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## 'HIJRAH' OF THE MIND NEEDED TO ATTAIN SUCCESS



PENANG, 19 October 2015 – In order for Universiti Sains Malaysia (USM) to attain success in the future, its community needs to do a 'hijrah' (shift) of the mind in totality and in togetherness.

That was the view shared by the speaker from the National University of Singapore, Faculty of Arts and Social Sciences' Department of Malay Studies, Assoc. Prof. Syed M. Khairuddin Aljuneid in his talk entitled 'Perpaduan Nadi Transformasi Universiti' (Unity: the Catalyst in Transforming a University) in conjunction with the USM Maal Hijrah 1437 celebrations here recently.

In the ceremony officiated by the Yang di-Pertua Negeri Pulau Pinang Tun Dato' Seri Utama (Dr.) Haji Abdul Rahman Haji Abbas, Khairudin said, USM has the potential to become a prominent university in the world due to the availability of numerous resources with possibilities for success by applying mind shifts in daily conducts based on the culture of knowledge.



"What is needed would be the cooperative spirit in completing the various tasks, with excellent leadership and followed by those who are supportive of the efforts by completing their own tasks," said Khairudin.

He proposed for the mind shifts to be done based on five main strategies, beginning with the strive to produce and realise the knowledge culture among the university community, encouraging scholarly discussions and forming a knowledge culture based on profound ideas, ignoring trivial issues not relating to knowledge while providing time and space for discussions on current issues.

"The university also needs to develop a shared vision with its community from the aspirations of all the community members and which need to be in the interest of all," he said further.

Other than that, success may be achieved when ethical thinking can be combined with good behaviour and character, especially when the success is shared together.

"We also need to have strategic priorities by putting the important matters ahead of others, for example in giving emphasis on the values on research, and the lecturers teach based on the researches, and of which is a weakness among universities in the Muslim countries, where there is a lack of emphasis on prioritising," he added further.

He also emphasised the need for a model leader whom can be emulated.

"Universities need to produce leaders who can be exemplary in many aspects, especially in research and is passionate towards the people in the community, to continually show his appreciation to them in realising that success can only be achieved when the leader and those being led can work together and value each other," he stressed.



Khairudin said, a high level of patience is also needed in realising this effort, as it a time-consuming process where all quarters need to constantly reassess, monitor and remind each other to do and be at their best.

"The recipe for the success of universities during the golden age of Islam was unity and upholding the Al-Quran and As-Sunnah, as unity is not merely about slogans and rhetorics but the demands of Allah SWT in emphasising on unity among the 'ummah' (people) and which needs to be instilled into the mindset," said Khairudin.

Approximately 300 people attended the ceremony. Those who were present include the USM Vice-Chancellor Professor Dato' Dr. Omar Osman and wife Datin Noraizan Jamaludin, Deputy Vice-Chancellor (Academic and International Affairs) Professor Dato' Dr. Ahmad Shukri Mustapa Kamal and Director of Pusat Islam (Islamic Centre) Professor Dato' Dr. Muhammad Idiris Saleh.

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