General

Opinion leaders should be given a role in organisation

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PEKAN, 15 June 2021 - The roles played by opinion leaders have a huge impact on the development of universities that can be disseminated using verbal and non-verbal communication. Indirectly, it will stimulate the development of the university and encourage community participation within and outside the university through the role of opinion leaders.

According to Abd Hamid Majid, the former Registrar of Universiti Malaysia Pahang (UMP), the university needs to be sensitive because they will influence the organisation, provide support and views on the university aspirations.

“Sometimes, there are a handful of university communities who do not perceive what is to be achieved in the future.

“The roles include announcing policies, issues or actions that can be reverted to the management so that their voices are heard.

“Opinion leaders are defined as someone who has influence relative to the thoughts and behaviour of a group of their followers indirectly,” he said in the *Program Bicara Santai: AKU, KAMU & UMP* organised online by the Registrar’s Department recently.

He added that an opinion leader does not necessarily have an official position and function in an organisation but is more open to a broader context outside the formal status,” he said.

He also suggested that the university identify opinion leaders involved in related activities and are usually highly knowledgeable and often sensitive to discussions on topics related to the organisation.

“The concept of opinion leader has long been the subject of study in various fields, including communication, marketing and sociology.

“For example, in terms of changes in organisational structure, the university needs to provide transparent information to university residents.

“If the university leadership has conveyed the message, give chances to the grassroots to provide feedback,” he said.

He said this interaction is vital so that what is done is supported and easy to implement if the message is conveyed clearly. According to him, the communication team, such as the Centre for Corporate and Quality Affairs (PHKK), also needs to play a role and be empowered to convince everyone within the organisation about what they are doing.

Sharing his 39 years of experience as a civil servant, including 5 years at UMP, Abd Hamid believed that two-way communication is crucial.

“Use the Department Joint Council (MBJ) channel to communicate with the management, voice opinions and views and contribute constructive ideas for the sake of harmony, unity, interest and excellence of the organisation.

“For young leaders, I advise you to continue to acquire knowledge, prioritise public and organisational interests and not to violate ethics and integrity.

“These people will shape the mindset as future leaders with souls, intellect and human values.

“Meanwhile, for organisations, talent development has a significant relationship with a strong succession plan to produce leaders for the excellence of the organisation,” he said.

More than 200 university staff attended the one-hour programme moderated by the Executive of the Registrar’s Department, Siti Sakinah Mohtar.

The programme was held to share the experiences and challenges faced by Abd. Hamid Majid throughout his service as a civil servant, especially when serving at UMP, as well as discuss some issues related to administration and management from the eyes of an administrator that can be used as a guide for UMP citizens.

Also present were the Deputy Vice-Chancellor (Academic & International), Professor Ts. Dr. Mohd Rosli Hainin, Registrar/Chief Operating Officer, Hazmin Aris and Chief Librarian, Azman Abdul Rahim.

Abd Hamid Majid retired from service as a UMP Administrative Officer (Grade N54) effective 15 June 2021.
The UMP management and the entire staff expressed their deepest appreciation and gratitude for all the services rendered during his tenure.

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