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# 6<sup>th</sup> International Innovation & Design in Library & Information Science Competition (InDeLib2023)



## MAPPING THE LIBRARY OF TOMORROW THROUGH INNOVATION

### Editors

Asmadi Mohammed Ghazali  
Abd Latif Abdul Rahman  
Zuraidah Arif  
Zati Atiqah Mohamad Tanuri

Dewan Perdana,  
UiTM Kedah

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2023



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## PREFACE

The first International Innovation & Design in Library & Information Science Competition (InDeLib) was held in 2016 at the international level. InDeLib became a brand name linked to the Faculty of Information Management, UiTM Kedah Branch, known to many local and international learning institutions. InDeLib is open to all organizations (libraries), librarians, professionals, researchers, academicians, teachers, and students from institutes of higher learning, college, secondary and primary schools. They share their ideas or methods throughout innovation and invention, particularly in library and information science. The 6<sup>th</sup> InDeLib 2023 is endorsed by the Librarians Association of Malaysia and the National Library of Malaysia.



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## PROMOTING SUSTAINABLE AGENDA BY INNOVATIVE KNOWLEDGE DISSEMINATION THROUGH AMDI NEWSLETTER

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### Abstract

AMDI Newsletter, an in-house e-journal or organizational e-magazine, has evolved into a creative and innovative electronic platform for conveying information and activities of Advanced Medical and Dental Institute (AMDI), USM, to internal and external audiences. A diverse range of information is compiled within the AMDI newsletter, catering to research and educational needs. Integrating social media channels for information sharing and news dissemination receives special focus during the development of the AMDI Newsletter. Each segment of news, articles, and videos published in the AMDI Newsletter is divided into eleven sections. This content-rich approach incorporates diverse links containing engaging information in formats such as text, graphics, and videos and how it combines social media like WhatsApp, Twitter, and Facebook with its content. This circumstance makes it more engaging and user-friendly, allowing more people to access and share information effortlessly. This strategic approach ensures a broader reach for information dissemination, capitalizing on attributes like user-friendliness, speed, cost-efficiency, flexibility, and accessibility. The Online News Submission System (ONSS), a homegrown web-based system for submitting and managing news and articles, is integrated to enhance the efficiency of the AMDI newsletter's publishing process. ONSS aims to expedite the publication workflow, making it quicker, more convenient, and cost-effective. New submissions are instantly accessible to authors, editors, and the editorial team, expediting and simplifying the editing phase occurring within ONSS. This forward-thinking system offers a customizable content management structure, optimizing communication between authors, editors, and editorial staff while overseeing metadata and file management. Ultimately, ONSS is adept at resolving challenges like complex article and news management, reducing time delay in the review process, and at the same time mitigating the risk of news/article submission and review process being missed or lost.

### Keywords

Online News Submission System, AMDI Newsletter, content management system

### Novelty & Uniqueness

1. The AMDI Newsletter exhibits novelty and uniqueness through its innovative approach to disseminating information and engaging with its audience. The novelty of the AMDI Newsletter lies in its creative utilization of electronic platforms to deliver a broad spectrum of information and activities from the Advanced Medical and Dental Institute (AMDI), USM. The newsletter offers a fresh and multifaceted perspective on the institute's endeavours by integrating various sections like Publication, Achievement, Expert Column, and more. This situation departs from conventional newsletters and showcases its originality and innovative spirit.
2. AMDI Newsletter poses as a contemporary information agent by linking social media with its content. This situation makes it more engaging and user-friendly, allowing more people to access and share information effortlessly. This approach, encompassing text, graphics, and videos, creates a dynamic and engaging experience that differentiates it from conventional practices.

3. The Online News Submission System (ONSS) is a unique homegrown system for the AMDI Newsletter. ONSS simplifies the process of submitting and managing news and articles, making publishing quicker and more efficient. This innovative system is tailored to solve challenges like complex article management and review processes, which sets it apart.
4. ONSS's distinctiveness comes from its adaptable content management system, which makes communication between authors, editors, and staff smoother. It also seamlessly manages data and files, addressing common publishing issues. Overall, the AMDI Newsletter and ONSS bring new and effective ways to communicate and disseminate knowledge, making them relevant to Advanced Medical and Dental Institute as a critical organizational entity.

### **Potential Commercialization**

The potential commercialization of the AMDI Newsletter and ONSS presents an opportunity to transform these innovative concepts into revenue-generating ventures.

1. For AMDI Newsletter, commercialization could involve offering subscription-based access to premium content or exclusive features. This circumstance could attract individuals, professionals, and organizations interested in the specialized information and insights provided by the newsletter.
2. Advertisers or sponsors could also be engaged to support the newsletter's content while reaching a targeted audience. By strategically packaging and promoting the newsletter's unique blend of information and engagement, it can create a revenue stream while maintaining its value to subscribers.
3. For ONSS, commercialization could focus on licensing the system to other institutions, organizations, or publishers that require a similar efficient and customizable content management solution. Licensing fees, subscription models, or one-time purchases could be considered to generate revenue from using the system.
4. Training and advice services could also be part of the commercialization strategy.

Overall, AMDI Newsletter and ONSS have the potential to generate revenue and further enhance their reach, impact, and contribution to their respective fields.

### **Acknowledgement**

We thank the AMDI Director, Chief Librarian, AMDI community, editor, library staff, and IT team for their valuable contributions to the AMDI Newsletter and ONSS Project. Your guidance, expertise, and teamwork have played a vital role in bringing these projects to life. Your dedication has enriched content, streamlined processes, and ensured user-friendliness. Your collective efforts have fostered effective communication, knowledge sharing, and technological advancement within our institution. We are truly grateful for your commitment and collaboration.