Emboldening SMEs and family businesses through HR development

Universiti Tun Abdul Razak (Unirazak) is a boutique tertiary educational institution geared towards entrepreneurship and creating business leaders for Malaysia. Its Centre for Executive Education (CEE) Acting Director Associate Professor Dr Pua Eng Teck said, “We are committed and honoured to be associated with the MALAYSIA SME™ Congress as a sponsor.

“It is an important platform for Malaysian SMEs to learn more about various success and challenging stories of prominent entrepreneurs both local and regional, gain entrepreneurial insights and build closer relationships through networking among SMEs,” he said.

“Malaysian SMEs need to act quickly in responding and positioning their organisation capability well not only for business survival but to be able to sustain through these economic challenges,” Pua added.

He continued, "Today, having a highly proficient and innovative business model is essential but not necessary sufficient until SMEs have fully addressed their human capital compatibility in line with supporting the organisation core competencies.

"Such capability can only help to resolve most of the niggling issues faced by these organisations; and for SMEs there are many problems of such nature waiting to be solved.

"Despite the availability of technological advancement and the increasing adoption of these technologies by some SME, successful SMEs’ organisational sustainability is still very much dependent on the competency of its human capital.

"Thus, the development of human capital and the SME workforce is vital to gain superior competitive advantages. Hence, SMEs need to seriously re-look and streamline their human capital development policies to both upskill workers and retain talent,” Pua commented.

This year is not an exception, as the CEE continues to support and work closely with MALAYSIA SME™ through this platform.

“We will focus on programmes about fostering core competencies related to family business management, family leadership and how to nurture innovation practices as a new paradigm in family business,” Pua explained.

This year, the Centre for Executive Education has been appointed an approved service provider by SME Corp, for 17 of its enlisted programmes specifically related to Family Business Management, Entrepreneurship and Family Business Innovation.

Under this initiative, qualified SME members are entitled to up to a 70% subsidy on the course fee, making these courses very affordable for SMEs.

"The Centre for Executive Education, Universiti Tun Abdul Razak is committed and ready to equip Malaysian SMEs with a series of important know-how to address family business governance, stewardship, family business design, and solutions for addressing transgenerational management or family business succession - part of the Family Business Management.

"These series of programmes provides valuable exit knowledge that is proven critical in ensuring family business succession and helps establish a balance between managing family and managing businesses in a more holistic manner - especially among the SMEs,” Pua noted.

“We are also actively involved in designing industry-relevant short training courses in the form of a customised Soft-Skills Training Executive Programme for corporations and enterprises. These executive programmes can further strengthen an organisation’s human capital throughout the entire cycle of management practices.

“CEE’s leverages on three very important core competencies relevant to today’s human capital environments - Innovation, Entrepreneurship and Leadership,” he said.

In many previous editions, Pua said the CEE has observed many positive responses from Congress participants and it foresees that the MALAYSIA SME™ Congress 2012 will be another successful event.

For more information, contact CEE, Unirazak at dr.pua@unirazak.edu.my, visit its display booth during the MALAYSIA SME™ Congress or its webpage www.unirazak.edu.my/cee.

Dr Pua Eng Teck