BRAINYPACK: A GUIDE TO ETHICAL SAVVY PRACTICES

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ABSTRACT

Ethics is concentrated on the ability to determine what is "right?" and "wrong?" In light of this statement, civil servants are accountable for their actions and as the provider of public services; they must carry out the services in an effective and ethical manner. Under the New Public Management (NPM) reform, efforts to address ethical issues have been done by the Malaysian government with the applications of benchmarking, Total Quality Management (TQM), Key Performance Index (KPI) and as such, however it is still not fulfilled the public expectation where public complaints and mismanagement are still happened. Hence, this innovation is put forward to develop a clear principle on the ethical values among the students as the future civil servants. Ethical element covers five dimensions of integrity, responsiveness, benevolence, transparency and honesty. Specifically, the focal point of BrainyPack is to propagate understanding and enhance ethical savvy practices. It is interesting to note that, the commercialization potential towards this BrainyPack may provide platform for the students as the future civil servants to have clear knowledge, skills and abilities in determining ethical principles that need to be carried out.

Keywords: BrainyPack, ethical principles, public trust, civil servants, service delivery

1. INTRODUCTION

Ethical standards play a significant role in civil servant life. In Malaysian context, ethics of the civil service forms the conduct, discipline, and strengthens good principles as good as enhances job performance. Ethics in the public service falls more with formal laws and regulations [1]. As such, the Code of Conduct under the Public Officials (Conduct and Discipline) Regulations 1993 [2] serves as a main guideline. In addition to that, there are several other initiatives implemented by the government to instil good values and morality among the civil servants namely "Dasar Bersih, Cekap dan Amanah", The Cultivation of Humanistic Values in the Administration and the Twelve Pillars.These initiatives act as the mechanism in maintaining discipline and integrity among the civil servants. The current approach missed out to focus towards stressing on the element of sustainability especially in instilling ethical values among the potential civil servants. The pre-entry process into civil service involves candidates from wide segment of the society, not to mention it also attract students across many levels and educational background. Therefore, the good understanding on ethical principles among this group is essential in shaping the quality of public service delivery in the future. This is where BrainyPack can significantly play its roles.

2. PROBLEM STATEMENT

The civil servants have a direct contact with the public and they are at the front line to receive and process any application or request for goods and services. Under the New Public Management (NPM) reform, efforts to address the aforementioned issues have been done by the Malaysian public sector agencies with the applications of benchmarking, Total Quality Management (TQM), Key Performance Index (KPI) and as such, however it is still not fulfilled the public expectation where public complaints and mismanagement are still happened. Although effort has been done by the Malaysian government in establishing Malaysian Institute of Integrity (IIM), the role of this institute is to facilitate the aims and objectives of the National Integrity Plan (NIP) towards developing a nation that is high integrity, resilient and embraces universal ethical values [3]. However, these initiatives only centralized more on the existing civil servants but lacking on its focus for the pre-entry level as the preventive measures. Thus, it should be stressing on the future civil servants which would be the student. The preventive measures are crucial to ensure the sustainability of effective and efficient service delivery.

3. OBJECTIVES

i) To propagate understanding and enhance ethical savvy practices of civil servants in dealing with public
ii) To highlight the clear guidelines which cover areas on integrity, responsiveness, benevolence, transparency and honesty in the BrainyPack

4. NOVELTY

i) BrainyPack is a proactive & unique product that served as preventive approach in instilling ethical values that are much needed for potential civil servants
ii) BrainyPack will inculcate the positive vibes through acculturation of ethical norms
iii) BrainyPack will inspire everyone to reflect on their actions and behavior

5. POTENTIAL FOR COMMERCIALIZATION

i) This BrainyPack possess 2E elements (economical & environmentally friendly) since it is an e-book version)
ii) Beneficial tools for final year universities students (target market) that will undergo for internship

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