

A Conceptual UmmahConnect Business Model: Institutions of Higher Learning Integrated Event Management and Circular Campus Economies

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Abstract: This paper proposes UmmahConnect, a conceptual multi-sided 4IR digital platform that aims to solve common issues in student event management across institutions of higher learning (IHL) globally. Currently, event information is often scattered across platforms such as WhatsApp, Telegram, and social media, making it difficult for students to discover events and for organizers to manage vendors and sponsors effectively. This study uses the Design Thinking approach, supported by literature review, benchmarking of existing platforms, and the use of Business Model Canvas (BMC) and Value Proposition Canvas (VPC) to better understand user needs and design a suitable solution. The platform connects multiple customer segments (CS), including students as service seekers, event organizers as service providers, and vendors and sponsors as supporting partners within one ecosystem, aligning with the concept of multi-sided platforms. Future works include developing a business plan based on the validated business model and improving the platform's scalability and long-term sustainability.

Keywords: multi-sided platform, event management, digital platform, student engagement, business model canvas.

I. INTRODUCTION

The global educational landscape, serving as a primary hub for international industry and academia, is witnessing an interesting shift toward decentralized, student-led-micro-economies. As nations worldwide are focusing on the twin objectives of improving digital productivity and ensuring greater inclusivity within society, the educational landscape is witnessing the growth of a micro-economy with student-led events and organizational activities, beyond the traditional scope of the classroom [1][2][3]. For the millions of students and thousands of organizations within the higher education institutions globally, the primary goal is to deliver impactful programs that meet international competency standards and modern entrepreneurship requirements. The global ecosystem, however, is also challenged with "extreme pains" such as information fragmentation, procurement challenges, "Sponsorship Desert" where event organizers must resort to manual outreach to potential sponsors with low success rates, "Vendor Volatility" from unverified global service providers, as well as "Notification Fatigue" where the students population is missing out on opportunities due to the scattered information about events through an unorganized list of ephemeral messaging apps and unorganized physical notifications [4][5]. The "essential gains" for the stakeholders in the ecosystem are obvious, the benefits of a centralized, transparent, AI-powered environment that seeks to connect the gap between the world of the university and the world of the professional event industry [6][4][7].

In today's marketplace, a number of solutions exist, though they remain siloed and increasingly inadequate for a global scale. Social media platforms such as Instagram, as well as instantaneous messaging platforms such as WhatsApp and Telegram, remain a key "broadcast model," offering a level of immediate communication relief akin to rapid messaging. Nevertheless, they fail to deliver a structured database and visibility, thereby offering a "noise to signal" ratio that fails to address the "job to be done" of professional resource matching on an international level [4]. Professional ticketing systems,

such as Eventbrite and Luma, deliver gain-creating features such as digital RSVPs and participant tracking, though they remain unsuitable and detached from the specific cultural and administrative environments of diverse campuses, failing to interface with internal university merit systems, as well as offering no business-to-business support for local campus vendor procurement [8][9]. Internal university portals, on the other hand, remain an administrative "closed loop" that fails to promote cross-institutional collaboration, as well as deliver a marketplace appropriate for a gig economy. The current business models remain untenable, considering their lack of "interconnectivity" as mandated by the global digital transformation trends. While they address discovery, they fail to address the logistical, sponsorship, and talent issues that remain a necessity for a sustainable campus economy.

This is a systemic gap that points to a significant need for a solution that not only transcends the simple listing of events but also moves towards a futuristic solution for a Circular Campus Ecosystem [10]. With the international community aiming for digital excellence and interconnectedness, student organizations require a solution that facilitates the planning of events as a professional and entrepreneurial activity. The existing fragmented solutions are not only unable to cater to the 'High-Growth High-Value' aspirations of the 13MP for Malaysia's case, but also make student talent and micro-SMEs digitally invisible. In order to overcome these challenges and unlock the inherent potential of the global student population, a new and innovative solution is required. The proposed solution for this project is an integrated marketplace and event hub solution named 'UmmahConnect', which will utilize the 4IR and revolutionize the economy of the global institutions of higher learning networks.

II. OBJECTIVES

In today's higher learning institution (HLI) environment, students are actively involved in various academic and non-academic activities such as events, programs, workshops, and collaborations. However, there are still several challenges that reduce the efficiency and effectiveness of student event management and participation. One of the major issues is the lack of a centralized platform where students can easily discover events that match their interests and preferences. Currently, most students rely on scattered communication channels such as Instagram, WhatsApp, Telegram, and physical posters to obtain event information. This fragmented communication environment often causes students to miss important opportunities due to the unstructured nature of these channels[4][5]. Besides that, student clubs and organizers also face difficulties in promoting their events effectively[4][5]. Not all events receive enough visibility, especially for smaller or new clubs. This creates an imbalance where only certain events gain attention while others struggle to attract participants. At the same time, organizers also find it hard to connect with suitable vendors, sponsors, or collaborators, making the whole planning process more time-consuming. Based on general observation, event promotion within university settings is often inconsistent and dependent on limited communication channels, which reduces overall reach and effectiveness. In my opinion, this indicates that current methods are not sufficient to ensure equal visibility and engagement for all events.

Another issue is that there is no proper system that matches students with relevant opportunities based on their interests[12]. Students may want to join activities that match with their skills or interests but currently they have to search manually which is very inefficient. This can also reduce engagement because students may lose interest if they cannot easily find suitable events. From a bigger perspective, these problems also relate to improving student engagement, collaboration, and overall university experience which are important in building a more active and connected student community. Therefore, the main objective of this project is to develop a scalable, multi-sided digital platform that revolutionizes the student event ecosystem by creating a global circular campus economy, starting with a pilot implementation in Selangor, Malaysia. The platform aims to:

- a. Provide a centralized platform where students can easily discover events based on their interests and preferences.
- b. Help event organizers to promote their events more effectively and reach a wider audience.
- c. Create a smoother connection between students, organizers, vendors, and sponsors within one ecosystem.
- d. Introduce smart features such as personalized recommendations to improve student participation and engagement.
- e. Support a more connected and collaborative university environment through a digital solution.

III. METHODOLOGY

For this project, we adopted the Design Thinking approach as it allows us to better understand real user problems and come up with practical solutions[1][2]. Instead of directly building the platform, we first focused on understanding the users and their needs. The process started with the empathize stage where we tried to understand the experiences of students and event organizers. This was done through informal discussions, observations, and simple surveys. From this, we noticed some common issues such as difficulty in finding events, lack of promotion, and limited collaboration opportunities.

Next is the define stage, where we summarized the key problems identified earlier. At this stage, we clearly outlined the main challenges faced by each group including students, organizers, and vendors. This helped us focus on what really needs to be solved instead of adding unnecessary features. After that, we moved to the ideation stage where we brainstormed all possible solutions. Many ideas were discussed, but we mainly focused on developing a platform that connects all users in one space with features like AI-based recommendations and event matching.

In addition, an Environment Map (EM) was developed to analyze external factors such as market conditions, industry competition, key trends, and also macroeconomic influences that may affect the business. This helps ensure that the proposed solution is not only useful but also relevant within the current environment. A Strategy Canvas was also created to compare UmmahConnect with existing platforms in the market. This allows us to identify the unique value offered by our platform and highlight the differences between our solution and current alternatives to be clearly highlighted. To structure the overall business model, the Business Model Canvas (BMC) was used as the primary business modelling framework. The BMC covers nine building blocks, which are customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partners, and cost structure. Together, these blocks provide a complete picture of how UmmahConnect creates, delivers, and captures value [16]. The Value Proposition Canvas (VPC) was also applied alongside the BMC to better understand the fit between what the platform offers and what each customer segment actually needs. Through the VPC, the customer jobs, pains, and gains of each segment were mapped against the platform's pain relievers and gain creators, making it easier to ensure that the proposed features genuinely address real user problems [17]. Finally, during the testing stage, the proposed business model and concept were shared with potential users through a structured survey to gather feedback. Based on the responses received, several improvements were made to better align the platform with user expectations. Overall, this methodology is iterative and shows the process can be revisited and refined over time which supports the development of a more practical and user-centered solution.

IV. LITERATURE REVIEW

A. Digital Economy and Digital Platforms

The growth of the digital economy has changed the way people communicate and carry out activities, especially in education. Around the world, digital platforms are becoming more important in supporting innovation, entrepreneurship, and economic growth [11][14].

In universities, students depend a lot on digital tools for communication, sharing information, and participating in activities. However, even though these tools are widely used, many of them are not well integrated. Most platforms work separately, which makes it harder to manage activities like student events. This shows the need for a more centralized and scalable platform that can support different users in one system[1][2].

B. Issues in Student Event Management and Communication

Student events are important for developing soft skills, leadership, and engagement. However, event information is usually spread across many platforms such as WhatsApp, Telegram, Instagram, and even posters. Because of this, students sometimes miss important events, and organizers find it difficult to reach the right audience[4][5].

When communication is not centralized, it becomes less effective and more time-consuming. Studies show that digital communication works better when information is structured and easy to access [12]. Therefore, the current situation shows a clear problem, not just in one university but across many institutions, where there is no proper system to manage and share event information efficiently.

C. Multi-Sided Platform Business Model

A multi-sided platform is a business model that connects two or more different groups of users and allows them to interact with each other. These platforms create value by reducing the difficulty for different parties to connect and exchange services or information [13]. For example, platforms like Facebook connect users and advertisers, while marketplace platforms connect buyers and sellers. The value of such platforms increases as more users join, creating network effects that benefit all participants.

This concept is highly relevant to UmmahConnect as it connects multiple customer segments, including students, event organizers, vendors, and sponsors. Each group benefits from the presence of others, making the platform more efficient and sustainable. Compared to traditional single-sided applications, multi-sided platforms offer higher scalability and more diverse revenue opportunities.

D. Role of SMEs and Digital Platforms

Small and medium enterprises (SMEs) often face challenges in reaching customers, especially in competitive and fragmented markets. Digital platforms can help SMEs improve their visibility and access to new opportunities by connecting them directly with potential customers [14].

In the context of student events, vendors such as caterers, printing services, and audio-visual crews often rely on manual promotion or personal networks. This limits their ability to expand and reach a wider market. By using a centralized platform, SMEs can gain better access to campus-based demand and reduce the effort required for marketing. This aligns with the goals of digital transformation, where technology is used to support business growth, improve efficiency, and enhance connectivity between different stakeholders.

E. Benchmark of Similar Business Models

From a business model perspective, Eventbrite mainly focuses on event registration, ticketing, and participant management services. Its customer segments are mainly event organizers and participants, while its revenue streams are generated through ticketing and service fees. However, the platform does not provide integrated vendor sourcing or sponsorship matching features that are important within university event ecosystems.

Meanwhile, social media platforms such as Instagram and Facebook mainly focus on communication, promotion, and user engagement. Their business models rely heavily on advertising revenue and content visibility. Although these platforms are useful for event promotion, the information is often unstructured and mixed with unrelated content, making event discovery less efficient for students.

Similarly, messaging platforms such as WhatsApp and Telegram support fast communication and group interaction, but they lack centralized event management systems, personalized recommendations, and structured collaboration features. Overall, existing platforms only solve certain aspects of event management and communication, indicating the need for a more integrated and structured digital ecosystem.

V. INITIAL BUSINESS MODEL (BM)

The initial UmmahConnect multi-sided platform Business Model (see Fig. 1) was developed through a collection of literature reviews.

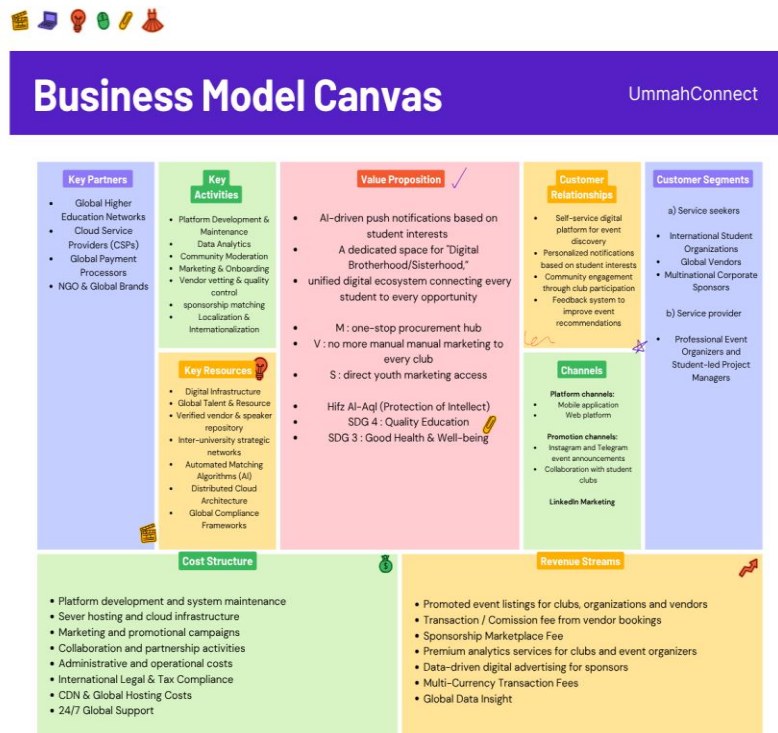


Fig. 1: Initial UmmahConnect Multi-sided Platform Business Model using BMC Framework

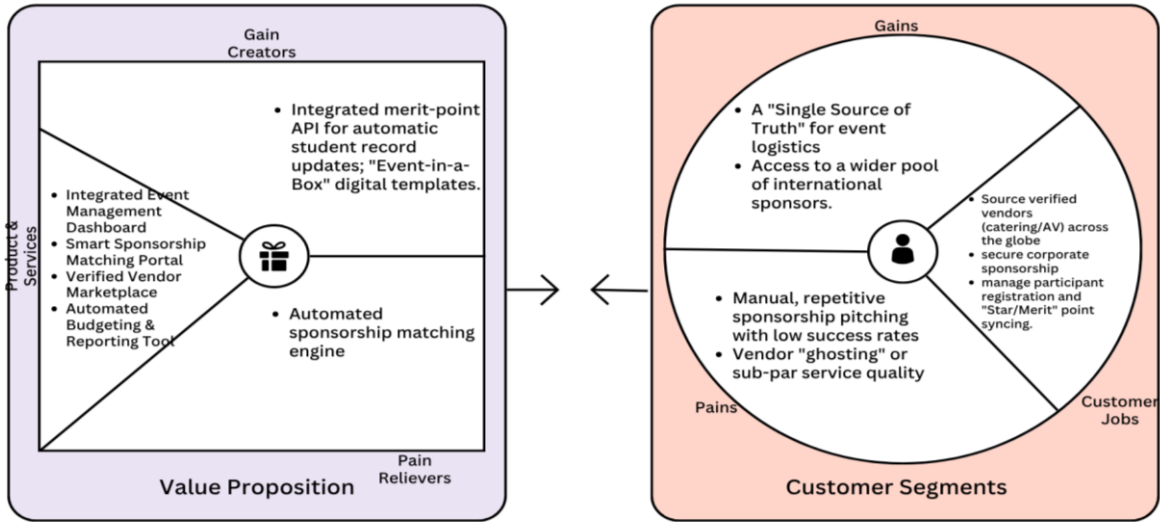


Fig. 2: VPC for Service Provider (Professional and Student Organizers)

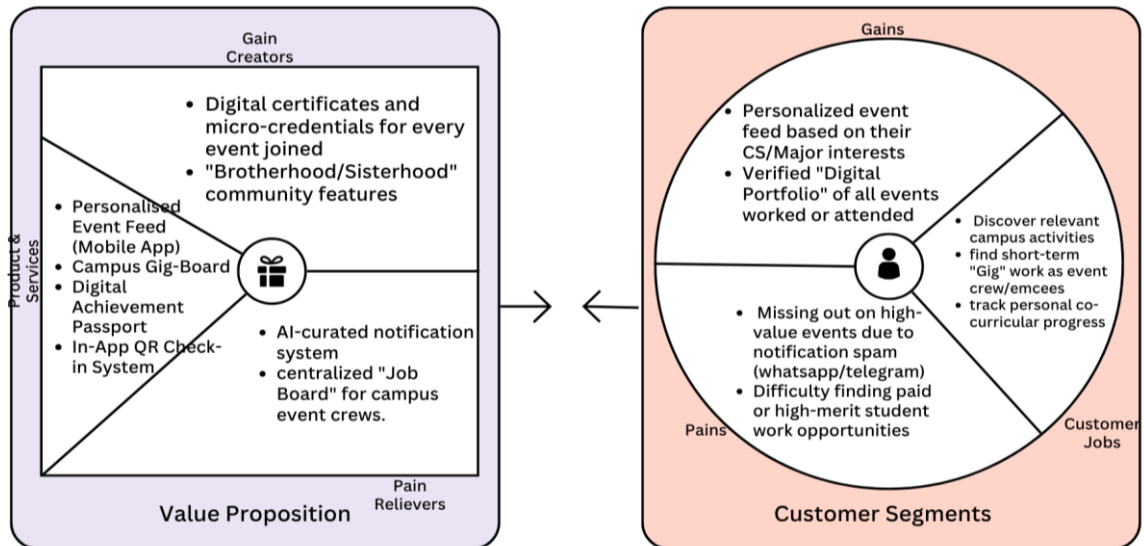


Fig. 3: VPC for Service Seeker 1 (General Students)

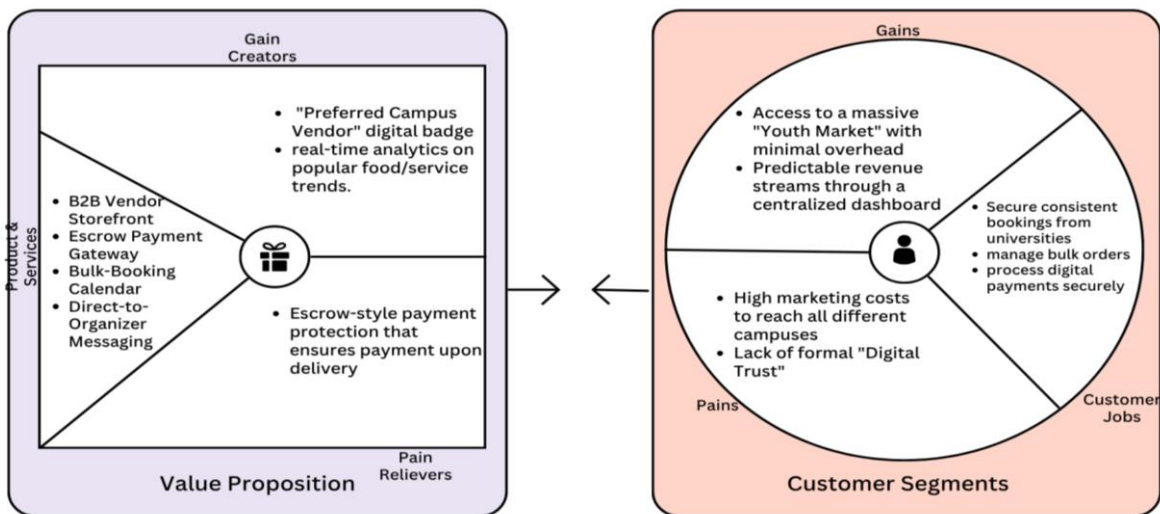


Fig. 4: VPC for Service Seeker 2 (Vendors)

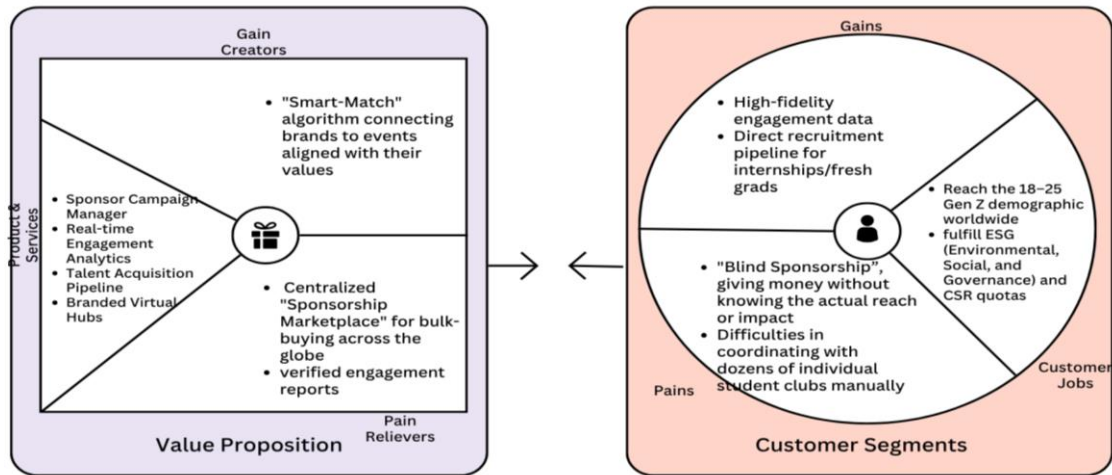


Fig. 5: VPC for Service Seeker 3 (Corporate Sponsors)

VI. VALIDATION OF INITIAL BM

A. Validation Approach

To validate the initial business model of UmmahConnect, a survey was conducted using Google Forms. The survey targeted multiple customer segments, including students, event organizers, vendors, and individuals involved in campus activities.

The purpose of this validation was to understand the challenges faced by users in event discovery, event management, vendor access, and sponsorship opportunities. It also aimed to evaluate the relevance and potential adoption of the proposed UmmahConnect platform.

B. Respondent Profile

A total of 50 respondents participated in the survey.

The majority of respondents were aged between 21 to 23 years old (60%), followed by 18 to 20 years old (20%) and 24 to 26 years old (20%).

In terms of roles:

- Students (60%)
- Event organizers (20%)
- Vendors (10%)
- Others (10%), including volunteers and committee members

This shows that the survey successfully represents multiple customer segments relevant to the platform.

C. Key Findings

The survey results highlight several key issues faced by students and event organizers. Firstly, 92% of respondents agreed that event information is scattered across multiple platforms, such as WhatsApp, Telegram, and Instagram. This indicates that students face difficulty in accessing event information efficiently.

Q4. Do you think event information is scattered across too many platforms?
50 responses

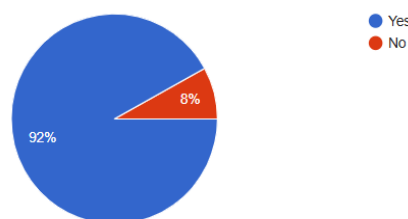


Fig. 6: Event information is scattered across multiple platforms

In addition, 80% of respondents reported that they had missed events due to lack of awareness, showing that current communication methods are not effective.

Q5. Have you ever missed an event because you didn't know about it?

50 responses

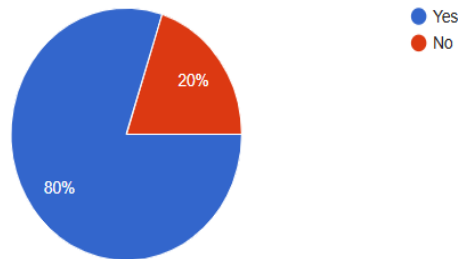


Fig. 7: Respondents who have missed events due to lack of information

From the event management perspective, 60% of respondents indicated that finding vendors is difficult or very difficult, suggesting that event planning processes are time-consuming and inefficient.

Q6. How difficult is it to find vendors (e.g. catering, printing, AV)?

50 responses

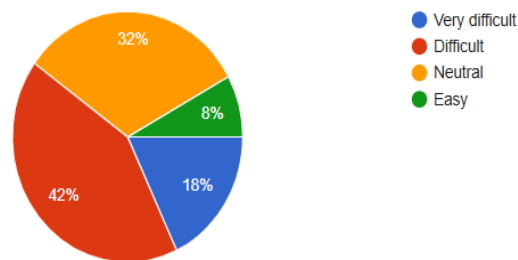


Fig. 8: Difficulty in finding vendors for events

Furthermore, 94% of respondents agreed that having a centralized platform to find vendors would be helpful, showing strong demand for a solution like UmmahConnect.

Q7. Do you think having a platform to find vendors in one place would be helpful?

50 responses

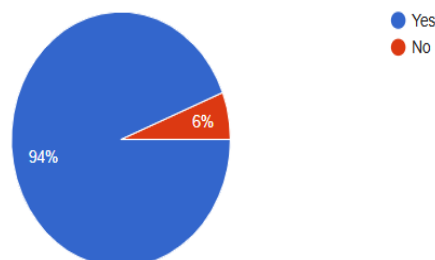


Fig. 9: Need for a centralized platform for vendor sourcing

In terms of vendor and sponsorship challenges, 92% of respondents believed that vendors struggle to reach student event organizers, while 90% agreed that sponsors have limited access to student events. This highlights a gap in connecting different stakeholders.

Lastly, 70% of respondents expressed willingness to use UmmahConnect, while 24% responded “maybe”. This indicates strong potential user adoption.

Q10. Would you use a platform like UmmahConnect that connects students, organizers, vendors, and sponsors?

50 responses

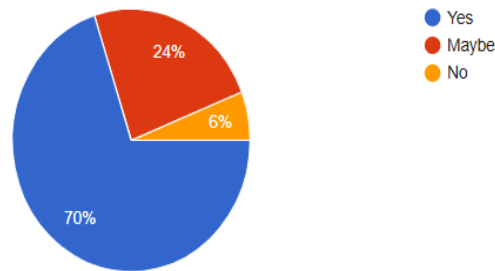


Fig. 10: Willingness to use UmmahConnect platform

D. Summary of Key Findings

Aspect	Result
Event information is scattered	92%
Missed events	80%
Vendor sourcing is difficult	60%
Want centralized platform	94%
Vendors struggle to reach organizers	92%
Sponsors have limited access	90%
Willing to use platform	70%

VII. VALIDATED BUSINESS MODEL

A. Validated Business Model

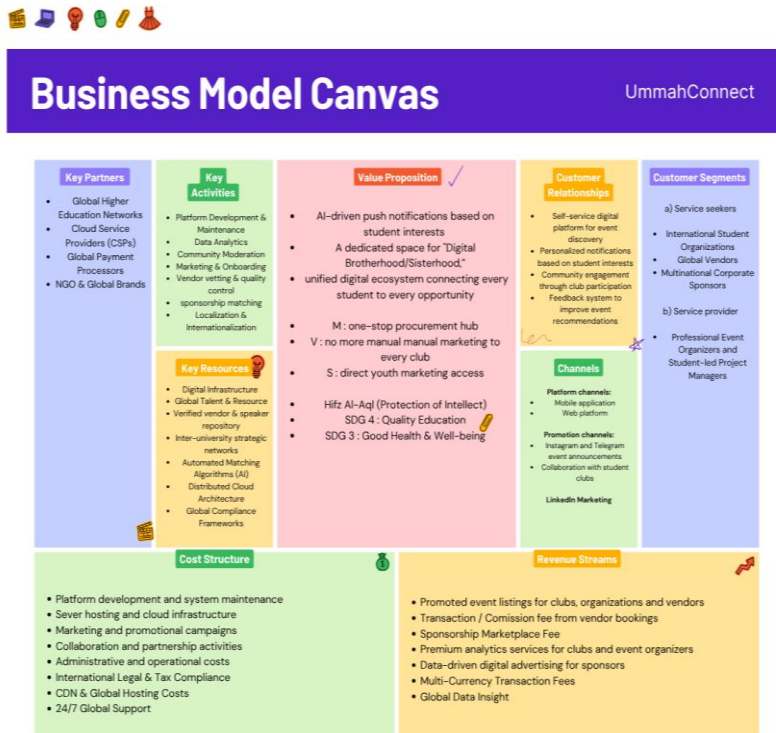


Fig. 11: Validated UmmahConnect Multi-sided Platform Business Model using BMC framework

Figure 11 presents the validated Business Model Canvas (BMC) that follows the same structure as the initial BMC shown in Figure 1 with refinements made based on user feedback and validation findings. Based on the validation conducted through surveys and feedback from students, it was found that most respondents agree on the need for a centralized platform for university events. The majority of students mentioned that they often miss events due to scattered information across different platforms such as social media and messaging applications. This shows that there is a real demand for a more organized and focused solution. In addition, many respondents expressed interest in features such as personalized event recommendations and a platform that connects students with organizers. This aligns with the initial value proposition of UmmahConnect that aims to simplify event discovery and improve student engagement. Organizers also responded positively, especially on the idea of having a dedicated platform to promote events more effectively. Based on that, it can be concluded that the proposed business model is relevant and has strong potential. Although the overall structure of the Business Model Canvas remains the same, minor improvements can be made in terms of user experience and feature enhancement to better meet user expectations. The validated Business Model Canvas consists of nine building blocks, which are explained as follows:

i. Customer Segments (CS)

The main customer segments for UmmahConnect include university students looking for events and activities across campus networks. These students are the primary users and validation data shows that 80% currently struggle with scattered information hence creating a universal need for this platform. Moreover, event organizers such as student clubs, societies, and university bodies are key segments as they rely on the platform to promote events and increase engagement through a standardized system. Other important segments include vendors and sponsors interested in collaborating with organizers. By connecting these groups in a multi-sided marketplace, the platform provides a scalable model that allows for both local impact and global expansion.

ii. Value Proposition (VP)

The value proposition of UmmahConnect is to provide a standardized event discovery and vendor management framework that can be deployed across any university ecosystem globally in solving the universal problem of “notification fatigue” and scattered information. For students, the platform offers personalized event recommendations based on their interests, making it easier for them to find suitable activities. For event organizers, it provides better visibility and promotion in allowing them to reach more participants. Vendors and sponsors also benefit from having a direct connection with organizers that simplifies collaboration. Overall, the platform creates a more organized and efficient ecosystem for all users.

a. **Students:** Students are the main users of the platform and UmmahConnect helps them easily discover events that match their interests without having to search through multiple platforms. With features such as personalized recommendations, students can find suitable activities more efficiently. This not only saves time but also increases their participation and overall campus engagement.

b. **Event Organizers (Student Clubs & Societies):** For event organizers, the platform provides a dedicated space to promote their events to a larger and more targeted audience. Instead of relying on scattered promotion methods, organizers can reach students who are more likely to be interested in their events. This improves visibility and increases the chances of higher participation.

c. **Vendors:** Vendors benefit from the platform by gaining access to various event opportunities within the university. It allows them to connect directly with event organizers making it easier to offer their services such as food, equipment, or logistics. This simplifies the collaboration process and creates more business opportunities for vendors in the future.

d. **Sponsors:** Sponsors are able to identify and support events that align with their brand or objectives. Through *UmmahConnect*, they can easily connect with event organizers and gain better exposure within the student community. This creates a mutually beneficial relationship where sponsors gain visibility while supporting student activities.

iii. Customer Relationships

In order to maintain strong relationships with users, UmmahConnect focuses on providing a personalized and engaging experience. Features such as notifications, recommendations, and feedback systems help to keep users active on the platform. Other than that, continuous interaction through updates and user feedback ensures that the platform remains relevant and responsive to user needs.

iv. Channels

UmmahConnect will be delivered mainly through a mobile application, as most students rely on their smartphones for their daily activities. A web platform can also be included for higher accessibility. Promotion of the platform will be done by

ourselves through social media channels such as Instagram, Telegram, and TikTok, as well as collaborations with student organizations and university communities.

v. Key Activities

The key activities of UmmahConnect include developing and maintaining the platform, managing event listings, and improving the recommendation system. Other activities involve ensuring smooth interaction between users, updating features based on feedback, and maintaining overall platform performance.

vi. Key Resources

The main resources required include the digital platform itself, a development team to manage and improve the system, and a database that supports personalized recommendations. Additionally, partnerships with universities and student organizations are important resources to ensure continuous content and user engagement.

vii. Key Partners

Key partners include universities, student clubs, and organizations that organize events. These partners help ensure that the platform has a consistent flow of events. Vendors and sponsors are also vital to the ecosystem by supporting events and creating collaboration opportunities. For example, vendors may include local F&B SMEs, catering services, or merchandise printing companies that students need for their events. Potential sponsors include corporate partners such as telecommunications providers (e.g., CelcomDigi or Maxis), banking institutions with student-focused products (e.g., CIMB or Maybank), and educational service providers. By partnering with these groups, UmmahConnect facilitates a multi-sided marketplace that benefits all stakeholders.

viii. Cost Structure

The cost structure for UmmahConnect is designed to maintain a lean but professional operation that can scale across global university networks. The primary expenses include platform development and cloud hosting fees to ensure the system remains accessible and secure for international users. Additionally, funds are allocated for marketing and campus outreach to build a strong user base of students and organizers. To ensure the long-term sustainability and full-time management of the platform, the budget includes a fixed monthly salary of RM 3,000 per co-founder. Finally, the model accounts for the operational costs of vetting international vendors and providing technical support to ensure a high-quality experience for all stakeholders in the ecosystem.

ix. Revenue Streams

Revenue can be generated through several sources such as promoted event listings, commission from vendor collaborations, and sponsorship deals. Additional revenue may come from premium features offered to event organizers such as advanced analytics and enhanced promotion tools. Also for students, the premium membership may offer them priority in participation, reserve seats, discounts and more.

B. Environment Map

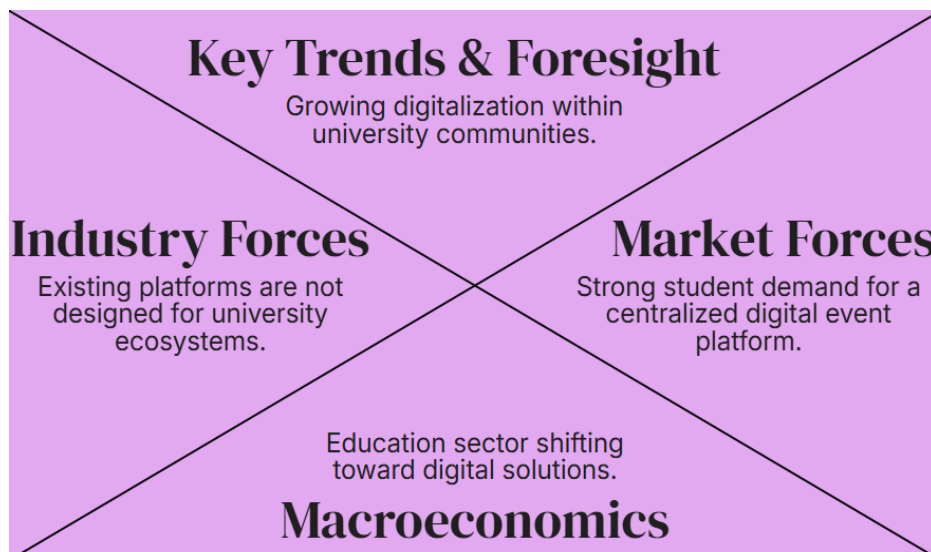


Fig. 12: Environment Map

The environment map helps us understand the external factors that may affect the success of UmmahConnect. It includes market forces, industry competition, key trends, and macroeconomic factors.

i. **Market Forces:** In today’s digital environment, students are highly dependent on mobile applications and social media for information. Most university students prefer fast and convenient access to event details rather than relying on traditional methods like posters or word of mouth. This creates a strong demand for a centralized digital platform that can simplify how students discover and join events. At the same time, student organizations are constantly looking for better ways to increase participation and engagement. This shift in student behavior highlights the need for educational technology that better maps and supports student engagement [12]. A platform like UmmahConnect can fulfill this need by providing better visibility and targeted promotion.

ii. **Industry Forces:** Currently, platforms like Instagram and Telegram support event promotion but lack features specifically designed for university ecosystems. These general tools focus on information sharing rather than integrated experiences and often forcing students to filter through unrelated content without personalized recommendations. Furthermore, the lack of a formal connection between students, organizers, vendors, and sponsors leads to a fragmented and inefficient process where campus-based activities are easily overlooked. General-purpose social media often fails to provide the structured, niche-specific engagement required for higher education environments[12]. This creates a clear market gap for a student-centered solution like UmmahConnect to provide an integrated, all-in-one platform.

iii. **Key Trends & Insights:** One of the major trends is the increasing use of digital platforms and mobile applications in daily student life. Students are more likely to engage with apps that are simple, personalized, and interactive. Another important trend is the growing use of data and personalization, where users expect content that matches their interests. This supports the idea of including features like AI-based recommendations in UmmahConnect. Additionally, there is a rising emphasis on student engagement and campus experience, where universities encourage students to participate more in activities beyond academics. Digital platforms are now essential in creating personalized environments that improve the overall student experience [14].

iv. **Macroeconomic Forces:** From a broader perspective, digital transformation is becoming more important in many sectors, including education. Universities are slowly moving towards digital solutions to improve efficiency and student experience. At the same time, budget constraints may affect how much organizers can spend on promotion and event management. The shift toward digital ecosystems is essential for organizations to remain resilient and cost-effective in a changing economy [11]. This creates an opportunity for UmmahConnect to provide a cost-effective platform that helps organizers reach their audience without high marketing costs. Overall, these external factors show that the environment is suitable for a platform like UmmahConnect to grow and be relevant.

C. Strategy Canvas

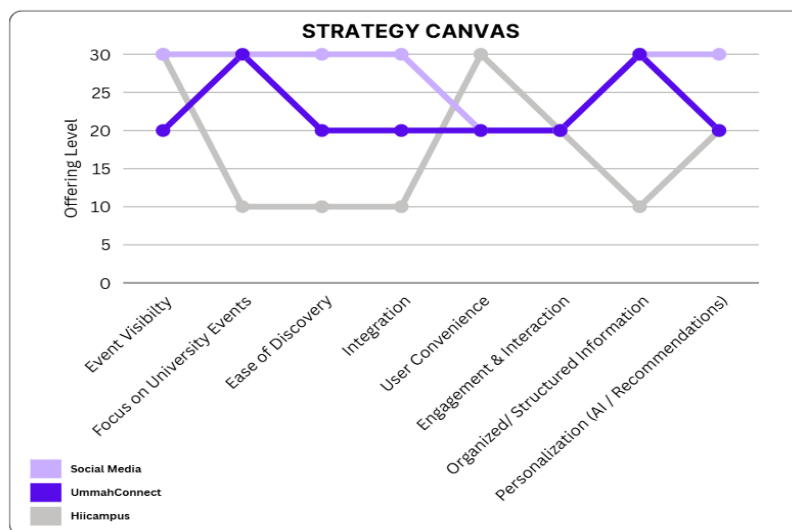


Fig. 13: Strategy Canvas of UmmahConnect against Existing Competitors based on Blue Ocean Strategy

The strategy canvas compares UmmahConnect against existing platforms in the market such as social media platforms and campus-based tools like Hiicampus. Based on the Blue Ocean Strategy framework, UmmahConnect differentiates itself through Value Innovation by offering a combination of factors that existing competitors either partially address or do not

offer at all. Currently, there is no platform that is fully similar to UmmahConnect as most existing solutions only cover certain parts of the idea. Social media platforms like Instagram, Telegram, and WhatsApp are widely used by students and organizers to promote events and score relatively high on event visibility and user convenience due to their large user base but they fall short in areas such as ease of discovery, integration, and organized structured information as contents is mixed with unrelated posts and lacks any filtering mechanism specific to campus events. Hiicampus performs better in terms of focus on university events, but it still does not fully integrate all stakeholder groups, particularly vendors and sponsors, into one ecosystem. The "Purple Cow" factor of UmmahConnect is this remarkable integration of a B2B marketplace within a student platform, making it a unique and remarkable solution in the education sector. Because of this, there is no existing platform that fully combines all these elements into one complete solution. UmmahConnect is designed to fill this gap by offering a student-centered platform that brings all relevant parties together, focusing on improving personalization, accessibility, and engagement in a way that is not currently achieved by other platforms in the market. These include integration of all customer segments within one platform, organized and structured event information, and AI-driven personalization and recommendations. These three factors represent the core BOS differentiators of UmmahConnect, as neither social media platforms nor Hiicampus currently offers this combination. By raising the value across these factors while keeping the platform accessible and student-centered, UmmahConnect creates a new market space rather than competing within the boundaries of existing solutions [13].

D. Low Fidelity Prototype Apps

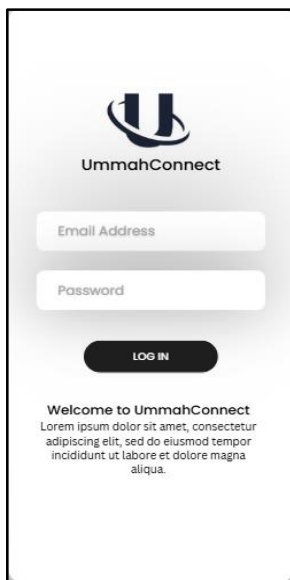


Fig. 13: Login Page

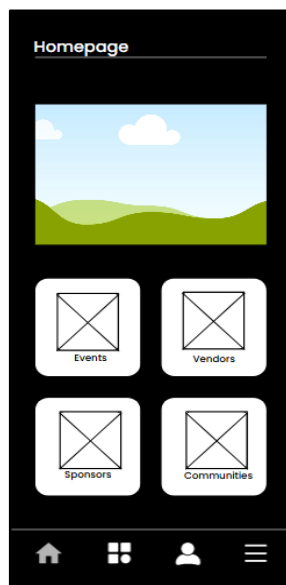


Fig. 14: Homepage



Fig. 15: Event Details Page

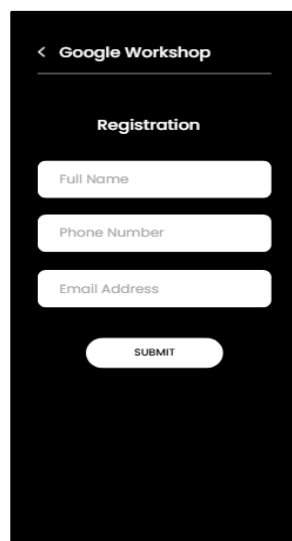


Fig. 16: Registration Page

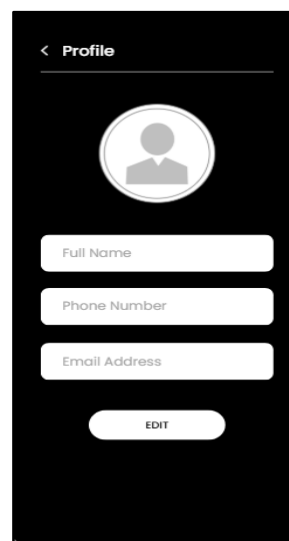


Fig. 17: Profile Page

Figure 13 shows the login page of the UmmahConnect mobile application where users are required to enter their email address and password to access the system. Figure 14 shows the homepage which acts as the main dashboard for users to allow them to navigate different sections such as events, vendors, sponsors, and communities. Figure 15 shows the event details page where users can view detailed information about a selected event including its description and relevant details before deciding to join. Figure 16 shows the registration page where users are required to fill in their personal information such as full name, phone number, and email address to register for the event. Lastly, Figure 17 shows the profile page where users can view and manage their personal information, as well as update their details when necessary.

VII. CONCLUSION AND FUTURE WORKS

The current state of the global event ecosystem within higher education centers has found itself at a digital crossroads, marked by suboptimal communication and procurement inefficiencies. Student event organization has been marked by extreme difficulties, defined as an “extreme pain” and a “Sponsorship Desert,” while the student body has been plagued by “notification fatigue” that fails to highlight opportunities for development. At the same time, local vendors and sponsors have been unable to leverage data-driven opportunities to effectively interact with the Gen Z demographic. The proposed startup solution, “UmmahConnect”, sets itself apart from existing market options such as WhatsApp or event planning tools through a unified, multi-sided marketplace that meets the needs of the modern higher education system. The proposed solution, through the integration of AI-driven sponsorship matching, a verified B2B vendor store, and an automated merit point syncing API, will be both a mitigator of current difficulties and a catalyst for a Global Circular Campus Economy. This conceptual model aligns with international digital transformation trends by professionalizing the campus gig economy and enhancing digital inclusivity, thereby transforming a disorganized series of events into a structured, high-growth, high-value ecosystem.

Moving forward, the main focus will be on the development of an extensive and detailed business plan, as well as its foundation on the validated multi-sided business model. This requires conducting extensive market validation sessions with the Student Affairs Divisions (STAD) and global educational networks, as well as pilot-testing the AI algorithms to attain high precision in sponsorship and vendor pairing. The future technical work will include the development of the scalable microservices architecture to enable interoperability between data sources between diverse international university systems, as well as the refinement of the “Digital Achievement Passport” using secure ledger technology. Moreover, the financial roadmap will be developed to finalize the multi-currency commission models and global subscription tiers, thereby ensuring the sustainability of the platform as an integral part of the international digital campus economy.

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