

**SPEECH BY
YANG HORMAT PROFESSOR DATO' DR. DAING NASIR IBRAHIM
VICE-CHANCELLOR OF UNIVERSITI MALAYSIA PAHANG**

**UMP MBA BUSINESS FORUM 2.0
TUESDAY, 26 APRIL 2016; 2.00 PM; VISTANA HOTEL, KUANTAN**

[READ BY THE DEPUTY VICE-CHANCELLOR (ACADEMIC & INTERNATIONAL)]

SALUTATION

Our distinguished guest speakers:

Dr Hari Narayanan,

Managing Director, Motorola Solutions Malaysia Sdn Bhd;

Dr. Affaro Affandy Salim,

Chief Executive Officer, Pharmagel Sdn Bhd;

Mr. Mohd Podzi Mahmud,

Operations Director, TT Electronics Kuantan;

My colleagues from UMP:

Yang Hormat Professor Dato' Dr. Yuserrie Zainuddin,
Deputy Vice-Chancellor (Student Affairs & Alumni);

Professor Dr. Mashitah Mohd Yusoff,
Deputy Vice-Chancellor (Research & Innovation);

Dr. Mohd Ridzuan Darun,
Dean, Faculty of Industrial Management;

Senior Officers, Deans, Directors and Heads of Departments;

Faculty members and students;

Ladies and gentlemen.

Assalamualaikum warahmatullahi wabarakatuh,

Salam Sejahtera, Salam 1Malaysia and a very good afternoon to all of
you.

1. I am indeed very pleased that I have the honour of welcoming all of you to UMP MBA Business Forum 2.0 this afternoon, which is organized by the Faculty of Industrial Management of Universiti Malaysia Pahang.

2. First and foremost, I would like to convey the warmest regards from the Vice-Chancellor, Yang Hormat Professor Dato' Dr. Daing Nasir Ibrahim who is unable to join us this afternoon due to other official engagements which have been scheduled earlier. He has asked me to represent him this afternoon and he also wishes you all a fruitful experience from this forum.

3. In conjunction with this auspicious occasion too, I would like to dedicate my special greetings and thanks to our three guest speakers, namely Dr. Hari Narayanan, Dr. Affaro Affandy Salim and Mr. Mohd Podzi Mahmud for making their time this afternoon to enlighten us with their vast knowledge, professional expertise and broad experience in addressing the theme of this forum namely "Disrupt or Be Disrupted."

4. I am also glad to note here that UMP MBA Business Forum 2.0 is wholly driven by our students from the Master of Business Administration (MBA) programme. This is truly a great opportunity for them to interact with the captains of industry, thus enhancing their understanding on the current scenario of corporate management, workplace challenges and market realities which are crucial for their academic analysis.

5. Therefore, the initiative to organize this edition of UMP Business Forum reflects the strong interests of the faculty members to explore the reality of current commercial and corporate ecosystem and its relation to global economy and international politics. Hence in that regard, I believe that our three guest speakers, with their sound knowledge and experience are able to share their professional thoughts and views during this forum for our benefit.

6. As business performance is very much related to operational excellence, this dimension, in my opinion, should also be given special attention during today's forum by going into the details of the operational problems currently faced by the industry, to look at issues one by one, and thereafter brainstorm the possible solutions.

7. Operational Excellence is an element of organizational leadership that focuses on meeting customer expectation, and at the same time stressing the application of a variety of principles, systems, and tools toward the sustainable improvement of key performance metrics.

8. Much of this management philosophy is based on earlier continuous improvement methodologies, such as Lean Thinking, Six Sigma, and Scientific Management. The focus of Operational Excellence goes beyond the traditional event-based model of improvement toward a long-term change in organizational culture.

9. To properly define Operational Excellence, we first need to ask some tough, fundamental questions about the nature of continuous improvement, the most important of which centers around a misconception regarding the purpose of continuous improvement itself.

10. We often hear that continuous improvement is a never-ending journey, and that by embracing the journey in and of itself, we will improve the operation forever. However, by setting the goal of perpetual improvement to make the operation more efficient, we may incrementally reduce cost, but there is no guarantee that our business will grow. What good is an efficient factory if the customer no longer needs our product?

11. To leverage operations to achieve business growth, the first step is to understand what Operational Excellence really is, and then how we achieve it. Think of it as answering the question: Where will our journey of continuous improvement take us?

12. The key to success in achieving Operational Excellence starts with the right definition, one that everyone, at all levels of the operation, can understand and know how to achieve. That way, each employee will see that our continuous improvement efforts are not about eliminating waste or lowering cost. Rather, the end goal is to have operations be a key player in creating and delivering products that customers want in order to establish perpetual business growth.

13. Therefore, it is my hope that the current realities of that dimension must be really embraced, not only in the discourse that will take place shortly, but also during our MBA classes and lectures where thorough academic analysis could be made from the critical perspective by our scholars.

14. Ladies and gentlemen,

In light of the aforementioned observations, my colleagues and I are looking forward to hearing more from our three guest speakers to deliberate the issues further in their presentation shortly and through two-way interaction between the speakers and the audience, I believe that the dialogue will truly reflect the practical academic aspect that underlies the objective of UMP MBA Business Forum 2.0 this afternoon.

15. Honouring the effort to organize this event, I would like to extend my heartfelt congratulations the Dean of the Faculty of Industrial Management and his dedicated team, including our MBA students for their commitment.

16. To our guest speakers this afternoon, thank you again for your contribution and support and to the rest you, I wish you all a constructive discourse and exchange throughout UMP MBA Business Forum 2.0 this afternoon.

Thank you.