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From: Unit Komunikasi Korporat
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Universiti Utara Malaysia

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

Translated by Nur Ida Faradilla binti Aziz

ISSC'18 OFFERS GREAT POTENTIALS TO FURTHER REINFORCE THE MANAGEMENT FIELD



UUM ONLINE: Sarawak - Highlighting the theme - Softening the Hard Science over the Soft Science, the 5th International Soft Science Conference 2018 (ISSC'18) validated the commitment of Universiti Utara Malaysia (UUM) as the Eminent Management University to further strengthen the research and innovation areas with the intent to maintain the equilibrium between the social development process of the people and the surrounding communities.

The three-day conference which commenced on 25 to 27 September 2018 brought together more than 200 local and international academics, researchers and industry players to discuss and share their ideas and researches to further strengthen the field of management locally and internationally.

ISSC'18 was officially launched by the Deputy Vice-Chancellor (Research and Innovation) Prof. Dr. Ayoib Che Ahmad at the Waterfront Hotel, Kuching.

According to Prof. Dr. Ayoib, UUM devotes much attention on research and innovation especially in the field of management or soft science and the conference is a brilliant initiative to promote and bring more local researches to the international level.

"We obtained more than MYR100, 000,000 research and consulting grants and more than 7000 publications in management and business management over the past five years. Thus, UUM looks forward to see an increase in the number of research products and research publications.

"High quality research papers will be indexed by Scopus or WoS and this will indirectly help to improve the ranking of the university as well as the researchers' personal publication index," said Prof. Dr. Ayoib. He also presented the award for the Best Paper during the event.

Meanwhile, the Director of ISSC'18, who is also the Deputy Director (Research Publication) at the RIMC (Research and Innovation Management Centre), Assoc. Prof. Sr. Dr. Mohd Nasrun Mohd Nawi said, the success of ISSC'16 which was held in 2016 has encouraged ISSC'18 to continue the mission to present a valuable platform for the presenters and participants to exchange ideas and become involved in exploring current issues related to the theme of the fifth edition of the conference.

A total of 185 papers from local and international participants were published and presented during the conference.

He added that, the RIMC was very pleased to receive the sponsorship from the Sarawak Convention Bureau, the Inland Revenue Board of Malaysia (LHDN) and KPJ Healthcare Berhad.

Dr. Jason Lim, a participant from Universiti Malaysia Sarawak said, he was certainly elated that his research paper was selected to receive the Best Paper Award.

Two other Best Paper Award recipients were Yuhaniz Ahmad and Assoc. Prof. Dr. Mukaramah Harun from the School of Quantitative Sciences and the School of Economics, Finance and Banking, respectively.

The keynote addresses were presented by the Director of the Institute of Ethnic Studies, Distinguished Professor Datuk Dr. Shamsul Amri Baharuddin and Emeritus Professor Dr. Ranjit Singh Darshan Singh from the School of International Studies, UUM.

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