

# **WEBINAR SERIES:** **SME Governance: Its Challenges in Compliance**

**16 August 2024, Friday**

9.00am - 1.00pm

Speaker: PROF DR ZUBAIDAH ZAINAL  
ABIDIN FCIS (CS) (CGP)

Virtual

Course code: CG160824W1

**Closing date: 14 Aug 2024**

**4 CPD  
HOURS**

## Introduction

Good governance is important for the growth and sustainability of organizations of all types and all sizes—large, medium, and small. While it is widely accepted that “one size does not fit all”, there is far less research and guidance on good governance for small and medium companies. Instead, most of the governance guidance currently available for SMEs amounts to scaled-down versions of governance solutions developed for larger, listed companies. This approach fails to account for a variety of unique SME risks, characteristics, and practices and thus has limited applicability in helping SME leaders fulfill their companies’ purpose and potential. This is especially true in emerging markets where companies often operate with severe resource constraints.

Significant changes in the global economic environment require major improvements in the governance of organizations. Such improvements are essential for SMEs led by an entrepreneur. These small businesses have a major impact on the economy as a main source of new jobs and are strong contributors to innovation. However, as a result of poor management and inadequate governance practices, SMEs experience a high rate of failure during their early stages.

SMEs view corporate governance with skepticism and consider it to be only relevant to large companies. SMEs around the globe are not aware of the huge benefits the implementation of strong corporate governance systems can give companies. Development institutions have found that two-thirds of SMEs non-performing portfolios are due to weak governance. Many developed and developing countries as well as international organisations have come out with the guidelines for good corporate governance practices. However, most guidelines focus on the public listed companies, not on SMEs.

## Course objective

To understand why compliance with corporate governance practices is becoming increasingly important for SMEs for their long-term sustainability and growth. This course will also explore the Governance Code for Malaysian MSMEs issued by Securities Commission Malaysia for public consultation.

## About the trainer: Prof Dr Zubaidah Zainal Abidin FCIS (CS) (CGP)

**Dr Zubaidah Zainal Abidin** is currently engaged as an Academic Fellow with the Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM). She retired as a Professor from Universiti Teknologi MARA (UiTM) in 2015 where she had served for more than 25 years, holding various senior academic positions, among others as the Dean of the Institute of Graduate Studies. From 2015 to 2018, she was with Kolej Universiti Poly-Tech MARA (KUPTM) initially as the Dean for the Institute of Graduate Studies and later appointed as Deputy Vice Chancellor (Academic and Internationalisation). In 2019, she accepted an invitation by UNITAR as an Associate Research Fellow for a year. She was then offered an appointment as a Professor with Putra Business School for the year 2020-2021. Prior to joining academia in 1986, she worked as a company secretary for private companies and public listed companies spanning over a period of more than 13 years (1973-1986). Dr Zubaidah has a diverse academic qualification with professional ICSA UK, Masters in Accounting and Management Science from University of Southampton, UK, and her PhD from Curtin University of Technology, Australia. Dr Zubaidah has authored five books on company secretarial practice which are being used nationwide by students in both public and private universities. She is an ardent researcher in corporate governance, board diversity, boardroom dynamics, and corporate social responsibility, the research findings of which had been presented at national and international conferences and published in refereed journals.

She is frequently invited as speaker by professional and regulatory bodies including Companies Commission of Malaysia (CCM), MAICSA, Malaysian Association of Company Secretaries (MACS) and Institute of Approved Company Secretaries (IACS) to share her thoughts on matters pertaining to governance, board leadership, and sustainability

## Course outline

### SME Governance: What is it? Why is it important?

- What makes SME governance different?
- The benefits of good governance for SMEs

### Governance for SME sustainability and growth

- New approach to governance of SMEs
- Stages of SME growth
- Specific stage characteristics
- SME challenges and focus of stage-specific governance
- SME Governance Matrix

### Challenges of corporate governance for SMEs

- Skepticism on the value of corporate governance
- Inculcating good corporate governance habits
- Costly exercise
- Transparency
- Compliance of formal rules and regulations

### Governance Code for Malaysian MSMEs

- The Governance Matrix
- Principles of good governance for MSMEs

## Who should attend

Company secretaries, directors, corporate advisors, corporate governance professionals, lawyers, auditors, accounting professionals, risk management professionals and compliance officers.

## WEBINAR FEE

Category	Early Bird Fee per person (RM)  (applicable for participant who register and pay before 2/8/2024)	Normal Fee per person (RM)	Group Fee per person (RM)*  (For 3 or more registrations from the same organization)
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Retired MAICSA member	170	170	170
MAICSA Member's staff***	400	400	400

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Attention: Ms Nor Falati

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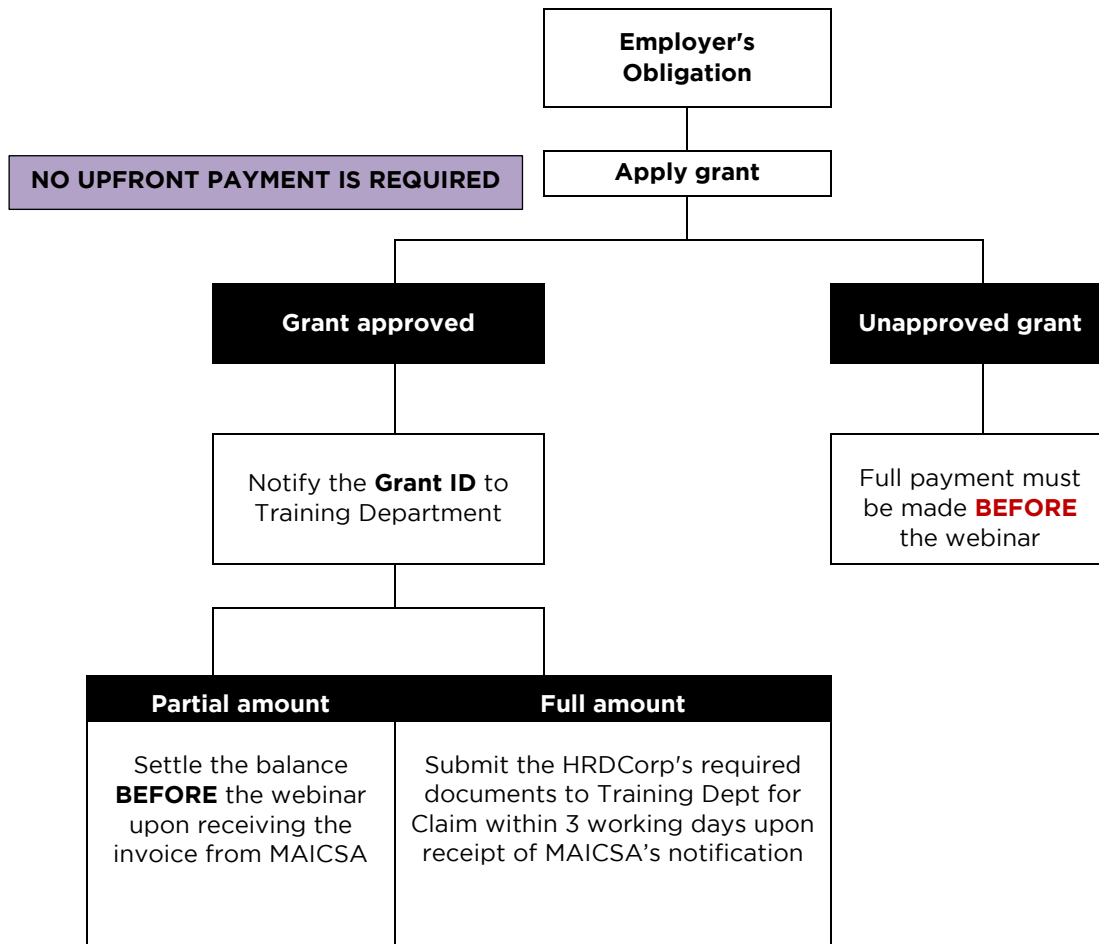
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