

## **WEBINAR SERIES:** Factors Inducing Next Generation Governance

**30 August 2024, Friday**

9.00am - 1.00pm

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

Virtual

Course code: CG300824W1

**Closing date: 28 Aug 2024**



**4 CPD  
HOURS**

## Introduction

In 2017, ICSA: The Governance Institute initiated a research to understand how different age demographics view the future of governance. Millennials (sometimes called generation Y and generally defined as those born between 1981- 1996) are expected to make up roughly 75% of the global workforce by 2025. They have frequently been stereotyped as the 'entitled generation' who believe they can have and do anything. This has been seen as both a positive and negative trait – a source of ambition and drive that has led to new ways of thinking and working, as well as the cause of disappointment and restlessness.

According to Fortune, the average age of an S&P 500 board member was 63.1 in 2023, and the average age of a first-time board member is 54.4. Being a director remains focused on older generations because that's been the tradition for decades. But the winds are changing: big companies worldwide are analysing the potential for diversity – age included – giving new life to young potential of sitting on a board before the age of 40.

## Course objectives

The objectives of this course are to provide some insights into the factors inducing the next generation governance which include:

1. Bringing the next generation into company boardrooms
2. How next generation decision-makers can meet tomorrow's challenges

## 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

### The impact of “entitled generation” on governance trends in the next 10-15 years

- Demographic change
- Technology change
- Environmental sustainability
- Financial inequality
- The expansion of governance

### The next generation governance mindset

- Automation and artificial intelligence
- Agile and DevOps
- Cyber security
- Service commoditization

### Bringing the next generation into company boardrooms.

- Practical steps toward the boardroom
- Boardroom apprenticeships
- Becoming a young board director

### How nextgen decision-makers can meet tomorrow's challenges

- Business risk and transformation planning
- Diversity at the board level
- Integrating long term value

## Who should attend

Company directors, company secretaries, compliance officers, governance professionals, accountants and anyone who are involved in ESG sustainability reporting.

## WEBINAR FEE

Category	Early Bird Fee per person (RM)  (applicable for participant who register and pay before 16/8/2024)	Normal Fee per person (RM)	Group Fee per person (RM)*  (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	290	340	310
Non member	440	490	460
Retired MAICSA member	170	170	170
MAICSA Member's staff***	400	400	400

Fee includes course materials in digital form and e-certificate.

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Tel: **03-2282 9276 (ext 805)**

**Attention: Ms Nor Falati**

- Fee is payable to **MAICSA**

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Please email the bank-in slip/ transfer advice to [training@maicsa.org.my](mailto:training@maicsa.org.my) or fax to 603-2283 4492, for our verification and record.

**Individual Registration:** Full payment shall be made AFTER you have done the online registration.

**Company Registration:** Full payment shall be made 7 days **BEFORE** the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

**Upon successfully registration, you are deemed to have read and accepted the terms and conditions.**

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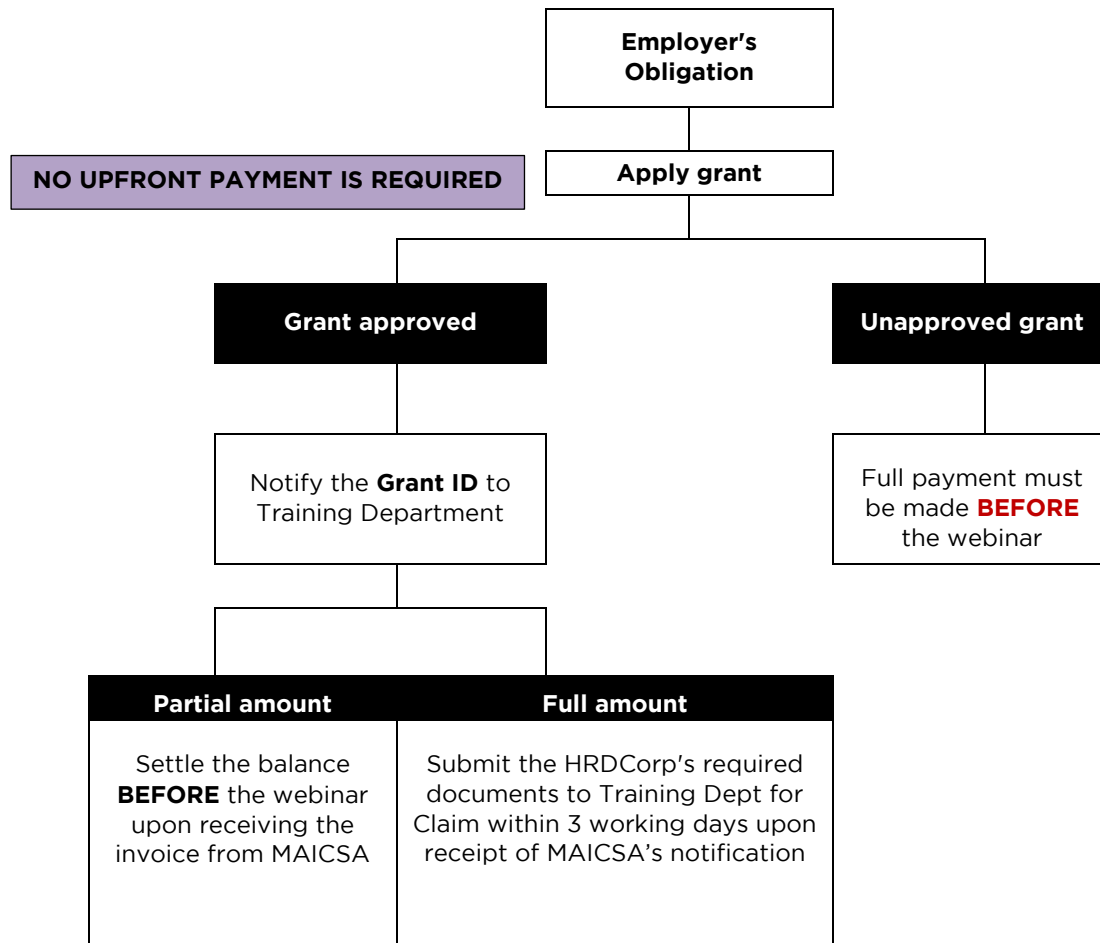
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- The Access Link is unique and should not be forwarded/shared with others.
- **Participants may log-in at 8.45am**

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