

Industrial Talk: Overview of ICT Jobs in



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AIR ASIA



INTRODUCTION

The talk explores AirAsia's digital transformation from a traditional airline to a super app, offering travel, delivery and finance. It highlights partnerships, such as UTM, as well as initiatives such as Redbit Academy. The program also covers work culture, remote work practice, and internship opportunities in the field of software engineering.

OVERVIEW OF AIRASIA

- Mindset: make flying affordable for ASEAN residents
- Develop from only support airline services to super app
- Includes online marketplace , logistics and banking, online tech education and linking farms with business

Airasia in Three Pillars

The Pillars: Travel and Lifestyle



Source :

<https://www.mykayaplus.com/airasia-x-merge-with-capital-a-4-questions-to-ask/>

WORK ENVIRONMENT AS SOFTWARE ENGINEER

- Prioritize productivity and effective time management
- Have activities (e.g. on boarding session, daily scum, informal session) to encourage connections among coworkers
- No micromanaging culture, workers are less restricted in work
- Large diversity of employees different cultures lead to better solution and personal growth
- No Sir culture, all employees are known as "All stars" to embrace equality
- Day-to-day life: daily standups, periodic code reviews and well-defined process to ensure stability and equality.

OPPORTUNITIES OF INTERNSHIP AND JOB RECRUITMENT

- Adapted remote work practices
- Various platforms for external projects
- Presentation skills and enthusiasm for the career are evaluated during interviews
- Candidates must present the willingness to learn
- Qualities of candidates desired: persistence, consistency and strong passion for the field

EXECUTIVE SUMMARY

To sum it up, we can know that AirAsia's ecosystem built on three pillars which are travel, deliveries, and financial services. AirAsia's company encourages a "no Sir" culture and work-from-home practices promoting productivity and improve work-life balance of employees. Besides, internship are offered as a learning activities which candidates are expected to show a positive attitude and eagerness. Perseverance, passion, and willingness to learn are essential for employees to stay competitive in the fast-moving tech industry.

REFLECTION

- ICT driving the company's growth and innovation by enabling expansion into new market and improving digital strategy.
- It is essential in ICT workplace to promotes a culture that ensure equality in workplace thus encourage positive connections between employees.
- Working environment and culture of a ICT workplace is crucial to enhance productivity and creating a collaborative environment.
- Ones should actively learn and stay passionate in ICT field to be in pace with ICT development and meet the standards of ICT-related

