Awards

UMPSA honours outstanding lecturers at the Cendekia Bitara Awards

Tue, 10/08/2024 - 16:39

KUANTAN, 28 September 2024 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) celebrated its outstanding lecturers at the Cendekia Bitara Awards (ACB) ceremony, held at the Grand Darul Makmur Hotel in Kuantan.

A total of 81 world-class UMPSA researchers were recognised, receiving 141 Cendekia Bitara Awards across ten categories. Additionally, six e-Learning University Awards (APU) and one University Academic Award (AAU) were presented, dedicated to academic staff who have excelled in teaching and learning.

The event was officiated by UMPSA Pro-Chancellor, Tan Sri Dato’ Sri (Dr) Abi Musa Asa’ari Mohamed Nor, with the Chairman of the UMPSA Board of Directors, Dato' Seri Abdul Razak Jaafar, UMPSA Vice-Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin, and Deputy Vice-Chancellor (Research and Innovation), Professor Ts. Dr. Aida Mustapha, who also chaired the 2023 Cendekia Bitara Awards Committee, in attendance, along with other senior management.

In his speech, Tan Sri Dato’ Sri (Dr.) Abi Musa Asa’ari highlighted that the event serves as a platform to strengthen a deep and continuous research culture.

“Each award presented today is a testament to the excellence and dedication of individuals committed to producing high-impact research.

“According to the Elsevier Database from Stanford University, 19 UMPSA researchers were listed among the World’s Top 2% Scientists in two categories: ten in Career-Long Achievement and 18 in Single Year Achievement.

“The quality of research produced is not only measured through publications or national and international recognition but also by its ability to contribute to policy development, industrial innovation, and the betterment of society,” he said.

He further added that every new discovery is a stepping stone to even greater breakthroughs.

“I hope all researchers will continue to seek innovative solutions based on solid data, accurate analysis, and an integrity-driven scientific approach,” he added.

Professor Dato’ Ts. Dr. Yuserrie remarked that the achievements in research and innovation throughout 2023 ensure that UMPSA is on the right track to uphold its aspirations for success and, in turn, enhance the university’s role in producing skilled and outstanding researchers.



“UMPSA’s participation in research product competitions encourages researchers to showcase their innovations and explore opportunities for potential research products to be developed into commercial products or solutions applicable in industry.

“As of 2023, 39 UMPSA research products have been successfully commercialised, with a total gross sales of RM7.4 million recorded.

“UMPSA researchers are actively engaged in consultancy activities, contributing their expertise, professional services, skills, and knowledge across various fields using the infrastructure, facilities, and scientific equipment available at UMPSA.

“With the current shift towards the latest technology, researchers also need to play a key role in integrating knowledge and technology based on digital technologies, such as AI-Powered Data Analysis, Quantum Computing for Complex Simulations, Drone-Based Environmental Sampling, and Blockchain for Data Integrity, to make fact-based critical decisions and communicate information effectively,” he stated.

At the ceremony, several awards were presented to researchers, including Journal Publication Awards (59), Book Publications (41), one Book, International Grants (6), Industry Grants (2), Agency Grants (6), one Consultancy Award, one Research Product Award, and one Research Quality Award.

The AAU award was given in the category of Teaching (Engineering). Meanwhile, the APU awards included five Best Micro-Credentials Awards and one e-Learning Award.

In conjunction with the ceremony, UMPSA also celebrated industry representatives in appreciation of the strong university-industry collaboration and partnerships.

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