



Graduan MBA IPTK Melakar Sejarah

Menarik di dalam

➤ Pameran Konvensyen Ekonomi Bumiputera (KEB) 2008: Y.A.B Timbalan Perdana Menteri, Y.B Menteri Pertanian dan Industri Asas Tani dan Pengerusi GABEM Melawat Galeri IPTK

➤ IPTK Berjaya Mengeluarkan 24 Graduan MBA

➤ ... Rasmi ke Aceh

➤ ... Rasmi Ke Universiti di Eropah

➤ ... Pengerusi dan Ahli Lembaga Pengarah IPTK

➤ ... ntas Lalu Naib Canselor ke IPTK

➤ Wawancara Bersama Ketua Jabatan Akademik, IPTK

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Sekapur Sireh
DEKAN IPTK

hadrat Allah S.W.T atas nama-sama hidup dalam keadaan

Sayang pembaca FORUM sekalian, sesungguhnya kelahiran Buletin FORUM Edisi Kedua ini telah membuktikan dan mengukuhkan kepada kami seluruh warga IPTK bahawa kerja berpasukan adalah resepi terbaik untuk dirasa bersama. Ini kerana, sepanjang proses penyempurnaan Buletin FORUM ini, saya dapat melihat bahawa sinergi yang terbentuk memberikan kekuatan dan maknanya yang secara tersirat menunjukkan bahawa relevansi IPTK semakin disedari.

Saya mengharapkan maklumat yang disalurkan dalam FORUM ini dapat memberikan pengetahuan mengenai pembangunan keusahawanan kepada para pembaca. Di samping itu, para pembaca juga boleh mengetahui selok belok tentang aktiviti-aktiviti yang telah dijalankan oleh IPTK dari bulan Mei hingga Ogos 2008.

Akhir kata, saya sebagai Dekan IPTK, ingin mengucapkan setinggi-tinggi tahniah dan penghargaan kepada Ketua Editor dan semua ahli jawatannya dan komitmen yang diberikan sepanjang penyempurnaan buletin ini. Saya percaya dan yakin bahawa semangat inilah yang akan membentuk momentum kejayaan yang lebih besar.

tankuasa Buletin FORUM di atas semangat kerjasama dan komitmen yang diberikan sama ada secara langsung atau tidak langsung dalam membantu pembangunan IPTK secara amnya dan proses penyempurnaan Buletin FORUM ini khususnya.

Dalam semangat ini juga, saya ingin mengucapkan setinggi-tinggi penghargaan dan terima kasih kepada Naib Canselor, Y.Bhg. Prof. Dr. Ahmad Yusoff Hassan, Timbalan-Timbalan Naib Canselor, Pegawai-Pegawai Kanan universiti, serta seluruh warga UTeM di atas kerjasama dan sokongan yang diberikan sama ada secara langsung atau tidak langsung dalam membantu pembangunan IPTK secara amnya dan proses penyempurnaan Buletin FORUM ini khususnya.

Sekian, salam hormat.

Dato' Prof. Dr. Abu Bakar Mohd Yusof

Dekan,
Institut Pengurusan Teknologi dan Keusahawanan,
Universiti Teknikal Malaysia Melaka.

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Suara Hati Ketua Editor

TERIMA KASIH SYAHDU

Assalamualaikum dan Salam Sejahtera,

Sesungguhnya ucapan syukur yang paling dalam dan syahdu adalah kepada Yang Maha Esa kerana mengizinkan kita semua menghirup udara segar, nikmat yang seharusnya menginsafkan kita sebagai hambaNya.

Saya bagi pihak Jawatankuasa FORUM, sekali lagi dalam ruangan yang penuh maksudnya, ingin menyatakan bahawa kami sangat berasa gembira di atas karya ini. Ini semakin hebat dirasakan apabila bermacam cabaran dan rintangan yang telah kami lalui, akhirnya buletin FORUM Edisi Kedua ini mampu dihasilkan dengan penuh bergaya dan bermakna.

Namun, kami sangat percaya bahawa karya dalam FORUM ini akan lebih bermakna sekiranya para pembaca FORUM di luar sana dapat memahami dan menjadikan ia sebagai saluran ilmu dan maklumat yang dapat membantu.

Ucapan setinggi penghargaan dan terima kasih dihulurkan kepada Y.Bhg. Dato' Prof. Dr. Abu Bakar Mohd Yusof, Dekan IPTK serta Jawatankuasa Buletin FORUM yang komited membidani buletin istimewa ini. Kami

berharap agar isi karya ini diakui penyampaianya bahawa betapa IPTK berusaha menjadi salah satu PTJ yang relevan di UTeM dan masyarakat di sekelilingnya.

Akhir sekali, persembahan dalam karya buletin ini mungkin ada kekurangan dan kelebihannya, tinggi dan rendahnya. Tapi, sebaiknya biarlah karya-karya dalam buletin ini sendiri yang menyampaikan maksudnya. Dengan rendah hati, kami memohon maaf di atas kecacatan yang ada.

Wassalam

Amir Aris
Ketua Editor FORUM

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Pameran Konvensyen Ekonomi Bumiputera (KEB) 2008: Y.A.B Timbalan Perdana Menteri, Y.B. Menteri Pertanian dan Industri Asas Tani dan Pengerusi GABEM Melawat Galeri IPTK

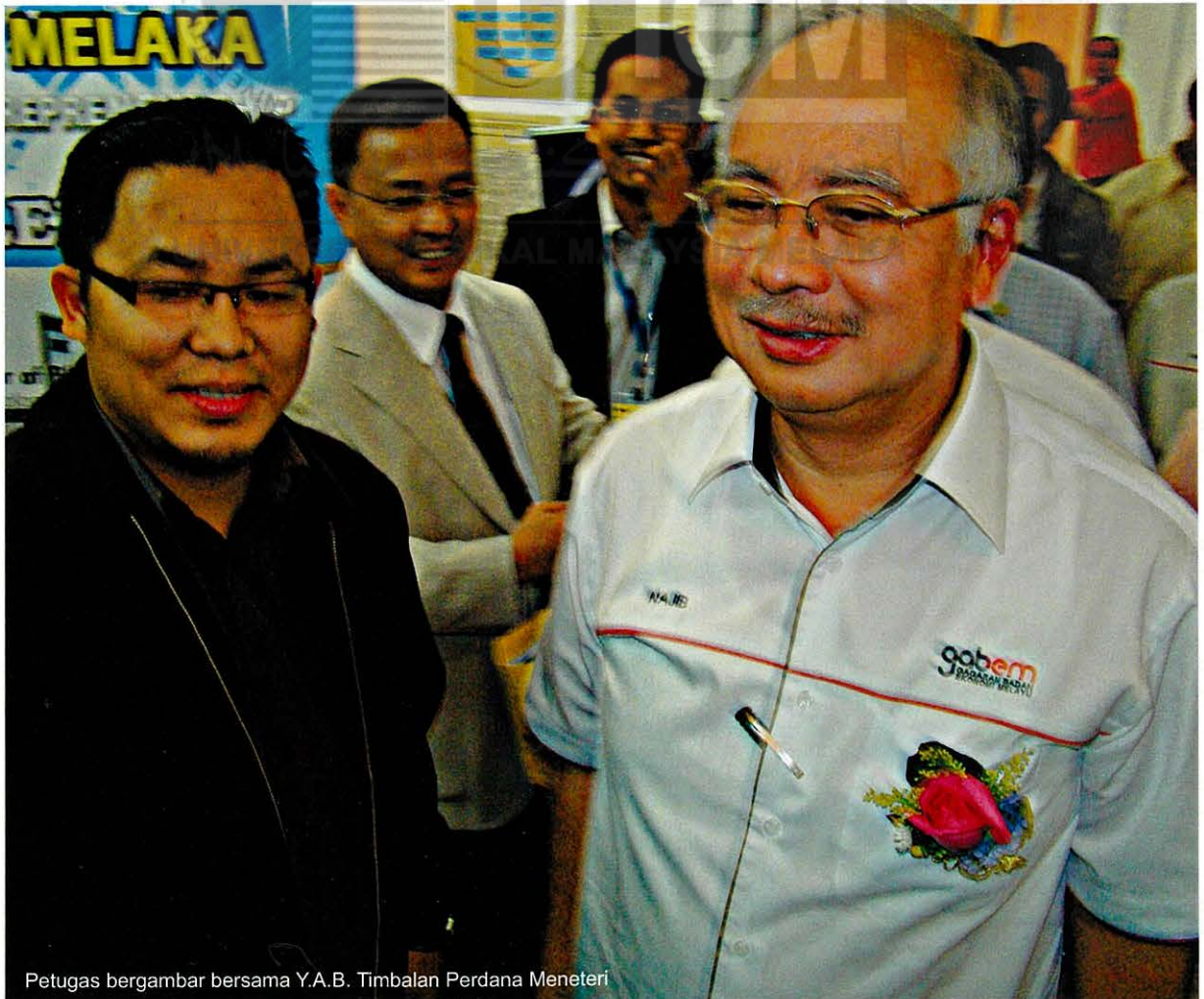
Oleh: Akmal Abdul Manap

Gambar oleh : Amir Aris, Nor Hidayah Mohamad

Bersempena dengan Konvensyen Ekonomi Bumiputera (KEB) 2008 pada 18 hingga 20 Julai 2008 yang berlangsung di Pusat Dangangan Dunia Putra (PWTC), anjuran Gagasan Badan Ekonomi Melayu (GABEM), Institut Pengurusan Teknologi dan Keusahawanan (IPTK), Universiti Teknikal Malaysia Melaka (UTeM) telah mengambil bahagian bagi mempromosikan program-program akademik dan aktiviti keusahawanan yang ditawarkan oleh IPTK.

Dalam majlis yang sama, Y.A.B Dato' Seri Mohd Najib bin Tun Abdul Razak, Timbalan Perdana Menteri Malaysia, YB. Dato' Mustapa b. Mohamed dan Y.Bhg. Tan Sri Rahim b. Tamby Chik, Pengerusi GABEM sempat meluangkan masa melihat galeri pameran IPTK.

Petugas Pameran: Dr. Budi Suprpto, Dr. Md. Nor Hayati Tahir, Pn. Edna Buyong, En. Amir Aris, Pn. Norhidayah Mohamad, En. Akmal Abd. Manap dan Muhamad Shahrin Pritam Abdullah



Petugas bergambar bersama Y.A.B. Timbalan Perdana Menteri



Petugas bergambar bersama Y.B. Dato' Mustapa Mohamed, Menteri Pertanian dan Industri Asas Tani



Petugas bergambar bersama Y.Bhg. Tan Sri Rahim Tamby Chik, Pengerusi GABEM



IPTK Berjaya Mengeluarkan 24 Graduan MBA

Oleh: Amir Aris

Gambar oleh: Md. Nor Mohamad Saleh

Institut Pengurusan Teknologi dan Keusahawanan (IPTK), Universiti Teknikal Malaysia Melaka (UTeM) telah mencatat sejarah yang paling manis apabila seramai 24 orang graduan Sarjana Pentadbiran Perniagaan (MBA) telah berjaya menamatkan pengajiannya dengan cemerlang. Lebih membanggakan, penganugerahan ini merupakan penganugerahan pertama kali oleh IPTK UTeM. Majlis Konvokesyen telah diadakan pada 9 Ogos 2008 bertempat di Dewan MITC, Melaka.

Bagi meraikan 24 graduan sulung MBA ini, satu sesi bergambar bersama Naib Canselor, Timbalan Naib Canselor (Penyelidikan dan Inovasi), Dekan dan Penyelaras Pascasiswazah IPTK telah diadakan pada 8 Ogos 2008 bertempat di perkarangan Bangunan Canselori. Sesi ini pastinya akan meninggalkan memori terindah sebagai hadiah kepada penat lelah selama hampir dua tahun mengharungi cabaran sebagai seorang pelajar yang rata-rata telah pun berkerja.

IPTK ingin mengucapkan setinggi-tinggi tahniah dan syabas kepada 24 orang graduan sulung MBA di atas kejayaan ini dan mendoakan agar kesemua graduan mencapai kejayaan yang lebih gemilang di masa-masa akan datang.





Graduan MBA bergambar kenangan bersama Naib Canselor



Lawatan Kerja Rasmi Ke Aceh

Oleh: Akmal Abdul Manap
 Gambar oleh : Amir Aris

Pada 19 hingga 22 Ogos 2008, IPTK telah menyertai pameran yang dianjurkan oleh Sekretariat Dunia Melayu Dunia Islam di Taman Ratu Safiatuddin, Nanggroe Aceh Darussalam. Penyertaan IPTK adalah secara bersama dengan lain – lain agensi kerajaan dan swasta dari negeri Melaka. Selain daripada pameran, penganjur juga turut mengadakan seminar dan persembahan kebudayaan yang melibatkan penyertaan negara berketurunan Melayu dan Islam seluruh dunia.

Sambutan terhadap pameran adalah amat menggalakkan. Pameran yang diketuai oleh YBhg Dekan dan dibantu oleh En. Amir Aris dan juga En. Akmal Abdul Manap. Sepanjang pameran pelbagai penerangan dan maklumat yang berkaitan dengan IPTK dan UTeM telah disampaikan.

Ruang pameran IPTK, UTeM juga telah dilawati oleh Yth. Bapak Irwandi Yusuf MSc, Gabenor Nanggroe Aceh dan juga YB. Datuk Seri Mohd Ali bin Rustam, Ketua Menteri Melaka.

Petugas Pameran: *Y.Bhg. Dato' Prof. Dr Abu Bakar Mohd Yusof, Encik Amir b. Aris dan Encik Akmal Hj Abdul Manap*



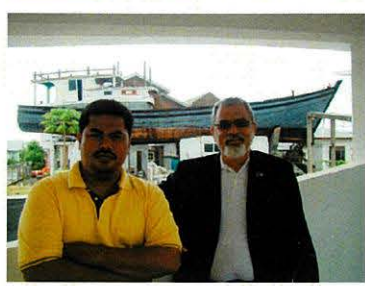


Masjid Baiturrahim, Aceh

Masjid Baiturrahman, Aceh



Wakil Gabenor Aceh,
Yth. Bapak Irwandi Yusof





Lawatan Kerja Rasmi Ke Universiti di Eropah

Oleh : Mohd Fazli Mohd Sam

Gambar oleh: Othman Aman, Raja Roslan Raja Abd. Rahman

Pada 22 hingga 28 Jun 2008, satu program Lawatan Kerja Rasmi ke Universiti di Eropah yang disertai oleh Y.Bhg. Dato' Prof. Dr. Abu Bakar bin Mohd Yusof, Dekan Institut Pengurusan Teknologi & Keusahawanan, Y.Bhg. Prof. Madya Dr. Hj. Hanipah bt. Hussin, Pengarah Pusat Pengajaran & Pembelajaran, YM. PM. Dr. Raja Roslan bin Raja Abd. Rahman, Ketua Jabatan MATDEC, IPTK, dan En. Othman bin Aman, Ketua Jabatan Akademik, IPTK.

Lawatan ini bertujuan bagi meluaskan lagi jaringan kerjasama dalam melaksanakan program pendidikan, latihan, penyelidikan dan pembangunan UTeM dengan IPT terkemuka di negara-negara tersebut. Seterusnya lawatan ini dijangka dapat meneroka peluang atau kemungkinan melaksanakan program pertukaran tenaga pengajar, Profesor Pelawat dan pemeriksa tesis, serta penyelidikan bersama di masa akan datang.

Objektif utama lawatan tersebut adalah pertama, pertukaran idea, mengkaji pelaksanaan program, *best-practices* di antara UTeM khususnya IPTK dan IPT terkemuka di negara-negara tersebut. Kedua, bekerjasama mengadakan program latihan dan penyelidikan serta pembangunan teknousahawanan bagi kursus jangka pendek MATDEC dan menimba pengalaman tentang strategi dan pembangunan infrastruktur, dan mengkaji model-model terbaik dalam membangunkan teknousahawanan dan E-Keusahawanan, pengurusan teknologi, pembangunan sumber manusia, dan pengurusan kualiti. Perancangan yang rapi terutamanya dari segi menentukan destinasi lawatan adalah amat penting dalam sesuatu program. Dalam lawatan kali ini, IPTK telah mendapat maklum balas dan bantuan dari universiti-universiti yang ingin dilawati sebulan lebih awal atas kesudian menerima lawatan dari IPTK, UTeM.

Delegasi UTeM telah mengadakan lawatan Ke Universiti of Sterling, Scotland pada 23 Jun 2008. Taklimat dan Perbincangan mengenai Program Keusahawanan antara kedua-dua pihak telah berjalan dengan lancar dan memuaskan. Antara wakil dari Universiti of Sterling, Scotland ialah Prof. Frank Martin, Senior Teaching Fellow Entrepreneurship. Seterusnya, pada 24 Jun 2008, delegasi UTeM telah melawat Hunter Centre of Entrepreneurship, Universiti Strathclyde, Glasgow. Sesi taklimat telah disampaikan oleh Profesor Dr. Sara Carter dan Colin Bottomley.

Pada 25 Jun 2008, delegasi UTeM telah melawat ke European Centre for TQM, Universiti of Bradford. Taklimat telah disampaikan oleh Profesor Dr. Mohamed Zairi. Seterusnya, pada 26 Jun 2008, delegasi telah melawat ke INSEAD, Paris, taklimat telah disampaikan oleh wakil dari INSEAD iaitu Profesor Agata Halszewska-Figuet, Executive Director INSEAD.

Di akhir perbincangan, kedua-dua pihak telah bersetuju untuk meluaskan skop kerjasama terutamanya dari segi pertukaran pelajar, mencadangkan visiting professor, penyelidikan bersama, program pengajian, pemeriksa tesis dan sebagainya. Kedua-dua pihak bersetuju menimbang usaha untuk menandatangani Memorandum Persafahaman bagi membolehkan kerjasama serta aktiviti yang telah dirancang dapat direalisasikan. Delegasi seterusnya dibawa melawat di sekitar kampus dan kemudahan-kemudahan yang sediada.

Program Lawatan Kerja Rasmi ke universiti-universiti Eropah ini telah berjaya membuka ruang rangkaian hubungan universiti yang belum diterokai terutama di Eropah. Secara keseluruhannya, IPTK berjaya mendapatkan rakan universiti yang baru untuk melaksanakan beberapa projek dan program yang telah dirancang untuk memastikan IPTK, UTeM terus unggul di mata dunia.



Lawatan Pengerusi dan Ahli Lembaga Pengarah Universiti ke IPTK

Oleh : Akmal Abdul Manap
Gambar oleh : Md.Nor Mohamad Saleh

Institut Pengurusan Teknologi dan Keusahawanan (IPTK) telah menerima kunjungan istimewa daripada Pengerusi dan Ahli Lembaga Pengarah serta Pegawai Kanan Universiti pada 5 Jun 2008.

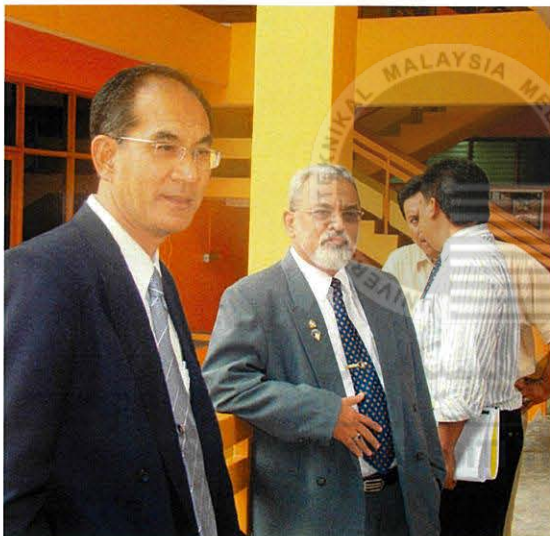
Lawatan yang tidak dirancang ini berlangsung selepas berakhirnya Mesyuarat Lembaga Pengarah Universiti di Pusat Konvensyen, Kampus Bandar. Tujuan lawatan ini adalah bagi melihat perkembangan pembangunan di sekitar Kampus Bandar termasuk di IPTK.

Dekan IPTK, Y.Bhg. Dato' Prof. Dr. Abu Bakar Mohd Yusof telah memberikan penerangan ringkas berkaitan dengan pembangunan IPTK iaitu dari segi infrastruktur, struktur organisasi, perancangan staf dan lain-lain lagi.



Lawatan Sepintas Lalu Naib Canselor ke IPTK

Oleh : Amir Aris
Gambar oleh : Amir Aris



Institut Pengurusan Teknologi dan Keusahawanan (IPTK) telah menerima kunjungan sepintas lalu oleh Naib Canselor UTeM, Y.Bhg. Prof. Dr. Ahmad Yusoff Hassan pada 22 Julai 2008.

Lawatan sepintas lalu ini berlangsung selepas berakhirnya taklimat oleh Bahagian Pembangunan dan Pengurusan Aset kepada YBhg. Naib Canselor mengenai Kampus Bandar. Tujuan lawatan ini adalah bagi melihat perkembangan pembangunan di sekitar Kampus Bandar termasuk di IPTK.

Dekan IPTK, Y.Bhg. Dato' Prof. Dr. Abu Bakar Mohd Yusof telah mengiringi Y.Bhg. Naib Canselor melawat fasiliti-fasiliti yang ada di IPTK seterusnya memperkenalkan staf-staf IPTK yang telah menanti kedatangan Y.Bhg. Naib Canselor. Pihak IPTK ingin mengucapkan ribuan terima kasih di atas kehadiran Y.Bhg. Prof. Dr. Ahmad Yusoff Hassan ke IPTK.



Pada keluaran edisi kedua ini, FORUM telah memilih En. Othman Aman, Ketua Jabatan Akademik sebagai tetamu bagi ruangan Personaliti Unggul. FORUM telah berkesempatan mengadakan sesi wawancara untuk membincangkan mengenai pembudayaan keusahawanan.

FORUM:

Untuk tatapan pembaca forum, boleh ceritakan serba sedikit tentang latar belakang En. Othman?

En. Othman:

Saya dilahirkan pada tanggal 16 Disember 1955 di Kg. Tedong, Merlimau, Melaka. Saya merupakan anak ke tiga daripada empat orang adik beradik. Saya mendapat pendidikan awal di Sekolah Rendah Kebangsaan Tedong, Merlimau dan kemudian menamatkan pengajian peringkat menengah di Sekolah Menengah Munshi Abdullah, Batu Berendam, Melaka pada tahun 1973. Seterusnya, saya adalah seorang graduan Diploma Pertanian dari Universiti Pertanian Malaysia, Serdang Selangor pada tahun 1977. Memperolehi Ijazah Sarjana Muda Pentadbiran Perniagaan (BBA) di MIT (1998) secara Kajian Luar Kampus (KLK) dan Ijazah Sarjana Pentadbiran Perniagaan (MBA) di UKM pada tahun 2003.

FORUM:

En. Othman adalah seorang pemimpin yang berdedikasi dan mempunyai pengalaman yang cukup luas dalam dunia akademik dan pentadbiran. Bagaimanakah En. Othman memulakan langkah awal dalam bidang kerjaya dan berjaya mengekalkan prestasi cemerlang hingga ke hari ini?

En. Othman:

Kerjaya saya bermula di Jabatan Pertanian, di Kementerian Pertanian di Serdang, Selangor sebagai Pembantu Pertanian pada tahun 1977. Kemudian bertukar ke Jabatan Pertanian, Temerloh, Pahang pada tahun 1981 sebagai Pembantu Pertanian Pembangunan Komoditi dan bertukar ke Jabatan Pertanian Pemeliharaan Tanaman Pulau Gadong, Melaka pada tahun 1984. Seterusnya bertukar ke Jabatan Pertanian Negeri Melaka sebagai Penolong Pegawai Pertanian (1985 – 2003). Semasa bertugas di Jabatan Pertanian, saya diberi peluang mengajar sebagai tutor sambilan di Universiti Pertanian Malaysia, Kolej RISDA dan Institut Kejuruteraan Awam Bangi (IKMAL). Bermula dari Sept 2003 hingga kini, saya telah menyumbang khidmat saya di Universiti Teknikal Malaysia Melaka (UTeM) sebagai Ketua Jabatan Akademik, Institut Pengurusan Teknologi dan Keusahawanan (IPTK).

FORUM:

Sepanjang perjalanan hidup dalam dunia akademik, boleh En. Othman ceritakan kenangan indah dan resepi untuk mengecapi kejayaan dalam kerjaya?

En. Othman:

Sebagai tenaga pengajar, ilmu merupakan perkara yang sangat penting. Bukan sahaja sekadar mendapatkannya, lebih penting dari itu ialah mengamalkannya. Ilmu serta amal akan memudahkan kita untuk menyampaikan ilmu kepada pelajar dan juga berinteraksi dengan pelbagai lapisan masyarakat. Tanggungjawab sebagai guru adalah besar dan amanah untuk melahirkan insan cemerlang di kalangan anak didik



**Wawancara Bersama
Ketua Jabatan Akademik,
IPTK**

Oleh: Mohd Fazli Mohd Sam
Gambar oleh: Amir Aris

harus ditunaikan dengan sebaik mungkin. Sesungguhnya, ilmu yang bermanfaat akan mampu melahirkan pelajar dan masyarakat yang maju dan membangun.

Rahsia kejayaan seseorang itu adalah berdasarkan kepada corak kepimpinan seorang pemimpin dan kerjasama masyarakat dalam merealisasikan cita-cita dan wawasan negara. Pemimpin yang cemerlang adalah pemimpin yang dapat menyesuaikan diri dalam semua keadaan.

Untuk mengekalkan kejayaan, kita perlu ada wawasan dan berdisiplin di samping dituntut bersikap lemah lembut terhadap rakan tanpa memilih bulu dan tanpa mengambil kira perbezaan pandangan. Seterusnya, kita juga perlu bersikap pemaaf dan sentiasa mendoakan rakan-rakan supaya diberi keampunan Ilahi dan kesejahteraan hidup.

FORUM:

Mengenai dengan topik “Asas Pembudayaan Keusahawanan”, boleh En. Othman ceritakan serba sedikit berkenaan dengan topik tersebut.

En. Othman:

Asas Pembudayaan Keusahawanan bertujuan memberi galakkan kepada pelajar menjadikan bidang keusahawanan sebagai satu kerjaya pilihan. Ini adalah selari dengan visi kerajaan untuk melahirkan Masyarakat Perdagangan dan Perindustrian Bumiputera (MPPB) yang berdaya saing

dan mampu meneroka kekayaan-kekayaan baru. Pelajar-pelajar didedahkan dalam aspek keusahawanan di dalam kelas dan menjalankan aktiviti-aktiviti perniagaan sendiri atau berdamping rapat dengan usahawan-usahawan yang telah berjaya. Bagi menjayakan program ini setiap agensi terutama UDA Holdings, Bank Rakyat, MARA, Bank SME, Perbadanan Nasional Bernhard (PNS) dan Yayasan Tekun Nasional menawarkan perkhidmatan terbaik untuk bakal usahawan siswa dengan menyediakan pusat serenti yang meliputi khidmat bimbingan, peluang pembiayaan dan pinjaman serta sokongan berterusan dalam pelbagai aspek yang lain.

Selain membudayakan pelajar merapati dunia perniagaan, program ini terus berlangsung dengan lebih kreatif dan kompetitif melalui pendedahan pelajar kepada peluang-peluang perniagaan. Kini, bakal usahawan siswa boleh menilai potensi dan membuat padanan perniagaan sesuai dengan bidang masing-masing dengan pelbagai sektor yang ditawarkan iaitu herba, perabot, grafik, gas dan petroleum, ladang bersepadu, pembuatan bersepadu, ICT, skim pembangunan vendor dan pelbagai lagi.

Kejayaan membudayakan bidang keusahawanan nanti boleh diukur melalui minat rakyat terutama golongan muda dan siswazah yang kini tidak lagi teruja untuk 'makan gaji' tetapi sudah bersedia menjadi 'tuan' untuk diri sendiri.

FORUM:

Bagaimana penerapan asas pembudayaan keusahawanan dapat diterapkan dalam IPTK itu sendiri?

En. Othman:

Semua pensyarah IPTK diterapkan ilmu Keusahawanan melalui seminar, pameran dan pembentangan kertas kerja. Selain itu, para pensyarah dikehendaki mengajar dan memberi bimbingan subjek keusahawanan kepada pelajar memandangkan subjek ini diwajibkan kepada para pelajar oleh Kementerian Pendidikan Tinggi. Usaha ini akan dapat meningkatkan ilmu keusahawanan kepada para pensyarah bagi mengaplikasikan budaya keusahawanan kepada pelajar sebagai kerjaya pilihan.

FORUM:

Sebagaimana yang telah dimaklumkan kepada pihak IPTK dan fakulti yang lain, satu pertandingan Rancangan Perniagaan akan diadakan di peringkat UTeM dan kepada kumpulan yang menang akan mewakili UTeM ke peringkat kebangsaan. Boleh En. Othman ceritakan berkenaan pertandingan tersebut?

En. Othman:

Pertandingan pembudayaan keusahawanan di kalangan pelajar adalah usaha dan galakkan dari pihak *The Multimedia Development Corporation (MDeC)* yang dipertanggungjawabkan untuk menguruskan pertandingan di peringkat kebangsaan yang melibatkan seluruh IPTA/IPTS. Bagi mencari wakil UTeM ke peringkat kebangsaan, IPTK merupakan pusat yang bertanggungjawab memilih wakil UTeM dengan menganjurkan pertandingan peringkat UTeM. IPTK telah mengadakan dua kali pertandingan peringkat UTeM dan telah menghantar wakil ke peringkat kebangsaan.

Objektif Pertandingan;

1. Membudayakan Teknoshawanan di Pusat Pengajian Tinggi.
2. Memberi pendedahan dan pengetahuan sebagai langkah menjadi teknoshawanan yang berjaya.
3. Menggalakkan pelajar dan para penyelidik yang terdiri pelbagai bidang untuk berkongsi idea perniagaan dalam satu pasukan
4. Melahirkan idea yang komersil & Hak Intelektual bagi pembangunan ICT dan SMEs.

Skop pertandingan terdiri dari idea perniagaan dan rancangan perniagaan yang ada hubung kait dengan Komunikasi Maklumat dan Teknologi (ICT) atau Bio – Informatics.

Kategori dan syarat Pertandingan adalah seperti berikut :-

A). Pertandingan Idea Perniagaan (BIC)

- Idea yang komersil – tidak melibatkan produk dan prototype
- Terbuka kepada semua pelajar ijazah pertama
- Setiap kumpulan terdiri daripada maksimum 3 orang peserta ijazah pertama (boleh campur dari fakulti lain)
- Tidak memerlukan rancangan kewangan

B) Pertandingan Rancangan Perniagaan (BPC)

- Produk dan prototaip yang komersil
- Terbuka kepada pelajar undergraduate dan postgraduate, penyelidik, akademik dan bukan akademik.
- Setiap kumpulan terdiri dari maksimum 4 orang (boleh campur semua bidang)
- Rancangan kewangan wajib
- Peserta perlu membawa Produk/prototaip semasa persembahan.
- Penghakiman berdasarkan aspek teknikal, pemasaran, saluran pemasaran, jangkaan pasaran dan rumusan.

FORUM:

Apakah harapan En. Othman tentang pembangunan IPTK pada masa akan datang?

En. Othman:

Saya berharap agar IPTK akan terus maju melalui komitmen dan kesungguhan warga IPTK melaksanakan tugas yang telah dipertanggungjawabkan kepada mereka.



Bengkel Penubuhan Fakulti Pengurusan Teknologi dan Teknousahawanan (FPTT)

Oleh: Norhidayah Mohamad
Gambar oleh: Md. Nor Mohamad Saleh

Selaras dengan hasrat UTeM untuk menubuhkan sebuah fakulti yang berasaskan Pengurusan Teknologi dan Teknousahawanan, satu Bengkel Penubuhan Fakulti Pengurusan Teknologi dan Teknousahawanan atau nama ringkasnya FPTT telah diadakan Institut Pengurusan Teknologi dan Keusahawanan (IPTK). Pensyarah IPTK telah terlibat dalam bengkel selama dua hari yang dijalankan pada 4 dan 5 Julai 2008. Bengkel ini merupakan inisiatif Jabatan Akademik untuk menghasilkan kertas cadangan penubuhan FPTT. Pensyarah yang terlibat begitu komited dalam memastikan kertas kerja penubuhan fakulti ini dapat disempurnakan mengikut perancangan yang telah ditetapkan. Setelah bertungkus lumus selama dua hari, semua pensyarah yang terlibat telah dapat menyempurnakan tugas masing-masing dan gabungan kesemua bahagian telah dilakukan bagi menghasilkan sebuah kertas kerja yang lengkap.



Di akhir bengkel ini, satu cadangan kertas kerja penubuhan fakulti yang baru telah dapat disiapkan mengikut prosedur yang telah ditetapkan. Bagi memantapkan lagi kertas kerja ini, satu bengkel pemurnian fakulti akan diadakan bagi memantapkan lagi kertas kerja yang telah dihasilkan.



Bengkel Pemurnian Penubuhan Fakulti Pengurusan Teknologi dan Teknousahawanan (FPTT)

Oleh: Norhidayah Mohamad
Gambar oleh: Amir Aris

Rabu, 13, 14 Ogos 2008, satu Bengkel Pemurnian Penubuhan Fakulti Pengurusan Teknologi dan Teknousahawanan atau lebih dikenali dengan FPTT telah di adakan di Hotel Royal Bintang, Seremban. Bengkel ini dikendalikan oleh Jabatan Akademik, Institut Pengurusan Teknologi dan Keusahawanan (IPTK) di bawah penyeliaan En. Othman Aman sebagai Ketua Jabatan Akademik. Bengkel pemurnian ini merupakan kesinambungan daripada bengkel penubuhan fakulti yang telah diadakan sebelum ini. Ianya berlangsung selama dua hari dan seramai 11 orang peserta yang terdiri daripada Dr. Budi Suprpto, Dr. Md. Nor Hayati Tahir, En. Othman Aman, En. Amir Aris, En. Amiruddin Ahamad, En. Mohd Fazli Mohd Sam, En. Akmal Abd. Manap, Pn. Azrina Othman, Pn. Mariam Miri Abdullah, Pn. Norhidayah Mohamad dan Cik Sitinor Wardatulaina Mohd Yusof. Sepanjang bengkel ini berlangsung, Y.Bhg. Dekan IPTK, Dato' Prof. Dr. Abu Bakar bin Mohd Yusof telah turut bersama-sama menyumbangkan idea dalam memurnikan kertas cadangan penubuhan fakulti baru ini.

Bengkel pemurnian fakulti baru ini lebih memberi tumpuan kepada aspek penyusunan semula kandungan dalam kertas kerja cadangan serta membuat penyemakan terperinci bagi merealisasikan penubuhan FPTT di Universiti Teknikal Malaysia Melaka (UTeM). Semoga segala usaha dan pengorbanan yang dilakukan dapat membuahkan hasil yang dapat menyumbang ke arah kecemerlangan universiti.



Kerjasama UTeM - UTM

Oleh : Kamarudin Abu Bakar
Gambar oleh: Amirudin Ahamat

UTeM dan UTM, masing-masing melalui IPTK dan SPACE telah berjaya memeterai satu program kerjasama pada 20 Mei 2008 yang lalu bertempat di Bilik Mesyuarat IPTK, UTeM bagi melaksanakan program usaha sama penganjuran Seminar APCMOTTEE 2008 yang bakal diadakan pada 28 dan 29 Oktober, 2008 di Hotel Equatorial, Melaka.

Persidangan APCMOTTE 2008 yang bertemakan perkongsian pengalaman, pembangunan jaringan dan penyebaran maklumat berkaitan pengurusan teknologi dan teknologi keusahawanan ini mempunyai beberapa matlamat untuk dicapai, iaitu, menganalisa prinsip, peranan, status dan sasaran masa depan dan cabaran yang perlu diharungi, membincangkan cara-cara bagi meningkatkan daya saing Malaysia dan bagi menjamin ketahanan pembangunan dan mencadangkan agenda untuk kajian dan aplikasi masa depan di Malaysia dan juga Negara-negara Asia Pasifik yang lain.

Pada dasarnya, mesyuarat ini telah membincangkan beberapa agenda penting khususnya yang berkaitan dengan peranan yang perlu dimainkan oleh kedua-dua pihak penganjur-bersama tersebut. Di antara tugas utama yang telah dipersetujui yang perlu digalas oleh pihak IPTK termasuklah dari aspek logistik, protokol dan penempatan bagi pembentang kertas kerja dan peserta seminar. Pihak SPACE pula dipertanggungjawabkan dari segi kos penganjuran persidangan dan pemilihan pembentang kertas kerja; manakala kedua-dua IPTA ini juga akan bergandungan dalam usaha mendapatkan penajaan serta menjalankan program pemasaran bagi memenuhi kuota peserta yang dijangka akan menghadiri program berkenaan kelak.

Mesyuarat kali kedua bagi persidangan usaha-sama APCMOTTE 2008 ini telah menyusul pada 17 Jun 2008 tetapi kali ini ia telah diadakan di Bilik Mesyuarat SPACE-UTM, Skudai, Johor. Lokasi mesyuarat yang dibuat secara timbal-balik ini bertujuan untuk mengeratkan lagi silaturrahim dan bagi memberi peluang delegasi kedua-dua pihak untuk mengenali secara lebih dekat fungsi IPTK dan SPACE di IPTA masing-masing agar dapat mengukuhkan lagi jambatan bagi melaksanakan program-program usaha-sama yang sepertinya di masa-masa yang akan datang. Perkara-perkara utama yang telah disentuh dalam perjumpaan ini termasuklah berkaitan pelan tindakan untuk memuktamadkan abstrak bagi pembentang kertas kerja, agenda perasmian dan penutup seminar, serta status hasil pemasaran peserta seminar di mana sehingga hari ini sasaran yang telah berjaya dicapai adalah disekitar 70% (maklumat dikemaskini pada pertengahan Ogos 2008).



Mesyuarat MATDEC Bersama Firma Perundingan

Oleh : Md. Nor Hayati Tahir
Gambar oleh : Budi Suprpto

Satu mesyuarat di antara Pusat Pembangunan Teknousahawanan Malaysia (MATDEC) bersama pihak firma perundingan telah diadakan pada 7 Ogos 2008 di Bilik Mesyuarat Institut Pengurusan Teknologi dan Keusahawanan (IPTK). Seramai 13 jururunding yang memegang berbagai jawatan di firma perundingan telah hadir ke mesyuarat tersebut. Mereka yang hadir bukan sahaja dari sekitar Melaka malahan ada juga yang hadir dari luar Melaka. Mesyuarat ini diadakan sebagai salah satu strategi untuk mewujudkan sinergi di antara MATDEC-Firma Perundingan berkaitan dengan modul-modul latihan kepada industri dan orang awam. Sebanyak 27 modul latihan telah diluluskan oleh Senat UTeM untuk dijalankan oleh MATDEC dalam usaha menggalakkan aktiviti-aktiviti keusahawanan di seluruh negara.



Kursus **TRAIN THE TRAINER (TTT)**

Oleh : Mohd Fazli Mohd Sam

Gambar oleh : Amir Aris

Pusat Pembangunan Teknousahawan Malaysia (MATDEC), Institut Pengurusan Teknologi dan Keusahawanan (IPTK) telah menganjurkan Kursus Train The Trainer (TTT) yang pertama di Hotel Quality, Kuala Lumpur pada 26 hingga 30 Mei 2008. Seramai 20 orang peserta telah menyertai bengkel tersebut yang terdiri dari staf UTeM dari pelbagai PTJ. Kursus ini telah dikendalikan oleh Info Resources System Sdn. Bhd, sebuah syarikat perunding yang didaftarkan di bawah Pembangunan Sumber Manusia Berhad (PSMB).

Majlis ini telah dirasmikan oleh Dekan Institut Pengurusan Teknologi dan Keusahawanan (IPTK) iaitu Y.Bhg. Dato' Prof. Dr. Abu Bakar Mohd Yusof dan penceramah yang mengendalikan bengkel tersebut adalah En. Eugene Tan. Bengkel ini memberi tumpuan kepada aspek-aspek penting dalam menjalankan sesuatu latihan berstruktur serta melakukan penilaian terhadap keperluan latihan. Selama 5 hari kursus ini dijalankan, peserta telah dapat menguasai ciri-ciri jurulatih yang kompeten, memahami asas-asas pembelajaran dewasa dan kaedah penyampaian latihan yang efektif, melakukan analisa keperluan latihan, mereka bentuk program latihan berasaskan kompetensi dan menguasai kaedah penyampaian latihan yang berkesan.

Komitmen dari semua peserta adalah amat memberangsangkan dan semua peserta yang menghadiri bengkel pada kali ini telah kompeten dan lulus dengan jayanya. Sijil telah dikeluarkan oleh pihak Pembangunan Sumber Manusia Berhad (PSMB). Kursus ini akan diteruskan untuk kali kedua iaitu telah diadakan pada 25 hingga 29 Ogos 2008 dan telah mendapat sambutan yang menggalakkan.

Kesimpulannya, Y.Bhg. Dekan IPTK melahirkan rasa sangat berpuas hati terhadap isi kandungan program serta penyertaan peserta. Beliau berharap agar para peserta dapat memanfaatkan ilmu yang diberikan sebaik mungkin daripada program ini. Tahniah kepada semua peserta.



Sesi Taklimat Pelajar Baru MBA oleh Dekan IPTK

Oleh : Amir Aris

Gambar oleh : Amir Aris

Satu sesi taklimat pelajar baru MBA telah diadakan pada 21 Julai 2007 di Bilik Kuliah 3, IPTK, UTeM. Taklimat ini telah disampaikan oleh Dekan IPTK, Y.Bhg. Dato' Prof. Dr. Abu Bakar Mohd Yusof disertai oleh semua tenaga pengajar program MBA. Seramai 14 orang pelajar baru telah mendaftar pada Trimester Julai 2007 dan taklimat ini telah diadakan pada hari pertama perkuliahan mereka.

Dalam taklimat Y.Bhg. Dekan, beliau telah menjelaskan mengenai cabaran-cabaran yang perlu dihadapi oleh seorang pelajar sarjana yang sememangnya berbeza dengan pelajar-pelajar ijazah pertama. Di samping itu, Y.Bhg. Dekan juga telah menyentuh sistem yang digunapakai dalam pelaksanaan program ini secara ringkas.

Selepas selesai sesi taklimat oleh Y.Bhg. Dekan IPTK, semua pensyarah telah memperkenalkan diri masing-masing dan memberi kata perangsang kepada pelajar-pelajar untuk *survival* dalam program MBA ini. Sesi diakhiri dengan taklimat yang telah disampaikan oleh Penyelaras Pascasiswazah IPTK, En. Amir Aris mengenai perjalanan program MBA keseluruhannya.

Diharapkan taklimat ini telah memberikan keyakinan kepada para pelajar untuk meneruskan program MBA ini dengan keyakinan yang kuat. Semoga berjaya!



Dari Sudut Hati Yang Paling Dalam: Komentaar Graduan Terhadap Program MBA IPTK



"Program MBA IPTK cukup mencabar dan berkualiti. Tapi saya selesa kerana IPTK sangat fleksibel"

Haryaty Hamdzah



"Saya berbangga kerana menjadi graduan sulong MBA IPTK, saya yakin akan lebih ramai lagi rakan-rakan di luar sana mengikuti program ini"

Noor Faiezah Yaakop



"Program ini merupakan semangat saya untuk lebih berjaya. 2 tahun saya berusaha, kini saya lebih berkeyakinan untuk menghadapi cabaran hidup"

Khairulniza Yahya



"Be more knowledgeable person with special MBA in IPTK"

Anuar Senin



"Great people comes from great places"

Nurul Aini Md. Rais



"MBA di IPTK mempunyai tahap kualiti yang baik dari segi tenaga pengajar, kemudahan dan pengurusannya"

Juan Rizal Sa'ari



"IPTK adalah pencetus semangat saya untuk melanjutkan pengajian saya ke peringkat PhD"

Noor Akmal Abdul Wahab



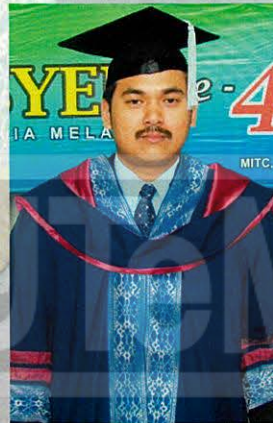
"Nothing is impossible, sacrifice is nothing compare with success"

Mansur Md. Yusuf



"Cabaran yang hebat menghasilkan kejayaan yang cemerlang"

Mohd Sufian Ab. Kadir



Knowledge is power, IPTK produced power persons"

Hasan Saleh



Terima kasih IPTK, terima kasih UTeM kerana memberi peluang untuk saya merasai kejayaan. Apa tunggu lagi, mohonlah program MBA di IPTK sekarang!!! JOM KONVO

Majlis Kesyukuran Sempena Ulang Tahun Kelahiran Dekan IPTK

Oleh : Ratnasaerah Azis
Gambar oleh : Amir Aris

Tarikh 6 Jun 2008, meninggalkan kenangan manis kepada Dekan IPTK, Y.Bhg. Dato' Prof. Dr. Abu Bakar, keluarga serta seluruh warga IPTK. Satu majlis kesyukuran telah diadakan di Pejabat IPTK bagi meraikan detik bermakna bagi seorang insan yang bernama Dato' Prof. Dr. Abu Bakar Mohd Yusof.

Majlis dimulakan dengan bacaan doa oleh En. Amir Aris, Penyelaras Pascasiswazah IPTK seterusnya ucapan oleh Pengerusi Kelab iaitu Pn. Edna Buyong. Y.Bhg. Dekan dalam ucapannya menyatakan rasa syukur di atas nikmat kesihatan yang dikurniakan dan memberikan setinggi penghargaan kepada seluruh warga IPTK di atas penganjuran majlis ini.

Majlis ini diakhiri dengan penyampaian cenderahati oleh Pengerusi Kelab kepada Y.Bhg. Dekan IPTK dan jamuan.



Majlis Doa Selamat Sempena Ulang Tahun Kelahiran Staf, Kepergian Staf IPTK Menyambung Pengajian dan Cuti Tanpa Gaji, Kemasukan Staf Baru serta Perpindahan Staf

Oleh : Sa'adiyah A. Aziz

Gambar oleh : Akmal Abdul Manap

1 Julai 2008

Diari
KELAB KEBAJIKAN IPTK

Pada 1 Julai 2008, Kelab Kebajikan IPTK telah mengadakan majlis doa selamat sempena meraikan hari kelahiran staf IPTK yang bermula dari Januari 2008 hingga Jun 2008 di pejabat IPTK. Majlis dimulakan dengan bacaan doa oleh Ustaz Mahadi Abu Hassan, Pengarah Pusat Islam, UTeM seterusnya ucapan oleh Pengerusi Kelab, Pn. Edna Buyong.

Selain itu, majlis ini juga bertujuan meraikan salah seorang staf IPTK iaitu Pn. Murzidah Ahmad Murad yang akan melanjutkan pengajiannya di peringkat Doktor Falsafah di RMIT University, Australia, serta meraikan salam perpisahan dan ucapan terima kasih yang tak terhingga kepada Dr. Mulyaningrum yang telah tamat tempoh kontraknya di UTeM pada 3 Jun 2008.

Di samping itu, pihak IPTK sangat mengalu-alukan kemasukan pensyarah baru iaitu En. Mohd Fazli Mohd Sam, dan En. Kamarudin Abu Bakar. Semoga ahli keluarga baru IPTK ini dapat menyumbangkan seberapa banyak idea dan tenaga dalam membangunkan IPTK keseluruhannya.





7 Ogos 2008



Satu majlis doa selamat telah diadakan pada 7 Ogos 2008, jam 1 tengah hari di Bilik Mesyuarat IPTK. Majlis ini bertujuan bagi meraikan staf yang akan melanjutkan pengajian, staf cuti tanpa gaji, staf yang bertukar dan staf baru di IPTK. 3 orang staf akademik yang akan melanjutkan pengajian di peringkat Ph.D iaitu Puan Mariam Miri bt. Abdullah (University of Paris-Est.), Puan Azrina bt. Othman dan Cik Sitinor Wardatulaina bt. Mohd. Yusof (University of Autonoma Barcelona, Sepanyol).



Majlis ini juga turut meraikan Puan Nor Ratna bt. Masrom yang akan bercuti tanpa gaji kerana mengikut suami melanjutkan pengajian ke luar negara mulai 25 Ogos 2008 hingga 2011. Di kesempatan ini juga seluruh warga IPTK mengucapkan selamat maju jaya kepada Puan Norasmara bt. Mahmud yang bertukar ke Pejabat Canselori pada 21 Ogos 2008.



Selamat datang kepada Dr. Md. Nor Hayati bt. Tahir, Pensyarah DS51 dan Puan Hj. Sa'adiyah bt. A. Aziz, Pembantu Tadbir (Kesetiausahaan) yang baru menganggotai IPTK. Harapan IPTK agar keluarga baru IPTK dapat bersama-sama menyumbang tenaga dan idea dalam membangunkan IPTK ke mercu kejayaan.



Kaizen Implementation Tools for SME

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According to Hodgetts (1996), all enterprises regardless of size and financial states, are involved in the quality revolution. Small organizations, for example suppliers to large organisations, are experiencing increased demands concerning quality, productivity and flexibility of their products and services (Huxtable, 1995). As such, implementing process management within small enterprises could be inflicting these factors (Garvare, 2000).

Many organizations tend to operate in a traditional management way, a problematic style that often leads to a "one dimensional" communication, inefficient use of organizational resources, and overall poor performance. Hence, the continuous improvement process should effectively help employees to get involved in building and strengthening the organization by getting rid of the fears that keep them from giving their best.

Kaizen is a Japanese word for "continuous improvement". Its purpose is to eliminate waste from businesses (i.e. any activity that add cost but do not add value). In other words, that could mean "to take it apart and put back together in a better way", and to be followed by standardization of this "better way" in tasks being carried out in the workplace.

One of the most important aspects of Kaizen is suggestion system. In the 70's, the Western businessmen visited Japan to learn about the system and then immediately implemented their company's suggestion system or even opted to start quality control circles (QCC).

It is always important to understand that each company has its own approach towards suggestion system. Generally, Kaizen application is categorized in three ways:

- (i) Suggestion system only (by individuals), or
- (ii) QCC only, or
- (iii) Suggestion system plus QCC.

Unfortunately, many companies undertaking such programs have failed to successfully institutionalize the suggestion system. The main reason for this is because of the misunderstanding between the typical Japanese system and the application of Kaizen in their existing workplace systems. The differences have ended-up in confusion and also some conflicts.

When practicing Kaizen with other systems of a company, it is very critical to ensure that these systems are compatible with each other. Thus, the main attention must be balanced towards the process improvement and thus the outcomes enhancement. It is important to promote small improvements that focus on improving one's own work area especially in the areas of safety, quality, productivity, etc.

In a suggestion system, employees are monetarily reward or recognize for their creativity or innovative ideas contributed to the company. As such, companies should pay more attention to the efforts their employees put into their kaizen process rather that the results produced. If an individual or group have come up with an idea that has a cost-saving element, they should be rewarded accordingly. When the idea after some time seems to have worked (or even if the idea is not adopted by the company), the superior should ask the subordinate to complete the suggestion form and submit it for monetary reward.

For example, Toyota is well-known as one of the leaders in using Kaizen. In 1999 at one of its USA plant, 7,000 Toyota employees submitted over 75,000 suggestions, of which 99% were implemented.

Japanese companies give small rewards for every suggestion that has been contributed and even more rewards if it is implemented. This is done quickly so employees could see that all their efforts are appreciated right away. Remember, even if the majority of the individual suggestions do not have much economic impact, but collectively they do.

In short, these continual but small improvements add up to major benefits that improved productivity, improved quality, better safety, faster delivery, lower costs, and greater customer satisfaction. On top of these benefits to the company, employees working in Kaizen-based companies generally would find their work to be easier and more enjoyable-resulting in higher employee morale, job satisfaction, and lower turn-over.

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Business Strategy and Environmental Approach

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ABSTRACT

The purpose of this paper is to explore the pattern of relationships between business strategy and environmental approach and to identify the environmental typology. This paper is written based on the mail-survey study of 83 firms in Indonesian chemical industry. Using factor analysis, the study found three environmental approaches: prevention, information and correction. Using cluster analysis, the sample firms can be grouped into five categories as environmental typology: non-compliance (20 firms), compliance (14 firms), compliance-plus (11 firms), excellence (13 firms), and leading edge (24 firms). Empirical finding from regression analyses suggested that the relationship between business strategy and environmental approaches was found. Business strategy has a significant and positive relationship with prevention approach and information approach.

Keyword: Business Strategy, Environmental Approach, and Environmental typology.

Introduction

Traditionally, managers looked at the natural environment as an external influence in the process and content of managerial decision making, because the natural environment has lain outside the operation of the firm (Slater and Angel, 1999; Menon and Menon, 1997; Roome, 1994). The idea of integrating the natural environment imperatives in the developing business strategy has been seen as rising cost, decreasing competitiveness, and time consuming.

Studies the explicitly recognized the importance of the natural environment and examined its role in strategic management are beginning to appear in the literature (Hart, 1995; Gladwin et al, 1995; Jenings and Zandbergen, 1995; Shrivastava, 1995a,b; Menon and Menon, 1997; Benerjee, 2002). Aragon-Correa found that here is a significant relationship between firms' strategic proactivity and their natural environmental development. This finding indicated that the companies have to integrated environmental concerns into their business strategies to proactively address many issues regarding natural environment. Thus firms with proactive business strategies are also those that respond most decisively toward natural environment challenges and pressures.

This study attempt to investigate the way chemical firms in Indonesia conduct their environmental approaches. The study focuses on two main topics. First, the study will analyze and classify firms' environmental approaches and environmental typology. Second, this study will investigate the relationship between business strategy and environmental approaches.

Theoretical Background and Hypothesis

The Environmental Approaches and Typology

Many Scholars indicates that there are at list two methods (approaches) in grouping firms' position in approaching their natural environment: traditional and modern (Bucholz, 1993; Srivastava, 1995; Starik and Rand, 1995). Moreover, Aragon-Correa study of CEOs of 210 firms operating in Spain (1998) found three main approaches regarding how firm approach to natural environment: traditional / regulated correction, modern / voluntary prevention, and information and education. The first approach – traditional / regulated correction approach – was based on logical thinking that government could control in various ways in order to impose environmental standards, based on implementation of available implementation technology. The second approach – modern / voluntary prevention – was based on the though that firms generating pollution would pay pollution charges that was set high enough to accomplish the desire level of pollution reduction. The third approach – information and education – was based on the though that people would be more willing to act responsibly toward environment if they have enough knowledge and information about environmental issues.

Roome (1994) proposed five strategic options for environmental management for a firm to adopt: non-compliance, compliance, compliance-plus, excellence, and leading-edge. Non-compliance represents the default state, in the absence of an established strategic company position on the environment. Compliance takes the forms of a company commitment to meet legislative standards operating in the company's operation arena. Compliance-plus is characterized by the move towards the establishment of integrated systems for environmental management with environmental technique embedded in reformed management systems. Excellence takes an approach of excellence in commercial and environmental performance. Leading-edge takes an approach that posture point the way for future development by others.

Business Strategy and Environmental Approaches: The Relationship

Aragon-Correa (1998) study over 210 CEOs of Spain firms found that there is moderate and significant relationship between business strategies would and environmental approaches. Moreover, he indicated that firms with more proactive business strategy would have more advance approach to natural environment than their competitors with less proactive business strategies.

Based on the theoretical background, the hypothesis that can be developed here are as follow: *Firms with more proactive business strategies will have more advanced environmental approaches than their competitors with less proactive business strategies*

Sample Design

To be included in the study, firm had to be a chemical firm. Those firms are included under chemical industry with the two-digit ISIC. In this study, 487 chemical firms in Indonesia were involved as research target. Finally 83 firms among them give feedback response that indicating a 17.04 percent response rate. The final sample and response are presented in Table 1.

Table 1
Detail of Sample Firms and Respondent Rates

No	Title	Research Targets	Response Rate (%)	Responses
	ISIC (Industry Title)			
1	24111-24119 (Basic Chemicals)	100	20.00	20
2	24121-24129 (Fertilizers)	100	18.00	18
3	24131-24132 (Synthetics)	87	11.40	10
4	24212 (Pesticides)	50	30.00	15
5	24220 (Paint and Varnishes)	50	14.00	7
6	24231-24234 (Pharmaceutical and Drugs)	20	20.00	4
7	24241-24242 (Soap and Cosmetics)	40	7.50	3
8	24291-24299 (Adhesive, Ink, Chemical n.e.c).	40	15.00	6
	TOTAL	487	17.04	83

Variable: Instrument and Measurement

Business Strategy Variable

18 questions for measuring business strategy were developed based on The Adaptive Cycle and Strategic Type Characteristics proposed by Miles and Snow (1978). A seven point Likert-scale that ranged from 1 to 7 were used as response options for all the question items.

Environmental Approach Variable

Aragon-Correa (1998) designed a bundle of the natural environment-related practices. Those question items were designed to cover the rage of natural environmental approaches that a firm might adopt. Possible answers range from 1, for "W have no addressed this issue at all and have no plan to do in the future" to 7 for "We are the leader on this issue".

Organizational Size

The size of the firm in the study vary in size suggests the need for control for size. The size indicator used is the number employee of the firms. Number of employee is one of the common methods of measuring organizational size (Smith et al., 1986)

Mail Survey

Three mailing waves of survey were conducted here. This process is actually following the survey process proposed by TDM (Total Design Method) approach.

First mailing wave started on March 2002. Four hundred eighty four envelopes were sent to the respondents at that time. Those mailing envelopes include a cover letter, a bundle of questionnaire, and a postage return envelope. Two week letter, the second wave, remainders postcards were sent all respondents. The third mailing wave was sent out after a month after the postcard remainder that included another cover letter, a bundle of questionnaire, and a postage-paid return envelop. The three wave of mailing were designed for the purpose to get maximum response rate.

Analysis and Results

Environmental Approaches and Typology

Each firm's standardized scores on 14 natural environmental practices presented in Table 2, were subjective to principal component analysis. A varimax rotation of factor analysis resulted three significant factors, with eugenvvalues greter than 1 that together explained a variance of 67.47 percent. Thirtee of variable exhibited factor loading of more then + 0.50 on at least one factor.

Table 2
Factor Loading of Environmental Policy Items

Natural Environmental Policy Items	Factor 1 Prevention Approach	Factor 2 Information Approach	Factor 3 Correction Approach
V1. Sponsorship of natural environmental event		.768	
V2. Use of environmental argument in the marketing		.733	
V3. Natural environmental aspects in the administrative work		.683	.434
V4. Periodic natural environmental audits		.475	.723
V5. Residue recycling			.758
V6. Purchasing manual with ecological guideline	.765		
V7. Natural environmental seminar for executive	.749	.408	
V8. Natural environmental training in for firm's employee	.497		.579
V9. Total quality program with natural environmental aspect	.770		.406
V10. Pollution damage insurance .494	.493		
V11. Natural environmental management manual for internal use	.530		.446
V12. Filters and controls on emissions and discharges			.749
V13. Natural environmental analysis of product life cycle	.746		
V14. Participation in government-subsidized environmental programs	.408	.656	
Eigenvalue	6.659	1.440	1.139
Percentage of variance explained	47.565	10.283	8.134

Result indicated that 14 environmental practices could be grouped into three approaches. Some variable with high loading on factor 1 are V6 (purchasing manual with ecological guideline), V7 (natural environmental seminar for executives), V9 (total quality program with natural environmental aspect), V11 (environmental management manual for intern used), and V13 (natural environmental analysis for product life cycle). On factor 2, high loading items were V1 (sponsor on natural environmental event), V2 (used of natural environment in marketing), V3 (natural environmental aspect in administrative sector) and V14 (participation in government-subsidized natural environmental programs). On factor 3, high loading items were V4 (periodic natural environmental audit), V5 (residue recycling), V8 (natural environmental training for firm's employee), and V12 (filters and controls on emission and discharges).

The discussion of factor loading is useful for interpreting approaches. Given the results, greater emphasis was placed on variables with higher loading and a label was assigned for each approach depicting it as accurately as possible. Factor 1 was labeled as prevention approach, factor 2 as information approach and factor 3 as correction approach.

The score of all three approaches of environmental policy were then calculated and subjected to cluster analysis. The result was obtained by applying non-hierarchical procedure known as k-means cluster to the number of groups to be adopted on Roome' definition (1994) of environmental typology. Table 3 illustrated the number of cases in each group.

Table 3
Environmental Policy Clusters

	Excellence category	Leading Edge Category	Compliance-plus category	Compliance category	Non-compliance category	F Statistic
Factor score 1 Prevention	1.44304	.78132	-.88964	-.85951	-.62533	76.006
Factor score 2 Information	-1.13827	.49299	1.32605	-.94723	-.48800	39.991
Factor score 3 Correction	-.33645	.29810	.03961	1.23768	-1.33287	50.229
Number of cases	13	24	11	4	20	

Those clusters showed the usefulness of environmental typology proposed by Roome (1994). Group 1 (8 cases) exhibited positive values on correction approach. This result matched with compliance-plus category. Group 2 (20 cases) showed positive values on all of three approaches: correction, prevention and information. This result matched with leading-edge category. Group 3 (10 cases) had positive values on prevention and information approach. This result matched with excellence category. Group4 (10 cases) showed positive values on information approach. This result matched with compliance category. Finally, group 5 (13 cases) showed negative values on all approaches: correction, prevention and information. This result matched with non-compliance category.

Relationship between Business Strategy and Environmental Approaches

Table 4 shows the linear correlations between the scores of all firm on three natural environmental approaches and their business strategy. The business strategy was positive and significant with respect to the scores on prevention approach and information approach but negative and not significant on traditional approach.

Table 4
Correlations Analysis among Environmental Approaches and Business Strategy

Variable	Mean	SD	1	2	3	4
1. Correction						
2. Prevention			.000			
3. Information			.000	.000		
4. Organizational Size			-.022	.029	.185	
5. Business Strategy			-.084	.343**	.219*	.072
* p<0.1						
** p< 0.05						
*** p< 0.01.						

The correlations themselves did not provide a usable analysis of the relationship between business strategy and each approach to the natural environmental policy, because control for the effect of organizational size was absent. The author therefore supplemented the correlation analyses by carrying out a regression analyses. The dependent variable is prevention approach and information approach. Table 5 presents the result of regression analysis

Table 5
Regression Analysis of Business Strategy and Prevention Approach

Variable	Prevention		Information	
	Model-1	Model-2	Model-1	Model-2
Organizational Size	.029	.004		
Business Strategy		.334***		
R ²	.001	.118		
Δ R ²		.117		
F for Δ R ²		3.873**		
N = 58.				
* p<0.1				
** p<0.05				
*** p<0.01				

Limitation and Future Research

Interpretation of the results presented in subject to three main limitations. First limitation is that the small number of usable responses makes it difficult to generate general conclusion. The second limitation to be considered here is the risk involved in converting verbal classification scales into interval scale. Third, most of the sample firms were medium to large, and it is possible that fewer responses were received from small firms with less developed environmental postures. Although this possibility did not prevent verification of the hypotheses formulated, the better representation of the positions of the firms analyzed needs emphasizing for the future research. Finally, Objective data on environmental performance of the firms were not available in this study. Further research is required to study the impact of the relationship discussed on this variable, because business strategy could moderate the relationship between firms' environmental performance and profitability.

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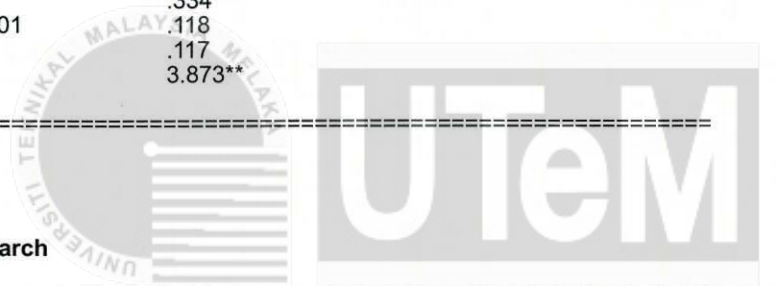
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ICT-BASED ADMINISTRATIVE INNOVATION IN THE MALAYSIAN PUBLIC SECTOR

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Rapid developments in the information and communication technology (ICT) industries and the development of the ICT infrastructure in Malaysia should be seen as being relevant to Malaysian research and development (R&D) and innovation activities. The public users, including government officials and researchers in the research institutes, should utilize the public sector's new innovative services established through the administrative innovation activity. Administrative innovation is the emergence of new products, services and procedures in the public sector that have an economic value contributed by government officials as the result of evolution, variation, disappearance, appearance, association, dissociation or formatting, and implemented by using ICT applications that are characterized by service optimization, efficiency gains, cost reductions and improved information.

The dynamic characteristics of the information gained from the usage of ICT applications may contribute to the sharing of information for administrative innovation in the public sector and research institutes. Considering Zaitun, Mashkuri and Wood-Harper (2000), dealt with post-administrative innovation, examined factors initiating the implementation, obstacles to and success factors for the implementation of an integrated system in three public organizations, this paper assessed the pre-administrative innovation activities.

The rapid industrialization was brought about by the heavy influx of foreign direct investment (FDI) into the country. FDI increased from RM11.3 Billion in 2001 to RM13.0 Billion in 2004. Advanced technology was introduced through the investment in product manufacturing for global export. The technology that has been introduced by multinational companies (MNC) has significantly contributed to the economic and technological development of Malaysia. MNC have enjoyed the supply of cheap labor, and enlightened policies and incentives have encouraged the investment. MNC have provided opportunities for the local participants, namely the government, the private sector and the industrialists to obtain information about advanced technologies. Malaysia has been able to gain information and experience for doing R&D. MNC can provide the technical know-how for R&D processes. Local participants that have been involved in MNC activities could start using advanced technology by themselves, to meet the need of local supporters to get more advantage of utilizing the advanced technology. Therefore, the influx of FDI through the activities of the MNC has contributed to the technological development and has led Malaysia to the present economic stability that it has now.

Rasiah (1996) revealed that foreign companies were involved in leading edge products generally access home-site national innovation systems for their R&D. Development of most advanced technologies takes place in the home country and less of that activity is done in Malaysia, the host country. Foreign investment in Malaysia is undertaken after considerations of political stability and the comparative advantage of the cost of labor. Yamashita (1991) supports the argument that the motivations for Japanese firms investing in Malaysia are political stability and the low cost of labor. From this point of view, it seems that foreign companies are giving little attention to diffusing the advanced technology that has been brought into Malaysia as part of the investment. This means that local supporters, the small and medium sized industries that act as supporting industries to the MNC, have to take innovative action by themselves to grasp the technology opportunities available. The supporting industries have to intensify their links in design, management, production and marketing into an integrated system. Institutionalizing the network among the supporting industries is needed in order to share the information and create indigenous development.

In order to become an industrialized country as outlined in Vision 2020, Malaysia must be able to self-sustain technological development and economic growth. Rapid growth must be accompanied by the development of capabilities to acquire, adapt and improve technologies indigenously. Local participants must play an important role in nurturing these capabilities. The capability to capture information is needed in order to fully benefit from the presence of advanced technology from the MNC that would then be available to the local participants.

The government is required to play a role as facilitator and collaborator for other participants. The public sector, as the governing body for policies and incentives, must act in the same way as a catalyst prompting the private sector to spearhead the development of the K-economy. One of the focused areas for the public sector must be the development of human capital, involving capability, knowledge, skill and experience in meeting the sophisticated approach and service that is demanded by the private sector. In addition, the public sector is required to fill the needs of the private sector and to play a vital role in performing administrative innovation activities to serve the public, also including policies, incentives and other product services supporting the private sector.

The administrative innovation activities undertaken by government officials are intended to disseminate information by the usage of ICT applications. The information available from the innovative services, especially in the areas of policies, incentives, grants and funding mechanisms, could lead the research institutes towards R&D activity. Nevertheless, the public sector is not the only source of information for the research institutes, and public users also have to disseminate and share information with the researchers in the research institutes, as the input for their R&D activities. Thus, R&D can contribute to the indigenous growth of economic and technological development.

It is found that ICT applications have been used in the Malaysian public sector and the information available contributes to the creation of administrative innovation activity by government officials. Md. Nor and Mitomo (2005) revealed that that time of using the ICT applications at workplace have a positive relationship with the innovation capability of the government officials. The longer they

used the applications, the better their innovation capability. The phenomenon is the effect of information enrichment as the result of using the applications at workplace giving services to the public.

Three managerial factors influenced the usage of information from usage of ICT applications, namely the internal capital, external capital and decision-making. Internal capital consists of human capital and structural capital; and external capital consists of customer capital and partner capital.

For the internal capital, it is found that structural capital is important as a tool for interaction amongst the human capital. An open management style, implying free interaction between all levels of the management hierarchy, contributes to administrative innovation activity. Government officials used information from the ICT and, being involved in innovation activity, were freely able to come up with ideas to take to top management. These findings support the argument that a low level of employee supervision is needed for administrative innovation. Open management will allow the flow of information to all levels of the hierarchy. ICT training is a basic need for government officials because their skill and involvement in ICT will develop with their working experience. They need motivation from top management to get them involved in administrative innovation. Easy access to networks will encourage them to exploit the information available from the applications that will later be used as input for administrative innovations. Government officials can acquire more information if they are given better opportunities to access what is available from the ICT applications.

Findings from the external capital suggest that information from the external sources that contribute to administrative innovation activity in the public sector can be acquired by having informal interaction with customers and partners. Information from the external domain is an important input for administrative innovation activity, so that the product of the innovation has had the needs of the customers and partners taken into account. The information can be shared between government officials and the customers and partners as a result of the interaction and by way of informal activity. The information can also be shared by way of formal interaction, where the public sector can work closely with the external capital. Customers and partners can be invited to be members of official meetings so that their needs can be considered in a more formal context.

The ICT infrastructure in the public sector must support the needs of the customers for efficiency and accuracy. Uncertainty and quality issues can be identified from adequate, accurate and timely information exchange between the organization and its customers and partners, and the administrative innovation activity that results will therefore be improved.

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THE AWARENESS AND THE ACCEPTANCE OF ISLAMIC PAWNSHOPS

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Ar Rahnū scheme fund is a short term fund that never involved usury element and it is allowed unless if there are illegal activities such as usury fraud and it is prohibited. Although Islam encourages businessmen to augment their capital through trade, it explicitly prohibits them from capital expansion through lending on interest. The size of rate of interest charged is inconsequential. There is no opportunity cost of lending money in Islam. The lender is likely to be wealthy and the borrower poor, usury simply increases the gap between the have and the have-nots. Islam encourages the circulation of wealth. Allah states in the Quran:

You are the best of peoples, evolved for mankind, enjoining what is right, forbidding what is wrong, and believing in Allah. (Qur'an 3:110)

Those who devour usury will not stand as stands one whom the Evil by his touch driven to madness. That is because they say: "Trade is like usury," but Allah has permitted trade and forbidden usury." (Qur'an 2:275)

Islam through the example of the Prophet (saw) and the rightly guided Caliphs, demonstrate the importance of trade in business. Abu Bakr (raa) ran a cloth business; Umar (raa) had a corn trading business and Uthman (raa) a cloth business. The Ansar among Companions of the Prophets (may Allah be pleased with them) engaged in farming. In fact, except for the trades that have been prohibited, Islam actively encourages Muslim to get involved in business and commerce.

In developing any product, competition is normal in any market. Health competition helps customers to choose the best goods or services providers. In pawnshop activities there are several kinds of small loan providers who basically provide same services. Basically there are six different types of organization that provide same services such as:

- Bank Rakyat - Ar-Rahnū Scheme
- Bank Islam Malaysia Berhad - Ar-Rahnū Scheme
- Terengganu - Scheme Muassasah
- Kelantan - Ar-Rahnū Scheme
- Pawn shop - Conventional pawnshop
- Middleman - Simple Loan.
- AgroBank Malaysia - Ar-Rahnū scheme

Most of the above bodies provide retail loan by taking gold as collateral accept activities played by middleman. Islamic pawnshop is not new in the market. AgroBank Malaysia took nearly two years to do a feasibility study before it can be implemented. Those are the histories and some other information of the Ar-Rahnū scheme collected by Bank Pertanian:

Islamic pawnshop had been introduced by Terengganu State Government, known as Muassasah scheme in 1994 and its objective was to help poor people to get short term fund by pawning gold as collateral. Then it followed by Kelantan. Only one Muassasah scheme is practiced in Terengganu and its disbursement in year 2000 was RM28 million.

Bank Rakyat with the cooperation of YPIEM than introduced the scheme in 1995 and followed by Bank Islam also with the cooperation with YPIEM in 1999. The recent news by Bernama November 14, bank Rakyat will open another two or three Ar-Rahnū outlets next year. Its chairman Tan Sri Syed Jalaludin Syed Salim, said that Bank Rakyat would enhance its effort to promote its service in rural areas. In implementing e-commerce Bank Rakyat has its own web for the product but it is not interactive Until April 2001, the accumulated disbursements in Bank Rakyat were RM577 million and the NPL rate for the scheme is very low. Basically the profit margin of the scheme is as shown as below:

Gross profit Ar-Rahnū	10.5	15	43%
Cost Operation	2.5	3.5	40%
Net Profit	8.0	11.5	43%

The size of market in year 2000 including conventional was approximately RM2.1 billion. Nearly 90% of the customers were Malays. Kedah, Kelantan, Perak and Selangor were popular states with the scheme. Total disbursement and number of clients in the Islamic pawnshop were as shown in Table 1.1 below:

Table 1.1 : Pawnshop Achievement 1999- 2001

Year	Disbursement (RM million)	Loan Balance (RM million)	Number of Account
1993	1.0	.36	990
1994	36.0	19.0	44000
1995	42.0	20.0	52,000
1996	48.0	26.0	54,000
1997	61.0	34.0	66,000
1998	85.0	48.0	93,000
1999	106.0	55.0	117,000
2000	142.0	64.0	136,000
2001	200.0	90.0	150,000

The accumulated total disbursement were RM577 million whereas the budgeted disbursement for the year 2001 supposed to be RM 200 million. The rate of collection in arrears and non performing loan for the scheme was very small. The profit and loss on the scheme are as indicated in Table 1.2 below:

Table 1.2 : Profit and Loss Achievement 1999-2000

Item	1999	2000	%
Gross Profit(RM Million)	10.5	15.01	43%
Operation Costs (RM Million)	2.5	3.5	40%
Net Profit RM (Million)	8.0	11.5	43%

Ar-Rahnu scheme in BIMB has started in 1997 with 52 branches. Its policy is different compared to Bank Rakyat. In BIMB, to apply loan by pawnshop service, original receipt of gold purchased or declaration letter from the gold shop to qualify the gold must be attached. Loan balance as year 2000 was RM6.0million. Its low achievement was because its current policy was more focus on bigger corporate fund.

Based on the achievement of those organizations, AgroBank Malaysia had implemented the scheme in year 2002. Now AgroBank Malaysia has 22 outlets. AgroBank Malaysia system is similar with Bank Rakyat. Memorandum of Understanding had been made between Bank Rakyat and AgroBank Malaysia as an agreement that Bank Rakyat agreed to be its consultant. In promoting the product, AgroBank Malaysia had also provided web page for the product and similar with other bank the web is not able to interact with customers.

One of the most dramatic forces shaping people lives is technology. Technology has released many cases in the world. The rapid changes in technology force many industrials to explore unpredictable way to capture the market. For example facsimiles hurt the courier industry, autos hurt the railroads and televisions hurt the newspapers, as well as computers capacity with the sophisticated new systems.

Thus it is concluded that customers prefer borrow from friends or relative because they feel very humble using pawnshop services if they need cash urgently. Pawnshop as the last resource is yet another factor found to be significantly correlated with the action of respondents by borrowing or relative when they are desperate.

By using this method we can derive equation for the regression that is;
 $Y = 1.41 - 0.052X_1 + 0.217X_2 + 0.188X_3 - 0.013X_4$

The equations indicates that the feeling of humble and attitude of customers that set pawnshop as the last choice make customers are more choosing friends or relative as funds resources as to solve urgent cash needs. Pride and egoism might be the reason why customers had a negative perception on the pawnshop service. Instead of pride and the egoistic among customers, we are also concern on the perception of customers on costs might be incurred in the pawnshop service. Before we created the questions, we had come with a hypothesis that customers dislike pawnshop service due to the costs may incur.

Islamic pawnshop had been existed in AgroBank Malaysia since year 2002 in certain branches in every region. In our hypothesis we believed that the pawnshop launched by AgroBank Malaysia cannot be accepted by customers due to the lack of awareness among them.

The extraordinary growth of direct marketing in consumer market is a response to market changes. Market "demissification" has resulted in an ever-increasing number of market niches with distinct preferences. In pawnshop service the egoism, pride, facing human at the counter encourages customers to deal virtually. Due to those facts, we believed that pawnshop should also go further utilizing new technology so that it can be well accepted such as through SMS or online as customers become smarter.

Conclusion

Through this research we had identified the target market and its characteristics, AgroBank Malaysia must be ready to create good communicators to desire audience response. The desired ultimate responses are purchase the service, high satisfaction and favorable word-of-mouth. Therefore the persons who are going to be the communicators of AgroBank Malaysia should know how to move the target customers to higher states of readiness to buy the service.

Thus officers that are given responsibilities to promote the product can implement the hierarchy-of effect model (learn, feel, do) that seeks cognitive, affective or behavioral response from the market target as listed below:

- Awareness – Since most of customers are unaware of the object (Islamic pawnshop service) the communicator's task is to build awareness, perhaps just name recognition. This can be accomplished with simple message repeating the name. Even then, building awareness takes time.
- Knowledge – Through our survey we had identified that the target customers are aware of certain product in AgroBank Malaysia such as deposit or loan but have no idea about the pawnshop service. Then AgroBank Malaysia must manipulate the environment to wide spread the service to existing and other customers.
- Linking – Most of the respondents know the Islamic Pawnshop organize by other organization; we had recognized their feel about it whereby most of them are very shy to deal with service. Most of the respondents looked unfavorable of pawnshop service whereby it is much better for short term loan. Therefore, we have to find out the reason why and then develop a communication campaign to shore up favorable feelings.
- Preference – The target market might like the service but has not preferred it to others. In this case, AgroBank Malaysia must try to build customer preference. He/she must be able to promote the service quality, value, performance and other features. Furthermore, he/she can check on the campaign's success by measuring customer's preference again after the campaign.
- Conviction – The target market might prefer a particular service in AgroBank Malaysia but has not develop to conviction about buying it. Therefore, the person in charge in certain branches must build conviction that right for AgroBank Malaysia to do.
- Purchase – Finally, we noticed of some target market that might have conviction but not quite get around to making the purchase. They may wait for more information or plan to act later. Then AgroBank Malaysia's employees must lead customers to take the final step. Actions might include offering service at low cost of deposit fees, guarantee or high proportion allowable compared to market value of gold.

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