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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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SMTCom17 PROVIDES PLATFORM FOR ACADEMICS AT SMMTC & SCIMPA TO PRODUCE PUBLICATIONS



UUM ONLINE: To assist academic staff members to collaborate on research and produce publications in the form of books, the School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (UUM), organised the 2017 Seminar on Multimedia Technology and Communication (SMTCom17), which ran from 19 to 20 July 2017 at EDC Hotels & Resorts and the SMMTC.

With the theme, “Rethinking the Mediascape: The Future of Multimedia, Communication and Innovation”, this second edition of the SMTCom saw the involvement of 45 members of the academic staff from the SMMTC and the School of Creative Industry Management and Performing Arts (SCIMPA).

The opening of the SMTCom17 was officiated by the Dean of the Awang Had Salleh Graduate School of Arts and Sciences (AHSGS), Prof. Dr. Norshuhada Shiratuddin, on behalf of the Assistant Vice-Chancellor of the College of Arts and Sciences (CAS).

In her opening remarks, Prof. Dr. Norshuhada congratulated those concerned on successfully organising the seminar, which was premised upon the commendable purpose of increasing the number of publications among the academic staff members at the SMMTC and SCIMPA.

“Publication is crucial to helping raise the ranking of a university. UUM, however, is still lagging far behind in this area. This has to be addressed and activities centred on increasing the number of publications have to be undertaken in earnest to ensure that UUM achieves its aspiration of gaining a place among the top 300 universities in the world in the QS World University Rankings (QSWUR) by 2020,” she said in her speech.

A total of 49 working papers were presented and four books are expected to be published based on the areas of specialisation of both the Schools, namely, communication, media technology and multimedia.

Meanwhile, the Dean of the SMMTC, Associate Professor Dr. Ariffin Abdul Mutalib, said that, even though the seminar was a small-scale event, he believed it would have a huge impact in terms of fulfilling its primary objectives.

Prof. Dr. Norshuhada delivered a keynote address entitled “The Future of Multimedia Communication and Innovation” at the seminar.

Also present at the opening ceremony were the Dean of SCIMPA, Dr. Ahmad Hisham Zainal Abidin, and UUM officials.



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