



The department of Marketing and International Business of the North South University hosted a lecture to explore the possibilities of International Collaboration and Research with the National University of Malaysia (UKM) on its campus in the city recently. Professor Dr Sufian Jusoh, director, Institute of Malaysian and International Studies (IKMAS), Professor Dr Helal Ahammad, dean, School of Business & Economics, Dr Mahmud Hassan, associate professor & chair, department of Marketing & International Business, among others, attend the programme