consistent with those offered at the main campus in Australia, providing students in Malaysia access to a world-class education.

Comparing the business programs at Southampton and Monash University Malaysia in terms of tuition fees is essential for prospective students. Here's a rough comparison of the tuition fees for business programs at both universities in US dollars:

TABLE 1-1: SOUTHAMPTON AND MONASH UNIVERSITY, MALAYSIA FEE COMPARISON

| University | Program | Annual Tuition Fees (USD) |
|--|------------------------|---------------------------|
| University of Southampton Malaysia Campus | Undergraduate Business | \$12,000 - \$15,000 |
| | Postgraduate Business | \$15,000 - \$20,000 |
| Monash University Malaysia Campus | Undergraduate Business | \$10,000 - \$12,000 |
| | Postgraduate Business | \$12,000 - \$18,000 |

1.1.5 Interaction with the Head of Southampton Malaysia Business School

As of my interaction with Prof Dr. Chew Ging Lee, Head of Southampton Malaysia Business School, I have grasped from his talk that trends in real estate can be influenced by various factors such as economic conditions, government policies, and global events. Keep in mind that real estate trends are dynamic, and the situation may have evolved with time. Some general trends are as follows:

1.1.5.1 Investor Trends

1. **Foreign Direct Investment (FDI):** Malaysia has traditionally attracted foreign investors, particularly in the real estate sector. Cities like Kuala Lumpur are popular choices for foreign property investors due to urban development and economic growth.
2. **Residential Properties:** There has been a demand for residential properties, both from local and foreign investors. The Malaysian government's initiatives, such as the Malaysia My Second Home (MM2H) program, have attracted foreign investors looking to purchase homes in the country.

3. **Industrial and Commercial Real Estate:** The industrial and commercial real estate sectors have also seen interest from investors, driven by Malaysia's growing economy and the development of industrial zones.
4. **Smart Cities Development:** The development of smart cities and sustainable urban planning has attracted investors looking for long-term growth opportunities in real estate.

1.1.1.1 Buyer Trends

1. **First-Time Homebuyers:** Government initiatives and incentives to promote homeownership, such as the Home Ownership Campaign (HOC), have encouraged first-time homebuyers to enter the market.
2. **Interest in Affordable Housing:** The demand for affordable housing remains high, and developers have been focusing on creating projects that cater to middle-income and lower-income buyers.
3. **Digital Platforms:** The use of digital platforms and technology in the real estate industry has facilitated property searches and transactions, making it more convenient for buyers.
4. **Green and Sustainable Features:** There is an increasing awareness and interest among buyers in properties that incorporate green and sustainable features. Developers are responding to this demand by integrating eco-friendly elements into their projects.
5. **Condominium Living:** Urbanization trends have led to increased demand for condominiums, especially in major cities. Buyers, including young professionals and expatriates, often prefer the convenience and amenities associated with condominium living.



FIGURE 1-3: TRENDS AND ATTRACTIONS IN MALAYSIA

CHAPTER 2: Detailed Summary of the Class Sessions

Below is the summary of the detailed class session attended during our learning experience at the University of Southampton Johor, Malaysia in January 2024.

2.1 Overview of the Courses

TABLE 2-1: DETAILS OF THE COURSES SELECTED FOR REPORT

| Course | Course Specifics |
|--|--|
| Tech Frontiers: Emerging Global Technologies and Trends (Venue: 2R011) | Associate Professor in Aeronautics & Astronautics: Dr Varun Thangamani. Day: 15 th January 2024 Time: 9:25 am to 10:15 am |
| Green Business School and Sustainable Development (Venue: 2R011) | Assistant Professor of Accounting: Dr Nasrin Azar Day: 15 th January 2024 Time: 10:20 am – 11:10 am |
| Harvard Business Review Case Study on Marketing Analysis (Venue: 2R028) | Assistant Professor of Marketing Analytics: Dr Moniruzzaman Sarker Day: 15 th January 2024 Time: 11:20 am – 1:00 pm |

2.1.1 Tech Frontier: Emerging Global Technologies and Trends by Dr. Varun Thangamani – Introduction



Dr Varun Thangamani is an Associate professor in Aeronautics & Astronautics and is the Deputy Head of Mechanical engineering and Aeronautics & Astronautics programs at the University of Southampton Malaysia.

Varun obtained his bachelor's degree in mechanical engineering from Kerala University, India, and subsequently earned a Master of Science in Aerospace Engineering from the Indian Institute of Technology Madras. His research during this time focused on investigating the impact of microjets in stabilizing cavity oscillations within supersonic

flow. Following the completion of his MS degree, Varun pursued a Ph.D. at Cranfield University, UK, where he explored the influences of scaling on cavity oscillations and the associated control mechanisms. He was employed as a Project Development Engineer at Frigesco Ltd. in the UK following the completion of his PhD in 2014. He was a member of the group that created a well-recognized and proprietary defrost method that can cut the energy usage of commercial freezers by up to 20%.

Varun's research areas are mainly focused on experimental fluid dynamics, flow oscillations and, more recently, flow-induced energy harvesting. He has experience in leading or co-investigating government-sponsored research projects in UK and Malaysia. He is currently leading the development of a novel energy-harvesting method from self-sustained flow oscillations that can provide clean, green energy without using any rotary parts.

Varun is also the lead Academic Integrity Officer (AIO) for the University of Southampton Malaysia. He is a member of the university-wide Academic Integrity Network and takes an active interest in training the staff and students about the university's academic integrity requirements and regulations.

2.1.1.1.1 LEARNING OUTCOMES FROM THIS SESSION

- Artificial Intelligence.
- Block Chain Technology.
- Internet of Things (IoT).
- Extended Reality.
- Energy Storage.

2.1.2 Introduction to Artificial Intelligence (AI) and Machine Learning (ML):

Artificial Intelligence (AI) refers to the simulation of human intelligence processes by machines, primarily computer systems. It encompasses a broad range of techniques, including machine learning, natural language processing, computer vision, robotics, and more (kumar et al., 2012).

Machine Learning (ML) is a subset of AI that focuses on developing algorithms and models that allow computers to learn from data and make predictions or decisions without being explicitly programmed for every task. ML algorithms learn patterns and relationships within data to improve their performance over time (Alzubi et al., 2018).

2.1.3 Advantages of AI and Machine Learning:

1. **Automation:** AI and ML technologies enable automation of repetitive tasks, leading to increased efficiency and productivity across various industries.
2. **Data-driven Insights:** ML algorithms can analyze large datasets to uncover valuable insights and patterns that humans may not easily detect, aiding in decision-making processes.
3. **Personalization:** AI-powered systems can provide personalized recommendations and experiences based on user preferences, enhancing customer satisfaction and engagement.
4. **Improved Accuracy:** ML models can often achieve high levels of accuracy in tasks such as image recognition, natural language processing, and predictive analytics, leading to more reliable outcomes.
5. **Continuous Learning:** ML algorithms can continuously learn from new data, allowing systems to

adapt and improve their performance over time without human intervention (khanzode et al., 2020).

2.1.4 Disadvantages of AI and Machine Learning:

1. **Data Dependency:** ML models heavily rely on large, high-quality datasets for training. Biased or insufficient data can lead to inaccurate predictions and reinforce existing biases.
2. **Lack of Transparency:** Deep learning models, in particular, are often regarded as "black boxes" due to their complex nature, making it challenging to interpret how decisions are made.
3. **Ethical Concerns:** AI systems may raise ethical concerns related to privacy, surveillance, and job displacement. There are also concerns about the potential misuse of AI technologies for malicious purposes.
4. **Algorithmic Bias:** ML algorithms can inherit biases present in the training data, leading to unfair or discriminatory outcomes, especially in sensitive domains like hiring or lending.
5. **Complexity and Expertise:** Developing and deploying AI and ML systems require specialized knowledge and expertise in data science, statistics, and programming, which may be inaccessible to smaller organizations or non-technical users (khanzode et al., 2020).

IN SUMMARY, WHILE AI AND ML OFFER NUMEROUS BENEFITS ACROSS VARIOUS DOMAINS, IT'S ESSENTIAL TO ADDRESS THEIR LIMITATIONS AND ETHICAL CONSIDERATIONS TO ENSURE RESPONSIBLE AND EQUITABLE DEPLOYMENT OF THESE TECHNOLOGIES. ONGOING RESEARCH AND DISCUSSIONS IN THE FIELD AIM TO MITIGATE THESE CHALLENGES AND UNLOCK THE FULL POTENTIAL OF AI FOR POSITIVE SOCIETAL IMPACT.

2.1.5 Role of Artificial Intelligence and Machine learning in Automotive Sector:

Artificial intelligence (AI) is increasingly playing a pivotal role in the automotive industry, revolutionizing various aspects of vehicle design, manufacturing, operation, and user experience. Here are several ways AI is transforming the automotive sector:

2.1.6 Autonomous Driving:

1. **Advanced Driver Assistance Systems (ADAS):** AI algorithms power ADAS features such as adaptive cruise control, lane departure warning, automatic emergency braking, and parking assistance, enhancing vehicle safety and driver convenience.
2. **Self-Driving Cars:** AI-driven autonomous vehicle technology integrates sensors, cameras, lidar, and radar systems to perceive and interpret the vehicle's environment, enabling it to navigate roads, detect obstacles, and make real-time driving decisions without human intervention.

2.1.7 Predictive Maintenance:

1. **Anomaly Detection:** AI algorithms analyze vehicle data, including engine performance, tire pressure, and battery health, to detect potential faults or malfunctions before they occur, allowing for proactive maintenance and reducing the risk of breakdowns.
2. **Optimized Service Scheduling:** AI-driven predictive analytics optimize service scheduling by forecasting maintenance requirements based on historical data, driving patterns, and vehicle health metrics, maximizing fleet uptime and minimizing operational costs.

2.1.8 Manufacturing and Supply Chain:

1. **Quality Control:** AI-powered computer vision systems inspect manufacturing processes and components for defects, ensuring product quality and reducing production errors.
2. **Supply Chain Optimization:** AI algorithms optimize inventory management, production scheduling, and logistics operations, improving supply chain efficiency, reducing lead times, and minimizing costs.

2.1.9 Customer Experience:

1. **Natural Language Processing (NLP):** AI-driven virtual assistants and chatbots provide

personalized customer support, assist with navigation, and offer infotainment services, enhancing the in-vehicle user experience.

2. **Predictive Analytics:** AI algorithms analyze user preferences, behavior, and contextual data to anticipate customer needs, deliver targeted recommendations, and tailor services such as route planning, entertainment, and vehicle customization.

2.1.10 Environmental Sustainability:

1. **Energy Efficiency:** AI optimization algorithms optimize vehicle performance and energy consumption, maximizing fuel efficiency, reducing emissions, and promoting eco-friendly driving behavior.
2. **Electric Vehicle (EV) Adoption:** AI-driven battery management systems improve charging infrastructure, extend battery life, and enhance range prediction accuracy, accelerating the transition to electric vehicles and sustainable transportation solutions.

2.1.11 Safety and Security:

1. **Cybersecurity:** AI-powered intrusion detection systems monitor vehicle networks and detect anomalous behavior, safeguarding against cyber threats and ensuring data privacy and vehicle security.
2. **Real-Time Risk Assessment:** AI algorithms analyze sensor data and external factors to assess road conditions, predict potential hazards, and alert drivers to safety risks, enhancing situational awareness and accident prevention.

IN SUMMARY, AI IS RESHAPING THE AUTOMOTIVE INDUSTRY BY DRIVING INNOVATION, IMPROVING SAFETY, ENHANCING EFFICIENCY, AND DELIVERING PERSONALIZED EXPERIENCES FOR DRIVERS AND PASSENGERS. AS AI TECHNOLOGIES CONTINUE TO EVOLVE, THEIR INTEGRATION INTO VEHICLES AND TRANSPORTATION ECOSYSTEMS WILL UNLOCK NEW POSSIBILITIES FOR MOBILITY, SUSTAINABILITY, AND CONNECTIVITY.

2.1.12 Role of Artificial Intelligence in Agriculture in Malaysia:

Artificial Intelligence (AI) is increasingly being applied to various aspects of agriculture in Malaysia, aiming to improve efficiency, productivity, and sustainability across the entire agricultural value chain. Here are some key roles and applications of AI in agriculture in Malaysia:

2.1.13 Precision Farming:

1. **Advanced Agricultural Surveillance:** Drones with advanced sensors and imaging technology provide detailed crop observations, enabling the identification of plant health issues, pest infestations, and the need for tailored irrigation and fertilization.
2. **Intelligent Forecasting in Farming:** Utilizing both past and current data, such as climate trends, soil conditions, and crop development stages, artificial intelligence systems offer valuable forecasts and guidance for ideal planting periods, efficient crop rotation, and timely harvesting.

2.1.14 Smart Irrigation Systems:

Water Management: AI-enabled irrigation systems use sensors and weather forecasts to monitor soil moisture levels and plant water requirements, automatically adjusting irrigation schedules and minimizing water wastage while maximizing crop yields.

2.1.15 Pest and Disease Management:

Early Detection: AI-driven image recognition algorithms analyze visual data to identify signs of pest infestations, plant diseases, and nutrient deficiencies in crops, enabling early detection and timely intervention to prevent crop losses and minimize pesticide use.

2.1.16 Crop Yield Prediction:

Machine Learning Models: AI-based predictive models analyze historical yield data, environmental factors, and agronomic practices to forecast crop yields and optimize production planning, resource allocation, and market forecasting for farmers and agribusinesses.

2.1.17 Supply Chain Optimization:

Logistics and Distribution: AI algorithms optimize logistics and distribution networks by analyzing factors such as transportation routes, storage capacities, and demand forecasts, reducing transportation costs, minimizing food waste, and ensuring timely delivery of agricultural products to markets and consumers.

2.1.18 Market Intelligence:

Price Forecasting: AI-powered analytics platforms analyze market trends, consumer preferences, and trade data to forecast commodity prices, identify emerging market opportunities, and inform strategic decision-making for farmers, traders, and policymakers.

2.1.19 Agricultural Robotics:

Automated Harvesting: AI-driven robotic systems equipped with computer vision and manipulation capabilities can automate harvesting tasks for crops such as oil palm, fruits, and vegetables, increasing operational efficiency, reducing labor costs, and mitigating labor shortages.

2.1.20 Soil Health Management:

Soil Testing and Analysis: AI-based soil sensors and testing devices analyze soil composition, nutrient levels, and pH levels, providing farmers with actionable insights and recommendations for soil health management, fertilization strategies, and soil conservation practices.

2.1.21 Sustainable Agriculture:

Environmental Monitoring: AI technologies monitor environmental parameters, such as air and water quality, biodiversity, and carbon sequestration, to assess the environmental impact of agricultural activities and promote sustainable land management practices in Malaysia's diverse ecosystems.

AI HAS THE POTENTIAL TO REVOLUTIONIZE AGRICULTURE IN MALAYSIA BY EMPOWERING FARMERS WITH DATA-DRIVEN INSIGHTS, AUTOMATION SOLUTIONS, AND PRECISION TECHNOLOGIES TO OPTIMIZE RESOURCE UTILIZATION, MITIGATE RISKS, AND ENHANCE THE RESILIENCE AND SUSTAINABILITY OF THE AGRICULTURAL SECTOR IN THE FACE OF EVOLVING CHALLENGES SUCH AS CLIMATE CHANGE, RESOURCE SCARCITY, AND DEMOGRAPHIC SHIFTS.

2.1.22 Block Chain Technology:

Blockchain technology is a decentralized and distributed ledger system that enables secure and transparent recording of transactions across a network of computers. Here's a brief introduction to blockchain technology:

2.1.23 How Blockchain Works:

1. **Distributed Ledger Technology:** Blockchain is based on a distributed architecture where numerous computers (nodes) maintain a copy of the entire ledger, enhancing the system's resilience and reducing the risk of data alteration or loss.
2. **Chain of Recorded Transactions:** In blockchain, transactions are grouped into blocks, and each block is securely linked to the previous one using cryptographic hashes, forming a continuous and chronological chain, commonly known as a "blockchain."
3. **Validation Protocols:** Blockchains employ various protocols like Proof of Work (PoW), Proof of Stake (PoS), and Delegated Proof of Stake (DPoS) to agree on transaction validity, eliminating the need for a central overseeing authority.

4. **Permanent Record and Enhanced Security:** Recorded transactions on the blockchain are permanent and irreversible, safeguarded from modifications. This security is bolstered by cryptographic methods including hashing and digital signatures, ensuring data integrity.

2.1.24 Key Features of Blockchain:

1. **Open Visibility:** Blockchain technology's inherent transparency allows all network participants to view and verify transactions in real time, fostering a climate of trust and responsibility.
2. **Robust Security:** The combination of cryptographic techniques and a decentralized structure in blockchain enhances its resistance to alterations, fraud, and unauthorized interventions, thereby ensuring the integrity of data.
3. **Operational Efficiency:** Blockchain eliminates the need for intermediaries, streamlining transaction processes. This results in quicker transactions, cutting down on costs and time delays commonly found in conventional financial systems.
4. **Cross-Network Compatibility:** Blockchain's ability to support interaction and fluid exchange of information and value across various networks and applications encourages wider cooperation and innovation across numerous sectors.

2.1.25 Applications of Blockchain Technology:

1. **Decentralized Digital Currencies:** Cryptocurrencies like Bitcoin and Ethereum utilize blockchain for a secure, decentralized transaction medium, facilitating direct peer-to-peer exchanges without intermediaries.
2. **Automated Legal Agreements:** Platforms such as Ethereum enable blockchain-based smart contracts, which are self-executing agreements with built-in terms. These contracts find applications in various domains, including supply chain management, digital identity, and decentralized finance (DeFi).
3. **Enhanced Supply Chain Oversight:** Blockchain's application in supply chain management improves transparency, traceability, and accountability, recording every transaction stage to curb fraud and inefficiencies.
4. **Blockchain-Powered Identity Solutions:** Implementing blockchain for digital identity management offers a secure, verifiable system. It empowers individuals to manage and share personal information selectively, safeguarding against identity theft and fraud while preserving privacy.

IN SUMMARY, BLOCKCHAIN TECHNOLOGY HAS THE POTENTIAL TO DISRUPT VARIOUS INDUSTRIES BY ENABLING SECURE, TRANSPARENT, AND DECENTRALIZED SOLUTIONS FOR VALUE EXCHANGE, DATA MANAGEMENT, AND DIGITAL TRUST IN AN INCREASINGLY INTERCONNECTED AND DIGITAL WORLD.

2.1.26 Internet of Things:

The Internet of Things (IoT) describes a vast network of devices equipped with sensors, software, and other technologies, enabling them to gather and share data via the internet. This network

encompasses a wide array of items, from common household appliances and wearable devices to sophisticated industrial machinery and components of infrastructure.

2.1.27 Key Components of IoT:

1. **Detection and Response Capabilities:** IoT is equipped with sensors to gather environmental data like temperature, humidity, light, and movement. These devices can react based on the data they collect, using actuators.
2. **Network Connectivity:** IoT devices are connected to the internet, allowing them to transmit data to other devices or central servers using various communication methods such as Wi-Fi, Bluetooth, Zigbee, and cellular networks.
3. **Data Management and Insight Generation:** IoT systems either process and analyze data in real-time or store it for future analysis. Advanced analytical techniques, including artificial intelligence and machine learning, are employed to derive patterns, insights, and predictions from IoT data.
4. **Utilization of Cloud Technology:** Many IoT systems utilize cloud computing for storing, processing, and managing the vast amounts of data produced by connected devices. Cloud services enhance the scalability, dependability, and accessibility of IoT applications.

2.1.28 Applications of IoT:

1. **Intelligent Home Automation:** IoT facilitates the automation and remote management of household devices like thermostats, lights, security cameras, and appliances, offering improved convenience, better energy efficiency, and enhanced home security.
2. **Smart Urban Development:** In smart cities, IoT technologies are employed to improve city infrastructure and services such as transport networks, waste management, energy systems, public safety, and environmental monitoring, aiming to create more efficient, sustainable, and livable urban environments.
3. **Industrial Internet of Things (IIoT):** In various industries like manufacturing, logistics, agriculture, and healthcare, IoT aids in predictive maintenance, asset tracking, supply chain efficiency, remote supervision, and automation of processes, leading to increased productivity and cost reduction.
4. **Healthcare Innovation:** IoT devices and wearable technology enable constant monitoring of patient vitals, adherence to medication schedules, remote patient care, and support for telemedicine, enhancing the quality of healthcare services and reducing medical costs.
5. **Advanced Agricultural Techniques:** IoT applications in agriculture include monitoring soil conditions, weather patterns, crop health, and livestock behavior, helping to refine farming operations, increase yields, and reduce resource usage, thus promoting sustainable agricultural practices.

2.1.29 Challenges and Considerations:

1. **Security Concerns:** IoT devices can expose users to risks like cyberattacks and data breaches, threatening privacy and confidentiality. Implementing robust security measures such as authentication, encryption, and access control is essential for safeguarding IoT environments.
2. **Compatibility and Standards:** The wide array of IoT devices and communication protocols can lead to compatibility issues, creating obstacles in seamless integration and data sharing across different systems and platforms.
3. **Scalability and Management:** Handling and expanding large IoT networks can be complicated and demand significant resources. Solid infrastructure, efficient management tools, and specialized knowledge are necessary to ensure consistent reliability, performance, and scalability.

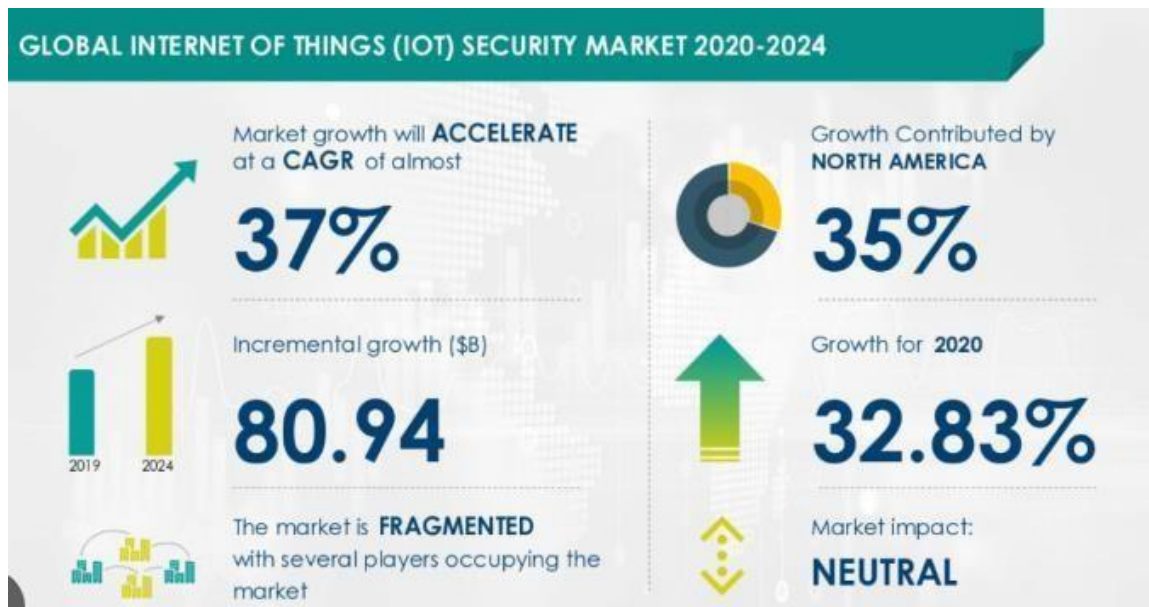


FIGURE 2-1: IOT SECURITY MARKET SHARE 2020-2024

2.1.29.1.1 GREEN BUSINESS SCHOOL AND SUSTAINABLE DEVELOPMENT BY DR. NASRIN AZAR - INTRODUCTION



Dr. Nasrin Azar is an Assistant Professor of Accounting at the Business School of the University of Southampton Malaysia since 2023. She is an academician and industry expert, holds a Doctorate in Financial Accounting and Auditing from the University of Malaya, the premier institution of higher learning in Malaysia, notable for its prestigious accreditations including AACSB and AMBA. It is also ranked 65th in the world according to QS University World Ranking. She completed Master of Accounting in Islamic Azad University of Tehran. This academic environment nurtured her expertise in business and accounting.

Dr. Nasrin has had a diverse career. Her experience covers distinct roles such as lecturer, supervisor of postgraduates' dissertation, academic administrator, researcher, and leadership as Managing Director in both an industrial company and an insurance agency company in Iran. With over 24 years of experience, she has blended teaching and research with practical industry knowledge.

In a prior academic engagement, Dr. Nasrin served as an Assistant Professor and Head of the Department of Accounting and Financial Management at a university in Iran. Her academic journey has been enriched by active participation in workshops, seminars, and conferences, wherein she has actively contributed to the academic discourse and knowledge dissemination through her published works in certain journals. She is also a reviewer of peer-reviewed international Journals.

Dr. Nasrin's research interests are primarily rooted in the realms of Financial Reporting Quality, Financial Accounting, and Corporate Governance. Her professional aspirations converge on securing a position as a lecturer, where she endeavors to combine her theoretical insights with her practical knowledge in business and accounting. This combination of academic and real-world knowledge reflects her dedication to preparing for future challenges and enriching her teaching with a wealth of experience.

2.1.29.1.2 LEARNING OUTCOMES

Sustainable development refers to a framework for creating and maintaining conditions under which humans and nature can coexist harmoniously, meeting the needs of the present without compromising the ability of future generations to meet their own needs. It encompasses economic, social, and environmental dimensions, recognizing their interdependence and the need for balanced and equitable progress.

2.1.29.1.3 SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs), adopted by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development, provide a universal framework for addressing global challenges and advancing sustainable development worldwide. The SDGs consist of 17 interconnected goals, each with specific targets and indicators, aimed at eradicating poverty, promoting prosperity, protecting the planet, and ensuring peace and prosperity for all.



FIGURE 2-2: SUSTAINABLE DEVELOPMENT GOALS

Here's a brief overview of the 17 Sustainable Development Goals:

1. **No Poverty:** Eliminate all types of poverty worldwide.
2. **Zero Hunger:** Ensure food security, put an end to hunger, and enhance sustainable agriculture.
3. **Good Health and Well-being:** Assure optimal health and wellness for individuals throughout all age groups.
4. **Quality Education:** Make sure that everyone has access to high-quality education and encourage lifelong learning opportunities.
5. **Gender Equality:** Achieve gender equality and empower all women and girls.
6. **Clean Water and Sanitation:** Ensure availability and sustainable management of water and sanitation for all.
7. **Affordable and Clean Energy:** Ensure access to affordable, reliable, sustainable, and modern energy for all.
8. **Decent Work and Economic Growth:** Encourage full and productive employment, equitable and sustainable economic growth, and decent work for all.
9. **Industry, Innovation, and Infrastructure:** Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.
10. **Reduced Inequality:** Reduce inequality within and among countries.
11. **Sustainable Cities and Communities:** Make cities and human settlements inclusive, safe, resilient, and sustainable.
12. **Responsible Consumption and Production:** Ensure sustainable consumption and production patterns.
13. **Climate Action:** Take urgent action to combat climate change and its impacts.
14. **Life Below Water:** Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.
15. **Life on Land:** Preserve, repair, and encourage the sustainable use of terrestrial ecosystems; manage forests sustainably; oppose desertification; stop and reverse land degradation; and prevent the loss of biodiversity.
16. **Peace, Justice, and Strong Institutions:** For long-term development, promote open and peaceful communities, guarantee everyone's access to justice, and establish successful, accountable, and inclusive institutions at all levels.
17. **Partnerships for the Goals:** Strengthen the means of implementation and revitalize the global partnership for sustainable development.

THE SDGs PROVIDE A ROADMAP FOR GOVERNMENTS, BUSINESSES, CIVIL SOCIETY ORGANIZATIONS, AND INDIVIDUALS TO WORK TOGETHER AND TAKE CONCRETE ACTIONS TO ACHIEVE A MORE SUSTAINABLE AND EQUITABLE FUTURE FOR ALL PEOPLE AND THE PLANET. THEY EMPHASIZE THE IMPORTANCE OF COLLECTIVE EFFORTS, PARTNERSHIPS, AND INNOVATION IN ADDRESSING THE WORLD'S MOST PRESSING CHALLENGES AND BUILDING A MORE PROSPEROUS AND RESILIENT WORLD FOR PRESENT AND FUTURE GENERATIONS.

2.1.29.1.4 HARVARD BUSINESS REVIEW CASE STUDY ON MARKETING ANALYSIS BY DR. MONIRUZZAMAN – INTRODUCTION



At the Business School at the University of Southampton Malaysia, Dr. Moniruzzaman Sarker holds the position of Head of the Management, Marketing, and Analytics (MMA) unit and Assistant Professor of Marketing Analytics. Since 2009, he has been actively engaged in training, research, and teaching. He received recognition for his PhD in marketing from the University of Malaya (UM), Malaysia's Faculty of Business and Accountancy. He also has an MBA and a BBA in marketing from the University of Dhaka, Bangladesh's Faculty of Business Studies. In his role as an academic, he has taught students in several undergraduate and graduate courses and trained them in the use of SEM techniques for quantitative research. He also supervises PhD, Master's, and Bachelor's students.

Throughout his PhD, Dr. Sarker developed an alternative service brand equity model known as the "consumer-based service brand equity (CBSBE) model," focusing on airline service. His ongoing research centers around consumer experience and behavior, with current involvement in research projects related to customer engagement, consumption values, value-co-creating experience, cyber security, and more.

Journals such the Journal of Retailing and Consumer Services, International Journal of Consumer Studies, Journal of Hospitality and Tourism Management, and Tourism Management Perspectives, among others, have published his research findings.

Before commencing his role at the University of Southampton Malaysia in January 2022, Dr. Sarker held academic positions at various universities in Malaysia and Bangladesh. From March to October 2009, he worked as a teacher in the BBA program at Cambrian College Campus, Bangladesh, which is a worldwide partner of Limkokwing University Malaysia. After that, he worked in several academic positions in marketing at Daffodil International University (DIU), Bangladesh and United International University (UIU), Bangladesh. Before he started PhD at the University of Malaya (UM) in 2016, he had been working as an Assistant Professor of Marketing since 2013 at UIU. After completing the PhD, he joined the Department of Marketing Strategy & Innovation, Sunway University Business School, Sunway University, Malaysia in September 2020 as a Lecturer.

Dr Sarker is also the program lead of BSc Management and coordinator of the Research Sharing Session (RSS) at Southampton Malaysia Business School. He has been organizing seminars, open discussions, and workshops related to research to foster a research environment within the business school.

2.1.30 Learning Outcomes

We have discussed the following case studies during this session. The abstract of the discussion is as under,

2.1.31 Case Study 1: Pricing at Netflix: The Sequel

In the highly competitive landscape of streaming services, Netflix continually faces the challenge of balancing its pricing strategy with its value proposition to customers. After years of dominance, Netflix encountered subscriber slowdowns, intensifying competition, and rising content costs. As a response, Netflix initiated a sequel to its pricing strategy to navigate these challenges.

2.1.32 Introduction:

Netflix's original pricing strategy revolved around three tiers: Basic, Standard, and Premium, each offering different levels of video quality and simultaneous streams. However, as the streaming market evolved and competitors like Disney+, Hulu, and Amazon Prime Video emerged, Netflix realized the need to reassess its pricing model to maintain its competitive edge.

2.1.33 Key Considerations:

1. **Subscriber Growth:** Netflix aimed to sustain subscriber growth amid increased competition and changing consumer preferences.
2. **Content Costs:** The cost of producing and licensing content soared, straining Netflix's financials and necessitating adjustments to its revenue streams.
3. **Competitive Landscape:** Analyzing the pricing strategies of rival streaming platforms and understanding consumer behavior in response to pricing changes.

2.1.34 Proposed Solutions:

1. **Tier Expansion:** Netflix explored the possibility of introducing new pricing tiers to cater to a wider range of consumers with varying needs and budgets.
2. **Value Addition:** Enhancing the value proposition of existing tiers by bundling additional features or content.
3. **Market Segmentation:** Targeting specific demographics or regions with tailored pricing options to optimize revenue and market penetration.

2.1.35 Conclusion:

After extensive market research and analysis, Netflix unveiled its sequel pricing strategy, introducing a new ad-supported tier alongside enhancements to its existing subscription plans. The decision aimed to diversify revenue streams, attract price-sensitive consumers, and bolster subscriber growth while mitigating content cost pressures. The success of Netflix's revised pricing model hinged on its ability to strike a balance between affordability, value, and sustainable revenue generation in an increasingly competitive streaming landscape.

2.1.36 Case Study 2: Introduction of an Ad-Supported Tier at Netflix

As streaming competition intensifies and consumer preferences evolve, Netflix faces mounting pressure to innovate its subscription model. In response to market dynamics and changing consumer behavior, Netflix contemplates the introduction of an ad-supported tier to augment its revenue streams and broaden its subscriber base.

2.1.37 Introduction:

The rise of ad-supported streaming platforms and the growing acceptance of advertising in digital content consumption underscore Netflix's strategic imperative to explore alternative revenue models. By introducing an ad-supported tier, Netflix seeks to capitalize on untapped market segments, enhance its value proposition, and mitigate the impact of escalating content costs.

2.1.38 Key Considerations:

1. **Consumer Perception:** Assessing consumer attitudes towards advertising within the Netflix viewing experience and its potential impact on user engagement and satisfaction.
2. **Monetization Strategy:** Evaluating the revenue potential of an ad-supported tier vis-a-vis subscription-based models and its implications for Netflix's financial performance.
3. **Content Curation:** Balancing the integration of advertisements with Netflix's content library to preserve the integrity of the viewing experience and uphold subscriber expectations.

2.1.39 Proposed Solutions:

1. **Tier Structure:** Introducing a new ad-supported tier positioned below existing subscription plans, offering limited ad interruptions at a discounted price point to appeal to price-sensitive consumers.
2. **Personalized Advertising:** Leveraging Netflix's vast trove of user data and machine learning algorithms to deliver targeted advertisements tailored to individual preferences and viewing habits.
3. **User Experience:** Implementing non-intrusive ad formats and customizable viewing options to minimize disruption and maximize user engagement.

2.1.40 Conclusion:

The decision to introduce an ad-supported tier represents a strategic pivot for Netflix, reflecting its commitment to innovation and adaptation in an ever-evolving streaming landscape. By diversifying its monetization strategy and embracing advertising, Netflix aims to broaden its reach, drive revenue growth, and reinforce its position as a leading player in the digital entertainment industry. However, the successful implementation of an ad-supported tier hinges

on Netflix's ability to strike a delicate balance between commercial imperatives and user-centric design principles, thereby safeguarding the integrity of its platform and sustaining customer loyalty in the long run.

2.1.41 Various Dimensions of the business of PTP Transshipment Company Brief Introduction to PTP as a Major Transshipment Hub



The best transshipment port in Malaysia is Pelabuhan Tanjung Pelepas Sdn Bhd (PTP), which has cutting edge infrastructure, machinery, and IT systems that link all port users.

Major shipping lines and box operators get dependable, effective, and cutting-edge services from the port, giving shippers in Malaysia and outside broad access to the world market.

One of the benefits for clients and business partners is the smooth freight movement made possible by the

connection of Pelepas Free Zone with the port terminal.

PTP is a joint venture between APM Terminals (30%), a major worldwide ports organization with a global port network in 74 countries, and MMC Corporation Berhad (70%), a utilities and infrastructure group.

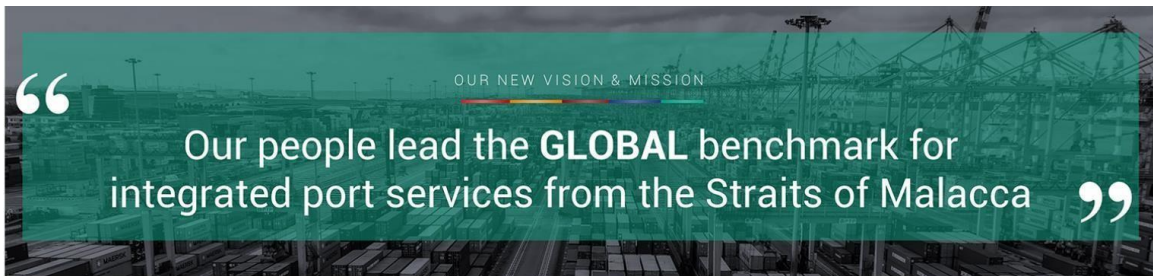


FIGURE 2-3: VISION AND MISSION OF PTP

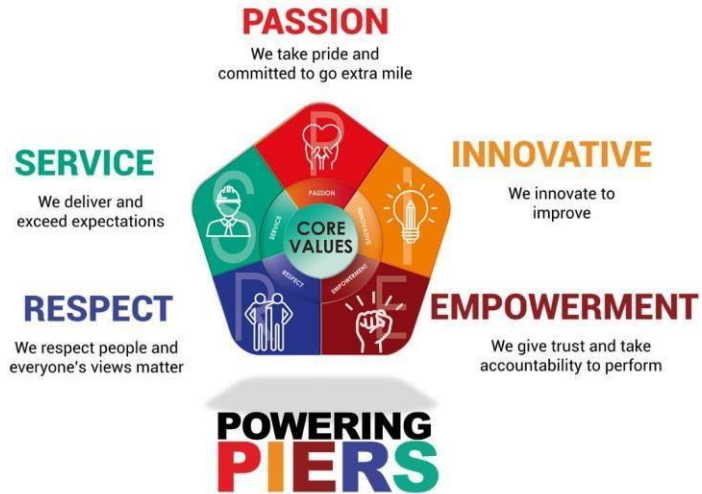


FIGURE 2-4: CORE VALUES OF PTP

2.1.42 Overview of the company's role in the global supply chain.



FIGURE 2-5: GLOBAL SUPPLY CHAIN OF PTP

2.1.43 Majors Shipping Lines Partners

Port of Tanjung Pelepas (PTP), one of the busiest ports in the world, is outfitted with cutting-edge infrastructure, machinery, and information technology systems that are accessible to all port users.

Shipping Lines

With more than 30 shipping lines and operators calling PTP, PTP is connected to over 300 ports of call globally with more than 90 weekly sailing frequency.



FIGURE 2-6: MAJOR SHIPPING LINES PARTNERS FOR PTP

Container Terminal

Continuous investment and improvement activities are undertaken to provide the best in class service for the customers. Currently, PTP's infrastructure and facilities are as following;



FIGURE 2-7: OVERVIEW OF IMPROVEMENT ACTIVITIES AT PTP



FIGURE 2-8: MAINTENANCE AND REPAIR STATISTICS AT PTP

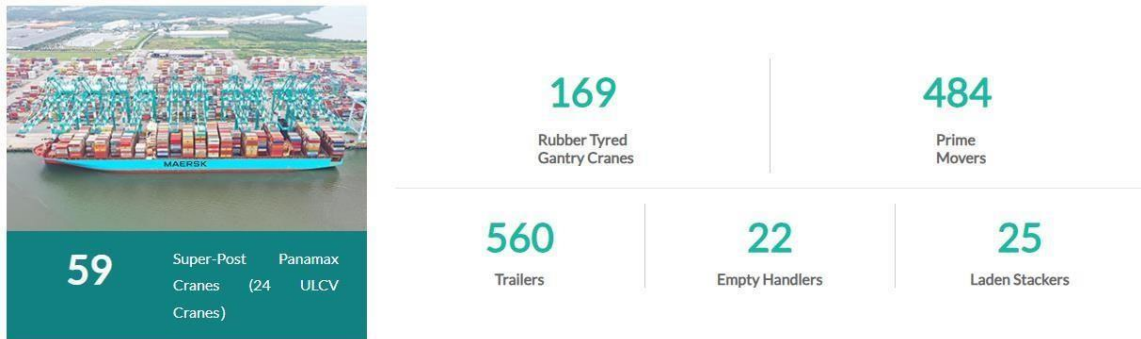


FIGURE 2-9: CARRIAGE LOAD SEGREGATION AT PTP

| Route | Frequency (per week) |
|-----------------------|----------------------|
| Intra-Asia | >50 |
| Europe | 9 |
| Transpacific | 6 |
| India Subcontinents | 2 |
| Middle East / Red Sea | 1 |
| Africa | 14 |
| Oceania | 7 |

FIGURE 2-10: TRAFFIC MOVEMENT IN DIFFERENT CONTINENTS AT PTP

1

2.1.44 History and establishment of PTP

The Port of Tanjung Pelepas (PTP) is one of Malaysia's premier container terminals and a vital component of the country's maritime industry. Here's a brief overview of its history and establishment:

Background: PTP is situated in the state of Johor, southern Malaysia, strategically located along the main shipping routes of the Malacca Straits. Its proximity to the major shipping lanes of the Indian Ocean and the South China Sea positions it as a key transshipment hub in the region.

2.1.45 Establishment:

- PTP was established in the late 1990s as part of Malaysia's ambitious plan to develop its maritime infrastructure and enhance its competitiveness in the global shipping industry.
- Construction of the port began in the mid-1990s under a joint venture between Malaysia's national shipping line, MISC Berhad, and a consortium of international

¹ <https://www.ptp.com.my/services/container-services>

partners, including Maersk Line and APM Terminals.

- The development of PTP was part of Malaysia's broader initiative to capitalize on its strategic location and natural deep-water harbors to attract international shipping lines and increase transshipment volumes.

2.1.46 Key milestones and achievements.

- The first phase of the port's development was completed in 1999, with the inauguration of its first container terminal.
- PTP quickly gained recognition for its state-of-the-art facilities, deep draft berths, and advanced container handling equipment, attracting major shipping lines and alliances.
- Over the years, PTP has expanded its operations through successive phases of development, increasing its container handling capacity and enhancing its service offerings to meet the growing demands of the global shipping industry.

2.1.47 Significance:

- PTP's establishment marked a significant milestone in Malaysia's maritime history, positioning the country as a key player in the global logistics and supply chain networks.
- The port's strategic location and modern infrastructure have contributed to Malaysia's status as a preferred transshipment hub for regional and international trade, serving as a gateway to Southeast Asia and beyond.

The history and establishment of the Port of Tanjung Pelepas underscore its importance as a pivotal maritime asset in Malaysia's quest for economic growth and global connectivity. From its inception to its present-day operations, PTP continues to play a crucial role in facilitating trade and commerce, driving the nation's maritime aspirations forward.

2.1.48 Port of Tanjung Pelepas (PTP) Facilities and Technological Advancements

The Port of Tanjung Pelepas (PTP) boasts state-of-the-art facilities designed to cater to the evolving needs of the global shipping industry. From berths to terminals and advanced container handling capabilities, PTP stands as a testament to Malaysia's commitment to fostering world-class maritime infrastructure.

Berths: PTP features a series of deep-water berths that accommodate some of the largest container vessels in operation. The deep draft allows for the efficient handling of mega-container ships, ensuring accessibility and reducing waiting times for vessels. The berths are equipped with modern mooring systems, facilitating safe and swift vessel operations.

Terminals: The port comprises multiple terminals, each specializing in different aspects of container handling. These terminals are equipped with cutting-edge technologies to streamline operations, enhance efficiency, and optimize the flow of goods. Container terminals at PTP are designed to accommodate various container types, including standard, refrigerated, and hazardous containers.



FIGURE 2-11: EAGLE VIEW OF THE PORT AT JOHOR MALAYSIA PTP

2.1.49 Container Handling Capabilities:



PTP is equipped with advanced container handling machinery and systems to manage the high volumes of containers passing through the port efficiently. This includes modern gantry cranes with impressive lifting capacities, allowing for the simultaneous handling of multiple containers. The use of automated stacking cranes and container yard management systems ensures a seamless transition from vessel to storage and onward transport.

2.1.50 Technological Advancements in Handling and Logistics:

PTP has embraced technological innovations to stay at the forefront of the global shipping industry. Some notable advancements include:

1. **Automation and Robotics:** PTP has integrated automated technologies and robotics in its container handling processes, reducing human intervention, enhancing precision, and accelerating overall operational speed. Automated guided vehicles (AGVs) and robotic arms contribute to efficient container movement within the terminals.
2. **Data Analytics and Predictive Maintenance:** The port leverages data analytics to optimize its operations. Predictive maintenance algorithms monitor the condition of equipment in real-time, allowing for proactive maintenance and minimizing downtime. This predictive approach enhances overall reliability and performance.
3. **Blockchain Technology:** PTP utilizes blockchain for transparent and secure documentation processes. Blockchain ensures the integrity and traceability of transactional data, enhancing the reliability of the supply chain and reducing the risk of errors or fraud.
4. **Smart Port Solutions:** PTP incorporates smart technologies for real-time monitoring of vessel movements, berth availability, and container tracking. This not only improves the efficiency of port operations but also provides valuable data for stakeholders in the supply chain.
5. **Automation and Robotics:** PTP has integrated automated technologies and robotics in

its container handling processes, reducing human intervention, enhancing precision, and accelerating overall operational speed. Automated guided vehicles (AGVs) and robotic arms contribute to efficient container movement within the terminals.

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8. **Smart Port Solutions:** PTP incorporates smart technologies for real-time monitoring of vessel movements, berth availability, and container tracking. This not only improves the efficiency of port operations but also provides valuable data for stakeholders in the supply chain.

PTP's facilities, including berths, terminals, and container handling capabilities, are aligned with cutting-edge technological advancements. By embracing automation, data analytics, and smart port solutions, PTP positions itself as a technologically advanced and efficient hub for global trade, meeting the demands of the modern shipping industry.

2.1.51 Analysis of PTP's Strategic Geographical Location and Connectivity

The Port of Tanjung Pelepas (PTP) holds a strategically advantageous position in the global maritime landscape, bolstered by its geographical location and connectivity to major trade routes and transportation networks.

2.1.52 Geographical Location:

PTP is situated on the southern coast of Peninsular Malaysia, adjacent to the Strait of Malacca, one of the busiest and most critical waterways in the world. Its proximity to the Strait grants PTP direct access to key shipping lanes connecting the Indian Ocean and the Pacific Ocean. This strategic location positions PTP as a natural transshipment hub for vessels traversing major east-west trade routes, including those linking Asia, Europe, the Middle East, and Africa.

2.1.53 Advantages of Strategic Location:

1. **Reduced Voyage Distances:** Vessels passing through the Strait of Malacca can significantly reduce voyage distances compared to alternative routes, making PTP an attractive port of call for shipping lines seeking to optimize their supply chain logistics.
2. **Time and Cost Savings:** PTP's strategic location enables faster transit times and cost-effective shipping solutions for cargo destined for key markets in Asia and beyond. This competitive advantage enhances PTP's appeal to global shippers and strengthens its position as a preferred transshipment destination.
3. **Geopolitical Significance:** The Strait of Malacca serves as a vital geopolitical and economic artery, facilitating the movement of goods and energy resources between major economies. PTP's presence in this strategic maritime corridor enhances Malaysia's geopolitical importance and reinforces its role in global trade dynamics.

2.1.54 Connectivity to Key Markets and Transportation Networks:

PTP's connectivity extends beyond its immediate geographical surroundings, encompassing robust transportation networks and multimodal infrastructure that link the port to key markets worldwide. Key aspects include:

1. **Integrated Logistics Ecosystem:** PTP is integrated into Malaysia's comprehensive logistics network, comprising road, rail, and air transportation systems. This seamless connectivity enables efficient and reliable cargo movement to and from major industrial and commercial centers across Malaysia and the ASEAN region.
2. **Intermodal Transportation Facilities:** The port offers dedicated rail connections and road access to major distribution hubs and industrial zones, facilitating multimodal transportation and enhancing last-mile connectivity for cargo distribution.
3. **Strategic Partnerships and Alliances:** PTP collaborates closely with global shipping lines, freight forwarders, and logistics providers to expand its market reach and enhance its service offerings. Strategic alliances strengthen PTP's position within supply chains and facilitate the seamless flow of goods between production centers and consumer markets.

IN CONCLUSION, PTP'S STRATEGIC GEOGRAPHICAL LOCATION AND EXTENSIVE CONNECTIVITY TO MAJOR TRADE ROUTES AND TRANSPORTATION NETWORKS UNDERSCORE ITS SIGNIFICANCE AS A PIVOTAL GATEWAY FOR INTERNATIONAL TRADE AND COMMERCE. BY LEVERAGING ITS STRATEGIC ADVANTAGES AND FOSTERING COLLABORATION WITH KEY STAKEHOLDERS, PTP CONTINUES TO PLAY A CENTRAL ROLE IN TRANSSHIPMENT BUSINESS.

2.1.55 Future of PTP

As the Port of Tanjung Pelepas (PTP) positions itself for the future, it recognizes the importance of strategic planning, expansion, and staying abreast of industry trends to maintain its competitive edge. Here's a discussion on PTP's future strategies, expansion plans, anticipation of industry trends, and how the company plans to stay competitive.



FIGURE 2-12: FUTURE OF PTP JOHOR MALAYSIA

2.1.56 Strategies and Expansion Plans:

1. **Infrastructure Development:** PTP aims to expand its infrastructure to accommodate the growing demands of global trade. This includes the construction of additional berths, terminals, and container handling facilities to increase capacity and efficiency.
2. **Technological Advancement:** Embracing technological innovations such as automation, artificial intelligence, and data analytics is a key component of PTP's future strategy. By leveraging technology, PTP seeks to enhance operational efficiency, optimize resource utilization, and improve customer service.
3. **Diversification of Services:** PTP plans to diversify its service offerings beyond traditional container handling. This may involve expanding into sectors such as logistics, warehousing, and value-added services to create new revenue streams and meet evolving customer needs.
4. **Sustainability Initiatives:** PTP is committed to adopting sustainable practices and reducing its environmental footprint. This includes investing in eco-friendly technologies, implementing energy-efficient processes, and promoting environmental stewardship throughout its operations.
5. **Strategic Partnerships:** Collaboration with shipping lines, logistics providers, government agencies, and other stakeholders is essential for PTP's success. By fostering strategic partnerships and alliances, PTP can enhance connectivity, expand market reach, and leverage shared resources and expertise.

2.1.57 Anticipation of Industry Trends:

1. **E-commerce Growth:** With the continued growth of e-commerce, PTP anticipates an increase in demand for efficient and reliable logistics services. The port is prepared to adapt its operations to accommodate the changing needs of e-commerce supply chains and support the movement of goods across borders.
2. **Shifts in Global Trade Patterns:** PTP closely monitors shifts in global trade patterns and emerging trade routes. By staying informed about geopolitical developments, trade agreements, and market dynamics, PTP can proactively adjust its strategies to capitalize on new opportunities and mitigate risks.
3. **Technology and Innovation:** Rapid advancements in technology and innovation are transforming the maritime industry. PTP anticipates continued investments in digitalization, automation, and smart port technologies to drive operational excellence, improve productivity, and enhance the overall customer experience.
4. **Environmental Sustainability:** Environmental sustainability is becoming increasingly important in the shipping industry. PTP recognizes the need to adopt green practices, reduce emissions, and minimize environmental impact to remain competitive and meet regulatory requirements.

2.1.58 Staying Competitive:

To stay competitive, PTP focuses on several key areas:

1. **Operational Excellence:** PTP emphasizes operational excellence by optimizing processes, maximizing efficiency, and delivering superior customer service.
2. **Innovation and Adaptability:** PTP fosters a culture of innovation and adaptability, encouraging employees to embrace change, explore new ideas, and continuously improve processes and technologies.
3. **Customer Focus:** PTP places a strong emphasis on understanding customer needs and providing tailored solutions and services to meet those needs effectively.

4. **Investment in Talent:** PTP invests in talent development, training, and retention to build a skilled workforce capable of driving innovation, delivering results, and sustaining long-term success.

By implementing forward-thinking strategies, embracing technological advancements, anticipating industry trends, and fostering a culture of innovation and collaboration, PTP is well-positioned to navigate the challenges and opportunities of the future while maintaining its position as a leading global port and logistics hub.



4.1 SUMMARY of Research work

In conclusion, the Southampton Malaysia study trip has been an illuminating journey that has provided invaluable insights into various aspects of academia, industry, and culture. As we draw the curtains on this enriching experience, several key takeaways emerge, underscoring the significance of international collaboration and experiential learning:

1. **Cross-Cultural Understanding:** The study trip has underscored the importance of cross-cultural understanding in fostering collaboration and synergy between academic institutions and industries across borders. It has highlighted the richness and diversity of perspectives that emerge when individuals from different cultural backgrounds come together to tackle common challenges.
2. **Academic Excellence and Innovation:** Interactions with faculty members, researchers, and industry experts have emphasized the critical role of academic excellence and innovation in driving societal progress and economic development. The commitment to cutting-edge research and the pursuit of knowledge exemplified by the University of Southampton and its partners serve as inspirations for aspiring scholars and professionals.
3. **Industry-Academia Collaboration:** The study trip has underscored the transformative potential of industry-academia collaboration in bridging the gap between theory and practice. By facilitating knowledge exchange, research partnerships, and collaborative projects, such collaborations have the power to drive innovation, address real-world challenges, and nurture talent capable of meeting the demands of the global marketplace.
4. **Global Perspectives:** Exposure to Malaysia's vibrant culture, history, and economic landscape has broadened our global perspectives and deepened our appreciation for the interconnectedness of the world. It has reinforced the importance of embracing diversity, fostering inclusivity, and nurturing a global mindset capable of navigating the complexities of an increasingly interconnected world.
5. **Lifelong Learning and Personal Growth:** Finally, the study trip has served as a catalyst for personal and professional growth, instilling in us a lifelong commitment to learning, exploration, and discovery. The experiences shared, friendships forged, and lessons learned will continue to resonate far beyond the confines of this journey, shaping our academic pursuits and professional endeavors for years to come.

As we bid farewell to Southampton Malaysia, I offer my gratitude for the knowledge gained, the connections forged, and the memories created. May the bonds of collaboration and friendship nurtured during this study trip serve as enduring pillars of strength as we embark on our respective paths, united in our shared pursuit of excellence and impact.

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