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

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Pictures by Muhammad Shamsul Shafie

SINCERITY AND INTEGRITY ARE KEY ELEMENTS WHEN CARRYING OUT RESPONSIBILITIES



UUM ONLINE: Upholding the principles of sincerity and integrity has made the Director of KPJ Healthcare Berhad, Tan Sri Siti Sa'diah Sheikh Bakir a respectable corporate member.

She said that to be a successful corporate member was not a coincidence; it however required hard work. Next, positive personality traits must be present in those who wished to succeed in the corporate sector.

According to her, management in the corporate field had been her interest until the present and her journey of developing KPJ Healthcare had seen countless challenges and bittersweet experiences.

"As a leader of KPJ Healthcare Berhad, I was very committed to serving patients and their families, so I instilled in my subordinates the need to be sincere and have the utmost integrity

when going about performing their responsibilities and to consider the work they did as religious worship.

"That was the principle that I emphasized in my management including the importance of discipline whether at home or at work. What I did at home with my children was similarly done with my subordinates especially in terms of time management," she said at the 32nd. UUM Convocation Ceremony at Mu'adzam Shah Hall recently.

Tan Sri Siti Sa'diah also reminded fellow graduands to seize the opportunity to continue developing themselves by enhancing their knowledge and commitment to develop themselves, their families and the nation.

She was the recipient of the Honorary Doctor of Philosophy Degree (Corporate Management) presented by the Tuanku Chancellor, His Royal Highness Al Aminul Karim Sultan Sallehuddin Ibni the late Sultan of Badlishah, Sultan of Kedah.

Also receiving the Honorary Doctor of Philosophy Degree (International Business) was Chief Executive Officer of Tan Chong Motor Holdings Groups, Dato' Khor Swee Wah @ Koh Bee Leng.

In her speech, she said being conferred with such esteemed recognition made her reminisce the past and appreciate everything she had gone through.

According to her, she was fortunate to have been given many opportunities when she was young by her parents who taught her humility, integrity, hard work and mutual respect.

"Throughout my career, the passion and determination to survive in this business world has made a huge impact on my life.

"24/7 thinking also plays an important role because even in our sleep, we must consciously think about the strategy of becoming a visionary, and therefore work until we are no longer able to work and contribute to the community as much as possible," she said.

At the 32nd. Convocation Ceremony also saw UUM conferring the title of Emeritus Professor to the Assistant Vice-Chancellor (Entrepreneurship & Financial Sustainability), Universiti Malaysia Perlis (UniMAP), Prof Dato' Wira Dr Mohd. Salleh Din and Dean of the School of Business and Social Sciences (SBSS), AlBukhary International University (AIU), Prof Dato' Dr Jamalludin Sulaiman.



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