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MENDAPAT KEBENARAN BERTULIS DARIPADA KETUA  
PENGARAH PERPUSTAKAAN NEGARA MALAYSIA.**

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## RESEARCH COACHING BY PROF. EMERITUS DR. KEITH A. HOUGHTON

25 JULY 2022



UUM should strengthen the role of the university as a renown eminent and business university.

The mindset of the UUM staff should be realigned to this goal.

Academic economists at UUM are encouraged to publish actively, with three to five publications per year.

Every academic staff member at UUM should publish at least two Scopus indexed papers per year.

Prof. Dr. Keith emphasizes the importance of personal experiences in the sense of lifting capabilities, joy, and continuously challenge the critical thinking of the students."Universities should not just teach, but also lift."

Universities should learn about the customers and the needs of the market. The public desires courses that are meaningful and related to themselves. This is a way a university should respect the students.

All academicians who are also lecturers at UUM should adhere to these approaches: teaching, knowledge creation, and knowledge dissemination.

## UUM Kerjasama Dengan Tiga Universiti UA

**27 SEPTEMBER 2022**

Bagi memastikan geran penyelidikan sepadan melalui Collaborative Research Grant dilaksanakan dengan baik, satu Memorandum Perjanjian (MoA) telah dimeterai empat universiti awam iaitu Universiti Utara Malaysia (UUM), Universiti Tun Hussein Onn Malaysia (UTHM), Universiti Malaysia Kelantan (UMK) dan Universiti Malaysia Pahang (UMP) yang dilakukan secara atas talian pagi tadi.

Naib Canselor, Prof. Dr. Haim Hilman Abdullah berkata, MOA ini adalah cetusan pihak pengurusan dan penyelaras UTHM yang telah menggerakkan inisiatif geran sepadan melalui Collaborative Research Grant (CRG) antara kesemua universiti terlibat.

Katanya, MOA ini merangkumi jalinan kerjasama akademik, penyelidikan dan perundingan yang memberi impak besar kepada empat universiti ini akibat Covid-19.

Haim Hilman menambah bagi menyahut saranan Menteri Pengajian Tinggi itu maka UUM menyambut baik pelaksanaan geran sepadan CRG bersama dengan UTHM, UMK dan UMP yang melibatkan sumbangan dana berjumlah RM40,000, iaitu sumbangan sebanyak RM10,000 disumbangkan oleh setiap rakan universiti.

Bagi tujuan ini, seramai enam penyelidik UUM diketuai oleh Felo Penyelidik di Pusat Pengujian, Pengukuran dan Penilaian (CeTMA), Prof. Madya Dr. Ani Munirah Mohamad bersama-sama 17 penyelidik dari UTHM, UMK dan UMP akan menjalankan kajian dalam konteks universiti masing-masing.

Biarpun Malaysia kini sedang melalui fasa endemik, kajian ini yang bertajuk *Assessing Happiness Level In Relation To Productivity Among Universities Employees During Pandemic* dilihat amat penting dan mustahak bukan sahaja kerana pandemik Covid-19 yang telah menyebabkan gangguan sosial dan ekonomi pada skala global, tetapi lebih utama kerana staf di institusi pengajian tinggi turut merasa kesan pandemik ini dari pelbagai aspek dalam pekerjaan mereka.

Oleh itu, UUM menyambut baik usaha rakan kolaborator daripada UTHM, UMK dan UMP bagi menjalankan kajian ini untuk menilai tahap kegembiraan bekerja staf di universiti masing-masing, khususnya dalam era pandemik.



## Promoting Sustainable Society: Individual and Community Roles and Responsibilities for Speak Up For Nature

01 OKTOBER 2022

**Promoting Sustainable Society: Individual & Community Roles and Responsibilities**

**Individuals Matter**

- Range from grassroots to g organizations
- Bottom-up changes
- Citizen-based global sustal movement
- Tactics

**What Can You Do?**

**Students and Educational Can Play Important Environ**

- Student environmental aw. increasing
- Environmental audits – ch campuses
- Oberlin College in Ohio

A talk has been given by Dr. Azharudin Ali from Tunku Puteri Intan Safinaz School of Accountancy (TISSA-UUM) on Promoting Sustainable Society: Individual and Community Roles and Responsibilities for Speak Up For Nature, organized by the Centre for Testing, Measurement and Appraisal (CeTMA).

All in all, the governance pillar of sustainability refers to actions that maintain a company's values in line with those of society at large, such as truthful accounting, openness, and regulatory compliance. The business's values must also align with those of the community, value chains, and end-user clients.

- Investors who want to make money and do good for society are becoming more and more concerned about the sustainability of businesses.
- Sustainable investment is based on three pillars: governance, social responsibility, and the environment. These three pillars are colloquially known as people, planet, and profits.
- Businesses may increase their environmental sustainability by cutting back on inefficient or carbon-intensive processes.
- The social responsibility pillar is made up of things the company does to help its employees, customers, and the community as a whole.
- The economic pillar, also known as "governance," is concerned with ensuring that ethical and open accounting standards, as well as the law, are followed.





## “1 Tree 1 Student” Program – Empowering Student as the Custodian of the Earth

14 OKTOBER 2022



A total of 500 Aquilaria trees, known as Karas Trees were successfully planted by new students during the closing day of Universiti Utara Malaysia Orientation Week Session 2022/23.

The program “1 Tree 1 Student” aims to improve student awareness and understanding of the environmental and conservational roles of the forest, as well as student's critical role as an environment's custodian in the era of global warming, in particular towards protecting and preserving natural resources that are richly available on campus, in line with 'UUM University in the Green Forest' tagline of the University, and the United Nation Sustainable Development Goals (SDG) 2030.

Aquilaria trees can naturally produce agarwood from the response of the tree to fungi infection, injury, and pest attack. This tree will produce a kind of oil with a distinctive smell to protect the injured parts such as the stems, branches, and roots. The oil will eventually harden and is known as resin.

The collective efforts by the Centre of Testing, Measurement & Appraisal (CeTMA), Department of Development and Maintenance (JPP), Department of Student Affairs – Student Development Division (HEPA B2P), and Malaysia Airlines & Tenaga Nasional Berhad (MalTen) Student Residential Halls have mobilized 250 students to complete this mission.

This program is made possible by full sponsoring of the trees from the Forestry Department Kedah.

\*UUM is an active member of Malaysia Sustainable University Campus Network (MYSUN), an Erasmus+ Capacity Building in Higher Education project that aims to promote Malaysian university campuses as “living laboratories” for sustainability and energy efficiency.

## E-Waste Talks Bring Awareness to Schoolchildren

30 OKTOBER 2022



The Asian Research Institute for Corporate Governance (ARICG) organized the Electrical and Electronic Goods (E-Waste) Recycling Talk Program at Bandar Baru Sintok National School (SKBBS) recently.

As Program Director, Dr. Mukhriz Mat Rus, said, the objective of the program is to share knowledge related to electrical and electronic waste management with SKBBS teachers and students about the importance of safe E-Waste management.

He said that taking care of e-waste in a safe and organized way will help the environment and give rise to a new generation that is healthy and fit.

The speech was delivered by the Deputy Director of the Center for Testing, Measurement, and Appraisal (CETMA), Dr. Saadi Ahmad Kamaruddin. E-waste can be harmful, is not biodegradable, and builds up in the land, air, water, and other living things in the environment. Toxic substances are released into the environment when methods like open-air burning and acid baths are employed to recover valuable elements from electronic components. Along with high levels of contaminants like lead, mercury, beryllium, thallium, cadmium, and arsenic, these practices can also expose workers to polychlorinated biphenyls (PCBs) and brominated flame retardants (BFRs), which have been linked to irreversible health effects like cancer, miscarriages, and neurological damage

At the end of the program, the Director of ARICG, Prof. Dr. Noor Afza Amran, gave Senior Assistant 1, SKBBS, Mr. Abdul Razak Mahmud, a certificate of appreciation.

## CeTMA kongsi pelbagai aspek kajian kualitatif

23 NOVEMBER 2022

Pusat Pengujian, Pengukuran dan Penilaian (CeTMA) telah menganjurkan webinar bertajuk “Qualitative Research and Data Analysis” melalui platform Facebook Live. Perkongsian yang distrim secara maya melalui rakan penganjur Doctorate Support Group (DSG) telah dihadiri secara langsung oleh lebih kurang 150 peserta, dan rakamannya boleh ditonton pada bila-bila masa di laman Facebook DSG.

Panelist pertama, Dr. Wan Norhayati Wan Ahmad, pensyarah kanan di Pusat Pengajian Perakaunan Tunku Putri Intan Safinaz (TISSA-UUM) telah berkongsi potensi penggunaan kanvas kumpulan berfokus (Focus Group Discussion-FGD Canvas) bagi tujuan pengumpulan data kualitatif. Beberapa contoh FGD Canvas telah dikongsikan untuk menggambarkan proses pengumpulan data kumpulan berfokus secara efektif.

Panulis kedua, Dr. Azharudin Ali, pensyarah kanan di TISSA-UUM dan juga felo di Institute for Strategic and Sustainable Accounting Development (ISSAD) telah berkongsi pengalaman beliau menjalankan penyelidikan membabitkan komuniti B40, memfokuskan kepada cabaran yang dihadapi ketika membuat pengumpulan data dan juga strategi yang dilaksanakan untuk mengatasi cabaran-cabaran tersebut.

Akhir sekali, panelis keempat, Prof. Madya Dr. Ani Munirah Mohamad dari Pusat Pengajian Undang-undang (SOL) dan felo CeTMA telah berkongsi konsepsualisasi analisis kualitatif daripada pengumpulan data sehingga selesai proses analisis. Beliau turut menunjukkan demonstrasi analisis data menggunakan perisian ATLAS.ti melibatkan data kualitatif pelbagai format seperti fail tekstual dan gambar.



Sementara itu, panelis ketiga, Dr. Nor Intan Saniah Sulaiman, pensyarah kanan di Pusat Pengajian Sains Kuantitatif (SQS) dan felo Institute for Psychoterapy, Correctional dan Rehabilitation (IPSYCORE) menceritakan kajian kualitatif melibatkan media sosial daripada Facebook, Instagram dan beberapa media sosial lain. Beliau turut memberikan pelbagai contoh kes dan isu yang berpotensi dianalisis daripada media sosial.



Bulata

## PROJEK PENYELIDIKAN/ PERUNDINGAN

**research tittle**

Dr. Masnita bt Misiran @ Bakun

Pembangunan Program Analitik Bertanggungjawab Sosial dan Komuniti - Jangkaan Impak Menerusi SROI

Dr. Masnita bt Misiran @ Bakun

Constructing Problem-Based STEM Activity to Foster Interest in STEM Education Among Pupils From Rural Area: A Spin Off MySystem Ambassador Program

Prof. Dr. Mohd Azizuddin Mohd Sani

SENTIMEN MASYARAKAT TERHADAP UMNO DI KEDAH

Prof. Dr. Mohd Azizuddin Mohd Sani

LANDSKAP POLITIK KEDAH: POLA MENJELANG PILIHAN RAYA UMUM KE 15 (PRU15)

Prof. Madya Ts. Dr. Mohd Faizal  
Bin Omar

A New Model For Cluster-Based Whale Optimization Algorithm With Multiple Restart Strategy For Solving Appliances Scheduling Problem

Dr. Ani Munirah Mohamad

Cloud Computing Governance Model For Higher Education

Dr. Ani Munirah Mohamad

Assessing Happiness Level In Relation To Productivity Among UTHM/UUM/UPM/UMK/UMP Employees During Pandemic

Dr. Saadi bin Ahmad Kamaruddin

Evaluating Students' Engagement Towards Blended Learning of Distance Learning Programme: A Case Study in Elementary Statistics Subject

Dr. Saadi bin Ahmad Kamaruddin

Controlling Food Waste Using Smart Portable Outdoor Domestic Solar Drying Cabinet (PODSOD) With Smartphone Application: Utilization of Available ICT Infrastructure In Campus

Dr. Saadi bin Ahmad Kamaruddin

A Hybrid Date Palm Seed Growth Algorithm Least Median Square And Backpropagation Neural Network For Stock Market Prediction

# SENARAI PENERBITAN

***Prof. Madya Dr. Masnita  
Binti Misiran @ Bakun***

Extended Hermite-Hadamard (H – H) and Fejer’s inequalities based on  $(h_1, h_2, s)$ -convex functions

Students’ Satisfaction Toward University Health Center: A Structural Equation Modelling Approach

Constructing STEM 3R Activity through Service-Learning Program during Movement Restriction.

Sustainable housing for Malaysian: A crowdfunding initiative through SEM perspective,

Utilizing Experiential Learning to Improve Financial Literacy among Young Adults through STEM Service-Learning Activity during Movement Control Order.

Determinants Of Debt Management Among Fresh Graduates

Determining The Correlation Between Behaviour, Debt And Money Management Among Young Adults.

Impact of Financial Literacy Level on Financial Behavior among Higher Education Students: A Case Study in KDA University.

Students Satisfaction Towards Cafeteria in University Campus – A Case Study

Perception on Malaysia fundmyhome crowdfunding initiative for affordable housing.

## ***Dr. Saadi Bin Ahmad*** ***Kamaruddin***

Sustainable Alternative Animal Feeds: Recent Advances And Future Perspective Of Using Aquatic Ferns

Multilayer Perceptron Artificial Neural Network Model On Assessing Early Mathematical Knowledge Behaviours And Todd-Acts Mobile Application Development

A hierarchical cluster analysis of port performance in Malaysia.

Assessment of aquatic toxicology dataset using MLR.

Analyzing family ownership structure and dividend policy using artificial neural network.

Heating Load of Residential Buildings Using Multiple Linear Regression Artificial Neural Network

Structural, Prediction and Simulation of Elastic Properties for Tellurite Based Glass Systems Doped with Nano and Micro Eu<sub>2</sub>O<sub>3</sub> particles via Artificial Neural Network Model

Hygienic and Timeliness of Salted Dried Fish Process Using Smart Portable Outdoor Domestic Solar Drying Cabinet (PODSOD)

Advances and Future Prospects on Biotechnological Approaches Towards Azolla for Environmental Sustainability.

Evaluating heart failure predictors using quantitative approaches.

***Prof. Madya Dr. Ani Munirah  
Mohamad***

**Sustainability Risk  
Management And Information  
Technology Governance In  
Malaysia**

**Water demand management at rural  
area using Micro-Component  
Analysis: a case study at Kenyir  
Lake, Malaysia**

**Performance Comparison on Water  
Demand Methods Applied at  
Pengkalan Gawi, Kenyir Lake,  
Malaysia**

**Evaluating the Quality of Service  
of Bus Performance in Johor  
Bahru**

**Impacts of augmented reality in  
legal studies: Students' reflections.**

**Performance of Bus Services in  
Urban Area: A Case Study in Penang,  
Malaysia**

**Problem-Based Learning vs  
Problem Solving: Case of Law  
Students.**

**Problem-based Learning Strategy  
in Contract Law: Students  
Empowering Students.**

**The Impact of Law on Development  
and Commercialisation of Waqf  
Property**

**Waqf Model for Development and  
Commercialisation of Waqf  
Property: An Overview.**



## ***Prof. Dr. Mohd. Azizuddin bin Mohd Sani***

Issues and regulations  
in party financing and  
electoral expenses in  
Nigeria (1999–2020)

## ***Prof. Madya Ts. Dr. Mohd Faizal Bin Omar***

A Multistage Methodology  
Approach for Constraints  
Prioritisation of Facility Layout  
Problem (FLP) in Enhancing  
the Performance of Building  
Energy Efficiency.

## ***Prof. Madya Dr. Nor Idayu binti Mahat***

MELex: The  
Construction of Malay-  
English Sentiment  
Lexicon.

ASNAF I-CARE: APLIKASI  
PENGURUSAN JUAL BELI  
PRODUK ASNAF ASNAF i-  
CARE: Asnaf Product Sales  
Management Application,

The Role of  
Community Managers  
in Digitizing Small  
Businesses.

**PROJEK INOVASI /  
PENGKOMESIALAN**

**UUM Impact  
Program Monitoring Dashboard 1.0.**

**Sustainable  
Community Monitoring Dashboard**

**Industrial  
Design Search Report – Solar Powered Compost Bin**

**F2-Azolla**

**Patent  
Application Smart Compost Bin (SaCoB)**



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