

AMSIB  CHALLENGE

AMSIB CHALLENGE 2022: A CROSS-BORDER BUSINESS CASE STUDY COMPETITION

COMPETITION BOOKLET

ORGANIZER

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SUPPORTED BY

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WHAT IS IT ABOUT?

AMSIB Challenge, hereinafter referred to as AC, is a business case study competition that is organized by the Association of Malaysian Students in Beijing (AMSIB) and is supported by Malaysian Students Association in China (MSAC). In AMSIB Challenge 2021, a total of 212 participants (64 teams) joined the competition.

Through this competition, participants will propose fruitful and insightful solutions according to the case theme and task given to them. In the Preliminary Round, all participating teams will be evaluated accordingly based on their submitted materials by the judging panel who are professionals from the industry. Only 10 teams will be shortlisted for an oral presentation in the Final Round, where the best 6 teams will be chosen to compete in the Impromptu Round.

We believe that the competition will not only bring its participants the opportunity to expand their industry knowledge, but it will also open a path for the highly talented, job-seeking students in the market. Participants will have the chance to interact with industry professionals as well as students with diverse backgrounds from both Malaysia and China.

OBJECTIVES OF AMSIB CHALLENGE 2022

WE AIM TO



Boost students' creativity, analytical thinking skills, and decision-making skills.



Allow students to gain a broader knowledge regarding various business strategies.



Equip students with the ability to tackle real-world problems in preparation for their future professions.



Discover talent and provide key assistance to help sharpen students' comprehensive abilities.



Shape students as the next generation of business leaders and introduce the best techniques and applications among university students.



Foster and build strong relationships among Malaysian and Chinese nationals (including Hong Kong, Macau, and Taiwan) currently studying in different schools and levels, from the countries of Malaysia and China (including Hong Kong, Macau, and Taiwan).



Help students understand companies in Malaysia and China better and encourage the exchange of talents between both.

COMPETITION DETAILS

Details of AMSIB Challenge 2022, hereinafter referred to as AC 2022, are as below:

Details of AMSIB Challenge 2022

Theme: Mobile Commerce

Time: 21/02/2022 (MON) - 03/04/2022 (SUN)

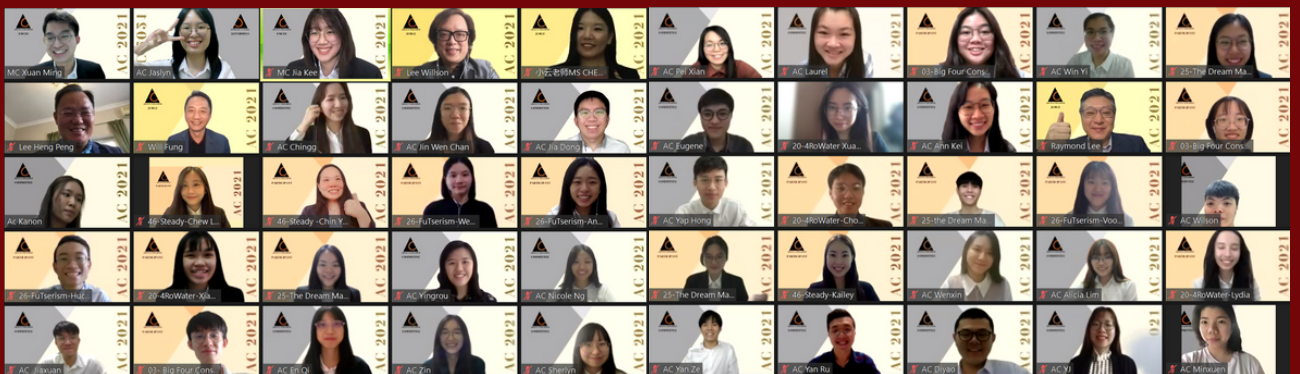
Venue: Preliminary Round and Final Round Held Online

Language: English

AC 2018



AC 2021



COMPETITION DETAILS

AC 2022 CASE THEME: MOBILE COMMERCE

Mobile commerce, hereinafter referred to as m-commerce, is a new way for business activities and enterprises to operate in the 21st century. M-commerce is an extension of e-commerce which refers to business or purchases conducted over mobile devices, including smartphones and tablets. There are essential differences between m-commerce and traditional e-commerce based on personal computers (PCs), where the scope and comprehensive services of m-commerce are broader. M-commerce has experienced robust growth and transformation along with the development of science and technology.

M-commerce in Malaysia and China has entered an unprecedented boom in this post-pandemic era. Small and medium-sized enterprises (SMEs) have taken advantage of it through business transformation. However, as market demand expands, challenges are faced with building an m-commerce system. To complete the system, its regulatory rules, operating strategies, security and privacy performance, service types, operating technologies, and future market development trends should all be considered. AMSIB Challenge is looking forward to discussing future trends with the participants about this topic.

[Keywords: m-commerce, SMEs, globalization]

COMPETITION DETAILS

PARTICIPANTS REQUIREMENTS

Participating teams are required to formulate business proposals by **utilizing data analysis, business judgment and innovation skills**, and propose strategies on:

- i. business improvement, transformation, expansion, and downsizing plans;
- ii. constructing innovative, profitable, and sustainable business models.

COMPETITION STRUCTURE

The competition consists of 2 rounds – the Preliminary Round and Final Round. In the Preliminary Round, participants will submit their case solutions in PDF format and no oral presentation will be required at this stage. Then, 10 teams will be shortlisted for the Final Round which consists of a case presentation round and an impromptu presentation round. The 10 finalists will present their case solutions to our judges over an online video conference. Based on their performance, the 6 best teams will advance to the Impromptu Round. Each team will have 1.5 hours to prepare their speech and slides for an impromptu presentation.

ENTRY REQUIREMENTS

Details of the entry requirements are as below:

- Participants shall form a team of 2-4 members.
- Team members can be from different institutions.
- Each team should consist of at least 1 Malaysian member.
- Participants must be full-time undergraduate and postgraduate Malaysian and Chinese students (including Hong Kong, Macau, and Taiwan nationals) studying in Malaysia or China (including Hong Kong, Macau, and Taiwan).
- Registration fee is 10 RMB/person.*

**Payment details will be listed in the registration form which will be released on the registration date. Please take note that if you are paying in MYR, the exchange rate used will be the one that is on the day of payment.*

ENTRY REQUIREMENTS

Details of the registration are as below:

- The link of the registration form will be released when registration has opened on **21/02/2022 (MON)**. Please refer to the competition timeline for the registration period, and take note that the registration deadline is **01/03/2022 (TUE), 11:59 pm (GMT+8)**.
- Only one registration form is required to be submitted by a team. The team leader is responsible for the **team's registration and registration fees payment**.
- Participants can register as individuals which will then be randomly assigned into a team short of members or arranged to form a team with other individual participants.
- Join our WeChat Warm-up Group to team up with other individual participants or make further inquiries! If you wish to join the group, please scan the **WeChat Warm-Up Group QR** code to enter directly or head over to our Instagram (information at the last page) and ask for assistance to add you to the group.



WeChat Warm-Up Group QR code
Expiring on 17/02/2022 (THU)

COMPETITION TIMELINE

PRELIMINARY ROUND



Registration Period

21/02/2022 (MON) - 01/03/2022 (TUE)

Participants will enter the competition in teams of 2-4. Deadline for registration is **01/03/2022 (TUE), 11:59pm (GMT+8)**.



Announcement of Competition Topic

02/03/2022 (WED)



Q&A Session

03/03/2022 (THU)

The committee will answer questions regarding the competition details to the teams.



Forum and Individual Sharing for Insights

04/03/2022 (FRI) - 08/03/2022 (TUE)

Industry professionals will share valuable insights related to the competition topic in hopes to increase the quality of the teams' proposals.



Document Submission

09/03/2022 (WED)

Teams will submit their documents before this date by **11:59pm (GMT+8)**.

*Dates are stated as DD/MM/YYYY.

COMPETITION TIMELINE

FINAL ROUND



Judging Period

10/03/2022 (THU) - 22/03/2022 (TUE)



Announcement of Finalists

23/03/2022 (WED)

10 outstanding teams will be shortlisted to enter the Final Round.



Mentor Guidance

24/03/2022 (THU) - 02/04/2022 (SAT)

Guidance from industry professionals will be given to further prepare the finalist teams. Group mentorship will be held once for all participants. Participants will then have the opportunity to pick the mentor of their choice for one-to-one mentorship.



Online Final Round

03/04/2022 (SUN)

Consists of a Case Presentation and an Impromptu Round.

*Dates are stated as DD/MM/YYYY.

PRIZES

	Champion	First Runner-Up	Second Runner-Up	Honorable Mention (3 teams)
Cash Award	RMB 5,000	RMB 3,500	RMB 1,500	RMB 800
Interview, full-time or internship job opportunities	✓	✓	✓	
Others*	✓	✓	✓	
Customized special gifts	✓	✓	✓	✓
Certificates issued by MSAC	✓	✓	✓	✓

**Inclusive of access to free courses and office tours provided by partnering companies. Subject to change.*

GENERAL RULES AND REGULATIONS

Details of the general rules are as below:

- All deliverables must be done in **English**.
- Any communication with the AC 2022 committee regarding the competition must be done via email to **ac2022.academic@gmail.com** or through our official Warm-up WeChat Group/Team Captains' Group (team captains will be invited to join the group upon closing of registration). Please note that we will not disclose any information directly related to the case task before the competition begins.
- Each participant is only allowed to register in one team. The composition of a team must remain unchanged throughout the competition.
- Participants are strictly prohibited from communicating with any other teams' participant(s) or the AC 2022 committee regarding case solving. Violation of this rule may result in team disqualification.

GENERAL RULES AND REGULATIONS

Details of the general rules are as below:

- Plagiarism is strictly prohibited throughout the competition. References to any data, statistics, or infographics in your case study must be accompanied by citations or references, using Harvard format, to the original source/author. Failure to do so will result in a deduction of marks.
- All times mentioned by the AC 2022 committee are in Beijing Time (GMT+8), similar to Malaysia Time (MYT).
- By entering AC 2022, participants agree and acknowledge that the AC 2022 committee may use participants' names and submit works for publication purposes and other purposes deemed appropriate.
- Participants also grant the AC 2022 committee and the sponsors and partners of AC 2022 the right to access the resumes attached upon registration for viewing purposes.
- The AC 2022 committee reserves the right to take action against any violation of the rules & regulations.
- Further details on the rules and regulations will be given upon the closing of registration to all team leaders in our [AMSIB Challenge 2022: Case Study Booklet](#).

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AMSIB CHALLENGE 2022'S HYPERLINKS

AMSIB Challenge 2022's Email

For participants:

ac2022.academic@gmail.com

For sponsors and partners:

amsibchallenge.pr@gmail.com

AMSIB Challenge 2022's Social Media



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