Info Kampus

ISO 9001: 2000 No Sijil : 500123

UNIVERSITI TEKNOLOGI MARA SARAWAK

BULETIN UiTM SARAWAK

ISU 58

31 Dis 2007





Message from the Campus Director, UiTM SARAWAK

The New Year has arrived bringing with it new responsibilities and objectives. First of all, I wish to remind staff and students of Dato' Seri's annual themes or targets ("amanat").This year the focus is on Internationalization. Programs, seminars and paper presentations that we conduct should not only carry local but international aspects including collaboration with overseas partners. Perhaps we could go overseas or invite international guests here in our quest for joint research with regional and foreign counterparts. We could start off with neighbouring countries such as Singapore, Indonesia and Thailand. However, we need to reach out to Europe and other regions.

It needs to be stressed that Dato' Seri wants us to maintain all the previous themes ("amanat"), of the past eight years, along with the new ones of this year. We need to also think of designing student activities from an international level.

Thanks to all the staff for the strong, continuing support extended to me during the last three years, without it we could not have achieved success in all areas that UiTM Sarawak, Kampus Samarahan, up to now. The successes are seen through the new awards we have received, improved students performances and an overall improvement in quality. I have been reappointed for another term and I hope to receive an equally dedicated support.

I wish you a Happy Awal Muharram, Happy New Year and a Happy Chinese New Year.

Associate Professor Dr. Jamil Hj. Hamali
Campus Director

Sekadar Renungan.....

Hadiah yang terbaik kepada kawan ialah kesetiaan
Hadiah yang terbaik kepada musuh ialah kemaafan
Hadiah yang terbaik kepada ketua ialah khidmat
Hadiah yang terbaik kepada yang muda ialah contoh terbaik
Hadiah yang terbaik kepada yang tua ialah hayati budi mereka
Hadiah yang terbaik kepada pasangan ialah cinta dan ketaatan
Hadiah yang terbaik kepada manusia ialah kebebasan.

Dari Meja Editor

Bismillahhirrahmanirrahim…

Warga kampus yang dikasihi,

Alhamdulillah, syukur ke hadrat- Nya di atas kemunculan Info Kampus kita untuk edisi kali ini. Untuk santapan warga kampus, kami tunggak baru Info Kampus telah membuat beberapa perubahan untuk kemunculan yang julung kalinya di atas penat lelah yang telah dicurahkan selama ini. Selaku Ketua Panel Editor untuk musim ini, tidak dinafikan bahawa pelbagai cabaran, permasalahan serta dugaan yang telah dilalui dalam usaha untuk menyiapkan keluaran yang telah menjadi tradisi kampus kita untuk memaklumkan kepada semua warga kampus akan pelbagai isu serta aktiviti yang berlaku di sekeliling kita.

2007 semakin jauh meninggalkan kita, manakala tahun baru 2008 menanti di ambang dengan senyumaman yang cukup mendebarkan. Saya percaya pelbagai peristiwa pahit manis 2007 disimpan dalam lipatan kenangan untuk dijadikan iktibar dan tauladan. Yang pasti 2008 disambut dengan semangat dan inspirasi untuk menjadi yang lebih baik meskipun cabarannya semakin getir.

Di kesempatan ini juga, setinggi-tinggi terima kasih kepada mereka yang telah memberi sumbangan dari segi bahan cerita dan gambar-gambar yang menarik untuk dikongsi bersama. Kami amat menghargainya. Dan kami akan sentiasa memberi yang terbaik untuk setiap edisi yang dipaparkan sepanjang tahun ini.
Di harap keluaran kali ini dapat memberi kepuasan maksimum kepada warga kampus semua kerana hilang rasa penat dan lelah kami menghasilkan edisi ini apabila anda berpuas hati memilikinya. Bertemu lagi di edisi yang akan datang.

Salam coretan dan Selamat Tahun Baru.

Nur Aida Kipli
Ketua Panel Editor

aidan@sarawakuitm.edu.my



Editorial

UiTM Sarawak

Penasihat
- PROF MADYA DR JAMIL HJ HAMALI
- PROF MADYA DR HJH FATIMAH BUJANG

Penyelaras
- DR. FIRDAUS ABDULLAH

Ketua Panel Editor
- NUR AIDA KIPLI

Panel Editor
- DR PRABHA RAMAKRISHNAN
- CHIEW FE HA
- AIZIMAH ABU SAMAH
- SURIANI JACK
- ATIKAH RAMLI
- YUTHANDY MANIAM

Rekabentuk & Rekaletak
- CLEMENT ANAK JIMEL
- SUZANI AZMIN

Fotografi
- ABDUL KHALID KARIM

Sirkulasi
- SABARIAH MD APANDI

Pencetakan
- Lee Miing Press Sdn. Bhd

LUNCH TIME SEMINAR SERIES, 2007

by Dr Song Saw Imm

25 July 2007 marked the kick-of for Lunch-time Seminar Series for year 2007 in UiTM Sarawak, Samarahan Campus. The first seminar featured Associate Professor Dr. Wee Chong Hui from the Economics Department. The seminar addressed the theme: Health Services in Malaysia: Access and Implication of Privatization. Dr. Wee, inter alia, reviewed the recent development and research issues relating to the roles of government, public finance, and the implication of privatization in health services in Malaysia. The presentation aroused a lot of interest as could be seen from the stimulating discussions among participants after the presentation. An impressive crowd of almost 20 keen lecturers from various disciplines turned up. The seminar was chaired by Associate Professor Dr. Rosita Suhaimi.

The lunch-time seminar series is organized by the Unit of Research, Development, and Commercialization, in collaboration with the Faculty of Business Management. The aims of the seminars are: (1) to promote research interest among lecturers in UiTM Sarawak, (2) to present, share, and disseminate research findings, and (3) to facilitate and promote intellectual discourse among lecturers. The seminar are held very Wednesday, 12-1pm at Bilik Sarjana till 10 October, 2007.

The second seminar entitled Critical Success Factors of Expa triations by Malaysian International Corporations was presented by Encik Awang Rozaimi Awang Shuib from the Marketing Department and chaired by Pn Azilawati Banchit. Funded by the IRDC, it was one of the projects which materi alised from the Research Methodology Worskshop Series in year 2005. The other project team members included En Senian Malie, the project leader, and Miss Isma Izza Mohamad Esa. Using factor analysis, the team demonstrated the method used to determine the critical success factors (CSF) relating to expatriations by Malaysian corporations that operated interna tionally.

"...It was a good experience for me and I learnt a lot through the research process. It was different from other activities (e.g. admin work)...I enjoy it!" says the young speaker who is currently the PLK coordinator.

The next seminar will be presented by Associate Professor Dr. Hjh Fatimah Bujang who will speak on The Ethics of Creative Accounting. "Are there scandals in the making? Why do corporate giants fall prey to folly in accounting practices?" include some of the ponderings by Dr. Fatimah. The schedule for the subsequent seminars is shown in the table below. All lecturers are invited to come and join the seminar to uncover the expertise of our speakers and be inspired. We are sure that your presence would take the culture of intellectual discourse of this campus to greater heights. The seminar series is part of the training programme in UiTM Negeri Sarawak.

No	Date	Title/ Topic *	Speaker	Chairperson
1	25/7/07	Health Services in Malaysia : Access and Implications of Privatisation	P.M. Dr. Wee Chong Hui	P.M Dr. Rosita Suhaimi
2	1/8/07	Critical Success Factors of Expatriat ions by Malaysian International Corporations	En Awang Rozaimie Awg Shuib	Pn Azilawati Banchit
3	8/8/07	Creative Accounting	P.M. Dr. Fatimah Bujang	P.M. Haji Shafi Mohamed
4	15/08/07	Investigating Spelling Errors in a Learner Corpus	P.M. Dr. Simon Botley/Pn Doreen Dillah	Dr. Bromeley Philip
5	22/08/07	Challenges in the Transformation of Supply and Marketing Channel of Local Fruits in Sarawak	P.M. Dr. Margaret Chan /En Mohammad Ghazali Daud	P.M. Dr. Simon Botley
6	29/08/07	Measuring Library Service Qua lity for Academic Excellence	Dr. Voon Boo Ho	Dr. Firdaus Abdullah
7	5/09/07	Labour Productivity in the Manufacturing Sector	Dr. Nurhani Aba Ibrahim	P.M. Dr. Wee Chong Hui
8	12/09/07	Repositioning the Marketing of Kopi Anggerek	Prof. Dr. Abdul Rahman Deen	Dr. Gluma Saban
9	19/09/07	Export Marketing *	Dr. Gluma Saban	Dr. Voon Boo Ho
10	26/09/07	Confirmatory Factor Analysis: LISREL Methodology	Dr. Firdaus Abdullah	P.M. Dr. Mohd. Rashidee bin Hj Alwi
11	3/10/07	Corporate Social Responsibility *	P.M. Dr. Mohd. Rashidee bin Hj Alwi	Dr. Song Saw Imm
12	10/10/07	Introduction to Citation and Referencing Software: **End Note**	Dr. Song Saw Imm	P.M Dr. Rosita Suhaimi

A Happy and Prosperous New Year to All



UiTM Sarawak,
Jalan Meranek, 94300 Kota Samarahan, Peti Surat 1258, Kuching, Sarawak.
Tel: 082 - 677 200 Telefax: 082 - 677 300
email: uitmsamarahan@sarawak.itm.edu.com