Norhardi Bin Saad

From: Jabatan Komunikasi Korporat
Sent: Monday, February 17, 2025 3:12 PM
To: UUM - All Staff; UUM - All Students
Subject: TAN SRI RAFIDAH ADVOCATES VALUES-DRIVEN LEADERSHIP FOR ORGANIZATIONAL SUCCESS

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By Saharah Saad
Pictures Hairul Naim Johari

TAN SRI RAFIDAH ADVOCATES VALUES-DRIVEN LEADERSHIP FOR ORGANIZATIONAL SUCCESS





UUM ONLINE: Kuala Lumpur - The Othman Yeop Abdullah Graduate School of Business (OYAGSB) at Universiti Utara Malaysia (UUM) recently hosted a BizTalk session titled “Forging Effective Leadership” featuring Tan Sri (Dr.) Rafidah Aziz, the Adjunct Professor at OYAGSB.

In her address, Tan Sri Rafidah highlighted the importance of values-driven leadership in today’s complex global business environment. She identified resilience, adaptability, and ethics as key qualities of effective leaders and emphasized the need for lifelong learning to stay relevant amid evolving challenges.

Full articles, visit https://uumtoday.com/education/tan-sri-rafidah-advocates-values-driven-leadership-for-organizational-success/



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