



UMP FOCUSES ON INNOVATION EN ROUTE TO BEING THE MAIN CHOICE OF UNIVERSITY

Denizens of Universiti Malaysia Pahang (UMP) were urged to focus on innovation in all aspects of teaching, learning, research, publication management, administration, leadership and anything that led to brilliancy and made it the global main choice university.

According to UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Ibrahim, this could be achieved by way of the Blue Ocean Strategy, an approach that was able to harness available resources that were separately managed, previously.

He added that these resources could be combined to continuously function together and as such, form a strong organisation.

This kind of innovation had been widely practiced by many national leaders of today, he said.

"This strategy needs a comprehensive analysis on the available resources that have become a norm or basis of contention such as changing basic profiles of price, delivery

methods, service level, multiple offers and anything else that are related to an industry or organisation when creating added value or new value in the market.

"To initiate innovation, a framework comprising 'Remove-Reduce-Expand-Devise' can be applied to produce something different but at the same time, able to manage the cost involved.

"For example, in financial administration, sustainable financial is given serious attention. This is not only to meet standards of Critical Agenda project (CAP) and Key Performance Index (KPI) but also involves preparation for sound financial reserves for the university to continue to develop and be innovative in a flexible manner with fewer external restraints.

Dato' Daing Nasir said this when delivering the Annual Vice-Chancellor Speech and launching of UMP's 10th anniversary celebration on February 16, 2012.

He also said the autonomy awarded to five universities was a sign that the current centralised system of managing universities

could not go on for long and believed that autonomy would be something that all universities would need to accept soon.

Dato' Daing also emphasised on having disciplined innovation and 'istiqomah' in helping the university to achieve the University Key Result Area (UKRA) as outlined in UMP's 2011-2015 Strategic Plan.

He added that all staff must understand their roles in nurturing innovation, a trait evident in the Anthropologist, Experimenter, Cross Pollinator, Hurdler, Collaborator, Director, Experienced Architect, Set Designer, Caregiver and Storyteller.

More than 4,000 people listened to the speech, themed, 'Disciplined Innovation throughout the Migration' held at UMP Sports Complex in Gambang.

A photo exhibition that displayed the university's development and achievement for the past decade was also held in conjunction with its 10th anniversary celebration.

UMP was previously known as Engineering and Technology College University Malaysia (KUKTEM).

Eight pioneer teams who were responsible in setting up the university were honoured in the ceremony. They were the first Vice-Chancellor (or previously known as Rector), Professor Dato' Dr Abu Azam Mohd Yassin, first Deputy Vice-Chancellor (Deputy Rector), Dato' Mortaza Mohamed and Senior Deputy Registrar Wan Abdul Rashid Wan Abdul Rahman,

Others included Associate Professor Shaikh Nasir Shaikh Ab Rahman who formed the Faculty of Electrical & Electronics (FKEE), Associate Professor Dr Ruzaini Abdullah Arshah, a pioneer who established Faculty of Computer Systems & Software Engineering (FSKPP) while Centre for Modern Languages & Human Sciences was founded by Associate Professor Ainol Haryati Ibrahim.

The library or Knowledge Management Centre was set up by Dr Aini Ahmad while Norliza Arshad helped to put in place the university's financial management.

Also present were UMP Board Of Members' Chairman, Dato' Mohd Hilmey Mohd Taib, Deputy Vice-Chancellor (Research & Innovation), Dato' Dr Rosli Mohd Yunus, Assistant Vice-Chancellor (Students Affairs & Alumni), Professor Dr Yuserrie Zainudin and the first Registrar Tuan Haji Ghani Salleh.