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OTHERS

08/02/2024 / NoorAileen Ibrahim, Sheema Liza Idris



Academy of Language Studies of UiTM Perak Branch or Akademi Pengajian Bahasa (APB) had organized a Strategic Planning Workshop on the 31st of January 2024 at Bilik ILQAM UiTM Seri Iskandar, Perak. This workshop is divided into 5 sessions. The speaker for the third session of the day is the honourable Professor Dr Zuraidah Mohd Sanusi, Principal Fellow of the Accounting Research Institute Universiti Teknologi MARA.

Professor Dr Zuraidah presented a talk entitled 'Research Excellence: Nurturing Competencies for Successful Research Leaders'. She has been ranked among the top 6% globally for the Accounting and Economics field under the World Scientist and University Ranking 2023. Her research achievements include receiving best paper awards at numerous conferences and receiving gold medals for product innovation exhibitions. She has a publication record in high impact journals with over 200 articles published, H-index more than 30, and 18 PhD graduates were successfully supervised and mentored by her. As the Director of the Centre for Profiling and Assessment, she has been instrumental in designing and implementing competency frameworks to assess and enhance the skills and capabilities of academic staff and administrators. Through her brilliant leadership, she has facilitated numerous training programs and workshops aimed at equipping faculty members with the necessary competencies to excel in their respective roles and contribute to the growth of the university.

The emphasis of her talk was on global competency and for research leaders to encompass a broad range of knowledge, skills, and attitudes essential for thriving in a globalized research community. She also stressed on understanding and engaging with diverse cultural, disciplinary, and institutional perspectives. Besides that, further emphasis was made on the importance of collaborating across borders, and effectively addressing global research challenges. Professor Dr Zuraidah also spoke about the importance of equipping research leaders with the necessary tools, strategies, and perspectives to elevate their global competence and enable them to lead and excel in an increasingly interconnected and competitive research environment.

This has been a fruitful session for all as Professor Dr Zuraidah has indeed inspired everyone to become research leaders and embark on their respective journey in conducting research which aims to have a tremendous positive impact on society.

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Tags: Akademi Pengajian Bahasa (APB), UiTM Cawangan Perak

◀ 'Strategic Action Plan (SAP) UiTMCP 2024: Globally Respected University. UiTMCP Towards Sustainable Smart Campus 2025'.

Langkah berstrategi UiTM Cawangan Pahang mengemblem warga dan sumber ke arah 'Globally Respected University 2024' ▶

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