

**THE LAUNCHING  
OF  
UNIRAZAK CASE WRITERS CLUB'S  
NEW LOGO, WEBSITE AND CASES**

**Officiated By**

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**PRESIDENT AND VICE CHANCELLOR  
UNIVERSITI TUN ABDUL RAZAK**

**5 MAY 2010**

***Bismillahir Rahmanir Rahim.***

**Yang Berbahagia Profesor Emeritus Dato' Dr. Mohamed Mahyuddin Mohamed Dahan, Timbalan Presiden (Akademik & Penyelidikan)**

**Yang Mulia Assoc. Prof. Dr. Raja Hanaliza Raja Ahmad Tajuddin, Naib Presiden (Kewangan & Perkhidmatan) & Presiden Kelab Penulis-Penulis Kes UNIRAZAK**

**Dekan-Dekan, Profesor-Profesor dan Ketua-Ketua Jabatan**

**Ahli-ahli Kelab Penulis-Penulis Kes UNIRAZAK**

**Tuan-tuan dan Puan-puan yang dihormati sekalian:**

***Assalamualaikum warahmatullahir wabarakatuh dan salam 1Malaysia.***

- 1. Syukur kepada Allah Subhanahuwata'ala atas limpah dan kurnia-Nya, kita dapat bersama pada hari yang bersejarah ini, di Majlis Pelancaran Logo Baru, Laman Web dan Kes-Kes bagi Kelab Penulis-Penulis Kes Universiti Tun Abdul Razak atau dalam bahasa Inggeris "UNIRAZAK Case Writers Club" (UCWC).**
- 2. Welcome to today's "three-in-one" launching of the UNIRAZAK Case Writers Club's New Logo, Website and Cases. First, I would like to congratulate Yang Berbahagia Dato' Mahyuddin as the Advisor, and Yang Mulia Dr. Raja Hanaliza as the President of the Club, under their leadership, the Club was established on 6<sup>th</sup> March 2009.**

3. I would also like to convey my deepest appreciations to all Club members and Secretariat for their endeavour in planning and executing all Club's activities, especially the case writing exercises of this very young Club, since its inception in 2009 to today's very historical launching of the Club's new logo, website and cases.
4. The Club was established with the major intention of motivating our lecturers to write cases and their teaching guidelines. The lecturers are also persuaded to use these cases as teaching materials for the courses offered by the University, and also to publish these cases after they had been tested in class.

***Tuan-tuan dan puan-puan sekalian,***

5. The Club was officially launched as "***UNITAR Case Writers Club***", using the former official logo and acronym of the University. Recently, on 29 March 2010, MOHE had approved the use of new logo and acronym of "***UNIRAZAK***". Consequently, the Club decided to use the new logo and acronym which are to be launched today.
6. Going back into history, the Club had recruited 19 founding members in 2009 from first group that completed the case-writing trainings held on 8<sup>th</sup> December 2007 and 29<sup>th</sup> February 2008. In 2010, the Club welcomed 25 new members from the second group that completed similar trainings held on 19<sup>th</sup> August 2009 and 6<sup>th</sup> January 2010.
7. With the current 44 active members, and at the same time the Club is driving hard to recruit new members, the growing number of activities requires the Club to have its own website, which will also be launched today, to facilitate communications between Club members and also between the Club and the public.
8. One of the earlier Club's activities was encouraging members to write and submit cases to the Club, with the intention of publishing them in a few established case journals. Another earlier activity was conducting case-writing trainings for potential new members, which so far had added 24 new members to the Club.

***Tuan-tuan dan puan-puan sekalian,***

9. As for case-writing activities, to date a total of 37 cases had been written by Club members. These cases had been professionally edited and are ready for publications. Today, we are witnessing the launching of the first set of 21 founding cases. Congratulations to all Club members, Secretariat and editors for their contributions.
10. In term of publication, two of these cases had been published in the Asian Journal of Case Research. It is my hope that the Club will continue to inspire all our academics to appreciate cases, and consequently to carry out case research, write cases, and use them in teaching and learning activities at this University.
11. I also anticipate the Club members to continue writing cases, coach others the case-writing skills, and use cases in their teaching. Hopefully, through the use of cases we can inculcate analytical thinking in our students, expose them to practical situations and, above all, to make teaching more interesting, meaningful and lively.
12. Finally, I would like to take this opportunity to express our deepest appreciations to YBhg. Professor Dr. Zainal Abidin Mohamed, the current President of the Case Writers Association of Malaysia (CWAM), for his involvement and commitment in the trainings of the Club members, and also during the formation of the Club.

***Tuan-tuan dan puan-puan sekalian,***

13. Dengan lafaz “*Bismillahir Rahmanir Rahim*”, saya dengan hormatnya meresmikan “Logo Baru, Laman Web dan Kes-Kes Kelab Penulis-Penulis Kes Universiti Tun Abdul Razak. Sekian, saya sekali lagi ingin mengucapkan ribuan terima kasih kepada semua yang hadir di Majlis Pelancaran ini.

***Salam 1Malaysia. Wabillahi taufik walhidayah, wassalamualaikum warahmatullah hiwabarakatuh.***