

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Monday, November 25, 2019 4:19 PM
To: UUM - All Staff; UUM - All Students
Subject: UUM Lecturer At SMMTC Obtains The Emerald Literati Award 2019



UUM Corporate Comm.
Universiti Utara Malaysia

25 NOVEMBER 2019 / 28 RABIULAWAL 1441H

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

Translated by Mahaliza Mahadhir (mahaliza@uum.edu.my)
Pictures by SMMTC

UUM LECTURER AT SMMTC OBTAINS THE EMERALD LITERATI AWARD 2019



UUM ONLINE: Nothing makes Universiti Utara Malaysia (UUM) prouder than the accomplishment achieved by a fellow lecturer from the School of Multimedia and Communication Technology (SMMTC), Assoc. Prof. Dr. Bahtiar Mohamad for being awarded with the Emerald Literati Award 2019 for the category of Highly Commended Paper Award.

He was presented with the award for his article entitled 'Antecedents and Consequences of Corporate Communication Management (CCM): An Agenda for Future Research' published in the journal The Bottom Line, Vol. 31, Issue 1 and the journal was also rated Q2 in Scopus Index Journal and SJR Scimago 2018.

Dr. Bahtiar said the award he received was incognizance of UUM lecturers internationally.

"With this recognition, it indirectly helps to contribute to the visibility of UUM and at the same time enhances the university's reputation in the field of research and publication of scientific works in the international arena.

"I never expected to receive this award because the selection process is very stringent," said him who is also the Dean of PPA CAS.

He said the Editorial Advisory Board (EAB) of Emerald Journal was invited to select an award winner from articles published by the journal throughout the year 2018.

According to him, the editor will briefly list the best articles to be nominated and then EAB will select three articles with a score of 1 to 3, then the winner with the highest votes will be selected.

He said the criteria set for the prerequisites in the selection of the best articles must contribute new facts to the body of knowledge, reveal interesting article structure and presentation, demonstrate good writing, present thorough argument or analysis, possess relevance in practice and advanced research, present the latest in terms of topics and references and the best articles should have an 'X-factor', a factor that will make it stand out from the rest that enabled the EAB to identify the uniqueness.

In addition to Dr. Bahtiar being the first author, Bang Nguyen of East China University of Science and Technology; TC Melewar from Middlesex University London and Rossella Gambetti of Catholic University of the Sacred Heart, Milan were also amongst the three other co-authors listed.

The award was presented by Emerald Publishing, East Asia Business Manager, Mr Elvin Cheah.



Please consider the environment before printing this e-mail



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.