

UTEM PUBLISHER VISITS UMP PUBLISHER OFFICE

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The success story of Universiti Malaysia Pahang (UMP)'s digital book publication, e-Book, and the product generating income for the university attracted the attention of Universiti Teknikal Melaka (UTeM) Publisher. The university expressed their interest to work together with UMP Publisher.

Five staff members from UTeM Publisher visited UMP Publisher Office here and they were keen to learn about developing e-Book as well as the marketing and management aspects of the system. Discussion was held between the two groups and UMP was represented by UMP

Publisher director Associate Prof Dr Mohd Ghani Awang, publication officer Mohd Azli Shukri, information technology officer Wan Azlee Wan Abdullah and other staff of the department. UTeM publication officer Faradila Md Yusof said they were optimist about developing their own e-Book that would be financially feasible as well as to acculturate online learning.

"We are aware of the importance of e-Book and it as a product that can generate income for the university by way of customer subscription activities.

"Also, e-Book will be the first step for undergraduates to explore online learning and this system should be introduced to UTeM undergraduates," she added.

UMP Publisher staff members and UTeM Publisher representatives during the latter's visit to UMP recently.

