

Introduction

From its humble beginning as an airline in 2001, AirAsia has grown into a diverse business offering online shopping, food and groceries, logistics, banking, tech education, and entrepreneurship. With its Super App, AirAsia offers over 15 online products which can be categorised into three pillars, Travel covering flights, hotels, and health; Deliveries, including food, shopping, and beauty; and Money, featuring BigPay, BigExchange, and insurance. AirAsia aims to make life easier across Southeast Asia by connecting users to everyday services through its integrated digital platform.

Working Culture in AirAsia

- No “sir” culture, refer to each other by their name
- Employees called “All Stars” as AirAsia treat them equally

Experience about challenging when doing project in AirAsia

Mr Shardul:
AirAsia Ride facing some technical issue and always have a late night work due to incomplete tasks and test the application.

Mr Danial Hui:
Need to do a lot of load test when develop application, then need to know how to skill it.

Executive Summary

This summary is based on insights shared during the Industry Talk 1 about AirAsia, which provided an in-depth look at AirAsia's ecosystem, innovations, workplace culture, career and recruitment opportunities.

AirAsia's ecosystem, via its Super App, integrates travel, delivery, and fintech services. Key offerings include flight and hotel bookings, AirAsia Food, AirAsia Shop, BigPay (virtual banking), and BigRewards (loyalty program). Additionally, upcoming services like AirAsia Beauty and Rides will further enhance the platform's versatility. Not only that, but also the challenges encountered during the project.

Furthermore, AirAsia's inclusive culture emphasizes equality and encourages informal communication among employees. Moreover, flexible work-from-home policies promote productivity, communication, and a healthy work-life balance. Career opportunities cover various tech roles, supported by an agile model that ensures efficient workflows and adaptability. In addition, AirAsia also offers comprehensive recruitment opportunities, including its standard internship program.

In summary, these efforts combined with its innovative ecosystem and inclusive workplace culture, solidify its position as a leader in the travel and tech industries.



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Career Path

- Frontend developer
- Backend developer
- DevOps / SRE
- Data engineer
- Data scientist
- Tester
- Business analyst

in SE



Agile Model

- Well planned
- Daily standups
- Periodic code reviews
- Well defined processes

WFH Myths

- Can wear anything if WFH
- Connection with coworkers
- Have more time cause no morning commute
- Less productive and accountability
- More relax as boss is not behind me

- Designated physical workplace
- Set up routine
- Communication
- Avoid meeting fatigue
- Reserved time for social
- Switch off end of the day

WFH Tips

Diversity in AirAsia

- Have workers from more than 25 countries and different background
- Easily get different way of problem solution and get a better solution

Recruitment & Internship

Standard internship can be applied in Q1, Q3, Q4 cohorts

Q1 March - May

Q2 June - August (**applicable for UK & US**)

(GUTOP - global University Talent Outreach Program)

Q3 September - November

Q4 December - February

Duration of internship:

3 months - 1 year

Applying the internship:

- Deposit resume through the link provided
- Suitable candidate can be proceed to the next interview

Reflection

From the industry talk by AirAsia, our group was particularly inspired by the company’s “All-Stars” culture, which treats all employees equally, fostering mutual respect. Their practical tips on remote working and the importance of effective collaboration among colleagues were insightful as they are not only relevant for our future workspaces but also applicable to our current academic studies. With AirAsia catering to diverse career paths, supported by an agile working model and a commitment to innovation, we consider it as one of excellent choices for professional growth after graduation.

background:

1. https://favpng.com/png_view/dynamic-fashion-technology-background-technology-euclidean-vector-data-png/VAif6UPh
2. https://favpng.com/png_view/dynamic-fashion-technology-background-technology-euclidean-vector-line-png/0YQE4gum

frame: <https://i.pinimg.com/736x/dc/f7/8f/78f75227b208fa40259287f997418.jpg>