

## EXECUTIVE SUMMARY

This poster presents a summary of the Industry Talk Webinar by AirAsia, focusing on the role of Information and Communication Technology (ICT) in the company. AirAsia shared how it has transformed from a low-cost airline into a digital-driven organization by using technology and software systems. The talk also introduced various ICT and software engineering roles that support business operations, innovation, and customer experience.

## INTRODUCTION

AirAsia is not just an airline but also a successful online business that heavily depends on information and communication technology (ict) for its smooth operations and competitiveness within the fast-paced aviation sector. Technology has played a crucial part not just in managing flight operations but also in ensuring system reliability, the handling of huge data volumes, as well as assisting with customer service delivery through online solutions such as online reservations, online applications, and technology-driven solutions that boost customer experiences. The industry talk was not just about learning from ict experts as to how their work is crucial for the success of airasia but also learning from their perspectives regarding how technology not just helps airasia but also how ict has been crucial within the fast-paced sectors that require relevance with technological advancements for continuous growth within industries such as the aviation sector that airasia is engaged in.

## COMPANY BACKGROUND & ICT ROLES

### AIRASIA AS A DIGITAL COMPANY

AirAsia has evolved from a traditional airline into a technology-driven company. The speaker explained that AirAsia now operates a digital ecosystem that includes travel services, financial technology, logistics, and digital platforms such as the AirAsia Super App. ICT systems allow the company to integrate these services efficiently and improve overall customer experience.

### ICT AND SOFTWARE ENGINEERING ROLES

The talk highlighted various ICT job roles in AirAsia, especially in software engineering. These include front-end developers, back-end developers, DevOps engineers, system reliability engineers, and data engineers. These professionals work together to develop, maintain, and improve digital systems used by customers and employees.

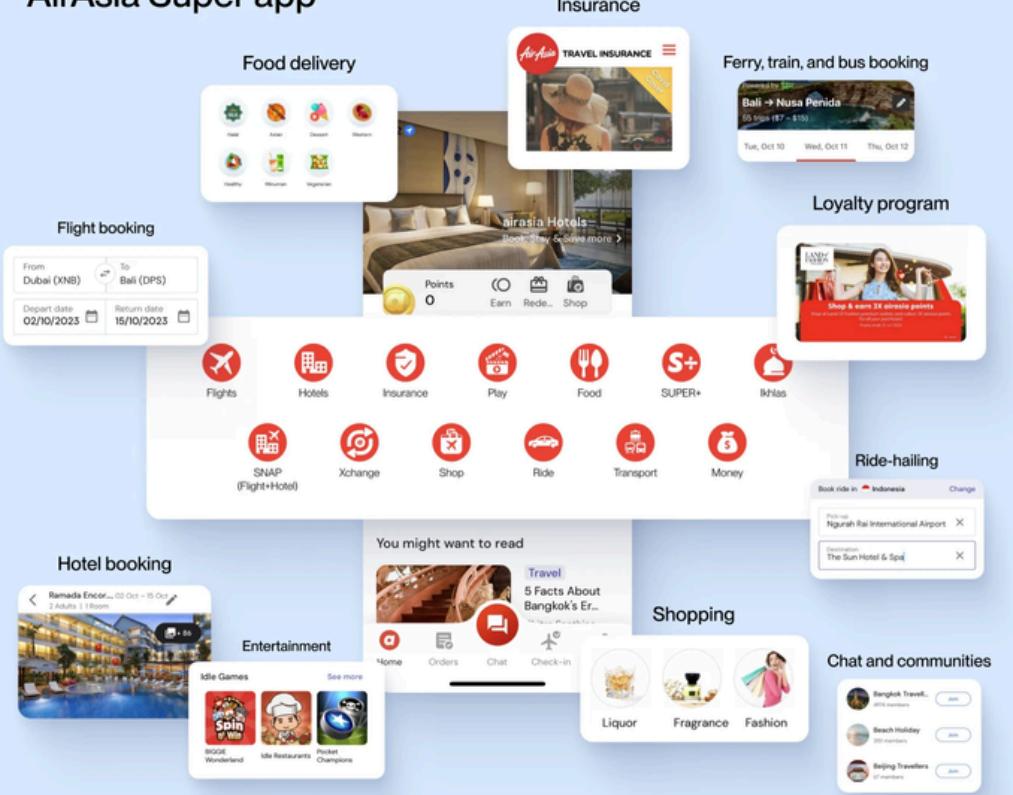
### TECHNOLOGY AND DIGITAL TRANSFORMATION

AirAsia applies agile development practices where teams collaborate, conduct code reviews, and continuously improve systems. Cloud computing, automation, and data-driven decision-making are widely used to ensure system reliability and scalability. ICT professionals play an important role in ensuring systems are secure, efficient, and always available.



## AIRASIA DIGITAL ECOSYSTEM

### AirAsia Super app



## REFLECTIONS

Through this industry talk, I was better able to learn and understand how significant the role of ICT is for supporting the operation and digital aspect of AirAsia. I was made to understand how ICT not only helps in supporting technical tasks but also plays a significant role in enhancing efficiency, customer satisfaction, and effective decision-making for every department. Through this industry talk, I had an understanding of how ICT professionals, software engineers, system analysts, and data specialists work hand in hand to ensure functional and stable systems, innovative digital platforms, and effective resolutions for several tough issues being handled in this fast-moving airline industry. Through learning what they are required to do, I was able to learn how significant teamwork, adaptability, and effective issue-solving are for professionals to withstand this highly demanding and dynamic working environment. More importantly, this talk reminded me of its stress on learning and learning updates of every cutting-edge technology, which is significant for everyone to achieve their target and ensure business success. From this experience, I was also able to further heighten my awareness of how ICT is applied in real industries and how this experience made me appreciate what happens behind successful modern companies and further encouraged me to improve myself technically and solve problems better for future career.

### APPLICATION OF REAL-WORLD PROBLEM SOLVING

The speaker mentioned that at AirAsia, the engineers are working directly with actual operational and customer problems that affect daily business. That is, engineers get to apply theoretical knowledge learned from university to real life, which helps them understand how systems really work. This process gets engineers to practical solutioning, impactful, efficient, and effective for both the company and the users.

#### The Pillars: Travel and Lifestyle



### CONTINUOUS LEARNING AND ADAPTABILITY

The importance of the talk lay in the emphasis that learning processes are continuous as technological advancements occur at a fast pace in the area of software engineering. The software engineers employed by Air Asia are advised to update themselves constantly by learning new tools, new frameworks, and new technologies entering the market or in use in the industry at any time. They need to be updated in order to be more efficient in developing new systems.

### APPLICATION OF REAL-WORLD PROBLEM SOLVING

The relevance of this presentation lied in the fact that it stressed the significance of continuous learning, especially in view of the fast-evolving technological advancements in the field of software engineering. The software engineers in Air Asia are encouraged to update their learning through continuous updates about new tools, new frameworks, and new technological breakthroughs in the market or industry, in order to work more efficiently, remain updated, and be able to develop competent, innovative, quality systems according to the demands of the industry in this fast-paced technological world, in addition to ensuring professional growth and enhancing adaptability in this technological world through continuous learning.

## CONTENT OF TALK (WORK CULTURE & CAREER SIDE)

### TECHNOLOGY-DRIVEN COMPANY

The talk highlighted that AirAsia has transformed from being a conventional airline to being a tech-driven organization today. Digital transformation is an important aspect of this organization's operations whereby various software systems are employed to handle flight operations, booking, payment, engagement of customers, as well as other internal operations of the organization. Software engineering is fundamental to supporting the organization's operational efficiency and improving the general customer experience using digital platforms like airasia's super-app."

### COLLABORATIVE WORK CULTURE

The speaker highlighted that not only is coding the responsibility of the software engineers at AirAsia, but also the contribution to the operations of the organisation. The role of the engineers satisfies an important role in the organisation as they are responsible for the development of systems that directly interact with the customers.

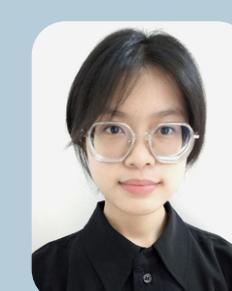
### FAST-PACED AND DYNAMIC ENVIRONMENT

AirAsia operates in a fast-changing environment due to the nature of the aviation and technology industries, where systems and operations must function in real time. Employees are expected to adapt quickly to changes, handle challenges efficiently, and respond to unexpected issues such as system disruptions or operational demands. Software engineers must work under pressure while ensuring system reliability, performance, and service continuity, which requires strong problem-solving skills, focus, and the ability to manage time effectively.

## REFERENCE

- AirAsia Group. (2023). Industry talk webinar: Overview of ICT jobs in AirAsia [Webinar]. Universiti Teknologi Malaysia (UTM) Webex.
- Buhalis, D. (2004). eAirlines: Strategic and tactical use of ICTs in the airline industry. *Information & Management*, 41(7), 805–825. <https://doi.org/10.1016/j.im.2003.08.015>
- Wu, R. (2024). Analysis of Digitalization Transformation in AirAsia. *Advances in Economics, Management and Political Sciences*, 81, 29–35. DOI:10.54254/2754-1169/81/20241408
- Shafiq, S., Mashkoor, A., Mayr-Dorn, C., & Egyed, A. (2020). Machine Learning for Software Engineering: A Systematic Mapping. arXiv

## GROUP MEMBERS



Hee Hui En  
A25CS0065



Aleeya Maisarah  
A25CS0183



Gan Yu Xuan  
A25CS0226



Aimi Nurafina Izzati  
A25CS0042