



UFiS 40

WAY FORWARD :

DIGITALIZATION IN FINANCIAL MANAGEMENT

DATE

16-18

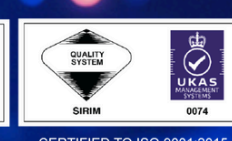
SEPTEMBER 2025

ORGANISED BY : UTeM BURSAR'S OFFICE

VENUE

**RAIA HOTEL &
CONVENTION CENTRE**

TERENGGANU



CERTIFIED TO ISO 9001:2015
CERT. NO : QMS 04087



UFIS40

16 SEPTEMBER 2025

8.00 am Early Registration & Check In

5.00 pm Free & Easy

TENTATIVES PROGRAMME

17 SEPTEMBER 2025

8.00 am Registration & Networking

5.00 pm Opening Ceremony

9.00 am Session 1 **Keynote address: Way Forward: Digitalization in Financial Management**

Speaker : YBhg. Dato' Dr. Husaini bin Omar - Chairman, UTeM's Board of Director

The rapid progression of the financial landscape now demands digital transformation as it transforms from an optional process to an essential strategy. The keynote speaker who specializes in digital finance and innovation will demonstrate how organizations can use AI, blockchain technology, big data analytics and cloud computing to enhance financial management through improved efficiency and decision-making transparency.

Through this session participants will learn about major trends and challenges as well as practical strategies to secure financial operations for the future while succeeding in a digital-first environment.

10.00 am Morning Tea-break

10.30 am Session 2 **Forum: The Future of Financial Management: Trends & Technologies**

Moderator : Tuan Haji Mohamad Najib bin Mohamed - Bursar UPSI

Speakers : Puan Nurul Aaina Wahida binti Zulkifly - Chief Assistant Director, JANM

Puan Noorainee binti Mahmood - ICT Consultant (Project Management), JDN
Encik Zulkifli bin Zainol General Manager, Sales - Censof

The fast pace of change today drives a significant transformation in financial management through the adoption of digital technologies and changing global priorities. The forum creates a platform for industry leaders, finance professionals and technology experts to examine the leading trends that will redefine finance. The forum convenes thought leaders alongside innovators and practitioners to examine financial management's developing landscape. Financial leaders need to respond to digital transformation and evolving economic conditions by adopting new technologies and data-driven decision-making to maintain resilience amid uncertainty. Panel discussions at the forum will address essential elements that will define the future direction of finance.

12.30 pm Lunch & Pray

2.30 pm Session 3 **Getting Fiscally Fit: Organization Funding Puzzle**

Speaker : Tuan Mohd Hairay bin Md Yusof - Bursar UPNM

Organizations need to manage their finances well to ensure both sustainability and growth. Leaders will gain essential insights into funding strategies alongside spending and saving practices through this session which will enable them to make informed financial decisions. We will examine important distinctions between public and private financial frameworks including their funding origins, budget handling methods and stakeholder demands in order to overcome specific organizational obstacles.

This session will help you build a strong financial base while teaching you better funding strategies and technology investment methods to create a durable organization and to predict expenses accurately while developing achievable budgets and matching expenditures to strategic goals. Take advantage of this chance to improve your financial strategy and achieve powerful results.

3.30 pm Session 4 **Next-Gen Finance: How Generative AI is Reshaping Financial Management**

Speaker : Ts. Dr. Mohd Azlishah bin Othman - Senior Lecturer UTeM

As artificial intelligence advances, finance is entering a new era of innovation and intelligence. This session explores the transformative impact of Generative AI on financial management with unlocking new efficiencies, insights and strategic capabilities. Generative AI goes beyond automating tasks which creates value by generating financial reports, models, forecasts and even narratives, saving time and enhancing decision quality. Generative AI also can assist in detecting anomalies, modeling risk scenarios and ensuring regulatory compliance through continuous monitoring and adaptive learning.

This forward-looking session will provide participants with a practical understanding of how Generative AI is not just supporting finance but revolutionizing it.

5.00 pm Evening Tea - End

18 SEPTEMBER 2025

8.00 am Networking Session

9.00 am Session 5 **Wellbeing in the Digital Age: Mental & Heart Health for Finance Professionals**

Speaker : Dr. Malar Santhi Santherasegapan - Medical Officer / Social Media Influencer

In today's fast-paced and tech-driven work environment, finance professionals are expected to perform with precision, speed and constant connectivity. While digitalization enhances efficiency, it also brings new challenges to employee wellbeing, especially mental and heart health. This session focuses on the growing importance of mental resilience and cardiovascular wellness for finance professionals working in high-pressure and screen-intensive roles. It explores how digital workflows, long working hours and constant information flow affect health and what organizations can do to support their teams.

10.00 am Morning Tea-break

10.30 am Parallel Session 1 **Click, Hack, Scam: Is Your Finance Team the Next Target?**

Speaker : Tuan Kamal Affandi bin Hashim - Crime Analyst

In an era where finance teams manage high-value of data and execute critical transactions, they've become prime targets for sophisticated cybercriminals. This session dives into the evolving landscape of digital scams that specifically target finance professionals and departments. From phishing emails masked as executive directives to AI-generated voice scams impersonating CEOs, attackers are getting smarter and faster. Finance teams must be equally agile in recognizing and responding to these threats. Why scammers focus on finance departments? How payment systems, payroll and vendor interactions are exploited?

This session equips finance professionals and leaders with the tools to recognize red flags, respond effectively and protect their teams and organizations from becoming the next victim.

10.30 am Parallel Session 2 **Numbers, Noise & Navigating It All: Stress Solutions for Women in Finance**

Speaker : Dr. Malar Santhi Santherasegapan - Medical Officer / Social Media Influencer

Moderator : Ts. Dr. Ruziah binti Ali - Director of UTeM's Publisher

In the high-stakes numbers-driven world of finance, women often find themselves balancing complex roles, tight deadlines and competing priorities, all while navigating workplace dynamics and societal expectations. The result? A silent build-up of stress that can impact performance, wellbeing and long-term career growth.

This session is designed to create space for honest conversation and actionable insight into the unique stressors women face in financial roles. It blends practical advice with personal reflection to help women not only manage stress but move through it with purpose, clarity and strength.

12.30 pm Lunch & Check Out

2.30 pm **SNAG THE DEAL: EXCLUSIVES FOR THE FIRST 100 ONLY**

Visit to attraction places:

- Noor Arfa Craft Centre (NACC)
- Cruise Taman Tamadun Islam

6.30 pm End

16 - 18 SEPTEMBER 2025
(TUESDAY - THURSDAY)

HOTEL RAIA & CONVENTION CENTRE
KUALA TERENGGANU
TERENGGANU, MALAYSIA



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17 SEPT 2025 | 9:00 AM - 10.00 AM
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SESSION 1: KEYNOTE ADDRESS

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SPEAKER :

YBHG. DATO' DR. HUSAINI BIN OMAR
CHAIRMAN, UTeM'S BOARD OF DIRECTOR



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17 SEPT 2025 | 10:30 AM - 12:30 PM
RAIA HOTEL & CONVENTION CENTRE

SESSION 2: FORUM THE FUTURE OF FINANCIAL MANAGEMENT: TRENDS & TECHNOLOGIES

FORUM'S PANELS:



ENCIK ZULKIFLI BIN ZAINOL
GENERAL MANAGER, SALES
CENTURY SOFTWARE (M) SDN BHD



PUAN NURUL AINA WAHIDA BINTI ZULKIFLY
CHIEF ASSISTANT DIRECTOR
JABATAN AKAUNTAN NEGARA MALAYSIA



PUAN NOORAINEE BINTI MAHMOOD
ICT CONSULTANT (PROJECT MANAGEMENT)
JABATAN DIGITAL NEGARA

MODERATOR :



TUAN HAJI MOHAMAD NAJIB BIN MOHAMED
BURSAR
UNIVERSITI PENDIDIKAN SULTAN IDRIS



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17 SEPT 2025 | 2:30 PM - 3:30 PM
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SESSION 3: GETTING FISCALLY FIT ORGANIZATION FUNDING PUZZLE



SPEAKER :

TUAN MOHD HAIRAY BIN MD YUSOF
BURSAR UPNM



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17 SEPT 2025 | 3:30 PM - 5:00 PM
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SESSION 4: NEXT-GEN FINANCE HOW GENERATIVE AI IS RESHAPING FINANCIAL MANAGEMENT



SPEAKER :

TS DR MOHD AZLISHAH BIN OTHMAN
SENIOR LECTURER UTeM



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18 SEPT 2025 | 9:00 AM - 10:00 AM
RAIA HOTEL & CONVENTION CENTRE

SESSION 5: WELBEING IN THE DIGITAL AGE MENTAL & HEART HEALTH FOR FINANCE PROFESSIONALS



SPEAKER :

DR MALAR SANTHI SANTHERASEGAPAN
MEDICAL OFFICER / SOCIAL MEDIA INFLUENCER



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18 SEPT 2025 | 10:30 AM - 12:30 PM
RAIA HOTEL & CONVENTION CENTRE

PARALLEL SESSION 1: CLICK, HACK, SCAM IS YOUR FINANCE TEAM THE NEXT TARGET?



SPEAKER:

TUAN KAMAL AFFANDI BIN HASHIM
CRIME ANALYST



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18 SEPT 2025 | 10:30 AM - 12:30 PM
RAIA HOTEL & CONVENTION CENTRE

PARALLEL SESSION 2: NUMBERS, NOISE & NAVIGATING IT ALL STRESS SOLUTIONS FOR WOMEN IN FINANCE



MODERATOR :
TS. DR. RUZIAH BINTI ALI
DIRECTOR OF UTeM'S PUBLISHER



PANEL:
DR MALAR SANTHI
SANTHERASEGAPAN
MEDICAL OFFICER / SOCIAL MEDIA INFLUENCER



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STRATEGIC PARTNERS :



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