



Professorial Lecture UiTM Professor Dr. Yarina Ahmad

The Anatomy of Public Policy: Rhetoric vs Reality



Program

Professorial Lecture UiTM

Auditorium Perdana, ILD Bandar Enstek

28 Ogos 2025 (Khamis), Jam 9.00 pagi

Nama Professor Dr. Yarina Ahmad
Tajuk The Anatomy of Public Policy: Rhetoric vs Reality
Jangka masa : 2 jam 47 minit

Transkrip:

- 1:31:10 : Hadirin sekalian, tanpa melengahkan masa, Majlis dengan segala hormatnya menjemput Yang Berusaha Prof. Dr. Yarina Ahmad untuk menyampaikan syarahan bertajuk The Anatomy of Public Policy, Rhetoric vs. Reality. Dipersilakan.
- 1:31:59 : Bismillahirrahmanirrahim. Assalamualaikum warahmatullahi wabarakatuh. Salam sejahtera, salam Malaysia Medani, salam UiTM di hatiku. Yang dihormati, Komisioner Polis Datuk Ab Rahman Arsad. Yang berbahagia, Datuk Adnan Alias, Ahli Lembaga Pengarah Universiti. Yang berusaha, Tuan Hamzah Ishak, Timbalan Ketua Pengarah Keselamatan Negara, Pengurusan Keselamatan. Majlis Keselamatan Negara. Yang berusaha, Puan Faizah Jarudin, Ketua Eksekutif Institut Keselamatan Awam Malaysia IPSOM, Kementerian Dalam Negeri. Yang berusaha, Prof. Dr. Nur Hafizah Mohamad Haris, Dekan Fakulti Sains Pentadbiran Pengajian Polisi. Yang berusaha, Tuan Mahathir bin Ismoh, Timbalan Ketua Pengurusan Jabatan Sukarelawan Malaysia RELA. Yang berusaha, Encik Mohamad Nur Iskandar Sharif, Penolong Naib Presiden Komersial Jualan Pemasaran MayBank Islamic Asset Management Sdn Bhd. Ibu saya yang berada di sebelah kiri. Puan Hajjah Kalsum, dan keluarga saya. Guru-guru saya. Prof. Dr. Fauziah, Prof. Dr. Jasmin. Mentor saya. Prof. Dr. Mohamad Nazim Surahman, Prof. Dato' Nozaini Azmat. Dato' Mizan dan Prof. Dr. Azni, yang merupakan Timbalan Naib Canselor Hal Ehwal Akademik, yang menemubual saya untuk masuk ke UiTM. Rakan-rakan, para penyidik sekalian, dan juga anak-anak murid yang saya kasihi.
- 1:34:20 : Pertama sekali, saya ingin mengucapkan jutaan terima kasih di atas kehadiran semua pada hari ini, bagi memberi sokongan kepada saya untuk melaksanakan Majlis Syarahan Profesor ini. Izinkan saya menyampaikan Syarahan Majlis Profesor ini dalam bahasa Inggeris. Alhamdulillah.



Program

Professorial Lecture UiTM

Auditorium Perdana, ILD Bandar Enstek

28 Ogos 2025 (Khamis), Jam 9.00 pagi

Nama Professor Dr. Yarina Ahmad
Tajuk The Anatomy of Public Policy: Rhetoric vs Reality
Jangka masa : 2 jam 47 minit

Transkrip:

- 1:34:52 : Praise be to Allah; by His blessings and grace, I have been granted the honor and privilege to deliver my professorial lecture entitled “The Anatomy of Public Policy Rhetoric VS Reality.” Ladies and gentlemen, before I elaborate further, allow me to share why I chose this topic. The word anatomy originates from the Greek word, which literally means dissection or examine in depth.
- 1:35:37 : In medicine, this term refers to the study of the internal structure of the human body and how they operate together to allow humans to perform bodily functions. Although public policy and medicine are not nothing alike, the word anatomy remains highly relevant as its benefits in the interconnected public policy as a complex body, including structures and actors, as well as processes that shape and direct policy. Caring over this meaning, the metaphor of the word anatomy allows us to evaluate policy. It means to examine not only how it is formulated, who the actors, and which ministry is responsible for implementing them, but also to uncover scrutiny by comparing rhetoric that looks good on paper against the reality of policy implementation on the ground.
- 1:36:57 : My lecture today is built upon the three major national level research studies which I have been privileged to lead. These studies are not individual efforts as they are the result of many wonderful collaborations from hardworking postgraduate students and the research office as well as the UiTM research team and my dear colleagues from public and private universities as well as strategic government agencies who always depend and I must emphasize the success of this project was made possible by the collective ecosystem of UiTM and its partnerships with key national agencies, including NADMA, IPSOM from the Ministry of Home Affairs, and the National Security Council, Majlis Keselamatan Negara. This successful research study is the living proof that universities carry the central role to contribute not only to the advancement of knowledge and intellectual wisdom but also to the battlement of society and the nation.



Program

Professorial Lecture UiTM

Auditorium Perdana, ILD Bandar Enstek

28 Ogos 2025 (Khamis), Jam 9.00 pagi

Nama Professor Dr. Yarina Ahmad
Tajuk The Anatomy of Public Policy: Rhetoric vs Reality
Jangka masa : 2 jam 47 minit

Transkrip:

- 1:38:25 : The first large scale study I led was the impact of the new norm founded by NADMA under the mentorship of Professor of Technologist Dr. Muhammad Nazib Suratman, our former UiTM Deputy Vice Canselor of Research and Innovation. Regarding this devastating chapter, the world saw a tragedy unlike any other when the COVID-19 disease began in 2019. Malaysia was not spared. According to reports, the first reported case was detected in Johor, carried by foreign tourists from China. By early 2020, cases were rising steadily, and on 15 March, as everyone still remembers, Malaysia experienced a sharp spike, 190 new cases were reported within 24 hours, Following a mass religious gathering of over 16,000 people, including 1,500 foreigners. That was the beginning of the outbreak that led to this pandemic.
- 1:40:33 : In terms of public health? Surging infection and fatalities, especially among the elderly and those with chronic illnesses. The economy distressing job losses, business closures, corporate financial strain, and a decline in national competitiveness. Social emotions and well-being crushing mental health, struggles, isolation, and lifestyle changes caused by movement restrictions. Digital transition and the rise of online education and services further why the digital device especially in urban areas, as well as other long term consequences that are still felt to present. This study revealed that while Malaysia succeeded in adopting SOPs, face masks, hand sanitizers, physical distancing, the implementation was not without flaws. Poorly coordinated communication, the spread of fake news, and the politicisation of vaccines were among the threats we had to face.
- 1:41:26 : Despite these challenges, Malaysia was recognised as among the top five countries in the world for the most effective crisis management, achieving periods with no local transmission in 2020. Unfortunately, many have forgotten such achievements and how well we came together as a nation when facing a major crisis. The same memory is now replaced with not only constant and extreme criticism but also hush acquisition of failures. The second research was the development of the National Border Security Index System, in short it is called IKSN, conducted from 2020 to 2025. The Border Security issue is not new. These studies were inductively timely and meaningful.



Program

Professorial Lecture UiTM

Auditorium Perdana, ILD Bandar Enstek

28 Ogos 2025 (Khamis), Jam 9.00 pagi

Nama Professor Dr. Yarina Ahmad
Tajuk The Anatomy of Public Policy: Rhetoric vs Reality
Jangka masa : 2 jam 47 minit

Transkrip:

- 1:42:40 : The issue has long been debated especially closely with multiple transnational crimes such drug smuggling. It is a curse even before independents and it remains persistent until today. Undocumented migrants or parties and issues becoming a very concern day by day, refugees, a constant dilemma that Malaysia does not seem to be able to put an end to, as our country continues to accept refugees on humanitarian grounds despite not signing the refugee convention. Citizenship challenges particularly in Sabah and Labuan, human trafficking issues, and other arising issues constantly highlighted in the Trafficking in Persons Report, smuggling of subsidised goods, firearms, wildlife, forest resources, illegal logging, maritime piracy, illegal fishing, biosecurity risks, and also cybersecurity threats. As a coordinated multi-pronged effort, these 12 border crimes, threats were systematically studied before the foundation of IKSNI was developed by the Ministry of Home Affairs.
- 1:44:08 : On July 16 this year, the index was officially launched, serving as the management measurement tool for better enforcement planning, coordination and strategy. The third study contributed to the development of the National Security Index, IKK, launched by Yang Amat Berhormat, Perdana Menteri Dato' Seri Anwar Ibrahim, on July 30, 2024. The IKK embodies a comprehensive framework anchored in nine core values, sovereignty and territorial integrity, social-political stability, economic resilience, good governance, national unity, social justice, sustainable development and international recognition.
- 1:45:08 : Today, the IKK stands as key national reference for evaluating Malaysia's overall security posture, encompassing both traditional and non-traditional threats that have grown increasingly complex in the global era. Ladies and gentlemen, from these three consequential studies, one clear lesson emerged. Public policy is often eloquent in rhetoric, but in reality its implementation is proven to be far more complex than what meets the eye.



Program

Professorial Lecture UiTM

Auditorium Perdana, ILD Bandar Enstek

28 Ogos 2025 (Khamis), Jam 9.00 pagi

Nama Professor Dr. Yarina Ahmad
Tajuk The Anatomy of Public Policy: Rhetoric vs Reality
Jangka masa : 2 jam 47 minit

Transkrip:

- 1:45:46 : The constraints we have identified include federal-state misalignments and jurisdictional conflicts, gaps in agency coordination, such as biosecurity enforcement in Sabah and Sarawak, shortage in manpower, outdated facilities and inadequate technologies, integrity and corruption issues among enforcement bodies, political interference, disrupting policy continuity, weak strategic communication and fragile inter-agency cooperation. To contextualise these challenges, I turn to Zygmunt Bauman's theory of liquid modernity. Bauman stated that our contemporary world flows in a liquid, fast-moving system where adaptability and flexibility are essential, yet even within its fluid reality, policies cannot drift aimlessly.
- 1:46:56 : They require solid foundation, firm values and unwavering principles of integrity. It is not only with strong policies, effective enforcement and the enduring values of Malaysian culture and ethics that we can strike the delicate balance between global demands and national identity. Distinguished audience, in essence, the analysis from these three major studies affirm that public policy rhetoric and reality will never fully align without integrity, commitment and collaboration from all parties, including government, academia, agency and society.
- 1:47:44 : Therefore, I wish to conclude by emphasising this. Effective public policy demands more than strategic vision. It requires courage to confront reality, readiness to adapt, the determination to implement transformation for the greater good of our nation and our people. With that, I end my presentation. Thank you very much.