

## Sarkina Bt Mat Saad @ Shaari

---

**From:** Unit Komunikasi Korporat  
**Sent:** Thursday, August 9, 2018 3:21 PM  
**To:** UUM - All Staff; UUM - All Students  
**Subject:** ISDC 2018 Discusses The Roles Of Social Profession In Facing The IR4.0



Unit Komunikasi Korporat  
CORPORATE COMMUNICATION UNIT  
Universiti Utara Malaysia

9 AUGUST 2018 / 27 ZULKAEDAH 1439H  
=====

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

Translated by Mahaliza Mahadhir  
Pictures by: Muhammad Shamsul Shafie

### ISDC 2018 DISCUSSES THE ROLES OF SOCIAL PROFESSION IN FACING THE IR4.0



**UUM ONLINE:** To address the issues and social problems that have changed in tandem with the development of the industrial revolution, the Universiti Utara Malaysia (UUM) Centre for Applied Psychology, Social Work and Policy (SAPSP), in collaboration with the Social Institute of Malaysia (ISM) organized the 3rd International Social Development Conference 2018 (ISDC 2018) from 8 to 9 August at EDC Hotels and Resorts.

The conference, with its apt theme "Sustainability of Social Development and the Roles of Helping Profession in the Era of Industry 4.0" was held to explore the psychosocial issues affecting individuals, families and communities in terms of understanding and developing

practical intervention strategies to improve the lives of communities in the era of the Fourth Industrial Revolution (IR 4.0).

The ISDC 2018 was officiated by Assistant Vice-Chancellor of CAS, Prof. Dr. Huda Haji Ibrahim.

In her speech she said the progress and dynamic changes in the social work profession were greatly influenced by the implications of the industrial revolution which is said to be a never-ending revolution.

"There will be the next 5 or 6th revolutions and certainly the social work profession will continue to grow, move forward and revise its strategies to tackle the unpredictable technology and its implications on the society.

"Hence, the conference is expected to deliberately discuss social sustainability issues and the role of the social work profession in the IR 4.0 era and become the platform for the gathering and disseminating of the latest knowledge in the social work profession," she said.

Meanwhile, according to the Dean of SAPSP, Assoc. Prof. Dr. Noor Azniza Ishak, ISDC 2018 had attracted more than 150 delegates from various countries such as Malaysia, Philippines, Indonesia, Pakistan, India and Japan.

"ISDC, among others include two keynote addresses which will be delivered by the Vice-President of Academic Affairs, Mindanao State University, Marawi City, Philippines, Prof. Dr. Alma E. Berowa and President of the Malaysian National Computer Confederation (MNCC), Prof. Dr. Ahmad Zaki; presentation of 68 papers in three parallel sessions and also presentation of posters," she said.

She also expressed hope that the ISDC will achieve its intended objectives and objectives of the IR 4.0 in the field of research particularly in community development and the role of social work profession.

Also present were the Director of ISM, Dr. Al-Azmi Bakar and Deputy Director, Department of Social Welfare, Kuala Lumpur, Mdm. Liah binti Pariuk.

DARIPADA:  
UNIT KOMUNIKASI KORPORAT  
UNIVERSITI UTARA MALAYSIA  
☎ 04-928 3048/3049/3052/3061  
☎ 04-928 3053  
✉ ukkuum@uum.edu.my  
f Universiti Utara Malaysia (Official FB)



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.