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From: Unit Komunikasi Korporat
Sent: Wednesday, May 16, 2018 8:43 AM
To: UUM - All Staff; UUM - All Students
Subject: Spark Of Innovation And Creativity, Increases Performance



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT

Universiti Utara Malaysia

16 MAY 2018 / 30 SYAABAN 1439H

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

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SPARK OF INNOVATION AND CREATIVITY, INCREASES PERFORMANCE



UUM ONLINE: The 2018 UUM Open Innovative and Creative Group (KIK) Convention provides the opportunity for members of staff to contribute more creative and innovative ideas in enhancing their respective department's performance.

The Director of UUM Institute of Quality Management (IPQ) , Prof. Dr. Nor Aziah Abd Manaf said the dynamic economic, social, technological and cultural transformation required a lot of innovation and creativity in facing the upcoming 4.0 industrial revolution.

"Hence, various transformation initiatives have been implemented to make products and services offered become more innovative and creative, while creating, building and using more effective management methods.

"In order to ensure the innovation and creativity that have been produced continue to become sustainable, the publication of innovative documents must also be implemented for mutual benefit," she said when opening the 2018 UUM Open Innovative and Creative Group (KIK) Convention.

According to her, by applying knowledge-based and creativity-driven concepts will produce innovation that have added value to the product or service, either from management or technical aspect.

"Innovation and creativity are crucial in creating a viable and competitive work environment in order to compete in an increasingly challenging world.

"Every innovative idea starts with determination and leadership qualities in other words, quality leaders can be the leader of innovation," she said at the Seminar Hall A, the Convention Centre, yesterday.

But she added that the culture of innovation was not only the responsibility of the leaders of the organization because all employees were regarded as practitioners, therefore, innovation plans must involve all employees.

"KIK is a dynamic mechanism which provides staff with the opportunity to solve problems, improve existing work processes and standards and generate new ideas.

"I would like to thank all those involved, especially the Institute of Quality Management as organizers and the panel of evaluators and to all the teams who took up the challenge to compete," he said.

The convention attracted participation from the Fire and Rescue Department of Johor and Kedah, the Muda Agriculture Development Authority (MADA) as well as Centre for Corporate Development And Quality Management (PUSPEK) Universiti Malaysia Perlis (UniMAP).

Two categories were contested namely Management and Technical featuring the Best Innovation Award, Best Performance Award, Best Facilitator Award, Best Visual Award and Best Creativity Award.

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