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

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Pictures by Shamsaimi Ezil

ADMINISTRATORS WORK TOGETHER TO MAKE THE CHANGE MANAGEMENT AGENDA SUCCESSFUL



UUM ONLINE: The change management of a well-managed organization is capable of reducing waste and operating expenses while increasing productivity, lowering risk, and increasing revenue and profits.

The Vice-Chancellor, Prof. Dato' Dr. Ahmad Bashawir Abdul Ghani, said, among the important approaches that must be implemented to succeed in the change management agenda was to accept and understand the need to make changes.

"We must communicate properly and swiftly, have a comprehensive change plan, and changes must be made consistently. We must also conduct a post-mortem to identify shortcomings and strengths, and thank individuals who have carried out their obligations and responsibilities with complete dedication.

"In our struggle to find a way out of the current global situation, we must always be aware that the post-pandemic world that we will experience will have a very different nature and will not be the same as the academic world we once knew," he said via Webex on 24 August at the opening ceremony of the 2021 Public University Administrators' Day Convention UUM Level.

According to him, UUM had made a global impact, thus it must think and act like a multinational corporation whose survival depends on acquiring as many international clients as possible, and in order to thrive, it must master the art of communication and language.

He went on to say that English is a vital element of this objective, mainly because the language is used, whether spoken or written, in practically every country on the planet. As a result, it would allow the university to reach out globally in order to improve UUM's image.

"I am hopeful that UUM administrators can shift the paradigm in terms of English language implementation.

"Mastering English will not alter your identity as a Malay, Chinese or Indian or Muslim, Buddhist or Hindu, but it will have a good impact since you will be able to understand more about the culture, identity, and religion by being multilingual," he stated.

Prof. Dato' Dr Ahmad Bashawir stated that UUM had the intention of increasing partnership and networking activities with South Korea, Mexico, Indonesia, Taiwan, Australia, the Middle East, and European countries in order to expedite the internationalisation agenda.

According to him, the new rules have taken over all facets of life and will be the catalyst and start of a new, more global terrain in a variety of things.

He said that the quick development of 'digital disruption' not only triggered change, but also altered people's perspectives on human behaviour and how they react to things, particularly in the context of administration.

"In this context, all UUM administrators must be capable of adjusting and strengthening university administration work in order to ensure that our organisation stays practical and relevant to the current situation.

"All of these developments must be managed carefully and effectively. In fact, while addressing these changes, we cannot ignore the three main things, namely obligation, commitment, and loyalty, to continue to elevate the world of knowledge and drive this educational institution to the next level," he said, wishing Happy Public University Administrators Day 2021 to all UUM administrators. This group of management and non-academic professionals form the backbone of the university.

He added that the challenge was becoming increasingly bitter and complex, owing to a dynamic transformation in the field of education at the global level, which required everyone to modify in accordance with current needs.

He stated that due to the significant changes in the world, educational institutions in the country have seen an increase in the number of public and private university entities, the expansion of duties and responsibilities, and field specialisation, with each university becoming a focused university.

The theme, 'Change Management Drives the Excellence of University Administrators,' served as a reminder as well as a highly pertinent illustration of today's turbulence.

The one-day convention also featured a line -up of special panels namely Project Manager of Empower NCER Academy Partnership, Mr. Andy Bachtiar Ibrahim and Ts. Dr. Mohamaed Azlan Ashaari from Universiti Sains Malaysia, while UUM was represented by the Registrar, Mr. Ahmad Rasidi Abdullah; Mr. Mohd Zulkifli Mohd Noor, Mr. Redzuan Ishak, Mr. Abdul Roni Baharom, Mr. Ahmad Takhirudin Ismail and Mdm. Siti Khairiah Parlan along with three moderators namely Mr. Mohd Fairus Abd Majid, Mr. Halim Md. Yatim and Mr. Abdul Shakur Abdullah.



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