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From: Unit Komunikasi Korporat
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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RESEARCH ADVISORY PROGRAMME INITIATES THE GENERATION OF RESEARCH AND PUBLICATION



UUM ONLINE: In line with UUM's aspiration to increase its research and publication, the Tunku Puteri Intan Safinaz School of Accountancy (TISSA) organized the Research Advisory programme which was conducted by Prof. Dr. Keith Houghton of Research Coaching Australia (RCA) for three days starting on 12 December.

Dean of TISSA, Prof. Dr Ayoib Che Ahmad said the programme was aimed at increasing the number of specialized publication and research.

According to him, with the production of quality research, researchers were able to produce high impact publications and thus increase the number of citations which incidentally was one of the key criteria for improving UUM's ranking internationally.

"This programme is expected to provide academic staff and postgraduate students with clearer picture of strategies and methods involved in producing high quality and high impact research," he said when met herewith at the Seminar C Hall, Convention Centre this morning.

Throughout the three- day Research Advisory programme, participants would undergo three slots: Slot 1: Research Coaching, Slot 2: Evidence Based Public Policy: The Application of Efficiency Measures and Slot 3: Motivating Research to Create Impact, as well as a sharing session with Accounting students.

Meanwhile, Prof. Dr. Keith Houghton, the Director of RCA cum Emeritus Professor at the Australian National University (ANU), also shared his insights about the quality of teaching or study and the impact of studies based on empirical evidence involving universities in Australia.



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