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From: Unit Komunikasi Korporat
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Subject: Do Not Overreact Too Quickly And Become Overly Excited With State-Of-The-Art Technology



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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DO NOT OVERREACT TOO QUICKLY AND BECOME OVERLY EXCITED WITH STATE-OF-THE-ART TECHNOLOGY



UUM ONLINE: University graduates were reminded not to overreact too quickly and become overly excited with advanced technology even though modern technology brings about 1,001 conveniences as the world enters the Fourth Industrial Revolution era (IR 4.0).

The Pro-Chancellor, Her Royal Highness Dato' Seri DiRaja Tan Sri Tunku Puteri Intan Safinaz Almarhum Sultan Abdul Halim Mu'adzam Shah said graduates should be cautious and responsible with the use of modern technology in everyday life whether at work or wherever they were.

According to HR Highness, consumers' needs had changed and consumers had become more powerful as they were more aware of their rights and world life in today's era had been dominated by modern technology, while information could be obtained through social media with only a flick of the finger.

HR Highness further reiterated that a flick of the fingertip could impose legal liability which could end with a grief episode in carrying out tasks using technology which also provided convenience.

"The importance of the rule of law increases in the Fourth Industrial Revolution as the economy becomes more virtual and trade will be more focused on businesses that involve intellectual property than businesses in the form of physical products.

"In this situation protection of intellectual property becomes very important, because its value lies in the supply chain. If the country has sustainable law, it will certainly help businesses safeguard their intellectual property and this will lead to the proliferation of innovation, as the innovators have the certainty that their interests are protected by law, " said HR Highness at the second session of UUM's 30th Convocation this morning.

The Tunku Pro-Chancellor, Tunku Temenggong Kedah, said the move taken by the Malaysian government to amend the Capital Markets and Services Act 2007 in 2015 reinforced the enforcement of law on the industry sector.

In addition, the major amendment to the Companies Act in 2016 was indeed a positive response to current needs and developments in the world.

In the second session this morning, a total of 642 graduates received their respective scrolls from the Tunku Pro-Chancellor at Mu'adzam Shah Hall.

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