



OFFICE OF THE RECTOR

Our Reference : IIUM/207/19/4/1
Date : 10th May 2021

Prof. Dato' Sri Dr. Syed Arabi Iddid
Department of Communication
Kulliyah of Islamic Revealed Knowledge and Human Sciences

السلام عليكم ورحمة الله وبركاته

Dear Prof. Dato' Sri Dr. Syed Arabi,

WEBINAR: EXPLORING CULTURAL INTELLIGENCE TOWARDS PROMOTING INSTITUTIONAL EXCELLENCE - INVITATION AS A PANELIST

International Islamic University Malaysia (IIUM) with Higher Education Leadership Academy (AKEPT) will be organising a two-day webinar dated 14 and 15 June 2021, with a central topic "Exploring Cultural Intelligence Towards Promoting Institutional Excellence".

In brief, today's world demands leaders to be more globally responsive as people travel from one place to another for educational and career purposes, coupled with growing technological advancements, which have made the world a global village that is virtually borderless. Therefore, to be effective leaders, having the typical skillsets in intelligence and emotions may not be sufficient. To optimise performance in an organisation, effective leaders are required to have cultural skillsets, which are the determinants of a harmonious leadership. Cultural Intelligence (CQ) is the ability not just to understand others, but to understand others who do not meet your cultural norms, and then act on that knowledge in a mutually beneficial way.

On that note, we would be grateful if you could take part in the webinar as one of the panelists and share your expertise with our participants on the mentioned topic, date and time below. Your knowledge would be an excellent addition to the programme.

Forum 3 : Effective Communication through Cultural Intelligence

Date/Day : 14th June 2021/ Monday

Time : 2:00 pm – 4:30 pm (Malaysia Time)

(20 minutes presentation form each speaker to be followed by a Q&A session)

The webinar will be conducted via Zoom for the panellists and YouTube channel for the participants. Zoom link will be provided to you through email later. Attached herewith is the detail programme for your kind reference.



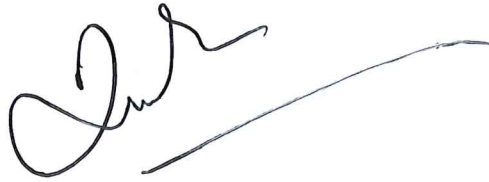
Please do not hesitate to contact our Officer-in-Charge, Dr. Zurina at zag@iium.edu.my (+603 - 6421 5856), and Sr. Abazazilah at abazazilah@iium.edu.my (+603 - 6421 5853) should you have any queries.

It would be an honour for us to have you on board with us as we truly value your engagement in the Cultural Intelligence dialogue. Your knowledge would be an excellent addition to our programme.

Thank you. والسلام

“Leading the Way”

Yours sincerely,



DZULKIFLI ABDUL RAZAK, PROF. EMERITUS TAN SRI DATO’
Rector, International Islamic University Malaysia

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