AWARENESS, ACCEPTANCE, AND PERCEPTION OF MALAYSIA'S VISION 2020 CHALLENGES AMONG UNIVERSITY STAFF MEMBER

A thesis submitted to the Graduate School in partial fulfillment of the requirements for the degree of Master of Science (Management)

BY

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A B S T R A K

Sejumlah 222 borang soal selidik telah diedarkan kepada kakitangan kumpulan Pengurusan dan Profesional di UTM dan UUM untuk menentukan: (i) tahap kesedaran dan penerimaan mereka terhadap Cabaran Wawasan 2020 dan persepsi kesukaran mengatasi Cabaran berkenaan; (ii) hubungan diantara kesedaran kakitangan mengenai Cabaran Wawasan dengan penerimaan dan persepsi mereka; dan (iii) pengaruh faktor sosio-demografi iaitu jantina, umur, tempat kerja dan jenis tugasan keatas penerimaan dan persepsi kakitangan terhadap Cabaran berkenaan. Skil lima Likert digunakan bagi mengukur maklum balas responden. Analisa keatas 145 borang yang dikembalikan dibuat melalui ujian 'Pearson Correlation', 't-Test' dan 'ANOVA' bagi menentukan samada terdapat hubungan dan perbezaan yang signifikan keatas 10 hipotisis kajian dengan tahap kebolehpercayaan .05.

Keputusan menunjukkan: (i) terdapat hubungan positif yang signifikan diantara kesedaran kakitangan mengenai Cabaran Wawasan dengan penerimaan mereka. Ini menunjukkan kesedaran kakitangan mempunyai pengaruh keatas penerimaan mereka terhadap Cabaran berkenaan; (ii) terdapat perkaitan yang signifikan diantara kesedaran kakitangan dengan persepsi mereka mengenai kesukaran mengatasi Cabaran Wawasan. Perkaitan ini adalah ditahap yang sangat rendah atau hubungan yang boleh diabaikan; dan (iii) terdapat perbezaan purata yang signifikan dalam persepsi kakitangan mengenai kesukaran mengatasi Cabaran Wawasan mengikut tempat kerja--UTM dan UUM. Keputusan kajian juga mengesahkan, tidak terdapat perbezaan purata yang signifikan dalam penerimaan kakitangan terhadap Cabaran Wawasan 2020 mengikut faktor sosio demografi--jantina, umur, tempat kerja dan jenis tugasan; dan tidak terdapat perbezaan purata yang signifikan dalam persepsi kakitangan mengenai kesukaran mengatasi Cabaran Wawasan dari segi jantina, umur dan jenis tugasan.

Kakitangan sedar mengenai sembilan Cabaran strategik Wawasan 2020 yang perlu dihadapi bagi merealisasikan Wawasan berkenaan. Diantara kesembilan Cabaran, kakitangan mempunyai kesedaran paling tinggi keatas Cabaran 2--Mengwujudkan masyarakat Malaysia yang maju, manakala Cabaran 5--Menubuhkan masyarakat liberal dan bertolak ansur yang matang, merupakan Cabaran yang paling tinggi dari segi penerimaan kakitangan. Cabaran 8--Memastikan masyarakat yang adil dalam bidang ekonomi, muncul sebagai Cabaran yang paling sukar diatasi. Selanjutnya, kakitangan yakin (68%) bahawa Cabaran Wawasan dapat diatasi. Hasil kajian menunjukkan Wawasan 2020 diterima dan ianya telah disampaikan kepada umum dengan baik. Cadangan program dan tindakan yang berkaitan dengan peranan universiti dalam membantu negara merealisasikan Wawasan 2020 diketengahkan dan dibincangkan.

ABSTRACT

Two-hundred and twenty-two questionnaires were distributed to all university staff members (those in the professional and managerial groups) of Universiti Teknologi Malaysia and Universiti Utara Malaysia to examine: (i) their level of awareness and acceptance of Malaysia's Vision 2020 Challenges and how they perceived the difficulties in overcoming the Challenges; (ii) the relationship between their awareness and acceptance of, and their perception of difficulties in meeting the Challenges; and (iii) the influence of socio-demographic features of gender, age, work site and work setting assignment on their acceptance of and their perception of difficulties in overcoming the Challenges. Staff member's responses were measured using a five-point Likert-type scale. The returned questionnaires, 145 of them, were analyzed using the Pearson Correlation, t-Test and ANOVA to determine any significant relationship and differences among the 10 hypotheses at the .05 level of significance.

The findings revealed that: (i) there was a positive significant relationship between staff awareness and staff acceptance of the nine Challenges of Malaysia's Vision 2020. This indicated the staffs' awareness of the Challenges had some degree of influence in their acceptance of the Challenges; (ii) there was a relationship between staff awareness of the Challenges and their perception of the difficulties in overcoming the Challenges, at a slight correlation or negligible relationship; and (iii) there was a significant mean difference in the staffs' perception of the difficulties in overcoming the Challenges according to the work sites. The results indicated that there were no significant mean differences in the staffs' acceptance of the Challenges according to their demographic features of gender, age, work site, and work setting assignment; and there were no significant mean differences in the staffs' perception of the difficulties in overcoming the Challenges according to gender, age and work assignment.

Staff are aware of the nine central strategic Challenges they must face in realizing the Vision. Among these nine, staff were most aware of *Challenge 2--Creating a developed Malaysian society,* while *Challenge 5--Establishing a mature, liberal and tolerant society* , appeared to be the most accepted Challenge. *Challenge 8--Ensuring an economically just society,* was perceived as the most difficult Challenge to overcome. In addition, the staff were 68 percent confident that the nine Challenges could be overcome. The findings indicated the Vision is accepted and has been well communicated. Programs and actions related to the role of the universities in assisting the nation to realise the Vision were discussed.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents the context of the study, problem statement, objectives, significance, scope, assumptions, limitations , definition of terms, and finally, the organization of the report.

1.2 The Context of the Study

Malaysia 's Vision 2020 provides a clear direction to the people of Malaysia as they strive to achieve developed nation status. This desired future state was expressed in the Prime Minister's original presentation of the Vision **to business** leaders in February 199 1. Both public and private organizations, in their planning and development are being directed to align their goals and objectives with those of the Vision in order to attain the desired outcome. All Malaysian people are preparing to equip themselves with the needs and requirements expressed as necessary to achieve the goal of the Vision.

Malaysia will not achieve its goals as spelled out in Vision 2020 if it does not overcome the nine central strategic Challenges. The realization of the Vision depends on the ability of Malaysia's people to commit and work towards meeting the requirements of the Vision. Since the original presentation of the Vision, the Honorable Dr.Mahathir Mohamad, Prime Minister of Malaysia, has continuously articulated and communicated both the Vision and the actions all segments of society must pursue necessary for achievement. Government ministers continuously attempt to stimulate people's awareness and commitment to the Vision as they are encouraged to work for its realization. Several national

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