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## UTAR scientist named top researcher

Sunday Star, Malaysia



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UNIVERSITI Tunku Abdul Rahman (UTAR) vice president (student development and alumni relations) Prof Dr Choong Chee Keong is among the country's top researchers, according to the Academy of Sciences Malaysia (ASM).

Prof Choong was awarded the "Top Research Scientists Malaysia (TRSM) for Social Sciences and Humanities Discipline" certificate by Science,

Technology and Innovation (Mosti) Minister Datuk Seri Dr Adham Baba on Sept 20 during the TRSM 2022 presentation ceremony in Kuala Lumpur, along with 28 other scientists.

An initiative by the ASM, TRSM focuses on fostering a culture of excellence in science, technology, innovation and economy (STIE).

The initiative also aims to act as a

central point of reference on the leading Malaysian research scientists and their research backgrounds.

Prof Choong is actively involved in applied economics, covering the areas of private capital flows, financial and banking institutions and development, tourism development and energy policy.

More than 230 of his papers have been published in indexed journals, books,

conference and seminar proceedings, and magazines.

As a Human Resource Development Fund certified trainer, he has conducted seminars for many public-listed companies.

He is also the Associated Chinese Chambers of Commerce and Industry of Malaysia's (ACCCIM) socio-economic research committee deputy chairman.



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### SUMMARIES

#### CELEBRATING SUCCESS

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