

**HEGD IDEA LAB 2026***Opening Address Script | ICMS-UNISEL***Building the Corpus of Madani Studies****A Research Roadmap for Humane Economy, Technology and Shared Prosperity**

Opening Address by Prof. Emeritus Ir. Dato' Dr. Hassan Basri
Vice-Chancellor, Universiti Selangor

DATE	SESSION	VENUE
22 July 2026	HEGD Idea Lab	World Trade Centre Kuala Lumpur

Core message: Madani Studies should become a structured corpus of knowledge that translates values into research, policy, technology, enterprise and social impact for Malaysia's probable future.

Opening Address

Bismillahirrahmanirrahim. Assalamualaikum warahmatullahi wabarakatuh, and a very good afternoon.

Distinguished guests, respected scholars, colleagues, industry leaders, practitioners, students, ladies and gentlemen.

It gives me great pleasure to welcome all of you to the HEGD Idea Lab 2026, organised in conjunction with the Humane Economy Global Discourse 2026. The theme of this gathering, "Reclaiming Humanity for Shared Prosperity," is both timely and urgent.

We are living in a period of profound transition. The world is being reshaped by technological acceleration, artificial intelligence, demographic change, climate pressure, economic uncertainty, social fragmentation and shifting values. These changes are not merely technical or economic. They are deeply human. They raise fundamental questions about dignity, trust, justice, wellbeing, meaning and the kind of future we wish to build.

For Malaysia, this is an important moment. We are not only asking how to grow the economy, but how to ensure that growth remains humane. We are not only asking how to adopt technology, but how to ensure that technology serves human dignity. We are not only asking how to compete globally, but how to build a society rooted in values, knowledge, trust and shared prosperity.

Madani Studies as a Serious Knowledge Field

This is where the idea of Madani Studies becomes highly relevant.

Madani should not be understood merely as a slogan or a policy expression. At its deeper level, Madani represents a civilisational aspiration. It calls for a society that is ethical, knowledgeable,



compassionate, innovative, inclusive, prosperous and sustainable. It calls for leadership with integrity, economy with justice, technology with wisdom, and development with human dignity.

Therefore, one of the important tasks before us is to develop a serious corpus of Madani knowledge.

By corpus, I mean a structured body of knowledge that can support teaching, research, policy, practice and community transformation. Such a corpus must not be superficial. It must draw from our rich intellectual tradition, including the Qur'anic worldview, the Prophetic model of society, the Maqasid al-Shariah, and the principles of justice, amanah, ihsan, mizan, shura and rahmah. At the same time, it must engage contemporary knowledge in economics, governance, technology, education, public health, sustainability, business, social innovation and futures studies.

A strong Madani corpus must therefore integrate naqli and aqli, values and evidence, tradition and innovation, scholarship and practice.

Key proposition: UNISEL and ICMS can position Madani Studies as a rigorous, interdisciplinary and action-oriented field — linking knowledge, ethics, technology and society.

UNISEL-ICMS as a Knowledge Platform

This is an area where UNISEL and ICMS can play an important role. The university is not only a place for teaching and certification. It is a place where society thinks about its future. It is a place where knowledge is organised, tested, transmitted and translated into action.

Through ICMS, UNISEL has the opportunity to contribute to the intellectual foundation of Malaysia MADANI by developing research themes, postgraduate studies, case studies, policy papers, executive education, community engagement and public scholarship.

The HEGD Idea Lab is therefore not merely an event. It should be seen as a beginning of a research and action agenda.

Research Focus 1: Humane Economy

The first major research focus should be the humane economy. A humane economy is not anti-growth. It is not anti-market. Rather, it asks: growth for whom, by what means, and with what consequences?

A humane economy values productivity, innovation and business growth, but it also insists on fairness, trust, dignity, inclusion and social responsibility. It recognises that wealth creation must be connected to value creation, livelihood, wellbeing and community benefit.

In this regard, the wisdom of the Madinah marketplace is highly instructive. The marketplace established in Madinah was not merely a place of trade. It reflected principles of fairness, transparency, access, honest dealing, moral accountability and freedom from exploitation. It created space for participation, not monopoly. It encouraged trade, but disciplined it with ethics. It recognised economic activity as a form of service when guided by amanah and ihsan.

Malaysia today needs a modern translation of that wisdom. We need businesses that build trust, financial systems that widen access, industries that generate dignified livelihoods, and markets that reward quality, honesty and social contribution.



Research Focus 2: Technology and Ethical Innovation

The second research focus should be technology and ethical innovation. We are entering a future where artificial intelligence, data systems, automation, biotechnology, digital finance and advanced manufacturing will transform almost every sector. These technologies will create opportunities, but they will also create new forms of inequality, dependency, manipulation and exclusion if they are not guided by wisdom.

The question is not whether Malaysia should embrace technology. We must. The real question is how we ensure that technology remains aligned with human flourishing. How do we build AI systems that are transparent, accountable and beneficial? How do we use data for public good without violating privacy and dignity? How do we ensure that small businesses, rural communities and young people are not left behind? How do we connect technological innovation with Malaysia MADANI values?

This is where the Madani research agenda must engage deeply with AI ethics, digital governance, responsible innovation, cybersecurity, education technology, smart cities, social finance platforms and community-based digital transformation.

Research Focus 3: Wellbeing and Halal-Tayyib Innovation

The third research focus should be wellbeing and halal-tayyib innovation. The future economy is not only about machines and data. It is also about health, food, lifestyle, environment and human resilience.

Malaysia is blessed with biodiversity, local botanicals, traditional knowledge, agro-wellness potential and halal capabilities. These can be developed into a wellness economy that is ethical, scientifically informed and socially inclusive.

But this requires more than commercial enthusiasm. It requires research, standards, safety, quality assurance, consumer literacy, halal-tayyib governance, value-chain development and protection against exaggerated claims.

A Madani wellness economy should build trust through quality, transparency, safety and sincere service to consumers. It should create livelihood opportunities while protecting public wellbeing.

Research Focus 4: Education, Leadership and Human Formation

The fourth research focus should be education, leadership and human formation. No society can become Madani if its people are intellectually strong but morally weak, technologically advanced but spiritually empty, or economically successful but socially indifferent.

Education must form not only skills, but character. It must cultivate adab, responsibility, critical thinking, creativity, resilience and service.

Malaysia's probable future will be shaped by the quality of its human beings. If our young people are trained only to consume information, they may be overwhelmed by the future. But if they are trained to think ethically, act wisely and serve society, they can become builders of a better future.



Probable Futures for Malaysia

The fifth research focus should be probable futures for Malaysia.

We must be honest. The future is not guaranteed. Malaysia may move towards a high-trust, innovative, inclusive and prosperous society. But it may also drift into fragmentation, shallow consumerism, institutional distrust, technological dependency and widening inequality. The future depends on choices made today.

A desirable probable future for Malaysia is one where economic growth is supported by ethical governance, where technology strengthens communities rather than isolates them, where universities become engines of social renewal, where businesses pursue profit with purpose, where local resources are transformed into high-value products, where young people see dignity in knowledge and work, and where diversity becomes a source of strength rather than division.

Such a future will not happen automatically. It requires foresight, research, leadership and collaboration.

Proposed Madani Research Roadmap

This is why I propose that ICMS-UNISEL develop a Madani Research Roadmap built around several clusters:

No.	Research Cluster
1	Humane Economy and Shared Prosperity
2	Technology, AI Ethics and Digital Civilisation
3	Halal-Tayyib Wellness, Food Security and Sustainable Livelihoods
4	Leadership, Governance and Institutional Trust
5	Education, Human Development and Values-Based Curriculum
6	Community Resilience, Social Finance and Inclusive Development
7	Futures Studies and Malaysia MADANI Scenarios

Each cluster should produce tangible outputs: postgraduate research topics, case studies, policy briefs, academic papers, executive programmes, community pilots and industry collaborations. In this way, Madani Studies becomes not only a field of reflection, but a field of action.

Research-Practice Bridge

Ladies and gentlemen,

The purpose of today's Idea Lab is precisely to connect these worlds: research and practice, scholars and entrepreneurs, technology and ethics, policy and lived experience.

We need the wisdom of academics, but also the experience of practitioners. We need data and theory, but also stories of struggle, resilience and trust-building from the field. We need policy imagination, but also practical models that can be tested and scaled.

I hope this session will generate not only good discussion, but a clear ICMS-UNISEL Research and Action Agenda. Let us identify the key questions that require deeper study. Let us document the experiences of practitioners as case studies. Let us build partnerships between universities, industries, social institutions and communities. Let us produce knowledge that is useful, ethical and transformative.



Closing

In conclusion, the task before us is both intellectual and moral. We must build a corpus of Madani Studies that is rigorous enough for the university, relevant enough for society, and inspiring enough for the younger generation.

May this HEGD Idea Lab become a modest but meaningful step towards that larger mission: to reclaim humanity, to strengthen trust, to guide technology with wisdom, to build an economy with dignity, and to advance shared prosperity for Malaysia and beyond.

With that, I wish all participants a fruitful and meaningful session.

Thank you. Wabillahi al-tawfiq wal-hidayah. Wassalamualaikum warahmatullahi wabarakatuh.



At-a-Glance: ICMS-UNISEL Research & Action Agenda

A practical takeaway from the Opening Address

Focus	Purpose
Corpus	Organise Madani Studies as a structured body of knowledge integrating naqli and aqli, tradition and contemporary evidence.
Roadmap	Translate values into research clusters, postgraduate topics, policy briefs, case studies and community pilots.
Probable Future	Move Malaysia towards a high-trust, inclusive, innovative and humane economy through deliberate choices today.
Bridge	Connect scholars, entrepreneurs, technologists, policymakers and communities in a shared research-practice ecosystem.
Impact	Produce outputs that are rigorous for university, relevant for society and inspiring for the next generation.

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