

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

#APAIE24

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024

Official Media Partner

**THE CHRONICLE
OF HIGHER EDUCATION.**

Diamond Sponsors



Session 15F: Thurs 7th March, 11:15 – 11:45

**Enhancing sustainability and diversity through innovative
educational delivery methods**

Maria Kiseleva

HSE University Saint Petersburg, Russian Federation

Magdalena Gaete

HSE University Saint Petersburg, Russian Federation

Leoncio Monjaras

Universidad Panamericana, Mexico

Mohd Ariffin Abu Hassan

Universiti Teknologi Malaysia, Malaysia

Chair

Maria Kiseleva

HSE University Saint Petersburg, Russian Federation

Platinum Plus Sponsor



Platinum Sponsor



APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024

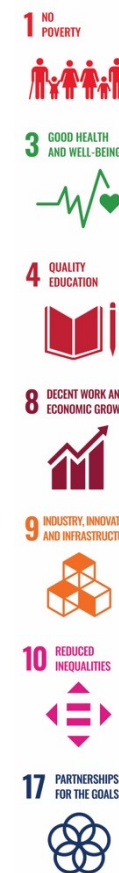




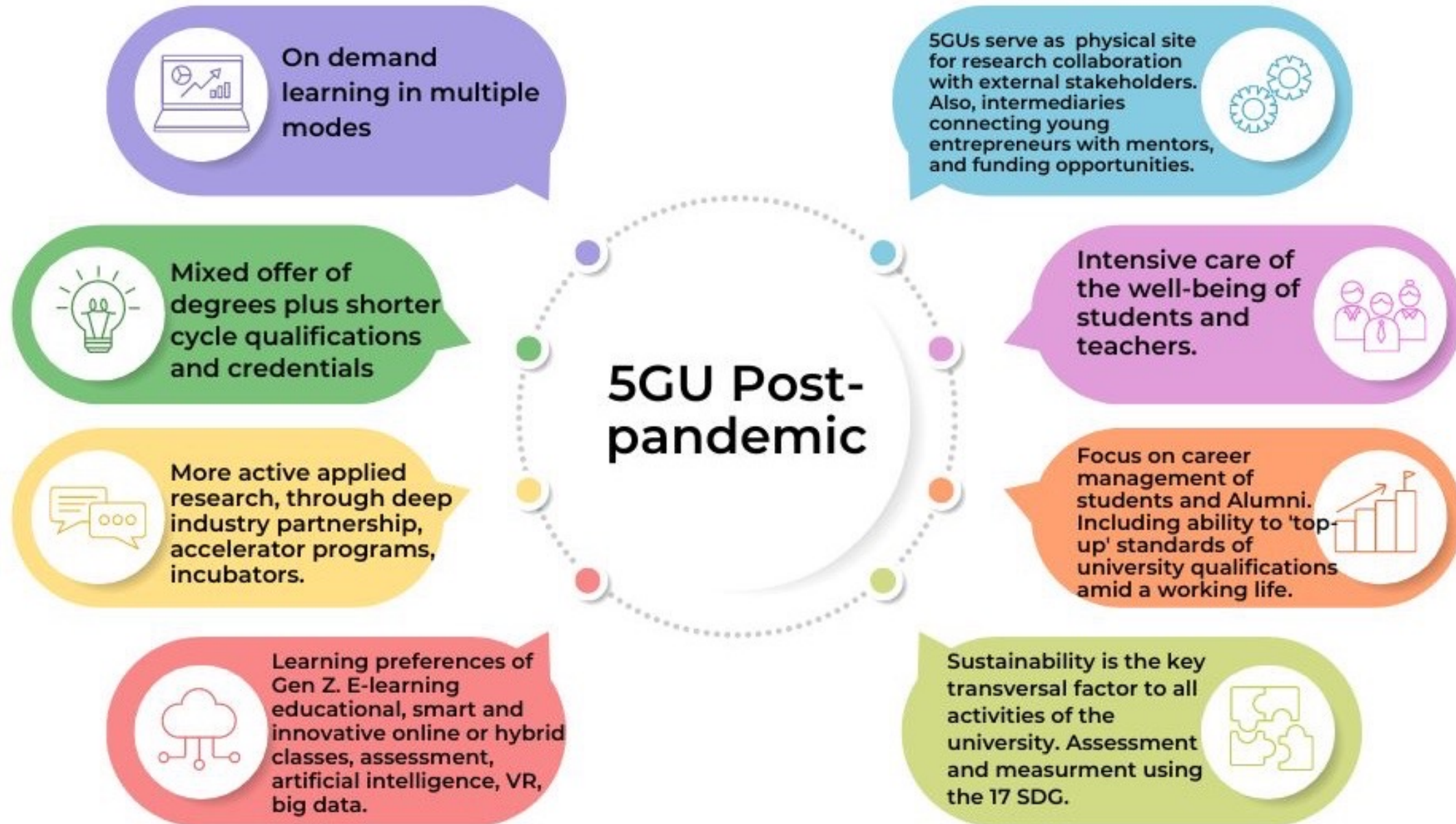
HSE
University

Enhancing sustainability and diversity through innovative educational delivery methods.

Prof (Dr.) Magdalena Alejandra Gaete Sepulveda
Head of the Laboratory for Reputation
Management in Education
HSE Campus in St. Petersburg, Russia
magaetesepulveda@hse.ru

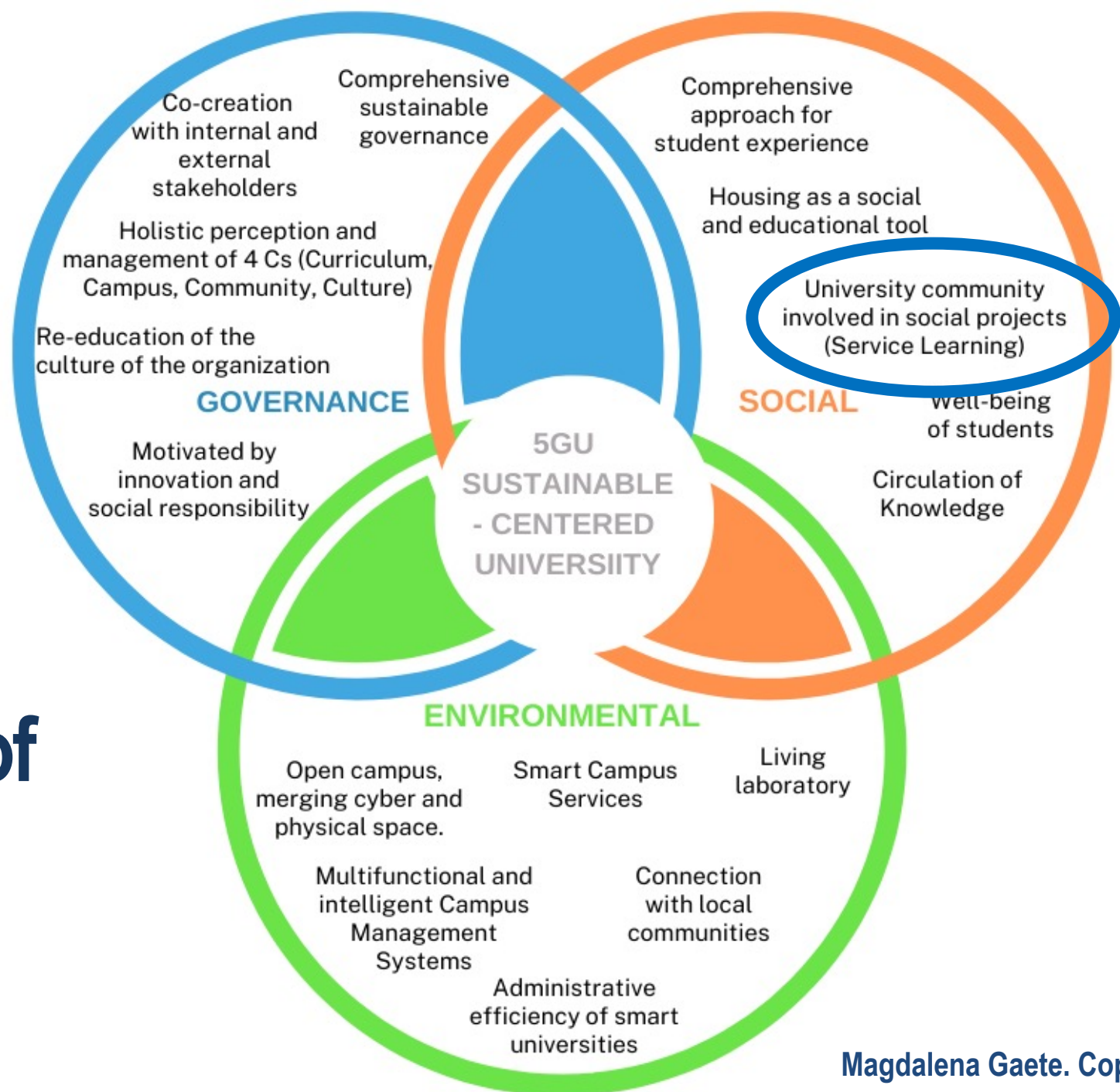


Universities Facing the Pandemic: Redefining their Multi-mission



Sustainability: to achieve a harmonious **balance** between human development and progress, while protecting people and ecosystems for future generations.

Integration of characteristics of the 5GU in the ESG axes.

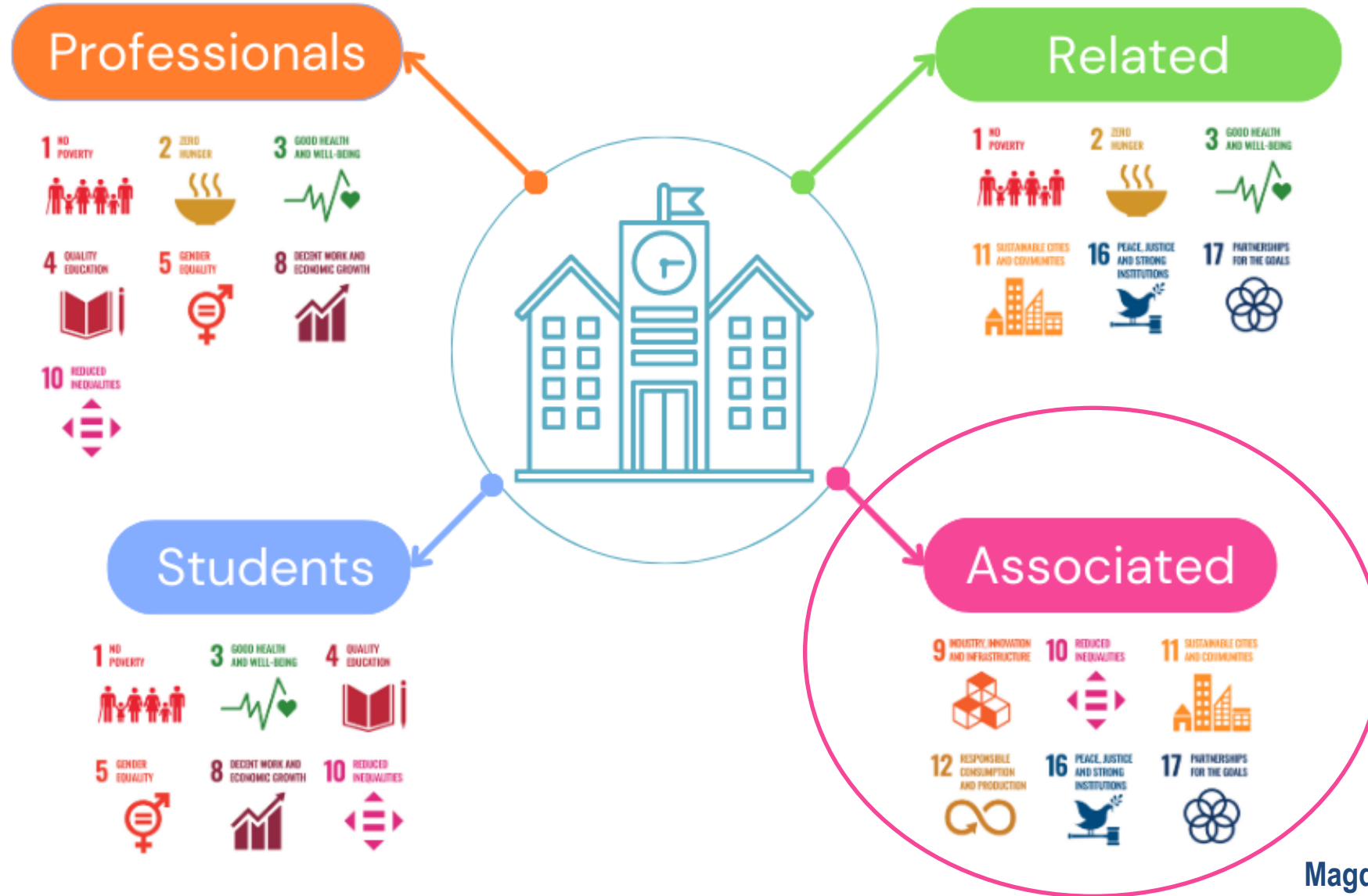


Stakeholders of universities

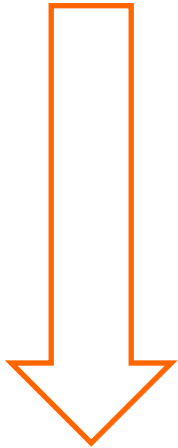
Internal stakeholders

External stakeholders

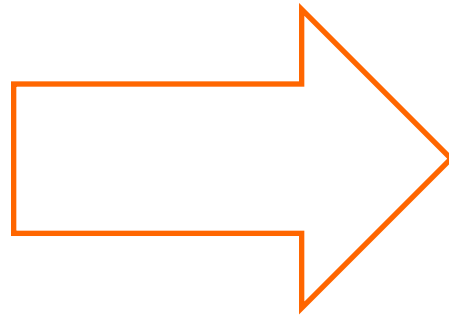
Alignment of the internal and external stakeholders of a university with the UN Sustainable Development Goals (SDGs)



**Enhancing sustainability
and diversity through
innovative educational
delivery methods.**



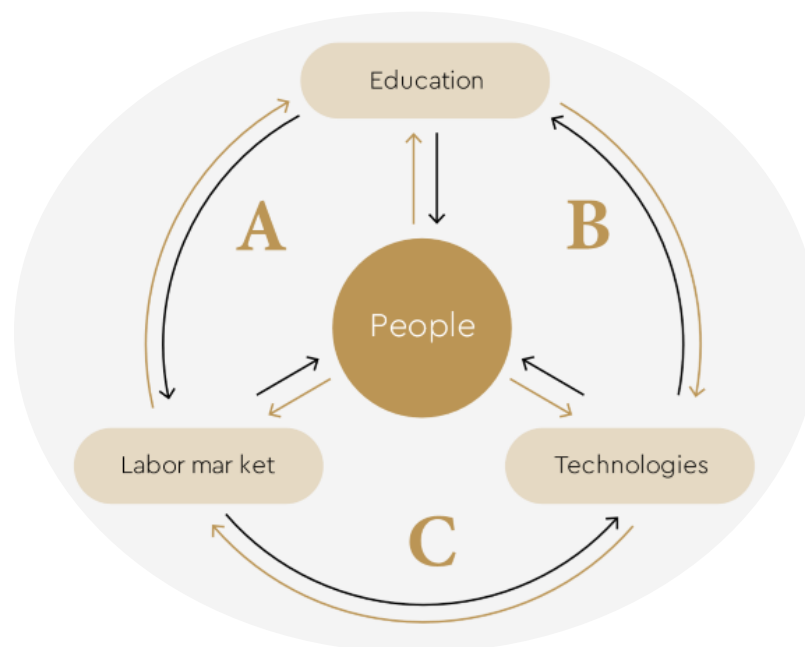
**We are
working on it!**



**With our
international
stakeholders:
“our university
partners”**

Outcomes in 2023-2024:

- City Human Potential Ranking International report (BRICS+ countries).
- International Working Group (10 university high qualified researchers)
- Publication in Q1-Q2 International Research Journals
- Mass media coverage





UTM
UNIVERSITI TEKNOLOGI MALAYSIA



HSE
University

Mirror Lab Project: The Cross-Country Analysis for Social Entrepreneurship between Malaysia and Russia

AHIBS- ACT Lab



RepLab HSE Saint-Petersburg



2024 - 2026

Future Outcomes:

- Joint programs for social entrepreneurs
- Malaysia-Russian Working Group conferences
- Comparative Analysis of Social entrepreneurs
- Joint Publication in Q1-Q2 International Research Journals
- Periodical research Seminars
- Mass media coverage

Conclusions

Universities need
specific sustainable
and reliable
international
stakeholders to deliver
research and
knowledge with an
impact

Timeline for sustainable
partnership:

- Constant **decision-making**.
- Culture of **listening** our stakeholders.
- Concrete decisions to improve out **intangible assets**. These decisions are impacts that unite universities to co-create for sustainability.

Thank you for your attention!



Dr. Magdalena Alejandra Gaete Sepúlveda, PhD

Head.

Laboratory for Reputation Management in Education

HSE University in St. Petersburg

magaetesepulveda@hse.ru

Official Media Partner

 **THE CHRONICLE
OF HIGHER EDUCATION.**

Diamond Sponsors



Session 15F: Thurs 7th March, 11:15 – 11:45

Enhancing sustainability and diversity through innovative educational delivery methods

Maria Kiseleva

HSE University Saint Petersburg, Russian Federation

Magdalena Gaete

HSE University Saint Petersburg, Russian Federation

Leoncio Monjaras

Universidad Panamericana, Mexico

Mohd Ariffin Abu Hassan

Universiti Teknologi Malaysia, Malaysia

Chair

Maria Kiseleva

HSE University Saint Petersburg, Russian Federation

Platinum Plus Sponsor



Platinum Sponsor



APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024

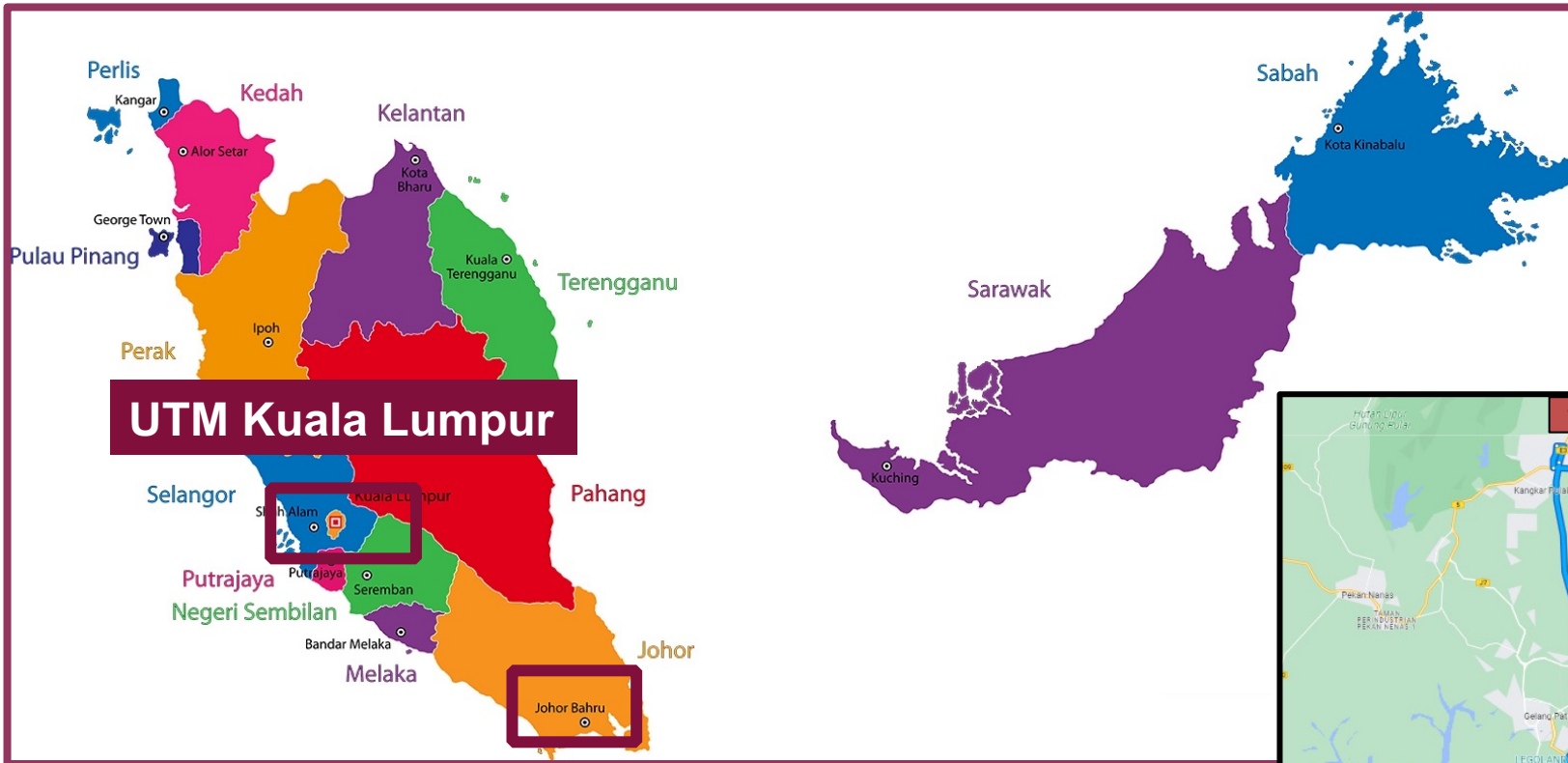


Mirror Lab Project: The Cross-Country Analysis for Social Entrepreneurship between Malaysia and Russia

ASSOC. PROF. DR. MOHD ARIFFIN ABU HASSAN
DIRECTOR
UTM INTERNATIONAL
UNIVERSITI TEKNOLOGI MALAYSIA
EMAIL : mariffin@utm.my



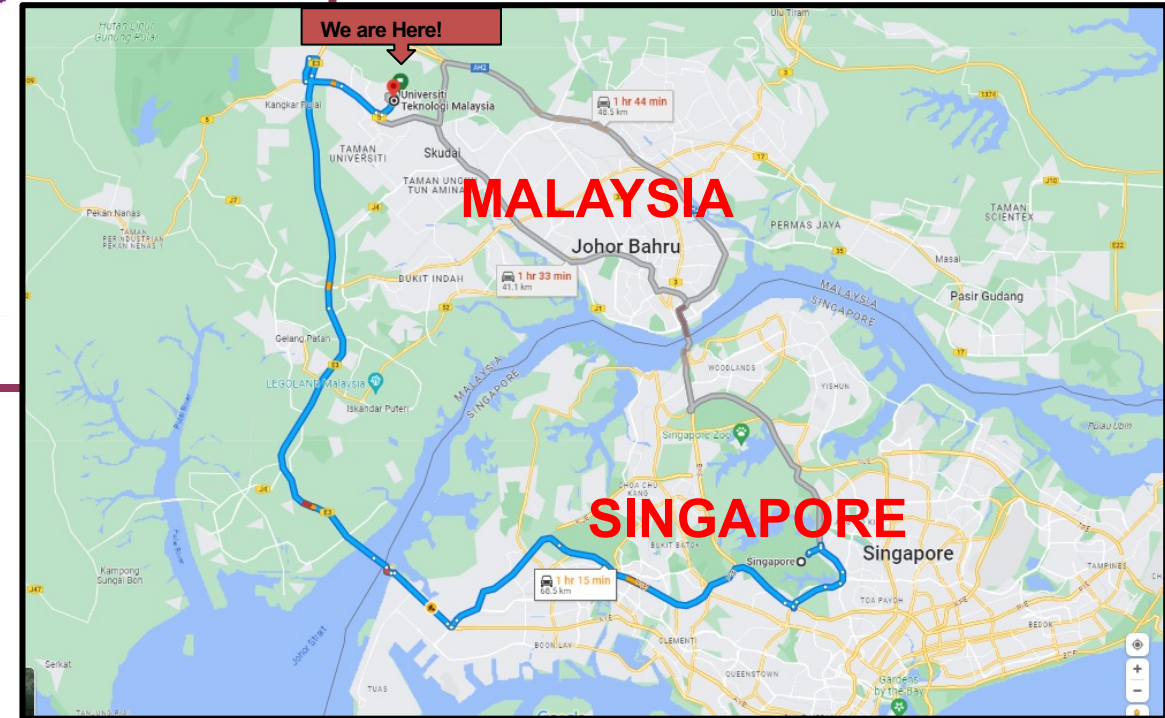
UTM Location



UTM Kuala Lumpur

UTM Johor Bahru

1-2 hrs flight to main destinations in South East Asia



UTM Main Campuses



**UTM Johor Bahru
(1145 hectares) – main campus**



**UTM Kuala Lumpur Campus – branch (19
hectares)**



**UTM Campus – Pagoh
Innovation Centre in Agritech for
Advanced Bioprocessing (ICA)**

Our Worldwide Recognitions

UTM Global Rankings

37th

QS WORLD
UNIVERSITY
RANKINGS 2023
(ASIA)

**TOP
100**

QS WORLD
UNIVERSITY
RANKINGS 2022
BY SUBJECT

- Architecture/Built Environment
- Engineering-Civil & Structure
- Engineering-Chemical
- Engineering-Electrical & Electronics
- Engineering-Mineral & Mining

119th

TIMES HIGHER
EDUCATION (THE)
EMERGING
ECONOMIES
UNIVERSITY
RANKINGS IN THE
WORLD 2022

188th

QS WORLD
UNIVERSITY
RANKINGS 2024

**TOP
50**

US NEWS AND
WORLD REPORT
BEST GLOBAL
UNIVERSITY
RANKING 2022

- Civil Engineering
- Mechanical Engineering
- Engineering
- Water Resources

5
★★★★★

QS STARS
RATING SYSTEM
2022

- Teaching
- Employability
- Internalization
- Facilities
- Innovation
- Online Learning
- Specialist Criteria –
Petroleum Engineering

**TOP
50**

QS WORLD
UNIVERSITY
RANKINGS 2022
BY SUBJECT

- Engineering-Petroleum

UTM International Partners (active as of Nov 2023)



UTM has partners



UTM does not have partners

7 NORTH AMERICA

- Canada
- United States

69 EUROPE

- Austria
- Belgium
- Bosnia & Herzegovina
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Georgia
- Ireland
- Latvia
- Lithuania
- Norway
- Russia
- Romania
- Poland
- Spain
- Sweden
- Switzerland
- The Netherlands
- Turkiye
- United Kingdom

12 AFRICA

- Algeria
- Egypt
- Libya
- Nigeria
- South Africa
- Sudan

7 MIDDLE EAST

- Iran
- Iraq
- Oman
- Qatar
- United Arab Emirates

184 ASIA

- Afghanistan
- Bangladesh
- Brunei
- Cambodia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Maldives
- Pakistan
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

MALAYSIA

5 OCEANIA & NEW ZEALAND

- Australia
- New Zealand

Current Active Partners:
57 Countries
284 Partner Institutions
313 Agreements

As of Sept 2023

Innovating Solutions

The Beginning



18 May 2023/ Kazan Forum

21 Feb. 2023/HSE
University visit to
UTM Kuala Lumpur



The MIRROR LAB

A letter of intent is made by and between the Azman Hashim International Business School of Universiti Teknologi Malaysia and HSE University Saint-Petersburg for the purpose of establishing a mirror lab between The ACT Lab, AHIBS, UTM (Malaysia) and Laboratory for Reputation Management in Education (RepLab), HSE (Russia).

The signing was done on 9 November 2023.



Objectives

The Mirror Lab aim to create an ecosystem that fosters innovation, collaboration, and social impact.



The lab would serve as a bridge between academia and the social entrepreneurship sector, facilitating a symbiotic relationship that benefits both the university and the broader community.



The Mirror Lab aims to shed light real-life conditions and interactions to study, analyze, and support the development of social start-ups within different frameworks and also the university context.



Research and Data Collection

Understanding Social Start-up Ecosystems

Innovative Solutions for Social Challenges

Support and Mentorship

Networking and Partnerships:

Promoting Cross-disciplinary Collaboration

Impact Assessment

Capacity Building

Advocacy and Policy Influence

PROPOSED ACTIVITIES 2024

The Mirror Lab

Activities	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Joint Research Project				
Case study on social entrepreneurship				
One joint acceleration course on social entrepreneurship or entrepreneurship				
A handbook with basics of entrepreneurship with best practices				
Visiting Staff Program				

THANK YOU



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

#APAIE24

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024