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UUM Corporate Comm.

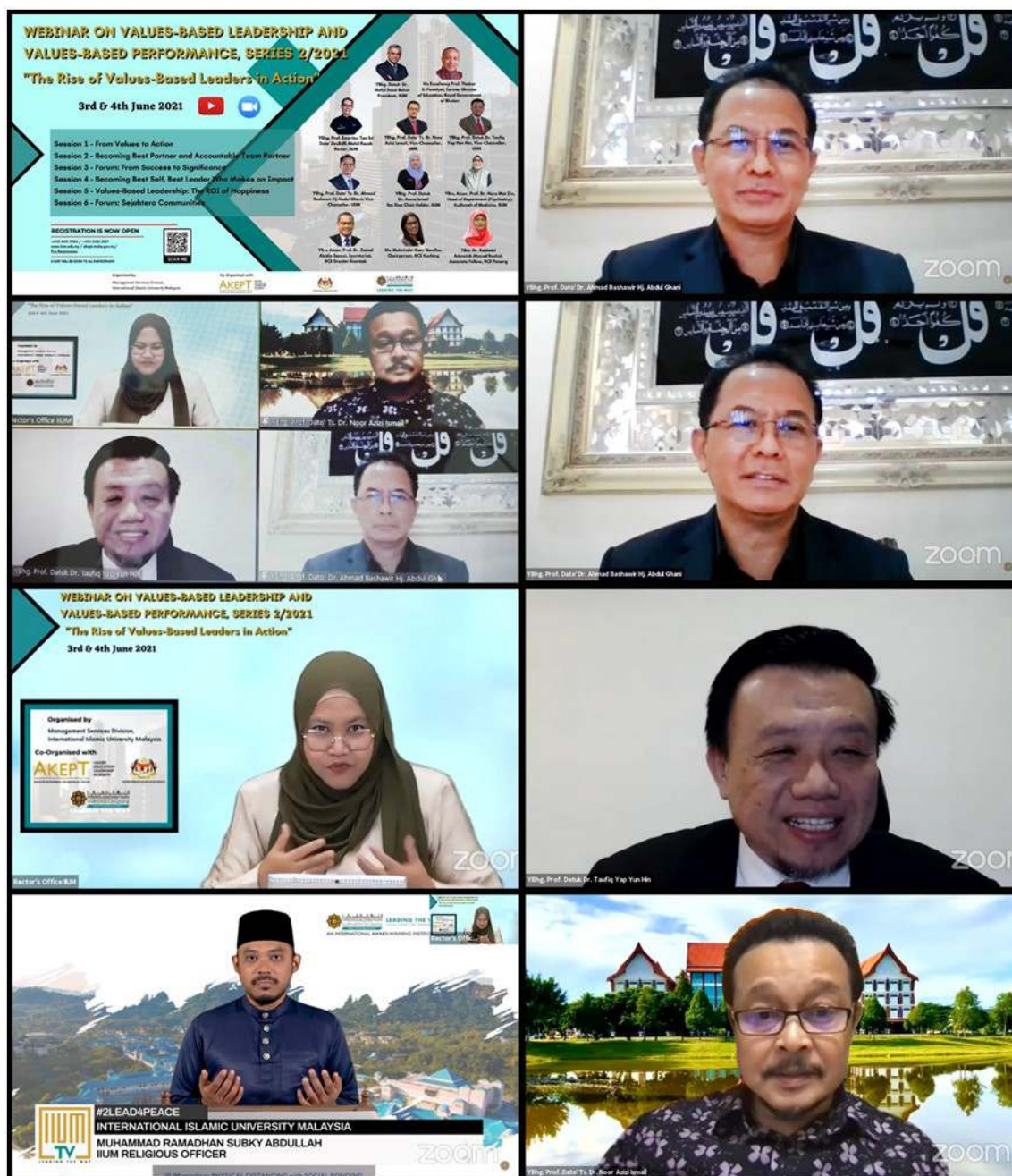
Universiti Utara Malaysia

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

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Pictures by Muhammad Shamsul Shafie

SIGNIFICANT LEADERSHIP VALUES



UUM ONLINE: The Webinar on Values-Based Leadership and Values-Based Performance, Series 2, 2021, entitled 'The Rise of Values-Based Leaders in Action,' became a platform for organisational leaders to share their perspectives and knowledge on leadership.

The 2-day webinar organised by the International Islamic University of Malaysia was attended by the Vice-Chancellor, Prof. Dato' Dr. Ahmad Bashawir Abdul Ghani who shared the best practices of leaders based on the values of transparency, excellence, and mutual care and respect.

During his sharing session, the Vice-Chancellor stated that success was driven by a number of factors namely human resources, proactiveness and the commitment to achieving a harmonious balance.

"Teamwork is essential for success. To go further, good relationships, knowledge, two-way communication, effective teaching and learning, and a more dynamic environment are required.

"Transformational leadership necessitates teamwork, cooperation, patience, proactivity, and experience. Changing human attitudes and behaviour is a difficult task, but it is doable," he said.

Aside from that, according to him COVID-19 affected not only the financial and tourism sectors, but also all other sectors, including universities.

He also stated that universities should add value and collaborate closely with industry, non-governmental organisations (NGOs), the private sector, and the government.

"Furthermore, the brand is very important and must be used. Ranking is more than just a number; it is also a responsibility that must be met in order to produce a world-class product.

"A more difficult future awaits us ahead. This is the time for us to work together and not alone. This is because it is cooperation that will propel us forward to become world -class university," he said.

Meanwhile, Emeritus Prof. Tan Sri Dzulkifli Abdul Razak, Rector of IIUM, stated that the webinar discussed in depth the core values of leadership, which later developed into effective synergies between Public Universities.

According to him, various issues can be explored through this online platform, as well as what can be done to change the values that need to be instilled in leaders in the pandemic era in order to make Malaysia a better place in the future.

He stated that the Higher Education Leadership Academy (AKEPT), Ministry of Higher Education MOHE, in collaboration with IIUM, organised a webinar to identify general ethical problems in organisations and how to integrate values in management decision making.

"I am grateful for the participation of the Vice-Chancellors who are willing to share their knowledge and perspectives on this leadership," he said at the start of the Zoom webinar series.

The two-day webinar which was carried out in six sessions featured leaders or heads of organisations from universities namely Universiti Sains Malaysia, Universiti Malaysia Kelantan, Universiti Malaysia Sabah. The webinar also featured Prof. Thakur S. Powdyel, Bhutan's former Minister of Education.

