



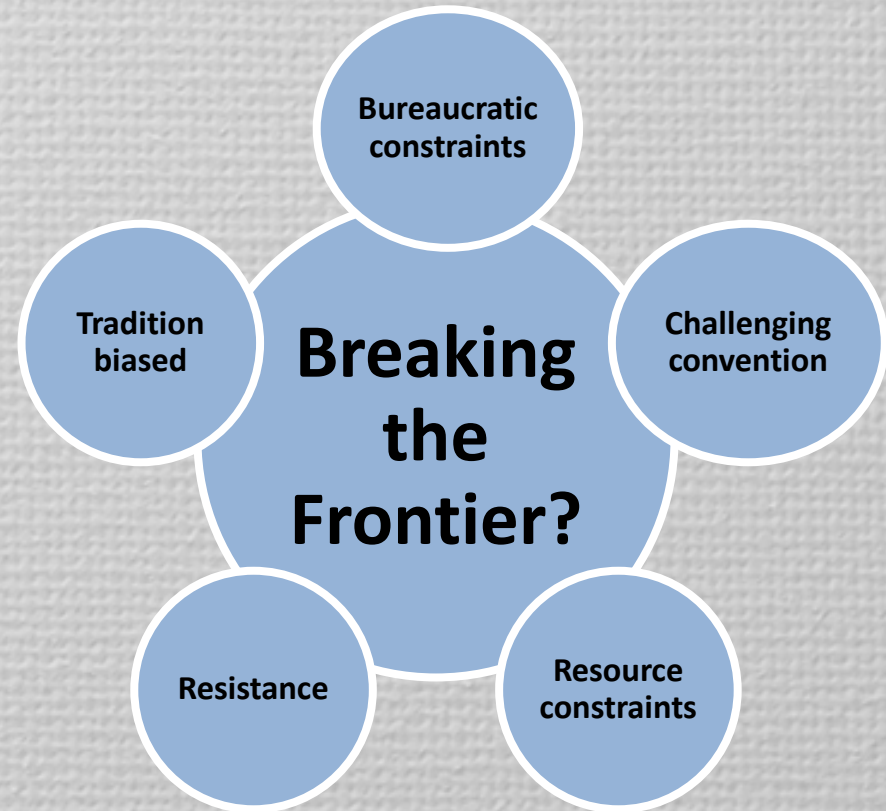
ASEAN Universities for All: Breaking the Frontiers



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Vice Chancellor
Universiti Kebangsaan Malaysia



Challenging Tasks for Today's Universities



POLITIC EDUCATION

~~IS A LUXURY~~
~~IS A MORTGAGE~~
~~IS A BUSINESS~~
IS A RIGHT



PARENTS & SOCIETY



INDUSTRY

INTERNAL STAKEHOLDERS



STUDENT



ACADEMIC



STAFF



GOVERNMENT



SCHOLARS

ECONOMY



Culture
NEXT EXIT



CULTURE

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How it works »

TECHNOLOGY

Universities for all: Stakeholders spectrum

Can my children get a good job?

Can universities make my life easier?

Are findings relevant to me?

Can I get workers that fit my needs?

Can universities solve my problem?

Can universities help me to reach my customers and the community?

Will the workforce be more competent?

Can universities enhance competitiveness?

Can quality of life be improved?

I am producing learned individuals. Employment is not my goal.

Can I publish in highly cited scholarly journals?

How can I pursue my research interests?



Society



Industry



Government



Scholars



T&L - Employability



Research, Development & Innovation



Services - Socio -Economy Development

“Inspiring futures, nurturing possibilities”

Universities for All: Geographical spectrum



State
“Terengganu”



Country
“Malaysia”



Region
“Southeast Asia”



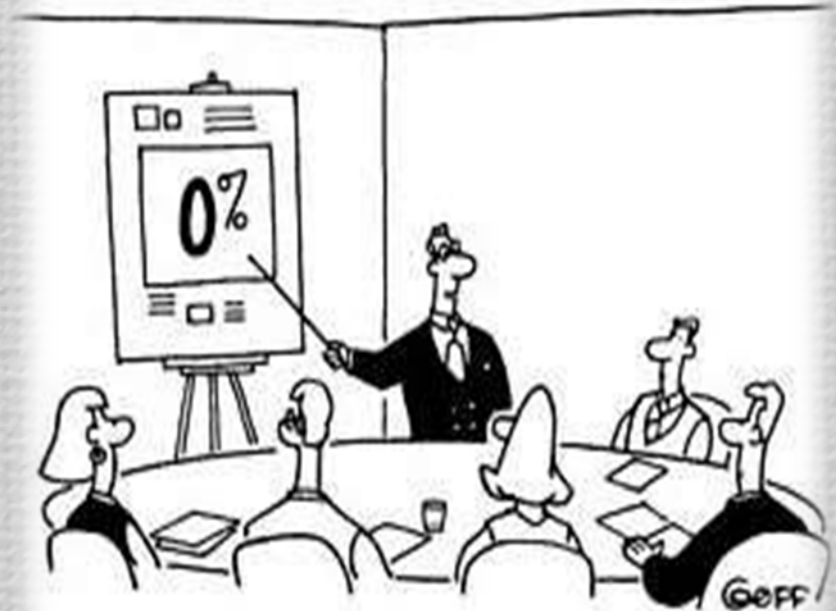
Global
“The World”

**Can graduates of ASEAN universities fit the entire
geographical spectrum?**

Breaking the Frontiers: Is it an option?

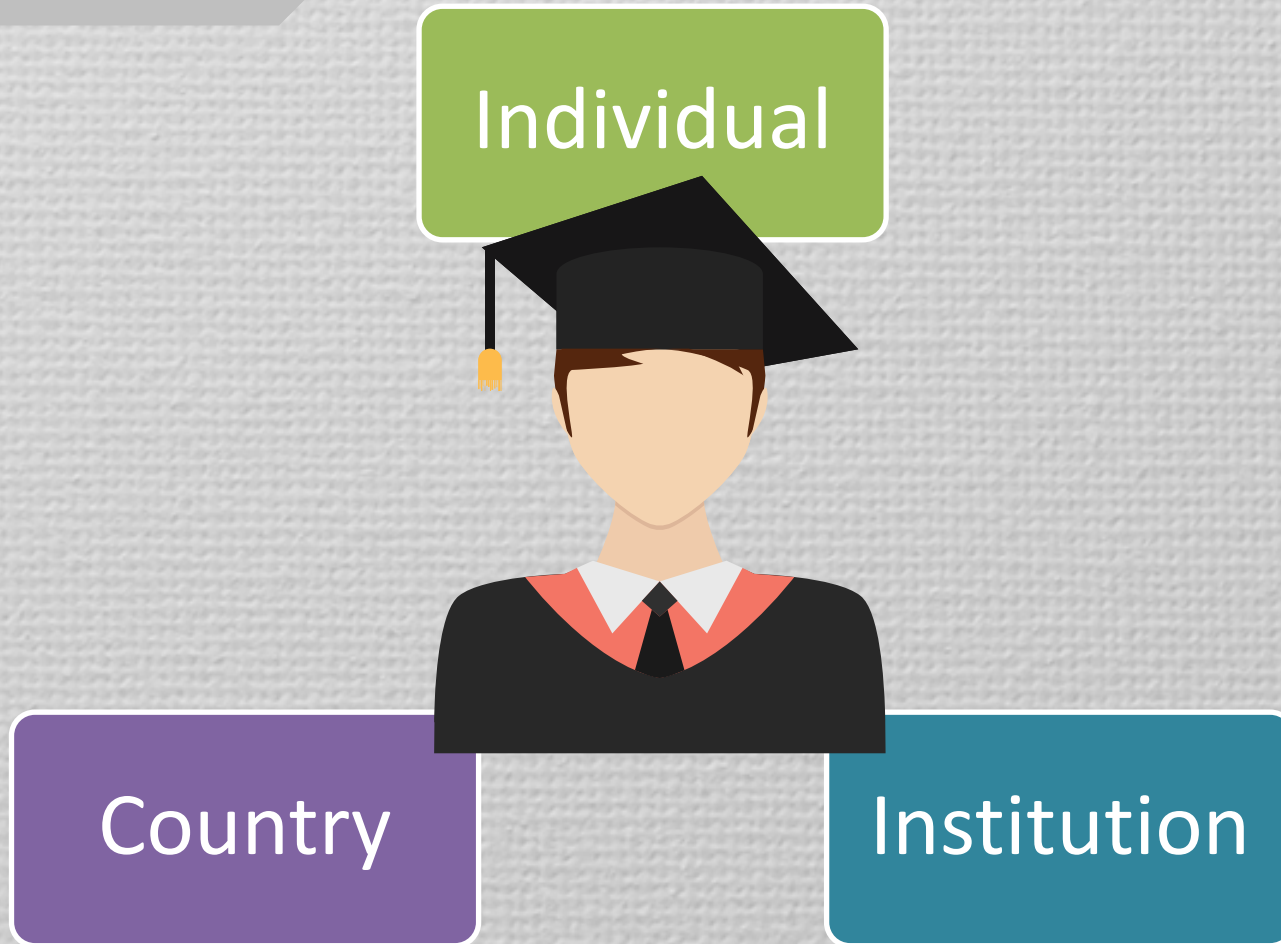


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"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

Valuing Graduates: Pre and Post-Harmonization



Valuing Graduates: Pre and Post Harmonization

Individual



Institution

**Post-Harmonization:
Country factors are IRRELEVANT**

Framework for Harmonization

- Core Function:
Transportation



Harmonizing ASEAN Universities



State
“Terengganu”



Country
“Malaysia”



Region
“Southeast Asia”



Global
“The World”

Harmonization is not about setting standard for excellence. It is not about homogenizing ASEAN universities. It should be a qualifying standard that helps to promote greater excellence. It should allows country and institution-specific missions to be achieved and institutions to be differentiated by their unique offerings.

“Inspiring futures, nurturing possibilities”



MYANMAR



THAILAND



CAMBODIA



SINGAPORE



INDONESIA



LAOS



VIETNAM



MALAYSIA



PHILIPPINES



BRUNEI DARUSSALAM

**Thank You,
Best Wishes**