THE GAY AND DOUGLAS LANE
JOURNAL OF THE
LEHIGH UNIVERSITY MARTINDALE CENTER
STUDENT ASSOCIATES

THE NEW MALAYSIA

Stephen Cutcliffe, Ph.D.
Editor

Editorial Board

Vera L. Fennell, Ph.D.        Nancy B. Watkins
Nandkumar Nayar, Ph.D.       Todd A. Watkins, Ph.D.
Catherine M. Ridings, Ph.D.  Richard N. Weisman, Ph.D.
Founded in 1980 thanks to a generous endowment from Elizabeth Fairchild Martindale and Harry Turner Martindale '27, the Martindale Center for the Study of Private Enterprise is an interdisciplinary resource in Lehigh University’s College of Business. The Center engages students, faculty, and the business and policy communities in active inquiry, tackling questions central to understanding and fostering sustainable private enterprises and inclusive economic systems throughout the world.

MARTINDALE CENTER PUBLICATIONS

Periodicals

- Perspectives on Business and Economics (Annual)
- Martindale Discussion Paper Series
- Occasional Paper Series

Books

- T.A. Watkins and K. Hicks, eds., Moving Beyond Storytelling: Emerging Research in Microfinance (Emerald, 2009)
- F. Gunter and C. Callahan, eds., Colombia: An Opening Economy (JAI, 1999)

For information on Martindale Center Publications, contact the Center at:
621 Taylor Street, Lehigh University, Bethlehem, PA 18015
Copies of Perspectives can be purchased at a price of $20 per issue.
PERSPECTIVES

*Perspectives on Business and Economics* is the journal of the Martindale Student Associates Honors Program founded and run by the Martindale Center for the Study of Private Enterprise at Lehigh University. Each year, a faculty panel selects twelve of Lehigh’s finest undergraduate students to become Martindale Student Associates. The students each undertake a research project focusing on an aspect of the economy and business environment of a foreign nation. The country of focus changes each year. During the following year the students complete their research and prepare their articles for publication as a volume of the journal.

The students’ study of Malaysia began in the spring of 2018. After several on-campus orientation seminars, the group made its annual trip to Washington, DC, for a series of in-depth country briefings at the Malaysian Embassy, Malaysia External Trade Development Corporation, and US Department of State. In May 2018, the Student Associates and faculty advisors traveled to Kuala Lumpur and Penang for an intensive 13 days of travel, meetings, lectures, briefings, and discussions with leaders from government, business, and academia whose expertise and enthusiastic participation in and support for the program are key to the success of our mission.

Special Thanks

The Martindale Center acknowledges the critical role played by alumni, parents, and friends and the many experts in Malaysia and the US who gave generously of their time and expertise as advisors, co-organizers, and speakers to help make the 2018–19 program and Volume 37 of this journal a success.

Our sincere thanks begin with the Raja Zarith Sofiah Foundation, our partners in Malaysia. Her Majesty Raja Zarith Sofiah herself graciously enabled us to work closely with the Foundation. In particular, heartfelt gratitude to Safuan Fadzli, Secretary of the Foundation, for his friendship and invaluable assistance throughout our many planning months and for accompanying us and handling logistical details throughout the time we were there. Thanks, too, to Dr. Muhammad Ridzuan Salleh, Chair of the Foundation. A longtime friend of Lehigh, he worked decades ago as Director of the Lehigh-affiliated Council on Tall Buildings and Urban Habitat. So too, the Foundation’s CEO, Ghazali Mohamed Yusoff, was remarkably hospitable, facilitating our planning trip in January, helping us make connections to his vast professional network, and joining us for many of our meetings.

Kamaruzzaman Abu Kassim, President & CEO, Johor Corporation, deserves special thanks for his keynote address to us during our stately dinner—at the Ritz—with members of the Johor royal family and the Foundation’s leadership.

Our fruitful partnership with the Foundation would not have happened but for the extended engagement of Lehigh’s Matthew Mattern, Senior Director for Nonprofit Engagement, who has interacted with them over many years.

Thanks to these partners, we were able to meet with officials at the highest levels. We were honored to be able to have a morning’s conversation with Dr. Zaini Ujang, then Secretary General, Ministry of Energy, Green Technology and Water. His frank, open dialog about the environmental and energy challenges in Malaysia spawned interest that led to two of the research articles in this issue. Dr. Zaini also graciously arranged for our group to meet with Dr. Rohaizat Yon, Deputy Director General at the Ministry of Health, whom we thank for sharing his vast insights into the nation’s health care system—again a session that fostered two health-related articles in this issue.

We also met then Chairman of the Human Rights Commission of Malaysia, Razali Ismail, who previously served as President of the UN General Assembly, and his commissioner colleague Dr. Aishah Bidin—another high-level conversation that together with a visit to the NGO Sisters of Islam stimulated one of the articles, on human trafficking, in this volume.

Shams Rusli, Director of the Malaysian Investment Development Authority in New York City, helped support and facilitate several meetings, including briefings here at Lehigh and connections to sister economic development organizations in Malaysia.

We wish to thank Dr. Lim Teck Ghee for all his help and support. We were fortunate to find
him. He generously gave contacts, and our freewheeling discussion with him at the Gerakbudaya Bookshop was an immensely valued contribution to our program. That event would not have been possible without the warm welcome of Gerakbudaya Bookshop’s owner Chong Ton Sin and colleague Charles Brophy, who went the extra mile for us. Gerakbudaya’s positive energy was infectious; it’s great to know such places still exist to foster discussion and inquiry.

Professor Din Merican, now an Associate Dean at the University of Cambodia, was the starting point for many of our Malaysian contacts after we found his marvelous blog. He put us in touch with various friends and colleagues back home, including Dr. Lim and Dr. Ooi Kee Beng, Executive Director of the Penang Institute, a policy think tank where we had an extraordinarily informative roundtable.

We visited with the Martindale Center’s long-term partners at the University of Nottingham at their Malaysia campus. Sincere thanks to Dr. Anita Chakrabarty for organizing that day for us.

Finally, we appreciate the three Martindale Student Associates alumni from Malaysia who were so generous with their time and suggestions, Ariff Kamarudin ’12 (Greece cohort), Sue Nee Tan ’09 (Benelux), and Soo Hooi Oh ’06 (Hungary), and our Lehigh faculty colleague Professor Nandkumar Nayar who shared so much of his time and energy helping set up the program there and sharing insights into the culture, business landscape, and political economic history in his native country.

The Martindale Center thanks the following individuals:

Aira Azhari
Ali Salman
Nur Alia Md Anuar
Annuar Mohd Saffar
Aziation Ahmad
William Case
James Chan
Chong Yew Keat
Mohd Faisal Tan Mutallib
Edzuwyn Fathin
Wan Farulnizam Wan Mohd Faizul
Hasnul Hadi Samsudin
Mohd Harun Elik
Chris D. Helmkamp
Khurram Hussain
Jan Chee Wai
Annette Jaya Ram
Tiki Keh
Dimple Kerisnin
Janice Lim
Jaspher Loo
Jasni Zain
Mahani Ahmad Hamidy
Majidah Hashim
Wan Maznah Wan Omar
Masliza Mansor
Colette Morgan
Muliyanti Kamaruzaman
Murni Abdul Hamid
Nadhirah Mohammad Zanudin
Chitra Nayar

Nazhif Yusof
Neoh Mei Mei
Faizul Nizam Abu Salim
Norwati Mislam
Jack Ong
Othman Abdullah
Vanitha Ponnusamy
Abdul Rahman Abdullah
Ramya Ranee
Razli Ramli
Richard Record
Ahmad Rizal Abdul Rahman
Mark C. Scott
Shakira Teh Sharifuddin
Shareena Sheriff
Gregory Skutches
Christopher Song
Suzana Nawardin
Tan Yin Hooi
Teo Wing Leong
Tham Whye Long
Toh Kin Woon
Mahi Ramakrishnan
Mohmad Romzi Sulaiman
Muhammad Sawaddee Islamuddin
Muhammad Shafiq Mohd Khairuddin
Julie Turner
Kim Yaeger
Stephanie Yeap
Yeong Pey Jung
Zakaria Muhd Shahrulmiza
The Martindale Center thanks the following organizations:

BERSIH 2.0
Consulate General of Malaysia, New York
Embassy of Malaysia, Washington, DC
First Solar Inc.
Gerakbudaya Bookshop, Petaling Jaya
Halal Industry Development Corporation
Human Rights Commission of Malaysia
Institute for Democracy and Economic Affairs
investPenang
Islamic Banking and Finance Institute Malaysia
Kulim Technology Park Corporation
Malaysia Digital Economy Corporation
Malaysia External Trade Development Corporation
Malaysia Petroleum Resources Corporation
Malaysia Tourism Centre
Malaysian Investment Development Authority

Ministry of Energy, Green Technology and Water
Ministry of Health
Northern Corridor Implementation Authority
Penang Institute
Penang Skills Development Centre
Perak Agro Mills
Perak State Agriculture Development Corporation
Raja Zarith Sofiah Foundation
Sahabat Orang Asli
Silverlake Group
Sisters in Islam
Universiti Sains Malaysia
University of Nottingham Malaysia
US-ASEAN Business Council Institute
US Department of State, Washington, DC
US International Trade Administration
World Bank Group

The Martindale Student Associates thank Program Director, Janice Johnston Howie, for organizing the itinerary; faculty mentors, Professors Fennell, Nayar, Ridings, Watkins, and Weisman, for guidance on research and writing; and Professor Emeritus Stephen Cutcliffe along with Barbara Love and Nancy Watkins for their editorial rigor and patience. The students also thank the faculty spouses for support and friendship throughout. On behalf of the Martindale community of students, alumni, faculty, staff, and friends, we express immense appreciation to Douglas Lane ’67 and Gay Lane for their support of this journal and, finally, to Professor Emeritus J. Richard Aronson for founding the program and creating such an enduring legacy at Lehigh.

Todd A. Watkins, Ph.D.
Executive Director, The Martindale Center

Stephen Cutcliffe, Ph.D.
Editor
THE MARTINDALE CENTER
FOR THE STUDY OF PRIVATE ENTERPRISE

RECOGNIZES AND THANKS OUR MAJOR CONTRIBUTORS
FOR THEIR GENEROUS SUPPORT

J. Richard Aronson '87PG '15GP and Judith L. Aronson '80G '87PG '15GP
Alan S. Brodherson '86
Fairchild-Martindale Foundation
Faith R. Glazier '87 '19P and Robert A. Weisstuch '85 '19P
Jay H. Golding '67 and Susan Golding
Stephen F. Goldmann '66 and Joyce Goldmann
Donald M. Gruhn '49 and Judy Gruhn
Barry C. Harris '70 and Sandra Harris
David Heidecorn '78 '11P and Deborah S. Heidecorn '78 '11P
Frederick H. Jamieson '74 and Jane P. Jamieson '75
Edward R. Klein '67 '01P and Rosalyn Klein '01P
Michael D. Krauss '83 and Dara Lynn Krauss
Jeffrey A. Laborsky '99 and Melissa Laborsky '99
Douglas Lane '67 '90P and Gay Lane '90P
Rina S. Pertusi '85 '14P and William G. Pertusi '83 '14P
Brad E. Scheler '74 '05P '08P and Amy R. Frolick '05P '08P
Rodolfo Segovia '89P '91P and Silvia Segovia '89P '91P
Sarat Sethi '92 and Kanika Priya Sethi
Steven R. Shoemate '85
Sidney J. Silver '57 '59G '81P '93P '15GP '18GP and Margaret Silver '81P '93P '15GP '18GP
James B. Swenson '59 '15GP '17GP and Roberta H. Swenson '15GP '17GP
Maria E. Taber '93 and Mark D. Taber
Ferdinand Thun '56 and Elizabeth Thun
Kenneth R. Woodcock '65 and Dorothy Woodcock
Allen M. Yurko '73 and Gayle Yurko
THE MARTINDALE CENTER
FOR THE STUDY OF PRIVATE ENTERPRISE

THANKS THE FOLLOWING DONORS FOR THEIR VALUED SUPPORT (FY2015–FY2019)

Luis A. Arcentales ‘98 ’00G
William T. Bahike, Jr. ’88
Kathryn E. Bahner ’17
Martin H. Bahner ’86 ’17P
and Susan M. Bahner ’89 ’17P
Robin S. Balding ‘70 (Deceased)
and Susan D. Balding
Michael J. Ballanco ’08
Richard W. Barsness and Dorothea L. Barsness
Devon J. Battaglia ’01 ’03 and Irene L. Battaglia ’04
Elizabeth H. Beatty ’84 ’16P
Hrvoje Benko ’01 and Elizabeth L. Ruch ’01
James R. Berger ’76 ’07P
Thomas A. Berglund ’82 and Rosemarie Fiorilli ’83
Ben Berzin, Jr. ’10P ’12P
and Susan Knox Berzin ’10P ’12P
Brian T. Berzin ’12
Christopher J. Berzin ’10
Kenneth D. Blanchette ’10
Brandy W. Bok ’15
David C. Burdakin ’77 and Kim K. Burdakin
Thomas F. Burke, Jr. ’93
Erin L. Burton ’15 ’16G
John M. Burton ’15P and Karen M. Burton ’15P
Robert M. Cahill ’84 and Mary Beth Cahill
Gregory V. Capece ’10 ’11
Taylor C. Carroll ’17
Elizahe B. Castlemaster ’88 and John Castlemaster
Whitney L. Challenger ’15 ’16G
Laura G. Chan ’17
Bridget J. Clancy ’08 ’09G
Kevin L. Clayton ’84 ’13P and Lisa A. Clayton ’13P
Helen M. Colismo ’03
Megan E. Colville ’12
Aneas Concepcion ’10
Amy R. Confair ’06 and Edward D. Confair ’06
Michael J. Connor ’80 ’14P
and Lee Ann Lusardi Connor ’79 ’14P
Sacha Connor ’00
Christine M. Croft ’95
Christopher L. Croteau ’92 and Lena Croteau
Brian P. Cunningham ’09 ’10
and Danielle M. Spar Cunningham ’10
Christopher J. Cunningham ’03
and Lori A. Shuler-Cunningham ’03 ’04G
Meghan A. Cunningham ’15
David Danko ’17
Billie M. Davis ’02 ’03G
Ian M. Davis ’18
Andrew M. DeLena ’14
Kristin S. Deliso ’11
Thomas M. DeLillo III ’75 and Donna DeLillo
Nicole R. Dobson ’96
Joleen R. Doverspike ’99 ’01G
and Joshua C. Doverspike ’99
James J. Duane III ’73 ’04P ’06P
and Michelle V. Duane ’04P ’06P
William B. Eagleson, Jr. ’49 ’83H ’88P
and Catherine Eagleson ’88P
Alix E. Eggerding ’04
Alec L. Entress ’16
Jeffrey J. Entress ’16P and Patricia K. Entress ’16P
Caitlyn H. Esposito ’09 and Daniel V. Esposito ’06
Aidan J. Fennelly ’13
Andrew C. Fiala ’92
Eric S. Fishbein ’01 ’02G
Justin L. Frankel ’96
Alexander Glass-Hardenbergh ’16
Katherine Glass-Hardenbergh ’11
Steven M. Glassman ’04 ’05G
Benjamin O. Golden ’94
Daniel A. Grande ’11
Milton H. Grannatt III ’68 ’69G ’72G ’75G
and Patricia S. Grannatt ’72G
Shaan Gurnani ’16
Rebecca A. Guzman ’07
Jennifer L. Hamilton ’94 and Richard D. Hamilton
Huaiang He ’16P and Jiemin Wang ’16P
Tristan A. Heffler ’18
Marie E. Helmold ’81
Phillip Hernandez ’19
Mary J. Hill
Rosemary M. Hilley ’78G ’03P and John L. Hilley ’03P
Logan A. Hodges ’16
Robert M. Holcombe ’58 ’69G ’95P
and Elizabeth K. Holcombe ’67G ’95P
Jeffrey T. Horvath ’92
Christopher M. Jewell ’03
Christine M. Joachim ’96
Andrew J. John ’06 ’07G and Soo Hooi Oh ’06 ’07
Casey R. Jojic ’03
Muhammad Ariff Kamarudin ’12
Carolyn Kaplan ’02 ’03G and Rudyard D. Kaplan ’02
Mark S. Kaufmann ’53 and Carole Kaufmann
Matthew F. Kleinhenz ’17
Kevin M. Kniffin ’95
Andrew M. Krentz ’13
Kathryn A. Kundrod ’15
LEHIGH UNIVERSITY AFFILIATIONS KEY:

'Yr: Undergraduate degree year
'G: Graduate degree year
'H: Honorary degree year
'P: Child’s degree year

Andrew R. Lauden ‘93 and Trisha W. Lauden ‘93
Kelly Lear Nordby ‘90
Kenny Y. Leung ‘01
W. Gary Liddick ’76 and Sandra A. Liddick
Ira W. Lieberman ’64 ’94P and Phyllis Lieberman ’94P
Peter Likins ’91H and Patricia Likins
Sara B. Lupson ’06 ’07
Nicholas A. Lynch ’05 ’07G
Adam S. Marks ’99
Toni A. Marraccini ’09
Frederick B. Martindale
Veronica D. McKinley ‘18
Norman J. Merksamer ’52 ’84P (Deceased) and Geraldine Merksamer ’84P
Gunnar T. Miller ’87
Amy C. Nehlsen ’00 and James P. Nehlsen ’00
Thomas R. Nelson ’81 ’12P and Katherine R. Nelson ’12P
Jacquelyn M. Neumann ’05 ’06G and Benjamin Neumann
Alexander A. Niewiarowski ’15
Raymond Ojserkis ’91
Katherine M. Oliver ’14 ’15G
Leticia M. Padilla ’82
Christina Pak ’15
Marc C. Palmer ’10
Erika R. Papaccioli ’03
Kevin R. Parke ’81 ’16P and Leila E. Parke ’16P
Catherine Y. Preysner ’16
Laura O. Rheinauer ’03
Gretchen A. Rice ’11G
Karen J. Richard ’93
Shauna G. Richman ’83
Augustine M. Ripa ’04 ’05
Daniel N. Romanow ’02
Daniel E. Rosenthal ’92 and Michelle H. Rosenthal ’92
James C. Rule, Jr. ’11
Bernadette S. Ryan ’95 ’96G
J. Stuart Ryan ’81 ’11P ’15P and Sarah W. Ryan ’11P ’15P
Kathleen N. Ryan ’13
Kristin E. Sargent ’02
Lauren Z. Schlossberg ’96
Elizabeth L. Schnabolk ’08
and Stuart D. Schnabolk ’09

Sheila C. Schottland ’05 and David Schottland
Curtis S. Schuelein ’81
Emily E. Sears ’04 and Gradwell Sears
Andrew P. Segal ’67 and Ronnie Segal
Bruce M. Serchuk ’89 and Anita Soucy
Allison A. Shearman ’07
Richard S. Slayton ’89G
Tyler A. Sloan ’15
David A. Slomsky ’95
Paul E. Smith ’61 ’63 ’93P and Carol A. Smith ’93P
J. James Spinner ’73 and Karen Spinner
Cynthia L. Stauffer ’87
Caitlin M. Stein ’08 and Andrew C. Stein ’08
Olga Stewart ’05
J. Nicholas Strasser ’01 and Rosanne Facchini
Karen L. Stuckey ’75 ’10P and Henry W. Seduski, Jr. ’10P
Ryan P. Sullivan ’00
Connie D. Svoboda ’99
David A. Szabolowski ’82
Javon J. Tai ’15
SueNee Tan ’09
Tyler A. Tate ’04 ’05G
Raymond P. Trevisan ’80 and Stephanie R. Sheaffer-Trevisan
Andrew M. Tye ’13
Jon P. Van Order ’94
Susan G. Vengrove and Marc A. Vengrove
Eric O. Wallace ’74 and Carol J. Wallace
Hollis Y. Wang ’16
Jeffrey S. Wantman ’00 and Sara Wantman
Katherine L. Warren ’02 and Michael S. Warren ’02
Kirk M. Warshaw ’80 ’07P ’11P and Anna R. Warshaw ’07P ’11P
Edmond A. Watters III ’61 ’66G ’74G
Richard N. Weisman ’00P and Melody Weisman ’81G ’00P
Caroline F. Weissstuch ’19
Cynthia E. Welton ’94 and Griffith J. Welton ’88
Beth M. Wilson ’18P
Lindsay I. Wilson ’18
Cathy E. Withers ’14 ’15G
Eric C. Wolfe ’92
Katherine A. Wu ’18 ’19G
Susan M. Wu ’18P and Thomas C. Wu ’18P
Peter Zanias ’05P
Stephen V. Zanias ’05 ’07G

viii