

# EXTENDED ABSTRACT PROCEEDINGS

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SYMPOSIUM ON STRATEGY &  
TRANSFORMATION MANAGEMENT  
FOR TERTIARY EDUCATION  
(SSTM – TED 2023)



## WELCOMING REMARKS

Distinguished invited speakers, Esteemed UiTM Senior management and colleagues,  
Honourable guests, ladies, and gentlemen

Assalamualaikum Warahmatullahi Wabarakatuh.  
Salam Sejahtera. Good morning to everyone.

Alhamdulillah, all praise is due to Allah S.W.T. for His blessings which enable us to meet for this very significant UiTM event. It is my great pleasure to extend a warm welcome to everyone who is joining us from different countries as well as to all warga UiTM to the 2023 virtual Symposium on Strategy & Transformation Management for Tertiary Education, hosted by the University Transformation Division, Universiti Teknologi MARA (UiTM) Malaysia.

We are here today as a global community of educators, administrators, and thought leaders, united by our shared commitment towards strategically revolutionising the transformation of higher education. Thank you to the Vice-Chancellor of UiTM, Professor Datuk Dr Hajah Roziah Mohd Janor for officiating the symposium. Congratulations to the University Transformation Division of UiTM as the organiser, and the Institute of Leadership & Development (ILD) as the co-organiser.

Ladies and gentlemen,

In an era marked by rapid technological advancements, shifting societal needs, and an ever-changing economic landscape, the importance of strategic planning and effective management in tertiary education cannot be overstated. SSTM-TEd 2023 serves as a vital platform for us to exchange ideas, share best practices as well as collaborate on innovative strategies that will shape specifically UiTM towards the 2025 Globally Renowned University, and other institution of higher learning (IHL) at national and international level.

Today, we have the distinct honour of being joined by a distinguished panel of experts and thought leaders, each of whom contributes a wealth of experience and knowledge to our discussions. Their invaluable insights and perspectives will inspire us and stimulate innovation within our own institutions. Let us seize this opportunity to learn from one another, to question our preconceived notions, and to explore new horizons in the domain of higher education.

The theme "**Internalising Value, Attaining Performance**" shows that the ability to accelerate is a fundamental requirement for success. One must continuously strive to enhance efficiency, productivity, and effectiveness. Value creation requires a holistic perspective, where organizations balance success with ethical considerations, sustainability, and social responsibility. Through this symposium, we aim to explore the interconnectedness of value creation and performance acceleration, finding ways to achieve both simultaneously.

During this symposium, we will hear from distinguished speakers, educators, administrators, and thought leaders about their best practices in strategy and management, which we will be able to align with the UiTM six pillars of Globally Marketable University 2023. Their experiences, knowledge, and innovative strategies will motivate and equip UiTM and other IHLs to new heights. Through the collective knowledge shared in these interactions, we can discover new ideas, unearth unrealized potential, and initiate transformative change.

I encourage everyone to attend all presentations throughout this symposium and to appreciate the diversity of perspectives shared by the speakers. Let us seize the opportunity to learn from one another, cultivate meaningful connections, and co-create a future that accelerates performance and generates value for all.

Ladies and gentlemen,

Before I end my speech, I would like to thank everyone who has contributed to the organisation and success of this gathering. Your commitment and dedication are instrumental in fostering an environment where innovative solutions can be practiced, and ideas can flourish. I encourage everyone to seize this remarkable opportunity, participate wholeheartedly, and remain open to the possibilities that lay ahead. Let us embark together on this journey of accelerating performance and creating value and encourage one another to achieve new heights of excellence for our organisations.

Once more, I would like to extend a cordial welcome and thank all distinguished speakers and participants for attending and contributing to the success of this event. This virtual symposium on strategy and management transformation for higher education will influence and shape the global future of higher education.

I wish you all a fruitful and inspiring symposium.

Thank you.

Wabillahi Taufiq Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.



**Professor Dr Hajah Nor Hayati Saad**

Assistant Vice-Chancellor (Strategy)  
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