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From: Unit Komunikasi Korporat
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Subject: VC Urges Increase In Research And Publication To Achieve Goals Of UUM Strategic Plan (2016-2020)



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CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



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

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VC URGES INCREASE IN RESEARCH AND PUBLICATION TO ACHIEVE GOALS OF UUM STRATEGIC PLAN (2016-2020)



UUM ONLINE: Vice-Chancellor, Prof Dato 'Seri Dr Mohamed Mustafa Ishak, urged academics to intensify their efforts in the areas of research and publication in order to bring about the realisation of the UUM Strategic Plan (2016-2020). He said this while chairing the 2016 Achievement Presentation Meeting at the Senate Room recently.

According to him, the present issues or problems were the same ones that had lingered on since 2011 involving research and publication, areas in which efforts were yet to produce the desired results though there had been some increase.

"Academics need to produce research or have the findings of their work published in journals, preferably those that are SCOPUS-indexed. They could also engage in collaborative ventures with foreign universities through matching grants. It is the accepted and irrefutable task of academics and researchers to constantly contribute to the body of knowledge for the benefit of others.

"Therefore, this year we shall focus our efforts on these fields including consultations through the S-CoE or U-CoE, apart from concentrating on efforts in wealth creation and internationalisation so as to ensure that UUM gains global renown," he said.

On the question of ratcheting up efforts in wealth generation, the Vice-Chancellor added that, to reduce dependence on the Bursar's Office, the university could possibly set up a new unit or entity to enable better financial planning through providing guidance and advice to the management on raising funds.

In the meeting, he also highlighted the importance of furthering the internationalisation agenda through the signing of Memoranda of Agreement (MoA) and Memoranda of Understanding (MoU) in order for UUM to become internationally well known.

"We have to move now and not remain complacent with being well known only within the country. Moreover, UUM is already the number one university in the country as a Management University.

"In addition, to ensure that the quality of the students is maintained, we could limit student enrolment in both the undergraduate and postgraduate programmes, an action which is adopted by the world's leading universities. This is apart from the need for the Schools to be more creative in transforming their curricula to accommodate a teaching-learning process that does not focus 100 percent on theory alone," he said.

The Director of the Institute of Quality Management (IPQ), Assoc. Prof. Dr. Faudziah Zainal Abidin, gave a presentation on the achievements of the university based on the four thrusts stipulated in the Strategic Plan i.e. Thrust 1 (Enhancing Scholarship and Internationalisation); Thrust 2 (Developing Human Capital and Talent Management); Thrust 3 (Developing Students with Holistic Characteristics), and Thrust 4 (Creating Wealth).

Out of a total of 212 Performance Indicators (PI), 198 were presented, and of these, 127 (64%) were shown to have reached the green indicator; 4 percent, the yellow indicator; 23 percent, the red indicator; and 9 percent, the black indicator.

Dr. Faudziah also presented information on the performance of the 27 Centres of Authority (CoA) and 16 Schools. The information revealed that three schools had succeeded in attaining the top rung i.e. achieving the green indicator. These were the School of Computing, with a PI of 54 percent, followed by the Tunku Puteri Intan Safinaz School of Accountancy (TISSA), with 49 percent, and OYAGSB, with 44 percent.

She also presented information on the elaborate planning for the year 2017, i.e. plans centred on invigorating publication activities; enhancing international cooperation through MoU and MoA; promoting the internationalisation of double degree programmes and increasing the enrolment of international students; and fostering fundraising efforts conducted through the acquisition of waqf and endowments.

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