General

5 UMPSA Senior Lecturers promoted to Associate Professor, Grade DS14

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PEKAN, 14 July 2025 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) continues to uphold its commitment to academic excellence with the promotion of five senior lecturers to the position of Associate Professor, Grade DS14, effective from 20 June 2025.

The official letter presentation ceremony was held at the University Board of Directors (LPU) Meeting Room, Tun Abdul Razak Chancellery, Pekan Campus.

The promotion letters were presented by the Vice-Chancellor, Professor Dr. Yatimah Alias.

The event was also attended by the Deans of the respective faculties, the Senior Director of the Registrar's Department, and officers from the Talent Management Centre.

The lecturers promoted to Associate Professor are Associate Professor Ir. Dr. Ayib Rosdi Zainun and Associate Professor Ts. Dr. Abdul Nasir Abd Ghafar from the Faculty of Electrical and Electronic Engineering Technology (FTKEE), as well as Associate Professor Ts. Dr. Nasratun Masngut, Associate Professor Ts. Dr. Nur Hidayah Mat Yasin, and Associate Professor Ts. Dr. Mohd Aizudin Abd Aziz from the Faculty of Chemical and Process Engineering Technology (FTKKP).

In her congratulatory address, Professor Dr. Yatimah Alias expressed her warmest congratulations to all the recipients and shared her hopes that they would continue to contribute actively and responsibly in line with the new trust placed in them.



She emphasised that the promotion to Associate Professor is not merely a personal milestone, but a call to advance research and innovation more rapidly.

She added that there should no longer be any excuses for failing to secure research grants, particularly from external sources, and that the university expects a renewed drive from those entrusted with this role.

Professor Dr. Yatimah also highlighted the importance of increasing the number of PhD students and enhancing the quality of postgraduate education as part of UMPSA’s efforts to boost its academic reputation and fulfil the nation’s aspirations in strengthening the higher education ecosystem.

She further urged the academics to be proactive in recruiting doctoral candidates and to engage in collaborations that produce meaningful outcomes.

“We need more impactful collaborations, not just the signing of Memoranda of Understanding (MoUs).

“Research outcomes must be translated into teaching so that students benefit from the best possible learning experience,” she said.

She also stressed the need for a shift in mindset regarding Key Performance Indicators (KPIs), encouraging staff to see KPIs not as a burden but as a framework for purposeful contribution to the university and personal growth.

“Do not see KPIs solely as workload,” she reminded. “Set your intentions right—KPIs should motivate us to give our best while we are still able,” she said.

The newly appointed Associate Professors also expressed their appreciation and commitment to contributing to UMPSA's development.

Associate Professor Ts. Dr. Mohd Aizudin took the opportunity to express his gratitude to his Dean and colleagues for their support throughout his academic journey.

Associate Professor Ts. Dr. Nasratun acknowledged that the promotion comes with greater responsibilities and shared that she is prepared to rise to the challenge.

"I am ready to shoulder this responsibility.

"I view the increased KPIs that come with this promotion as a new starting point in my academic career," she said.
Associate Professor Ts. Dr. Nur Hidayah shared that she was surprised by the promotion and admitted to feeling nervous about the weight of the responsibility it entails.

Nevertheless, she affirmed her determination to carry out her duties to the best of her ability.

Meanwhile, Associate Professor Ir. Dr. Ayib Rosdi expressed his enthusiasm for the university's emphasis on fostering industry partnerships and stated his intention to continue contributing in this area, even as he nears retirement.

Associate Professor Ts. Dr. Abdul Nasir reaffirmed his strong commitment to carrying UMPSA's name with pride and supporting students through various academic platforms to ensure they receive a rich and meaningful university experience.

"This promotion comes at the right time.

"I will continue to uphold UMPSA's good name.

"I have also been invited to speak as a keynote speaker this coming September, and I plan to bring students along to expand their academic exposure," he said.

UMPSA extends its heartfelt congratulations to all newly appointed Associate Professors and looks forward to their continued efforts in fostering a culture of academic excellence, impactful research, and meaningful collaboration, in line with the university's aspiration to become a world-class leader in technology and innovation.

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