

Star / Saturday (Metro) 21

Excellent work culture is vital for success, says VC

*21/6/08
Pg-M5*

By ROSLINA MOHAMAD
roslina@thestar.com.my

KUANTAN: Universiti Malaysia Pahang (UMP) new vice-chancellor Prof Datuk Dr Daing Nasir Ibrahim outlined four elements that would form the basis of culture of excellence that would help the learning institution move forward.

He listed the elements as value system, norms, attitude and worth ethics.

"Work culture of any organisation is normally related to the value system, norms, attitude and work ethics.

"These four elements will be the basis to control workers' behaviours and how they think, communicate with each other and respond to their environment," Daing Nasir said during his first monthly gathering with the staff here recently.

He added that if an organisation's working culture was favourable, it would spur a worker to increase his work quality and this would contribute to an overall success.

"As such, the desired work culture must reflect the management's commitment in wanting to enhance quality and productivity.

"It is not merely to fulfil a concept but also a conscientious shift for a better change," he said, adding, there was no end to one's pursuit for excellence.

Daing Nasir reminded the staff on the importance of integrity as well as putting the university's interest above personal interest.

"Heads of department must also practise reward and punishment system, be open and transparent and foster good ties with clients," he said.