

Sarkina Bt Mat Saad @ Shaari

From: Unit Komunikasi Korporat
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Subject: Emotional State Of Staff Influences The Maximum Level Of Engagement In Organisation



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT

Universiti Utara Malaysia

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

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

**EMOTIONAL STATE OF STAFF INFLUENCES THE MAXIMUM LEVEL OF ENGAGEMENT IN
ORGANISATION**



UUM ONLINE: August 5 - A total of 326 members of UUM staff were selected to receive the Outstanding Service Award (APC) at the Innovation Day and University Awards Ceremony (HIMPU), an event which recognises the contributions and services rendered by staff to the university.

The award presentation was officiated by UUM Pro-Chancellor, Yang Amat Berbahagia Tun Dato' Sri (Dr.) Ahmad Fairuz Dato' Sheikh Abdul Halim at the Mu'adzam Shah Hall yesterday.

In his speech he said that the APC recipients have proven to possess high levels of engagement with UUM not just in terms of contributions in accordance to the specified job specifications but also with the affairs outside of their field of work namely community service.

“Admittedly it is very important for UUM to ensure that high level of staff engagement takes place at every level of the university community and various studies have been conducted to prove the importance of employee engagement to organisational productivity.

“In order to obtain the maximum level of engagement amongst members of the organisation, there are some factors which need to be given attention to, among them is the employee’s emotional state since emotion is the main driving force of increasing employee engagement,” he said.

According to him, the four (4) emotions identified are EIEC (Enthusiasm, Inspiration, Empowerment and Confidence) and these four emotions need to be addressed in order to improve staff engagement.

The Yang Amat Berbahagia Tun also stressed on the agenda set by the government, the Malaysia Education Blueprint (Higher Education) 2015-2025 or PPPM (PT) in efforts to strengthen and elevate the quality of education in Malaysia as PPPM (PT) is a strategic document that outlines the Direction of Higher Education within 11 years.

Meanwhile, UUM Vice-Chancellor, Prof. Dato’ Wira Dr. Mohamed Mustafa Ishak said the ceremony was also held to celebrate the outstanding UUM members of staff for the year 2014 appraisal.

According to him, the APC recipients for the year 2014 have demonstrated unwavering commitment and outstanding dedication which can be emulated by the university community as well as able to become the catalysts for their colleagues to continue to serve with distinction.

“The contribution made by these members of staff has enabled UUM to obtain various distinctions last year and this year becomes the benchmark for the university to mobilize ideas and energy to realise the aspirations of becoming the Eminent Management University through UUM Strategic Plan which will enter Phase Two (2016-2020).

“UUM Strategic Plan Phase 1 (2011-2015) focuses on the university becoming a renowned management university at the national level and on par with other universities. Through the various achievements made have helped UUM position itself at such an esteemed level,” he said.

He further reiterated that to boost the position of UUM beyond the national level, the university should strengthen its ranking position and accreditation.

Moreover, according to him, the existing work culture also needs to go through the process of change to improve the skills as well as the competence level of staff so that they no longer work at the old level.

“I hope all APC recipients can become 'role-models' to their friends and became an icon or an excellent individual to others,” she said.

On this occasion, all APC recipients were selected and had to meet a number of conditions decided by the university based Development Administration Circular No. 2 of 2002, among the conditions are personnel must have served for the whole year and obtained a score of 85 percent and above for the year being appraised.

In addition, the University Special Award for four (4) categories were also presented as a token of appreciation to the staff of the various departments who showed excellence in terms of contribution of ideas, excellent education, research, writing and publishing, consultation and sports.

Among the recipients of the University Special Awards were the Best Portfolio Prize which went to Dr Rajwani Md Zain; Portfolio Prize and Best Simulation Study went to Dr Norazlinda Saad; Outstanding Educator Award was awarded to Assoc. Prof. Dr.Fauziah Abd Rahim; Special Excellence Award Doctor of Philosophy (PhD) Studies was awarded to Dr. Norsiah Hamid.

For award recipient, Mr. Azahar Kasim, a lecturer from the School of Multimedia and Communication Technology (SMMTC) expressed his happiness and gratitude to the management of the university for selecting him as a recipient of the APC for the year 2014.

He said the award is expected to be a morale booster for him and other colleagues to continue to provide excellent service to the university.

At the same ceremony, attendees witnessed the launch of the newly developed UUMTV, a channel where announcements of activities taking place in the university and local community can be made and watched. The channel is especially set up for the benefit of the students in order to empower their knowledge.

UUMTV is a platform to highlight the agenda related to education, economics, on-campus current issues, advertising, teaching and learning channels, sports and recreation, religious channel, light entertainment as well as providing a platform for students to venture into the world of broadcasting.

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FROM:

CORPORATE COMMUNICATION UNIT

UNIVERSITI UTARA MALAYSIA

TEL.: 04-928 3040/3048/3049/3052

FAX: 04-928 3053

E-MAIL: ukkuum@uum.edu.my

FACEBOOK: Universiti Utara Malaysia (Official FB)

