

Synergy bags award, UMP clocks RM85k in book sales



The “Synergy” team from Universiti Malaysia Pahang’s (UMP) Department of Research & Innovation (P&I) bagged the Promising Innovation Award at the 6th Creative & Innovative Convention 2009/2010 with its proposed solution to “Managing & Marketing University’s Academic Publications”.

In resolving the underselling of UMP’s academic publications as the core project of its Creative & Innovative Team, the university simultaneously managed to sell RM85,000 worth of books at the convention.

UMP Vice-Chancellor, Professor Dato’ Dr Daing Mohd Nasir Daing Ibrahim, said he was proud of the two achievements, especially of the award, as it was the university’s debut participation in such convention.

“These achievements will surely boost our confidence in improving productivity at the workplace as well as in taking on future Creative

& Innovative projects,” remarked Professor Dato’ Dr Daing Nasir.

Meanwhile, Synergy’s Team Leader, Abdul Rahman Ahmad, concurred that the approach used by the team members in tackling the crucial issue faced by P&I was a practical one and may also be utilized by other departments.

Thirty-two management and technical projects, involving 11 local public institutions of higher learning, were contested and exhibited at this year’s national convention, held at the Healthcare Campus of Universiti Sains Malaysia (USM) in Kubang Kerian, Kelantan. UMP was contesting in the Management Category.

Winners received their awards from USM Vice-Chancellor, Professor Tan Sri Dato’ Dzulkipli Abdul Razak, at the convention’s closing ceremony held at the Grand Riverview Hotel in Kota Bharu, Kelantan.

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