

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Friday, October 25, 2019 2:48 PM
To: UUM - All Staff; UUM - All Students
Subject: Don't Overlook Ethics, Morals And Nobel Values In The Era Of IR 4.0



UUM Corporate Comm.
Universiti Utara Malaysia

25 OCTOBER 2019 / 26 SAFAR 1441H
=====

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

Translated by Mahaliza Mahadhir (mahaliza@uum.edu.my)
Pictures by Muhammad Shamsul Shafie

DON'T OVERLOOK ETHICS, MORALS AND NOBEL VALUES IN THE ERA OF IR 4.0



UUM ONLINE: Universiti Utara Malaysia (UUM) graduates were reminded not to overlook the importance of living ethically and morally as man race to attain the power of advanced technology.

UUM Tunku Pro-Chancellor, Her Highness Brig. Jen. Dato' Seri Tan Sri Tunku Puteri Intan Safinaz Binti Almarhum Sultan Abdul Halim Mu'adzam Shah, the Tunku Temenggong of Kedah said that without ethics, moral and noble values, human life would be meaningless as the application of noble values in human life would enable the realisation of a society that would not only be sophisticated and modern but also complementary to life on the whole.

According to her, considering the smart era, graduates were advised to seize opportunities ahead because others will not let those opportunities slip by.

"The era of the Industrial Revolution 4.0 had, is and will produce so many generations that are innovative and whose minds are creative in a way that has changed the way and culture of universal humanity.

"No one should be like a frog under the coconut shell, but each individual must always move forward, take action in a unique, out-of-the-box, and always challenge the mind.

Tunku Pro-Chancellor said that humans need authentic leadership at all levels of life, whether at the self-level or the global level.

She said that authentic leadership based on integrity, ethics, morals and noble values was the cornerstone of community well-being that promotes mutual prosperity.

She also congratulated the UUM community for its efforts to the setting up of the academic chair at the Tunku Puteri Intan Safinaz School of Accountancy (TISSA) to immortalize the late Sultan Abdul Halim Mu'adzam Shah.

"May the Sultan Abdul Halim Chair provide great benefits in the exploration and development of knowledge as well as drive high impact research and publications especially in the field of accounting.

"I am also very proud of the high percentage of UUM graduates getting jobs right after graduating and generally they are graduates from the fields of accounting, finance, risk management, economics and business management (agribusiness management). These are the graduates who become employers' choice in various employment sectors in Malaysia, "she said.

She added that this also demonstrated the fact that UUM had always produced credible graduates who were well-versed and were highly sought after by employers out there.

However, she also reminded the graduates not to be satisfied with what they had gained and the fact that employers had positive perception towards UUM graduates, should make UUM continue to strive to intensify current and new knowledge in order to add value to life now and for the future.

During the fourth session, a total of 720 graduates received their respective scrolls presented by the Pro-Chancellor.



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.