

## THE NOBLE VALUE OF COOPERATION DURING PANDEMIC COVID-19 IN SUSTAINING THE IMPLEMENTATION OF SHARIAH-BASED QMS (MS 1900) IN A PRIVATE UNIVERSITY

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## ABSTRACT

COVID-19 pandemic that struck the country and the world in general has led to a change in the new norms of governance of an organization. Employers and employees have to implement organizational management with new methods and approaches in order to sustain success and for productivity to always be at a level satisfies internal and external customers. The implementation of a quality management system also suffered a major impact during this pandemic which triggered awareness that all parties need to give more emphasis to noble values, especially the value of cooperation among employees. Thus, this quantitative study was conducted to examine the effectiveness of noble value of cooperation among employees in a Private University that has been certified with Shariah-Based Quality Management System (QMS) standards (MS 1900). A total of 297 respondents including academic staff, executives and non-academic staff were directly involved in this study. The findings show that there is a significant positive relationship between the noble value of cooperation ( $r = 0.817$  and  $p = 0.038$ ) and job satisfaction in the implementation of Shariah-Based QMS at the university. The findings of this study are expected to provide guidance to the management of organization to always practice noble value of cooperation while executing work, especially during the post-COVID-19 pandemic later.

## PRODUCT DESCRIPTION

- ❖ COVID-19 pandemic struck the world has led to a change in the new norms of organizational governance. Employers and employees must implement organizational management with new methods and approaches in order to sustain success and for productivity to always be at a level satisfies internal and external customers.
- ❖ The implementation of a **QUALITY MANAGEMENT SYSTEM** also suffered a major impact during this pandemic which triggered awareness that all parties need to put in more emphasis to noble value, especially the **VALUE OF COOPERATION** among employees.

## :: PATTERN / COPYRIGHT

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## METHODOLOGY

The **QUANTITATIVE STUDY** was conducted to examine the effectiveness of **NOBLE VALUE OF COOPERATION** among employees in a Malaysian Private University has been certified with Shariah-Based Quality Management System (QMS) standards (MS 1900) for many years. A total of **297 respondents** including academic staff, executives and non-academic staff were involved in this study.



## PRODUCT BENEFITS

- ❖ The findings show a significant positive relationship between the noble value of **COOPERATION** ( $r = 0.817$  and  $p = 0.038$ ) and job satisfaction in the implementation of Shariah-Based QMS at the private university studied.
- ❖ The findings of this study are expected to provide **GUIDANCE** to the management of organization to practice **NOBLE VALUE OF COOPERATION** while executing work, especially during the post-COVID-19 pandemic challenges.



SHARIAH  
COMPLIANCE

## REPLICABILITY

Other future studies in the form of **QUANTITATIVE STUDIES** with in-depth methodology, high validity & reliability through established method in this present study, can be conducted based on the results of this study in other organizations.

## SHARIAH COMPLIANCES

**NOBLE VALUE OF COOPERATION** embedded in MS 1900 implementation is in compliance with the requirements or clauses and principles of value-based management practices in the standard **MS 1900 (SHARIAH-BASED QUALITY MANAGEMENT SYSTEM)** issued by SIRIM, Malaysia and also in line with **SMHC** from **OIC** countries.

## COMMERCIAL VALUE



The Quality Manual Book has been published and advertised in **PATENTMALL**, **Shopee** by UPNM PUBLISHER.

This Manual is used as a reference for UPNM courses in Diploma and Bachelor studies. Price per book = **RM32.00**.



## NOVELTY/ ORIGINALITY

- ❖ The **FIRST EMPIRICAL STUDY** examines the function of **NOBLE VALUE OF COOPERATION** among employees in the HEIs which prompt them to be satisfied while performing their respective duties.
- ❖ The Private University studied is the pioneer HEI using flexible and non-prescriptive guidance from the **QUALITY MANUAL OF MS 1900**. This study also highlights the ability of **NOBLE VALUE OF COOPERATION** as a catalyst to job satisfaction

## USABILITY

As a **GUIDELINE** to management at Public and Private Higher Education Institutions (HEIs) to practice **VALUE OF COOPERATION** as an instrument to encounter problems and issues involving staff

## AWARDS :: RECOGNITIONS



"LEADING INNOVATION"