

## Facing the Crisis and Future Challenges with Cosmopolitan Mind



الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
يونسيفي اسلاميا اياها ايتحيا والمليسيا  
Garden of Knowledge and Virtue



GREATER GOMBAK



zulkiflihasan.com



**ASSOC. PROF. DR. ZULKIFLI HASAN**  
Deputy Rector  
(Student Development and Community Engagement)

Office of the Deputy Rector  
(Student Development and Community Engagement)  
Level 4, Muhammad Abdul-Rauf Building  
International Islamic University Malaysia  
Jalan Gombak, Selangor  
P.O. Box 10, 50728 Kuala Lumpur

t: +603 6421 5990 f: +603 6421 4849  
e: [zulkiflih@iium.edu.my](mailto:zulkiflih@iium.edu.my)  
w: [www.iium.edu.my/office/odrsdce](http://www.iium.edu.my/office/odrsdce)  
[zulkiflihasan.com](http://zulkiflihasan.com)

**LEADING THE WAY**  
KUALIPATI AMANAH, ILMU, INTEGRITI DAN KUALITI  
[www.iium.edu.my](http://www.iium.edu.my)

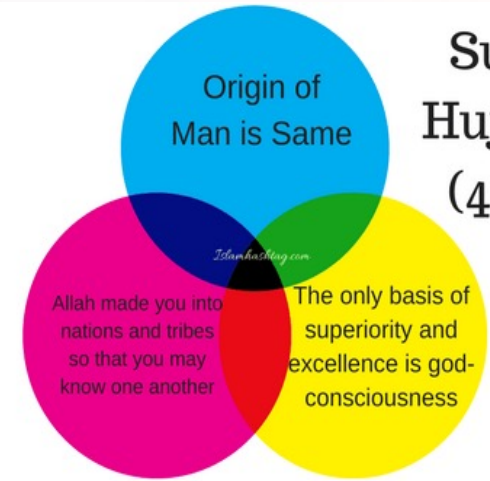
 **INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA**  
UNIVERSITI ISLAMIK MALAYSIA  
Jalan Gombak, 50728 Kuala Lumpur



يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ  
شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ إِنَّ اللَّهَ  
عَلِيمٌ خَبِيرٌ

O mankind! We created you from a single (pair) of a male and a female, and made you into nations and tribes, that ye may know each other (not that ye may despise (each other)). Verily the most honoured of you in the sight of Allah is (he who is) the most righteous of you. And Allah has full knowledge and is well acquainted (with all things). (Al-Quran, 49:13)

## Surah Hujurat: (49:13)



# 21st Century Post-Normal Times

*Post-truth*

*Post-  
secularism*

*Post-  
modernism*

*Post-  
capitalism*

*Post-  
Islamism*

*Post-  
materialism*

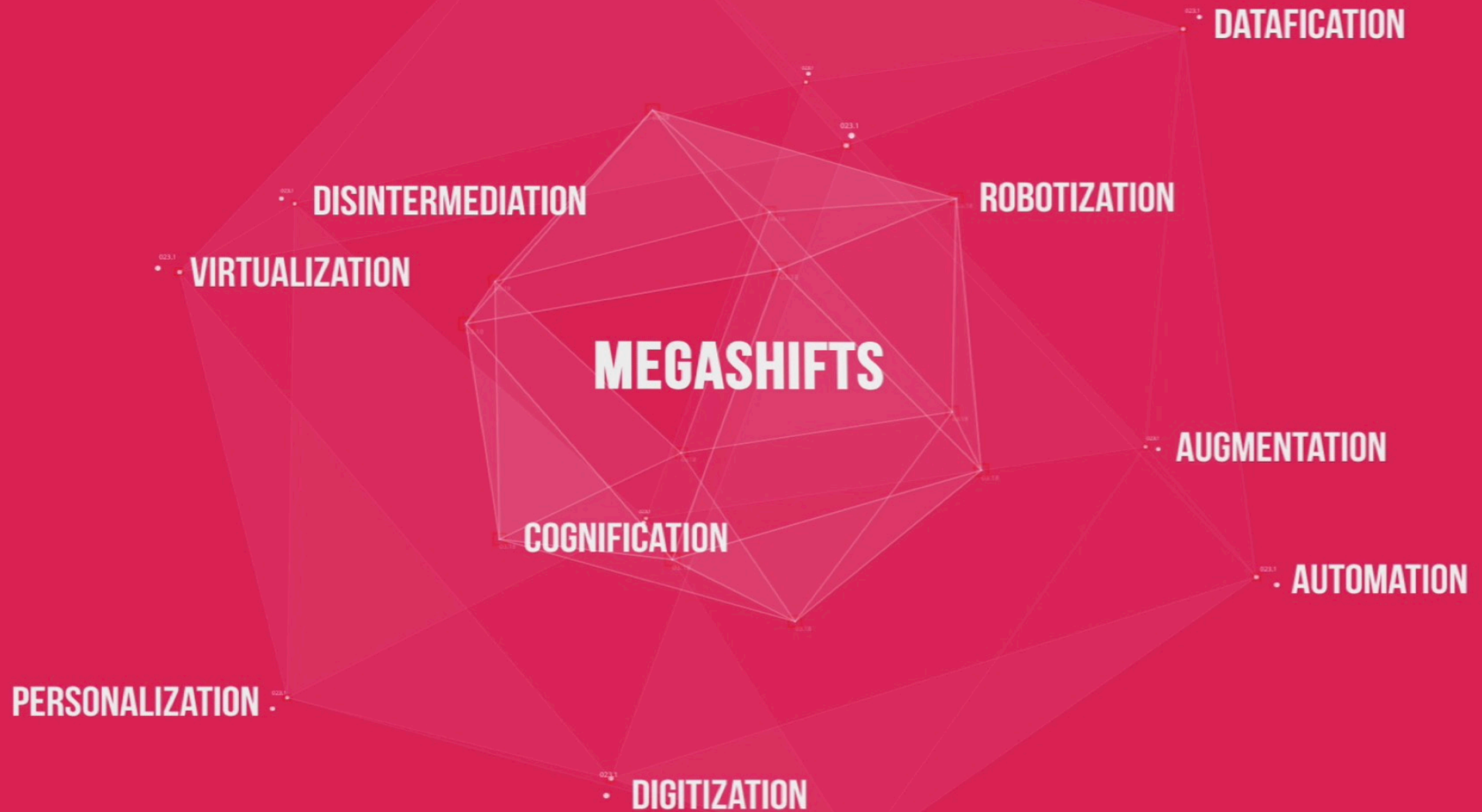
*Post-  
liberalism*

*Post-  
Nationalism*

*Post-  
Cosmopolitanism*



# The Megashifts: our change-script for the next 10 years



# Convergence of Global Crisis

Convergence of Global Crises- fuelled by conflict, ideological shifts, demographic changes, climate change and food insecurity.

**Climate change and Pandemic-** Reduce available food and water resources, increase migration, raise tensions, and trigger new conflicts. '**Environmental refugees**', 150 million by 2050. The number of forcibly displaced persons has grown to more than 70 million due to new and protracted conflicts.



# Crisis Shifts Cultural and Societal Behaviour

(1) The pandemic will strengthen the state and reinforce nationalism

(2) The shift in power and influence from West to East.

(3) A world that is less open, less prosperous, and less free.

(4) Companies will now rethink and shrink the multistep, multicountry supply chains.

(5) Many countries will have difficulty recovering, with state weakness and failed states.

(6) Religious Practice Will Never be the Same

(7) Education will be more flexible

(8) Tech firms will become more powerful

(9) Change of Lifestyle and Global Health Awakening

(10) The power of the Human Spirit

(11) **Women Are Better Leaders In a Pandemic**



# Impact of Crisis on Women

**Education** - Over 1 million girls may not go back to school after the crisis.

**Socio-Economic-** Prolonged dip in women's incomes and labor force participation 510 million— 40% of all employed women — work in industries hit hardest by Covid

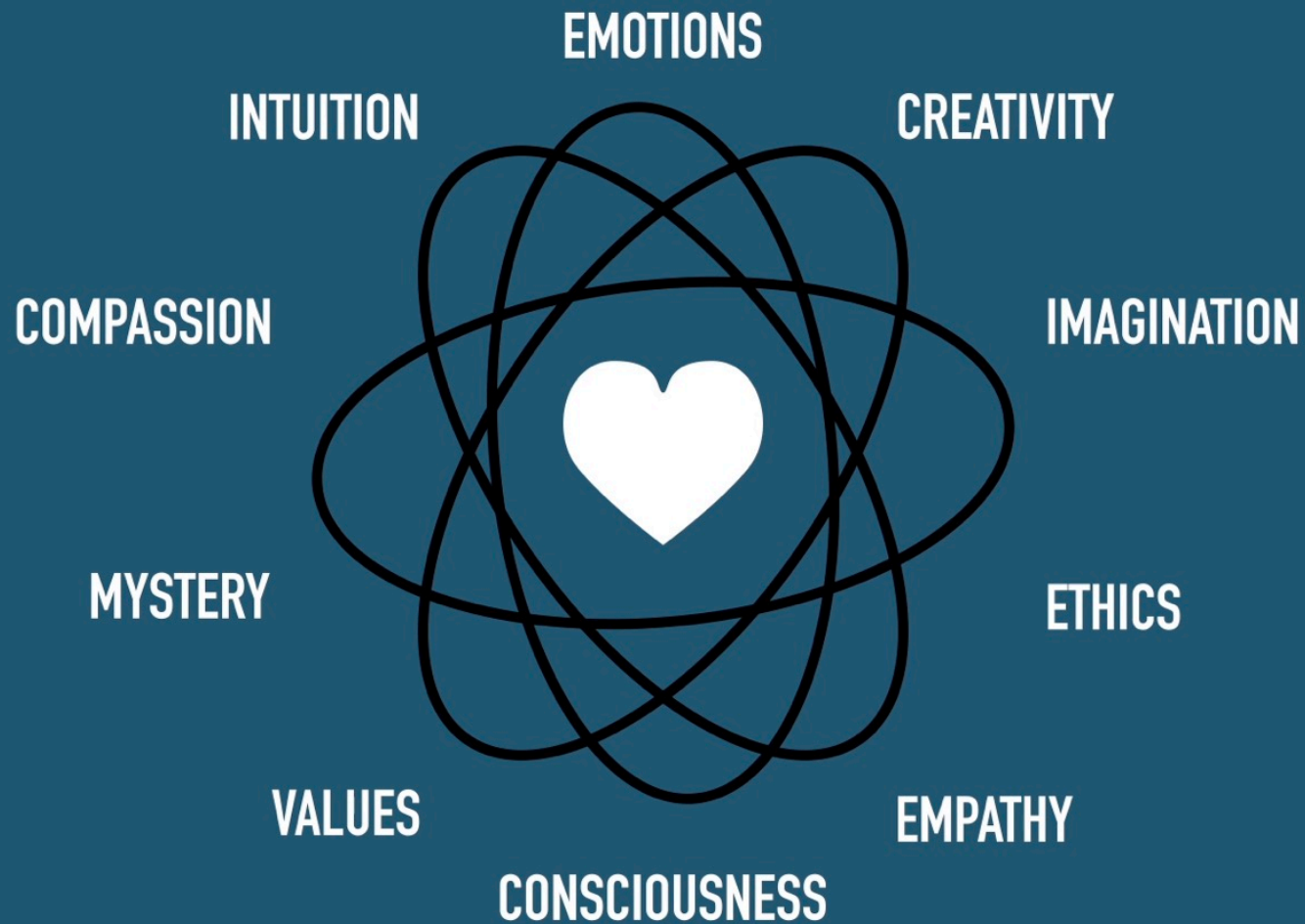
**Safety, health and wellbeing** - Women make up 70 percent of the health workforce.

**Domestic Violence-** Gender-based violence is increasing exponentially.

**Cultural and Social Behaviour-** Working remotely, financial and health concerns, systemic racism and change of lifestyle.

**Mental Health-** Anxiety, depression and post-traumatic stress disorder (PTSD) is much higher in women.

**Anything that cannot be digitized or automated will become even more valuable**



# The Reality of Muslim Ummah

Political instability and bad governance

Incompetent management and injustice

Unending internal conflicts, chaos and authoritarianism

Economic deprivation and dependency upon the West

Inequalities

The culture of bribery, corruption and abuse of authority

Cultural slavery

Serious phenomena of social ills

Educational and intellectual mediocrity

Backwardness in scientific and technological productivity

Political impotence, incompetency and ostentation of the O.I.C.

Environmental neglect and poor urban planning

Poor healthcare services,

Massive forced migration

**Situation of Women in Islamic Countries- Gender Equity, Underdeveloped and Violation of Rights**



# Being Kodaked

Kodak had 145, 000 employees

13 employees, 30 million customers



55 employees, 450 million customers, bought for 19\$ billion



WhatsApp

# RISE & DEMISE OF NOKIA

"The Japanese made the smallest, the Americans made the lightest, but the Finns made the best"

US magazine advert for the Nokia 111

## 1980s

- Nokia Chymen 900 (1987)
  - Plays the way for the Nokia mobile revolution.
  - Smart chief Garbachev is pictured with the hefty Chymen.

## 1990s

- Nokia 3310 (2000)
  - One of the best-selling phones of all time.
  - Revolutionary online chat function.
  - Cult status as an indestructible phone.
- Nokia 3650 (2002)
  - The brand's inaugural video capture phone – is launched.
- Nokia 6650 (2003)
  - The world's first 3G phone enabling users to browse the web, download music and watch videos on the move.
- Nokia 7710 (2005)
  - Nokia's first ever touchscreen phone.

## 2000s

- Nokia Global Market Share Smartphones 2007 - 2014
- Nokia 970 (2005), N90 (2005), N95 (2006)
  - Although still the market leader, Nokia now it's losing some of the share to its rivals due to a poor performing new product range.
- In 2007 Nokia is involved in one of the largest ever product recalls after admitting 46 million phone batteries could be faulty.
- iPhone (2007)
  - Steve Jobs unveils the Apple iPhone and so changes the mobile landscape forever.
- Turbulence in the global telecom market sees profits dip a loss of 1,000 Nokia jobs announced.
- 2008-2010 Nokia announces the acquisition of Symbian operating system for its smartphone ventures.

## 2010s

- Failing to keep up with iPhone and Android devices, Nokia hire ex-Microsoft exec Stephen Elop who cuts 1,800 jobs to streamline the firm.
- The Nokia Lumia range is unveiled, which sees Symbian scrapped for Microsoft's Windows operating system.
- Android 2.2 OS Global Market Share (2010)
- iOS 15.7% Global Market Share 2016
- Apple 23% Global Market Share Q4 2011
- Elip announces a partnership with and Nokia is involved.

165 1998 1965 1966

*"Indeed, Allah will not change the condition of a people until they (first) change what is in themselves." (Qur'an 13: 11)*

# The New *Hijrah* of Muslim Ummah


1970s: imagining and expecting the advent of the 15th century of Hijrah (21st November 1979) the Awakening and Revival of Muslim Ummah.

**15th century**

**16th Century**

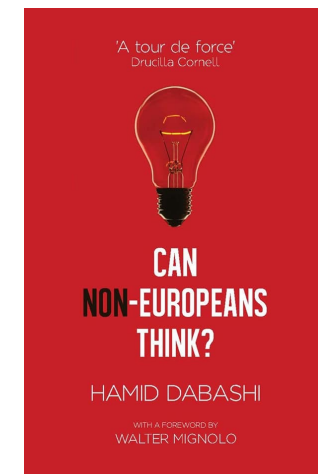
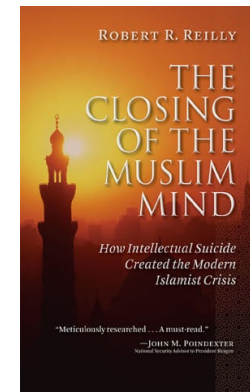
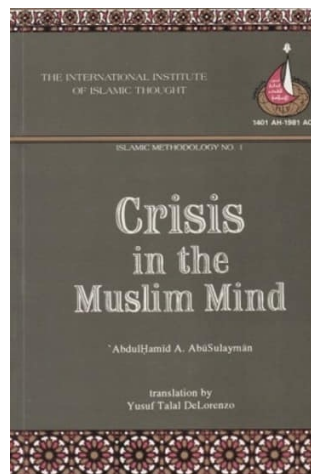
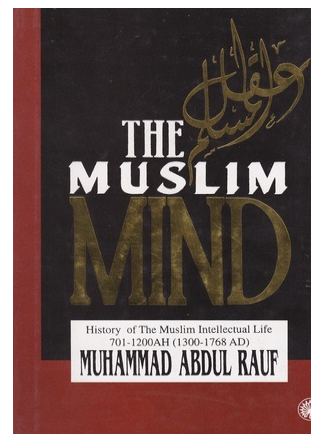
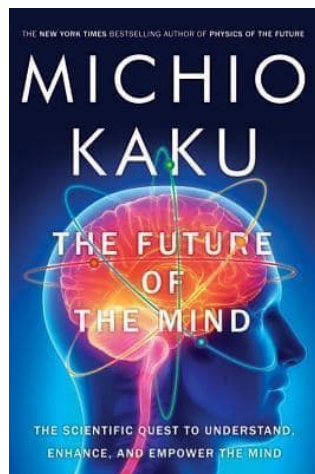
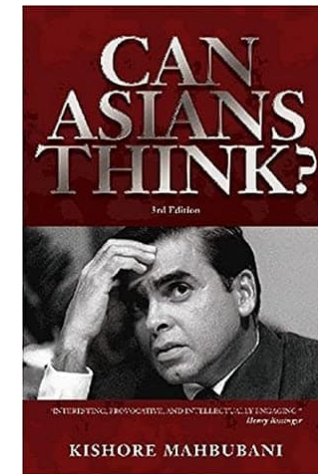
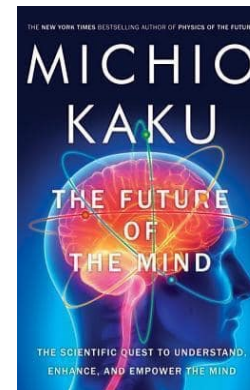
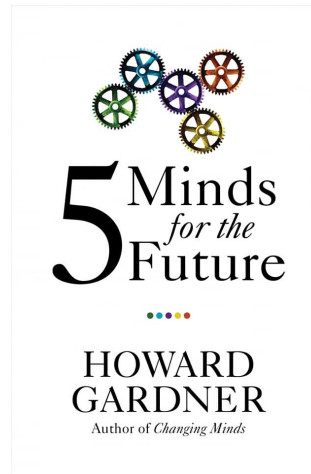
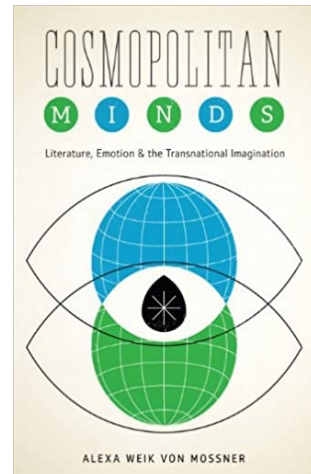
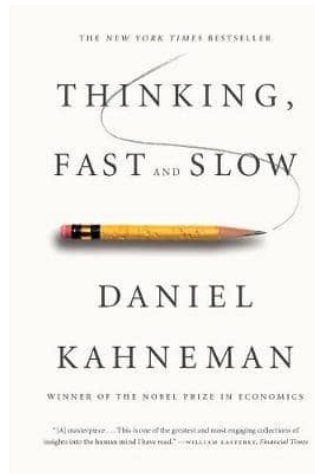
The real awakening of Muslim Ummah (28 November 2076).





The old narrative can be  
changed, redirected and  
thwarted by **RIGHT  
MINDSET and  
WORLDVIEW, ACTIONS IN  
THE PRESENT and  
SENSIBLE POLICIES**





# Thinking Framework

LAW-ABIDING AND  
PEACE-LOVING  
MIND

HUMANITARIAN  
MIND

CONSERVATIONIST  
MIND

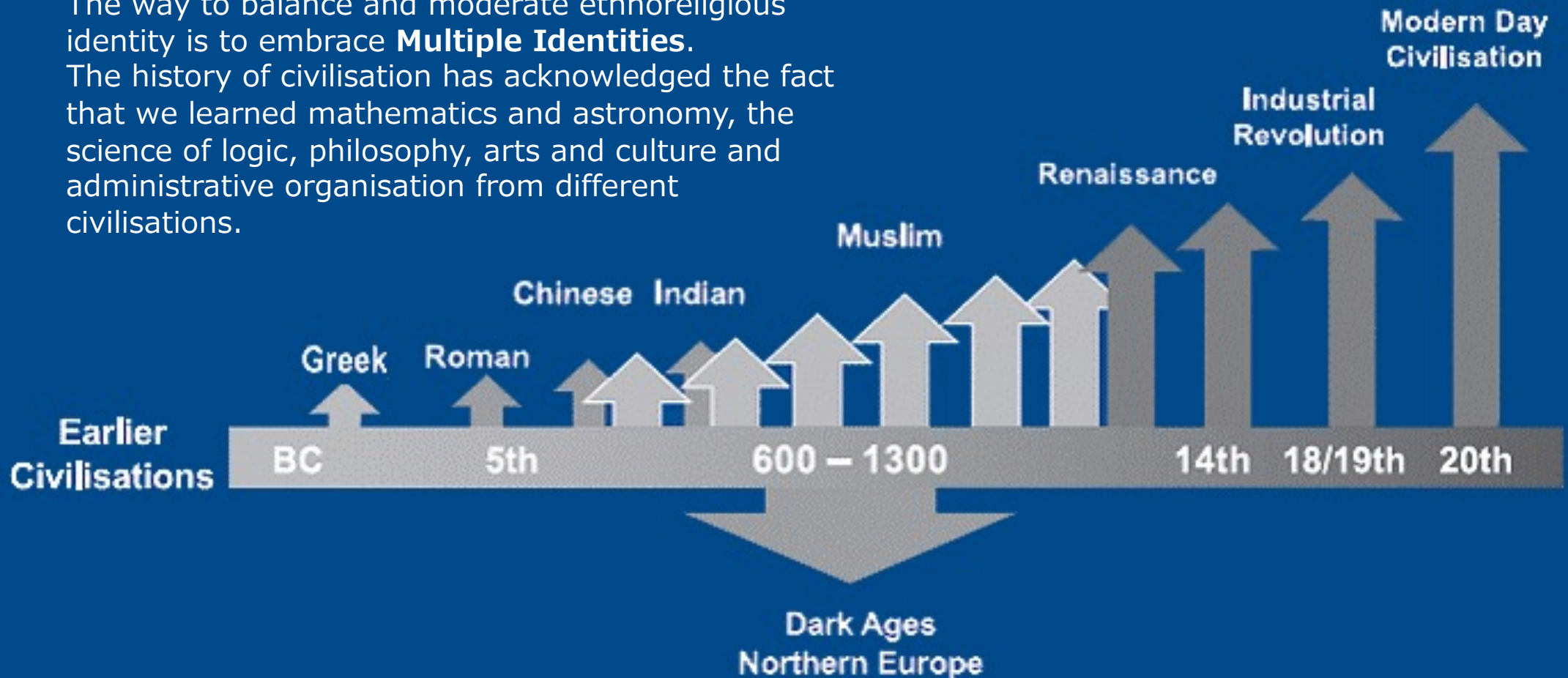
ETHICAL MIND

REFORMING MIND

Cosmopolitan  
Mind

# History of Science and Civilisation as should be taught:

The way to balance and moderate ethnoreligious identity is to embrace **Multiple Identities**. The history of civilisation has acknowledged the fact that we learned mathematics and astronomy, the science of logic, philosophy, arts and culture and administrative organisation from different civilisations.





# Cosmopolitan Mind

---

## Understanding the Message of Islam

Islam, The Noble Quran And Hadith, Revelation And The Meaning Of Religion, God Man And The Universe-Questions Of Eschatology, The Shari'ah , Islamic Spirituality And Thought, Islamic Science, Literature And The Arts, The Islamic World In Modern Times

## Understanding the Nature of the Modern World and the reality in life

Religion In The Modern West, Modern Western Philosophy And Schools Of Thought, Modern Science And Technology, Political, Social And Economic Life Of The Modern World, Modern Education- Its History, Theories And Philosophies, Art In The Modern West, The Modern Lifestyle

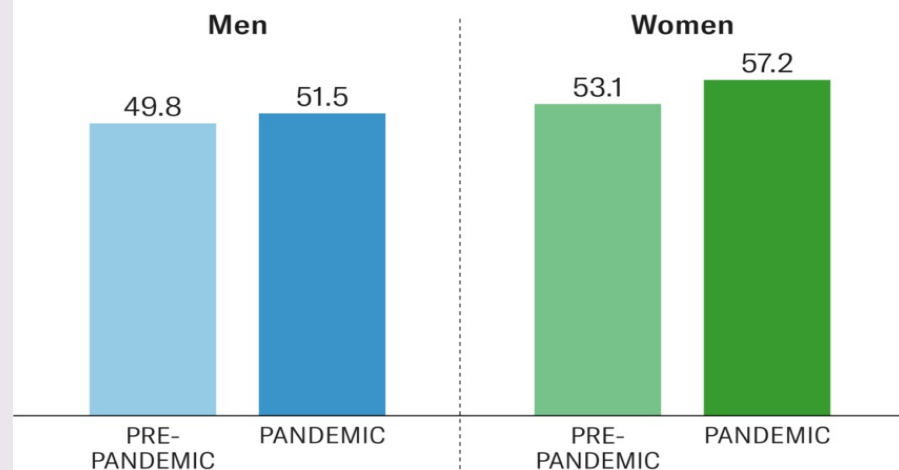
## Understanding How to Respond to the Modern World and reality in life

The heart of an Islamic response to the modern world consists, in the religious, spiritual and intellectual aspects of human life. The response to challenges to Islam must be based on the most universal and encompassing all teachings of Islam To learn more about our own intellectual tradition.

## Women Were Rated as More Effective Leaders Before and During the Crisis

Based on analysis of 360-degree feedback data between March and June, their scores were even higher during the first wave of the pandemic.

### Overall leadership effectiveness ratings



Source: Zenger Folkman, 2020

HBR

## Women Outscored Men on Most Leadership Competencies

According to an analysis of 360-degree reviews during the pandemic, women were rated higher on most competencies.

Competencies	Ratings	
	WOMEN	MEN
WHERE DIFFERENCE IS STATISTICALLY SIGNIFICANT		
• Takes initiative	60	50
• Learning agility	59	50
• Inspires and motivates others	59	52
• Develops others	58	49
• Builds relationships	58	51
• Displays high integrity and honesty	57	49
• Communicates powerfully and prolifically	57	52
• Collaboration and teamwork	56	50
• Champions change	56	51
• Makes decisions	56	49
Innovates	56	53
Solves problems and analyzes issues	56	53
Customer and external focus	56	54
• Drives for results	55	48
• Values diversity	55	45
• Establishes stretch goals	55	50
Develops strategic perspective	55	54
Technical or professional expertise	53	55
Takes risks	52	51

Source: Zenger Folkman, 2020

HBR

***Empowering women is key to building a future we want***

## Conclusion

The identity of just one thing, the "clash of civilization" view that you're a Muslim or a Hindu or a Buddhist or a Christian, I think that's such a limited way of seeing humanity, and schools have the opportunity to bring out the fact that we have hundreds of identities. We have our national identity. We have our cultural identity, linguistic identity, religious identity. Yes, cultural identity, professional identity, all kinds of ways.

**Amartya Sen**