

## Message from the Vice-Chancellor



*Assalamualaikum W.B.T.* and greetings to everyone.

It is a great privilege for me to welcome distinguished guests, esteemed keynote speakers, paper presenters, and participants to the **7<sup>th</sup> International Conference on Soft Computing in Data Science 2023 (SCDS 2023)**. The conference this year is jointly organised by the **Institute for Big Data Analytics and Artificial Intelligence (IBDAAI)**, **Universiti Teknologi MARA**, and **Baoji University of Arts and Sciences**. The success of the event is also thanks to the collaboration with industries and several reputable universities in the region.

Events such as SCDS 2023 are crucial in promoting impactful partnerships between academia and the industry. The conference encourages a more inclusive dialogue on a global scale as the roles of universities go beyond teaching and the emphasis is now on conducting research and other effectual activities to influence society and the economy. It is, therefore, imperative that we step forward and contribute our time and resources to provide technological advancements, especially in the area of Big Data Analytics (BDA) and Artificial Intelligence (AI). These advancements have expanded opportunities such as niche marketing strategies, new career paths, and industrial-scale highly efficient process flow. By harnessing data through the use of sophisticated technologies, universities can create, enhance, and mobilise the transformative power of higher education through inventive teaching and learning experiences which subsequently produce graduates who can innovate and design solutions for real-world problems.

With the availability of infinite data, invaluable knowledge and hidden gems are accessible. It is essential for researchers of various disciplines to explore opportunities and the future of BDA and AI in line with the conference theme “**Science in Analytics: Harnessing Data and Simplifying Solutions**”. I am confident that the conference participants will share their insightful thoughts with scholars and industry experts on the way forward with Data Science. I am equally optimistic that this two-day event will provide opportunities for more multi-disciplinary collaborations to intensify research undertakings.

On that note, congratulations to IBDAAI UiTM and our international conference partner, Baoji University of Arts and Sciences, Shaanxi, China on this commendable collaboration and assistance rendered in making this event a success. My deepest appreciation also to Universitas Gadjah Mada, the Department of Statistics Malaysia, representatives from the Institute of Liberal Arts and Sciences, Nagoya University, and the School of Information Science and Engineering, Lanzhou University, together with FAVORIOT for being on board with UiTM in this academic journey. Lastly, I wish everyone a rewarding and fulfilling experience at SCDS 2023.

Thank you.

**PROFESSOR DATUK Ts. DR HAJAH ROZIAH MOHD JANOR**  
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