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UNIVERSITI TEKNOLOGI MARA

KNOWLEDGE, UNDERSTANDING AND PERCEPTIONS TOWARD ISO
9001:2000 CERTIFICATION AMONG LECTURERS AT UNIVERSITI
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ABSTRACT

Academic institutions in the country are at present re-examining their business philosophy and trying to deliver quality education to remain attractive. Pressed by globalization, liberalization and accelerating competition, the education industry is facing up to these challenges by becoming more innovative in its transformation. Getting the ISO 9000:2000 certification is quite a trendy phenomenon nowadays. But how do the academics react to this management system innovation? This paper tests the knowledge, understanding and also the perceptions by local university's lecturers toward the ISO 9001:2000 certification at their organization. Fifty structured questionnaires were distributed to the academic lecturers of the University Malaysia Sabah (UMS) where ISO initiatives were underway. The end result will show the significant of the ISO 9001:2000 certification in the education system.

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