

The Challenges of an Effective Management Control System in Fourth Industrial Revolution



Gambang, 10 October – More than 800 students and staff from Faculty of Industrial Management attended public lecture program by Deputy Vice Chancellor (Student Affairs & Alumni) Prof. Dato' Dr. Yuserrie Zainuddin. This event was organized by Faculty of Industrial Management and Office of Academic & International aiming to give an insight on the Fourth Industrial Revolution (Industry 4.0).

According to Prof. Dato' Dr. Yuserrie Zainuddin, Industry 4.0 was first used by the German government back in 2011, where it covers the integration of robotics and computers in manufacturing, to take advantage of technological and communications advances. This shift promises pure transparency in daily operations, but with a reduction in human dependency.

"There are nine pillars that form the foundation of Industry 4.0 which is autonomous robots, simulation, big data, cloud computing, industrial internet of things, cyber security, augmented reality, horizontal and vertical system integration and additive manufacturing. It is importance that we understand what formed Industry 4.0, then only we know how to face the challenges it brings and how to strive through it," he added.

Challenges in Industry 4.0 resulted in changes and non-uniformity in organizational management. Amongst the challenges are, demographic differences, variety in management of demographic development, market networking and the scarcity of well-trained young professionals.



"To deal with Industry 4.0 challenges, few methods have been identified to be implemented in management control system, which are relation between organizational strategy and management control system, identify the decision, action and personal control form, determine personnel motivational plan, delegation of responsibility and rewarding system," he elaborates further.

In his conclusion, he stress the importance and efficiency of management control system in ensuring the excellence of an organization. He also emphasis on the

Industry 4.0 requires changes in operational approach and organizational management which focuses on control management system that covers resources, strategy, outcome management, budgeting and organizational structure. If this challenges are well handled, thus the excellent quality of an organization will sustain.

Also present in this event were Assistant Vice-Chancellor (Corporate & Quality Affairs) Prof. Dato' Dr. Ishak Ismail, Registrar, Abd. Hamid Majid and Bursar, Zainudin Othman.