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From: Unit Komunikasi Korporat
Sent: Wednesday, October 10, 2018 8:17 AM
To: UUM - All Staff; UUM - All Students
Subject: "Will Not Compromise On The Core Values – Knowledge Virtue Service": Vice-Chancellor



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

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

Translated by Mahaliza Mahadhir
Pictures by: Muhammad Shamsul Shafie

"WILL NOT COMPROMISE ON THE CORE VALUES – KNOWLEDGE VIRTUE SERVICE": VICE-CHANCELLOR



UUM ONLINE: UUM Vice-Chancellor, Prof. Dr. Ahmad Bashawir Abdul Ghani reiterated his firmness on not compromising on the core thrusts, 'Knowledge Virtue Service' which has been upheld by UUM since its inception.

According to him, it would not do for the university to implement a certain policy and then switch to another policy after several years.

"We are all aware of the changing times, technology has evolved but the UUM's core thrusts, 'Knowledge Virtue Service' will continue to be put in place, especially in the efforts to become the Eminent Management University which is the vision and mission of this University," he said at a special chat session held at the Institute of Tun Dr. Mahathir Mohamad Thoughts (IPDM).

The session was mediated by the Director of IPDM, Dr. Ahmad Zaharuddin Sani Ahmad Sabri.

Meanwhile, when commenting on the issue of university ranking and ratings, he said the matter would continue to be emphasized but not a priority.

"Lately we may have become too obsessed with rankings and ratings which may have resulted in the "humanising" aspects being overlooked. We need to look at the role of rankings and ratings as a whole namely in terms of practical and application, rather than from just one perspective.

"We cannot equate Malaysia with the United States because the context and stakeholders are not the same. We need to look at the context of our country so we know our direction," he added.

He also emphasised on the importance of rebranding UUM based on the core thrusts, 'Knowledge Virtue Service' and returning UUM to its initial goal of educating.

In addition, the Vice-Chancellor also expressed his determination to harmonize UUM's working environment by providing stakeholders regardless of their position the opportunity to meet up with him to express opinions and so on.



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