

IEEE 3RD INTERNATIONAL CONFERENCE ON ENGINEERING TECHNOLOGIES AND SOCIAL SCIENCES



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Organized by:



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Emeritus Prof Dato' Seri Ir Dr Mashkuri Yaacob

Emeritus Prof Dato' Seri Ir Dr Mashkuri Yaacob started his academic career in the University of Malaya (UM) as a Tutor in 1976. He obtained his MSc and PhD degrees respectively in Computer Engineering from the University of Manchester, UK and a Bachelor degree in Electrical Engineering from the University of New South Wales, Australia. He has served in several management positions in UM and in Universiti Tenaga Nasional (UNITEN). He has also served as the Chairman of the Institution of Engineering and Technology (IET) Malaysia Network from 2003 till 2007, was also a Council member of the IET in London in 2003-2004, a Fellow of the IET, Fellow of the Academy of Sciences Malaysia, a Fellow of the Institution of Engineers Malaysia (IEM), a Chartered Engineer registered with the Engineering Council of UK and a Professional Engineer registered with the Malaysian Board of Engineers. He is also a Member of The Engineering Accreditation Council (EAC) of Malaysia. Professor Mashkuri Yaacob was promoted to the rank of Professor in UM in 1992 and has published 300 papers in many international Journals and Conferences in the areas of computer engineering and electronics. He was awarded the title of Emeritus Professor by UNITEN in 2015 where he has served as its 3rd Vice Chancellor from 2007-2014.

Keynote title: The Landscape of Private Higher Education Institutions in Malaysia: The Balancing Act of Quality Versus Bottom-Line

Abstract: This speech will reflect on the growth of Private Higher Education Institution in Malaysia over more than 2 decades beginning in the early 1990's. The focus is on the plans and strategies to enrich the institutions with quality academic programs balancing them against the landscape of a fast-growing economic development and rising costs.