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From: Unit Komunikasi Korporat
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To: UUM - All Staff; UUM - All Students
Subject: University Must Continue To Foster Proactive Engagement With The Industry



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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UNIVERSITY MUST CONTINUE TO FOSTER PROACTIVE ENGAGEMENT WITH THE INDUSTRY



UUM ONLINE: The university must pursue proactive engagement with the industry by transferring, exchanging and sharing knowledge in an effort to transform the country.

The Chief Executive Officer (CEO) of the National Council of Professors (NCP) Prof. Dato' Dr. Raduan Che Rose said, it was time for university leaders to consider and acknowledge the importance of knowledge transfer as one of the main function of the university.

"Moreover, the university must also conduct research on successful corporations and identify the blueprint or model that can be emulated," said Prof. Dato' Dr. Raduan during the Opening Ceremony of the Fourth National Conference on Knowledge Transfer (NKCT'17) which highlighted the theme- Knowledge Translation for National Transformation.

He added that now the country is on the threshold of the Fourth Industrial Revolution (IR4.0) and the digital economy era involves automation technology that will present new challenges to all sectors in the country.

He added that, the people and the country need to transform in keeping with the digital transformation processes to remain competitive.

Prof. Dato' Dr. Raduan also presented the KTP Special Award (Knowledge Transfer Programme) to selected academics, industry practitioners and graduates.

The NCKT'17 was jointly organised by Universiti Sains Malaysia (USM) and the Ministry of Higher Education (MOHE). This national conference aimed to promote the effective delivery of knowledge transfer among academics, researchers, industry practitioners, community representatives, government and non-government organisations for nation building.

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