

INTRODUCTION

Based on the talk by Mr Sandeed, he has introduced Airasia which is a multinational low-cost airline in Malaysia. The main purpose is to provide more convenient services for the people who travel around the world at an affordable price. Airasia provides an airline service that has flights around 25 countries since 2001, and nowadays, there are many services available, such as booking flight and hotel, online marketplace, logistics and banking and etc.



TECHNOLOGY USED IN AIRASIA

1. Cloud computing – Used for scalable infrastructure, data storage, and deploying digital solutions.
2. Artificial Intelligence (AI) and Machine Learning (ML) – Predictive analytics for demand forecasting and route optimization.
3. Mobile and Web Technologies – Power AirAsia's user-friendly website and mobile apps for bookings, check-ins, and loyalty program management.

WORKING CULTURE IN AIRASIA

They treat all of the employees equally

JOB OFFER BY AIRASIA

- Data Analysts
- Data Scientists
- Software Engineering



DIVERSITY IN AIRASIA

They employ people from more than 25 countries around the world regardless of their background. It is very important to learn and face the issues and approach the problems with different ways and solutions.

REFLECTION

Nowadays, ICT has become an essential part that covers the majority of the industry, which enables the company to manage and store big data, analyze the behavior of the customers, and make decisions. The insights gained from this talk encourage further exploration of ICT careers in airline or other industries, highlighting their potential to give meaningful change in any industry.

EXECUTIVE SUMMARY

To sum up, ICT is very important and plays a crucial role in AirAsia, which can meet the customer's needs. ICT enables AirAsia to enhance reliable services and trust from the customers, from just booking services to maintaining a secure and safe platform. The talk has deepened my understanding towards the important role ICT plays in a company or industry, which also motivates us to use technological advancement in the right path and meaningful ways.

WEBSITE LINK

<https://en.wikipedia.org/wiki/AirAsia#History>



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