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From: Unit Komunikasi Korporat
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Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

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

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GALVANIZE RESEARCH CULTURE IN UUM



UUM ONLINE: "The University has no hindrance in providing funds to fellow researchers who will conduct applied research," said Vice-Chancellor, Prof. Dr. Ahmad Bashawir Abdul Ghani during his visit to the Research and Innovation Management Centre (RIMC) recently.

He said this was aimed at galvanizing the culture of conducting research at UUM, as well as focusing on research activities that could have a positive impact on the society and industry from applied research.

He also reminded researchers that the research done should have positive impact and bring about universal benefit to the society at large.

During the Vice-Chancellor's goodwill visit, the Director of RIMC, Prof. Dr. Nor Aziah Abd Manaf gave a briefing on RIMC's background, UUM's performance, RIMC's strategy, issues and challenges confronting RIMC as well as recommended actions to counter react.

The Vice-Chancellor was also enlightened on the performance of MyRA obtained by UUM from 2013 to 2017, followed by the RIMC strategy to meet the expectations of researchers, industry, smart / strategic and community / NGOs by enhancing the core processes and effectiveness of the delivery system.

In addition, the Vice-Chancellor was also informed of the issues and challenges faced by RIMC namely the decrease in research grants, insufficient industry and international grants, the dwindling number of Scopus and citation and labour constraints.

Earlier, the Vice-Chancellor visited the Institute of Quality Management (IPQ) where he was welcomed by its Director, Prof. Dr. Sany Sanuri Mohd Mokhtar.

At IPQ, he was briefed on the management and direction of IPQ, the Vice-Chancellor then continued his goodwill visit to the Centre for University-Industry Collaboration (CUIC).

Prof. Dr. Ahmad Bashawir said, as a centre of authority (PTJ) which focuses on collaboration between universities and industries, CUIC should extend relations with the industry in ensuring UUM graduates' marketability.

In addition, according to him, CUIC could also look into the cooperation opportunities with leading cosmetic companies such as Revlon and Maybelline.

He also recommended that CUIC examine the 2u2i Programme which incorporates academic learning and real-time learning applications at the workplace.

He said that through the programme, students would be spending two (2) years in university and two (2) years in the industry gaining experience in the industry.

The Vice-Chancellor said this during his goodwill visit to CUIC where he was greeted by its Director, Assoc. Prof. Dr. Marlin Marissa Malek Abdul Malek who first introduced CUIC management team and she proceeded to giving presentations on the direction and specific projects as well as issues faced.

The Vice-Chancellor's visit ended at the Centre for Testing, Measurement and Appraisal (CeTMA) where his arrival was welcomed by the Director, Assoc. Prof. Dr. Nor Idayu Mahat.

During the meeting, the Vice Chancellor requested that CeTMA focused more on its role and direction and to look back at the role of PTJ to avoid overlapping.



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