



Buletin Perpustakaan



CERTIFIED MS ISO 9002
REGISTRATION NO. AR 1405

“Kecemerlangan Informasi”

Jld. 13, Bil. 2 & 3, Mac - Jun 2002

<http://www.psz.utm.my/bpindex.htm>

Who Moved My Cheese?

Forum Akademik bertemakan sebuah buku bertajuk 'Who Moved My Cheese?' telah diadakan pada 17hb. April, 2002 (Rabu) bertempat di Bilik Seminar 3, Aras 4, Perpustakaan Sultanah Zanariah (PSZ).

Forum Akademik ini telah diadakan bersesuaian dengan ulangtahun pertama Kelab Buku PSZ. Atas kesedaran bahawa melalui pembacaan boleh membuka minda seseorang untuk mempertingkatkan pemikiran dan ilmu khususnya warga kampus, penubuhan kelab ini bertepatan pada masanya.

Forum telah dipengerusikan oleh Pengerusi Kelab Buku PSZ, Puan Kamariah Nor Mohd. Desa dan ahli panel yang terlibat ialah Prof. Madya Dr. Mohd. Tajudin bin Ninggal, Pengarah, Unit Perkhidmatan dan Sokongan Pelajar dan Encik Ebi Shahrin bin Suleiman, Pensyarah, Jabatan Pengurusan, Fakulti Pembangunan dan Pengurusan Sumber Manusia, UTM. Seramai 43 orang peserta telah menghadiri forum berkenaan.

Secara keseluruhan ahli panel telah memberikan ulasan yang berkesan terhadap buku ini. Kedua-dua ahli panel telah menggunakan pendekatan tersendiri dalam menarik perhatian para peserta. Huraian dan kupasan mesej dalam buku berkenaan adalah berfokus kepada:

- i. Konsep-Konsep Asas Personaliti
- ii. Perubahan Pengurusan
- iii. Faktor-Faktor Perubahan
- iv. Halangan Terhadap Perubahan
- v. Agen-Agen Perubahan

Perlu ada kesinambungan dari forum yang diadakan ini berdasarkan kepada maklumbalas dari para peserta yang hadir. Forum sebegini yang memerlukan penghayatan dan penghuraian intelektual perlu mendapat kerjasama dari semua pihak. Diharap pada masa akan datang forum sebegini akan dapat dijalankan dengan memilih tajuk yang lebih menarik.

Makluman

Pameran Buku Terbitan Terkini

Tempat : Ruang Legar PSZ
Masa : 10.00 pagi - 5.00ptg.
Tarikh : 11 - 13 Jun 2002

Satu pameran buku terbitan terkini meliputi semua bidang akan diadakan di ruang legar PSZ. Buku yang dipamerkan adalah terbitan John Wiley, Mc Graw Hill, Thomson Learning, Pearson Education, Taylor and Francis, Cambridge, Sage, Springer, Prestel, RSC, Birkhauser, Elsevier, AK Peter, dan lain-lain.

Semua staf akademik dijemput datang untuk membuat pemilihan buku dalam bidang masing-masing bagi membantu PSZ membangun dan memantapkan koleksi perpustakaan.

Sebelum ini **IEEE/IEE Electronic Library** hanya boleh diakses dalam bentuk CD-ROM di Bilik Bantuan Penyelidikan, PSZ. Kini ianya boleh diakses secara atas talian di alamat:



<http://ieeexplore.ieee.org/Xref/DynWel.jsp>



Cetusan Minda ...

Assalaamua'laikum dan salam sejahtera,

Kemasukan warga baru ke UTM bukan sahaja menyemarakkan lagi senario dunia pendidikan di kampus malah ia turut memberi impak kepada PSZ. Pengguna yang silih berganti saban tahun secara tidak langsung menuntut perubahan yang lebih cemerlang dari tahun-tahun sebelumnya sama ada dari segi perkhidmatan atau produk yang ditawarkan.

Usaha ke arah meningkatkan kualiti kerja bukan sahaja untuk memastikan pengguna berpuashati tetapi akan terus yakin kepada kredibiliti PSZ sebagai pusat ilmu yang unggul. Namun begitu, kritikan yang membina amat diperlukan agar kecacatan yang tidak disedari dapat dibaiki dengan mengambil langkah-langkah yang sewajarnya.

Sebagai warga kampus, diharapkan anda tidak memandang PSZ sebagai tempat persinggahan sementara bagi melepaskan penat lelah tetapi jadikanlah ia sebagai 'rumah kedua' yang banyak memberikan manfaat untuk diri anda. 'Malu bertanya sesat jalan'... mungkin itulah perumpamaan yang boleh dikisahkan kepada warga baru PSZ.

Pada peringkat awal anda mungkin akan terasa seperti 'rusa masuk kampung' apabila berhadapan dengan persekitaran baru. Staf PSZ sentiasa bersedia untuk menjawab segala pertanyaan yang diajukan dan adalah menjadi tanggungjawab anda pula untuk prihatin serta peka dengan perkara-perkara yang tidak sewajarnya anda lakukan di PSZ.

Akhir kata, sidang pengarang mewakili PSZ keseluruhannya mengucapkan selamat datang ke PSZ dan jadilah pengguna yang berhemah terhadap diri sendiri dan orang lain juga.

Ketua Pengarang

sidang pengarang

Penasihat:

Rusliza Yaacob

Ketua Pengarang:

Nor Hafiza Daud Kaiyin

Pengarang/Penyunting:

Siti Nisrin Mohd. Anis

Muzaimah Mohd. Yunus

Junaidah Abdullah

Siti Noor Kiah Syed Abdul Malek

Pembantu Penerbitan:

Sapuan Jamjuri

Mahendran a/l Sandran

Jaafar Muhammad

Jurutaip:

Hamidah Sa'don



Sila kemukakan sebarang cadangan atau pertanyaan kepada:-

**Ketua Pengarang
Buletin Perpustakaan
Unit Pemasaran
PSZ, UTM Skudai**

Tel: 07-5576160 (samb.2016)

Faks: 07-5572555

e-mel:fiza@ppc.psz.utm.my

Mutiara Kata

Seorang anak tidak akan mengetahui kasih sayang ibu bapa terhadapnya sehinggalah dia mempunyai anak sendiri.

Fikiran membawa kepada pekerjaan. Pekerjaan membawa kepada kejayaan. Kejayaan membawa kepada impian

Manusia mesti menamatkan peperangan, jika tidak peperangan akan menamatkan manusia.

Semangat yang kuat mampu mengatasi apa sahaja cabaran yang datang.

Book Review

Judul : Reka Bentuk Rumah Kolonial di Malaysia
Pengarang : Zulkifli Hanafi
No. Panggilan : NA 1525 Z84 2000 c1

Buku ini menyingkap kembali teori dan asas reka bentuk rumah kolonial dengan memberi penekanan kepada aspek teknikal supaya legasi pembinaan yang unik ini tidak hilang begitu sahaja. Penghuraian buku ini dibantu dengan lakaran teknikal dan gambar yang diambil pada rumah-rumah kajian yang dipilih khas di seluruh negara untuk memudahkan pembaca memahami dan menghayati keunikan reka bentuknya dengan lebih berkesan.

Rumah kolonial yang dibina oleh penjajah Inggeris merupakan peninggalan sejarah yang berharga dan unik. Reka bentuk bangunan banyak menitikberatkan suasana dan aspek tempatan seperti penggunaan bahan tempatan, kepekaan terhadap iklim, sosiobudaya dan teknik pembinaan malah banyak idea reka bentuk dirujuk kepada seni bina tradisional Melayu dan disepadukan dengan beberapa pembaharuan terutama sekali dalam aspek perkhidmatan bangunan. Adaptasi ini menjadikan reka bentuk rumah-rumah kolonial unik dan menjadi model peralihan daripada era tradisional kepada bentuk moden. Tetapi sayang sekali maklumat yang berkaitan dengan reka bentuk bangunan amat sedikit dan terhad.

Judul : The Computer Image
Pengarang : Alan Watt
No. Panggilan : T 385 W36 1998 n1

Computer images are everywhere, occupying a dominant part of the computer culture and now rivalling their analogue cousin the TV image in popularity, a process bound to increase with the advent of digital TV. This book is about the computer image, emphasising the 'how', but also addressing the 'whys' and 'wherefores' of this creation of the 20th century, Where did it come from? Where is it going? What is its importance? These questions cannot be answered without a knowledge of the technology itself, its past and its evolutionary forces.

The three main fields of computer imagery - computer graphics, image processing and computer vision - are merging in many applications. Computer vision techniques are used in computer graphics to collect and model complex scenes; computer graphics techniques are used to constrain the recognition of 3D objects by computers; image processing techniques are routinely used by graphic designers to manipulate photographs. For the first time this textbook brings all three areas together in a coherent overview.

BERKENALAN DENGAN SISTEM OPERASI LINUX DI PSZ

Bagi memenuhi keperluan pengaksesan Internet oleh pengguna, sebanyak 200 unit PC Internet yang beroperasi melalui sistem LINUX telah memulakan operasinya di kampus Skudai pada penghujung tahun 2001. Sistem operasi LINUX merupakan salah satu daripada sistem operasi yang meluas digunakan selain daripada Microsoft Windows. Sistem Linux di PSZ menggunakan Perisian Red Hat Linux dan Linux Mandrake.

PC yang beroperasi melalui sistem Linux ini dikawal oleh 4 unit server. Setiap unit server mengawalselia 50 unit PC. PC Internet ini dikawal secara berpusat, maka pengguna yang ingin memuat turun data daripada Internet perlu menyimpan terlebih dahulu maklumat berkenaan ke dalam pemacu C (drive C) sebelum memindahkannya ke dalam pemacu A (disket). Bagi memudahkan proses memuat turun data, pengguna diperuntukkan dengan unit penyimpanan memori sebanyak 2 megabyte untuk setiap individu.

Untuk melaksanakan prosesan perkataan, **perisian StarOffice** yang menyamai penggunaan perisian MS-Words boleh digunakan bagi melaksanakan aktiviti berkenaan.

LOGIN KE SISTEM

Berikut adalah maklumat yang terpampang pada setiap PC untuk memudahkan pengguna login ke sistem.

Login : 01 (mengikut no
PC berkenaan)

Password : 1

MEMINDAH DATA

Langkah-langkah yang perlu diikuti oleh pengguna untuk memuat turun data boleh diakses melalui <http://www.psz.utm.my/PSZODB/manualLinux.htm>



*Sebarang pertanyaan lanjut,
sila hubungi:*

*Noor Effendy Hamzah
samb.: 2027*

E-mel:nfendy@ppc.psz.utm.my

*Siti Nisrin Mohd. Anis
samb.: 2023*

E-mel:nisrin@ppc.psz.utm.my

SCIENCE DIRECT
Pangkalan Data atas Talian Di PSZ

JUDUL-JUDUL JURNAL TERBARU: URL: <http://www.science direct.com/>

BIL. JUDUL

1. Acta Materialia
2. Advanced Cement Based Materials
3. Advanced Engineering Informatics
4. Advances in Engineering Software
5. Advances in Water Resources
6. Aerospace Science and Technology
7. Air & Space Europe
8. Aircraft Design
9. Annals of Nuclear Energy
10. Applied Energy
11. Applied Ergonomics
12. Applied Mathematical Modelling
13. Applied Ocean Research
14. Applied Surface Science
15. Applied Thermal Engineering
16. Artificial Intelligence
17. Artificial Intelligence in Engineering
18. Automatica
19. Biochemical Engineering Journal
20. Biomass and Bioenergy
21. Biomaterials
22. Biosensors
23. Calphad
24. Carbohydrate Polymers
25. Cement and Concrete Composites
26. Ceramics International
27. The Chemical Engineering Journal and the Biochemical Engineering Journal
28. The Chemical Engineering Journal
29. Coastal Engineering
30. Combustion and Flame
31. Composite Structures
32. Composites Part A: Applied Science and Manufacturing
33. Composites Part B: Engineering
34. Composites Science and Technology
35. Computational and Theoretical Polymer Science
36. Computational Materials Science
37. Computer Integrated Manufacturing Systems
38. Computer Methods in Applied Mechanics and Engineering
39. Computer Networks
40. Computer Networks and ISDN Systems
41. Computer Physics Communications
42. Computers & Electrical Engineering
43. Computers and Geotechnics
44. Construction and Building Materials
45. Control Engineering Practice
46. Corrosion Science
47. Cryogenics
48. Crystal Engineering

BIL. JUDUL

49. Data & Knowledge Engineering
50. Diamond and Related Materials
51. Displays
52. Ecological Engineering
53. The Electricity Journal
54. Energy Economics
55. Energy Policy
56. Engineering Analysis with Boundary Elements
57. Engineering Applications of Artificial Intelligence
58. Engineering Failure Analysis
59. Engineering Fracture Mechanics
60. Engineering Geology
61. Engineering Management International
62. Engineering Structures
63. Environment International
64. European Journal of Mechanics - A/Solids
65. European Journal of Mechanics - B/Fluids
66. European Polymer Journal
67. Experimental Thermal and Fluid Science
68. Expert Systems with Applications
69. FEBS Letters
70. Finite Elements in Analysis and Design
71. Fire Safety Journal
72. Flow Measurement and Instrumentation
73. Fuel
74. Fuel and Energy Abstracts
75. Fuel Cells Bulletin
76. Fusion Engineering and Design
77. Geotextiles and Geomembranes
78. Geothermics
79. III-Vs Review
80. Integration, the VLSI Journal
81. Intermetallics
82. International Communications in Heat and Mass Transfer
83. International Journal of Adhesion and Adhesives
84. International Journal of Coal Geology
85. International Journal of Engineering Science
86. International Journal of Heat and Fluid Flow
87. International Journal of Heat and Mass Transfer
88. International Journal of Hydrogen Energy
89. International Journal of Impact Engineering
90. International Journal of Inorganic Materials
91. International Journal of Machine Tools and Manufacture
92. International Journal of Mechanical Sciences
93. International Journal of Multiphase Flow
94. International Journal of Non-Linear Mechanics
95. International Journal of Plasticity
96. International Journal of Pressure Vessels and Piping
97. International Journal of Refractory Metals and Hard Materials
98. International Journal of Refrigeration

Dari mukasurat 6

BIL. JUDUL

99. International Journal of Rock Mechanics and Mining Science & Geomechanics Abstracts
100. International Journal of Rock Mechanics and Mining Sciences
101. International Journal of Solids and Structures
102. International Journal of Thermal Sciences
103. ISA Transactions
104. Journal of Aerosol Science
105. Journal of Alloys and Compounds
106. Journal of Applied Mathematics and Mechanics
107. Journal of Crystal Growth
108. Journal of Electrostatics
109. Journal of Energy Finance & Development
110. Journal of Engineering and Technology Management
111. Journal of Light Metals
112. Journal of Luminescence
113. Journal of Magnetism and Magnetic Materials
114. Journal of Non-Crystalline Solids
115. Journal of Nuclear Materials
116. Journal of Petroleum Science and Engineering
117. Journal of Physics and Chemistry of Solids
118. Journal of the European Ceramic Society
119. Journal of the Franklin Institute
120. Journal of the Mechanics and Physics of Solids
121. JSAE Review
122. Knowledge-Based Systems
123. Location Science
124. Marine and Petroleum Geology
125. Marine Structures
126. Materials & Design
127. Materials Characterization
128. Materials Chemistry and Physics
129. Materials Letters
130. Materials Research Bulletin
131. Materials Science and Engineering: R: Reports
132. Materials Science in Semiconductor Processing
133. Measurement
134. Mechanics of Materials
135. Mechanics Research Communications
136. Mechanism and Machine Theory
137. Mechatronics
138. Microporous Materials
139. Microprocessors and Microsystems
140. Minerals Engineering
141. Nanostructured Materials
142. NDT & E International
143. Network Security
144. Nuclear Engineering and Design
145. Nuclear Instruments and Methods in Physics Research Section B: Beam Interactions with Materials and Atoms

sambungan ke mukasurat 8

Dari mukasurat 7

BIL. JUDUL

146. Optical Materials
147. Optics and Lasers in Engineering
148. Optics Communications
149. Organic Electronics
150. Organic Geochemistry
151. Physica C: Superconductivity
152. Physica E: Low-dimensional Systems and Nanostructures
153. Polymer
154. Polymer Degradation and Stability
155. Precision Engineering
156. Probabilistic Engineering Mechanics
157. Reactive and Functional Polymers
158. Renewable Energy
159. Resource and Energy Economics
160. Resources Policy
161. Resources and Energy
162. Revue Generale de Thermique
163. Robotics and Computer-Integrated Manufacturing
164. Science and Technology of Advanced Materials
165. The Science of The Total Environment
166. Scripta Materialia
167. Scripta Metallurgica et Materialia
168. Sealing Technology
169. Sensors and Actuators
170. Soil Dynamics and Earthquake Engineering
171. Solid State Communications
172. Solid State Ionics
173. Solid State Sciences
174. Structural Safety
175. Supramolecular Science
176. Synthetic Metals
177. Tetrahedron
178. Tetrahedron: Asymmetry
179. Theoretical and Applied Fracture Mechanics
180. Thin Solid Films
181. Thin-Walled Structures
182. Tourism Management
183. Transportation Research Part B: Methodological
184. Transportation Research Part C: Emerging Technologies
185. Tribology International
186. Tunnelling and Underground Space Technology
187. Urban Water
188. Utilities Policy
189. Water Research
190. Wave Motion
191. Wear
192. Zeolites

SENARAI KERTAS KERJA YANG BARU DITERIMA DI PSZ

- 1) Engineering Aspects of Recirculated Packed Bed Immobilized Enzyme Reactor for The Synthesis of Butyl Laurate / Wong Tak Hiong dan Mohamad Roji bin Sarmidi
Chemical and Process Engineering Conference (CPEC 2000) (2000: Singapore)
- 2) Assessment of School Childrens' Number Sense /Noor Azlan Ahmad Zanzali dan Munirah Ghazali
International Conference on Mathematics Education into the 21st. Century, 14th. to 18th Nov. 1999 (Cairo, Egypt)
- 3) A Comparison of Various Horizontal Reduction Factor Models With Rain Attenuation Measurements in Malaysia / Mohammad Karim, Md. Rafiqul, Jafri Din dan Tharek Abdul Rahman
Millenium Conference on Antennas and Propagation (2000:Davos, Switzerland)
- 4) Scanning Electron Microscope, Optical Microscope and Visual Inspection; A Practical Tool for Correlating The Features and Caused of Failure / Jamaliah Idris
Asia-Pacific Electron Microscopy Conference (2000:Singapura)
- 5) Aplikasi Kodinit Tiga Dimensi Dalam Ukur Industri dan Ukur Deformasi / Halim Setan
Persidangan Kebangsaan Kejuruteraan Awam '99 (2000:USM, Perak)
- 6) Rawatan Sisa Toksik Industri Menggunakan Teknik Pemejalan dan Penstabilan / Rabitah Handan, Salihuddin Radin Sumadi , Mohd. Azraai Kassim dan Yusof Ahmad
Persidangan Kebangsaan Kejuruteraan Awam 1999 (2000:USM, Perak)
- 7) Performance Study of CDMA System for Different Channels / Md. Shahidul Islam, dan Tharek Abdul Rahman
International Wireless and Telecommunications Symposium/Exhibition (4th. 2000:Subang Jaya)
- 8) Impact Strength of PVC-U - Effect of Calcium Carbonate Particles Size / Azman Hassan, Yee Joon Wee dan Umat Lukman bin Ahmad Johari
International Conference on Advances in Strategic Technology (ICAST 2000) (2000:Putra Jaya, Selangor)
- 9) Moisture Sorption Studies of Raw and Processed Tofu / Ida Idayu and Lee Wei Guan
Regional Symposium on Chemical Engineering '99 (1999: Songkhla, Thailand)
- 10) The Realization of Geocentric Reference Frame to Support National Spatial Data Infrastructure / Majid Kadir, Shahrum Ses, Ghazali Desa, Chia Wee Tong, Teng Chee Boo dan Samad Abu
2000 Casle Conference & General Assembly (2000:Kuala Lumpur)
- 11) Mapping Mangrove and Its Biomass Using Jers-1 and Radarsat Synthetic Aperture Radar Data / Mazlan Hashim, Mohd Ibrahim Seeni Mohd, Samsudin Ahmad dan Hazli Wan Kadir
10th JSPS/VCC Joint Seminar on Marine and Fisheries Sciences. Golden Legacy Hotel Malacca, Malaysia. 29 November - 1 December, 1999.

sambungan dari muka 9

- 12) The Study of Artificial Reef For Coastal Protection at Pulau Layang-Layang / Noraieni Hj. Mokhtar, M. Santhanam, A. Aziz Ibrahim, M. Nasir Saadon dan H.C. Liew
Seminar R & D in Coastal Studies - Spotlight on Applications, 4-5 August 1997, Flamingo Hotel, Kuala Lumpur
- 13) TIA Cement - Lined Pipes for Waterworks / Lee Yee Loon, A. Aziz Abu Baker, M. Warid Hussin dan KO Khoo
International Conference on Quality Reliability Maintenance (3rd:2000:Oxford)
- 14) Performance of The Recirculated Packed Bed Reactor For The Hydrolysis O Penicillin G To 6-Aminopenicillanic Acid / Lee Chew Tin dan Mohamad Roji bin Sarnidi
World Engineering Congress Exhibition 99:19-22 July 99: Kuala Lumpur
- 15) Space Diversity Study for Satellite Communications By Using Radar Data in Tropical Region / Nor Hisham Khamis, Tharek Abdul Rahman, Jafri Din, Mohd Asrul Awang, Syahrulnaim Nawawi dan Faizan Yatim
International Wireless and Telecommunications Symposium/Exhibition (4th:2000: Shah Alam, Selangor)
- 16) Real Time Transfer Protocol for Multimedia Applications on High Speed Networks / S.M.Zaheer A. Shamsi dan Norsheila Faisal
International Wireless and Telecommunications Symposium/Exhibition (1999:Shah Alam)
- 17) The Influence of Appearance From The Work Positions On The Occurrences of Eye Symptoms / Nor Haliza Madros
World Renewable Energy Congress 2000 (2000:United Kingdom)
- 18) Linear and Non-Linear High-Rise Buildings Performances Under Low Intensity Earthquake Effects / Azlan Adnan dan Tan Chee Wei
Asia -Pacific Conference on Shock & Impact Loads on Structures : November 24-26, 1999. Singapore
- 19) Penspesiesan Sebatian-Sebatian Arsenik dengan Teknik Pembentukan Hidrida-Kromatografi Gas-Spektrofotometri Serapan Atom / Jafariah Jaafar
Simposium Kimia Analisis Kebangsaan Keenam, 28 - 30 Oktober 1992: Institut Teknologi MARA
- 20) Penjana Aturcara Cai / Aziz bin Romli
Seminar Penyelidikan dan Perundingan, 28 - 29 1993: Johor
- 21) Environmental Metal Pollution - The Bacterial Aspects / Dr. Wan Azlina Ahmad dan Zaharah Ibrahim
Seminar Penyelidikan dan Perundingan, 28 - 29 Ogos 1993: Johor
- 22) A Generalization of A New Invariant Moments For Deformation Digits / Siti Mariyam Hj. Shamsuddin, Md. Nasir Sulaiman, Ramlan Mahmud, Fatimah Ahmad dan Maslina Darus
Rovpia 1999 International Conference on Robotics, Vision and Parallel Processing For Automation 16-18 July 1999, Ipoh, Malaysia



SECTION FOR EXTERNAL MEMBERSHIP

1. Selected Articles

Formal mentoring: is there a strategic fit?

Author : Earnest Friday, Shawnta S. Friday

Source : Management Decision, Vol. 40, Issue 2

URL : <http://www.emerald.com/>

Abstract

Many organizations have implemented formal mentoring programs within the last few years. Some organizations have realized success with their formal mentoring programs, while others have not fared so well. A missing link with many formal mentoring programs is a corporate level mentoring strategy. The lack of a corporate level mentoring strategy inhibits the mentoring process from becoming an integral part of an organization's culture, therefore not allowing for the maximization of benefits that can be gained from effective formal mentoring processes and programs.

Mentoring

In Homer's *Odyssey*, Odysseus entrusted the eponymous character, Mentor, with his son, Telemachus thousands of years ago. Therefore, mentor is not a new term. Although the term mentor dates back to ancient Greece, it has surged into the organizational literature over the last three decades. A mentor is defined in Webster's dictionary as "a wise and trusted counselor or teacher," and a mentee is defined in Random House's dictionary as "a person who is guided by a mentor." Therefore, mentoring is the guidance process that takes place between a mentor and a mentee. Even in today's culture, mentoring is viewed as an important career development tool within most organizations (Collie, 1998).

In addition to being a career development tool, there are many other very positive organizational purposes mentoring can serve (Wanguri, 1996). Mentoring can:

- support corporate diversity initiatives;
- communicate corporate values and behaviors;
- enhance corporate recruitment and retention efforts;
- provide employees with a sense of belonging - engagement;
- communicate and foster a more inclusive environment;
- provide opportunities for expanded networks and visibility for high potential employees;
- increase employees' sense of empowerment;
- increase one's sense of job satisfaction and personal effectiveness;
- enhance decision making skills;
- augment training efforts; and
- improve communication and knowledge transfer (Geiger-DuMond and Boyle, 1996; Kram, 1985; Veale and Wachtel, 1996).
- optimize human resources;

With such great potential pay-offs at stake, a corporate level mentoring strategy that is aligned with the corporate level strategy needs to be clearly articulated to effectively provide these types of additional organizational support.

A corporate mentoring strategy provides a business case for formal mentoring, which justifies the need for and the beneficial uses of a mentoring process and mentoring programs within the organization (Lindenberger and Zachary, 1999). With a business case in place, upper management will have the justification for allocating the appropriate organizational resources to support the operation of formal mentoring programs within the organization (Lindenberger and Zachary, 1999). The alignment of the corporate level mentoring strategy with the overall corporate level strategy will ultimately drive the support for and effectiveness of formal mentoring throughout the organization.

sambungan dari mukasurat 11

Through the internal assessment, the mentoring strategist should become intimately familiar with the organization's values, vision, mission, strategies, long-term objectives, and shorter-term initiatives, all of which constitutes a sound basis for understanding the organization's culture and overall strategic positioning. The strategist must become equally familiar with the benefits and drawbacks of formal organizational mentoring relationships. The mentoring strategist must conduct an analysis to determine the most appropriate linkages between the organization's overall strategic positioning and formal organizational mentoring. Before proceeding, the mentoring strategist must recognize and effectively articulate the clear strategic fit between the organization's overall strategic positioning and formal mentoring to strengthen the business case for obtaining and allocating resources for the formal mentoring programs within the organization.

An example of a typical mentoring process entails:

- identifying the various target audiences the programs are to serve;
- identifying the criteria for selecting mentees and mentors;
- recruiting qualifying mentees and mentors;
- interviewing and selecting mentees and mentors;
- matching mentee and mentors, training mentees and mentors; and
- evaluating the mentee-mentor experience (Veale and Wachtel, 1996).

Therefore, the mentoring process is the same, regardless of the type of mentoring program.

Some examples of mentoring programs include programs that focus on such things as:

- specific leadership skills;
- enhancing the career development needs of under-represented employees;
- indoctrination into corporate culture and politics; and
- knowledge transfer (Geiger-DuMond and Boyle, 1996; Kram, 1985; Veale and Wachtel, 1996).

Regardless of which type of formal mentoring program the mentee participates in, several overall outcomes should be expected as a result of the participation. These outcomes should include:

- enhanced organizational skills and capabilities;
- improved employee engagement, recruitment, and retention; and
- the cultivation of an inclusive, team-based corporate culture.

Conclusion

Any organization implementing a formal mentoring program should first formulate a corporate mentoring strategy that aligns formal mentoring with the organization's strategic positioning (Lindenberger and Zachary, 1999). If the organization has instituted formal mentoring programs without developing a corporate mentoring strategy, a corporate mentoring strategy should be developed using the existing programs, and superimposed to strengthen the effectiveness of the existing programs. Once the long-term strategic fit is clearly articulated, a formal mentoring process can be designed to provide the guidelines for executing various formal mentoring programs created to meet the specific needs of each division or department within an organization (Bahniuk and Hill, 1998).

2. Selected Articles

Managing the employee connection

Author : Ron Zemke

Source : *Managing Service Quality*, Vol 12, Issue 2

URL : <http://ninetta.emeraldinsight.com/>

Specifically we have found that employees - the internal customers of the organization - can provide useful and reliable information in at least 15 areas related to the effort to create distinctive customer service. Those areas in which employee evaluations are proving the most valuable are the following:

The clarity of service focus;

The knowledge of customer expectations;

The ability of the organization to listen effectively to customers;

The willingness of the organization to learn from employees and customers;

The level of management's commitment to service excellence;

The utility of the standards set and the procedures established;

The measurement of service performance, the reward and recognition of superior performance;

The quality of training and support, employees' own commitment, employees' work group commitment;

The company-wide commitment;

The strength of the sales/service connection, policies that facilitate easy relations with customers; and

The quality of service recovery.

Finding the right employees is the critical first step

The selection of any new employee implies risk, and the stakes get even higher when that selection is done for customer service orientation. What occurs between frontline employees and customers is the critical element in the service success formula. Miss there, and the ripple effect could extend beyond the horizon.

Ensuring the success of the one-on-one encounters between employees and customers means taking pains to hire the right people - people who are interested in the kind of work your organization does, and who have a capacity not only for the technical or professional parts of the job, but the people parts as well. Strong service companies often make outlandish efforts to hire only the right people, spending heavily for selection programs that leave no stone unturned in finding the right "raw stock" – people predisposed to effectively and cheerfully meet customer's needs.

sambungan dari mukasurat 13

Train and develop as if they will be with you forever

The recent high employee turnover environment has encouraged employers to pull back from a whole-hearted commitment to training employees. “Why train people for my competition?” is the prevailing attitude. But according to our data, that is a bad decision on two counts. First, better-trained employees serve better and receive fewer complaints from customers. Secondly, the more training that is offered, the longer employees stay with the firm; a particular enticement for skill-portfolio-driven Generation Xers.

Success depends on commitment to high standards that everyone understands and commits to

One common denominator among companies with reputations for providing high-quality service is their bias for setting service standards and their prodigious measurement of how well those standards are met. The best not only philosophize, they develop systems to assure service is actually provided. And when those information-gathering exercises show weak spots, the shining-star service companies use the data to solve those problems.

We find that companies that under compensate employees are sacrificing service and threatening their financial futures. Today’s service jobs require more decision-making skills than labor, and employees of that caliber cost more. Depending on technology rather than people for decision making can result in low productivity, limited growth, and poorer quality service. The more technology that gets deployed in the service formula, the more skill that is required, and consequently the better compensated those employees need to be to retain them. Pay and recognition are the second biggest factor in motivating employees to deliver good service and make sound judgments. Pay and recognition are a better motivator when linked to specific performance factors. Companies known for providing the best service tend to pay more, but the intangibles of recognition and appreciation are an important part of the formula.

Celebrating service successes helps connect employees to customers

Dollars and cents may be the first element for attracting service-oriented employees. But beyond money, there are countless ways to make people feel better about their work, more appreciated by management, and more connected to the customer.

Service success depends on how employees are rewarded in their paychecks and in the “feel good” areas. Service quality starts at the top, but executives are helpless without good employees, so it pays to include everyone in rewards and celebrations. Celebrations are a time to see and feel how an organization is transforming. All service rewards should fit with corporate goals and reinforce that the customer is the reason behind them all. Recognition programs not only improve service, but lift company morale. The main point of recognition programs is to make every employee feel service quality is his or her individual responsibility.

And one final thing we’ve learned - such organizations see their front-line and staff support people as valuable and reliable resources who are equal in importance to customers for quickly and efficiently finding out how the organization is performing in the marketplace. These companies look inside as well as out. They audit their own employees to discover what obstacles exist to maintaining and enhancing the reputation and results that the organization sees as important to long-term success.

Online Databases



ProQuest Telecommunications



CERTIFIED TO MS ISO 9002
REGISTRATION NO. AR. 1405

INTRODUCTION

ProQuest Telecommunications enable users via WWW to find the latest information on developments in the field of telecommunications. This database provides a comprehensive coverage from most real more than 186 telecommunications journals useful to researchers.

ProQuest Telecommunications databases provides the following information in citation, abstracts, full texts, full images and graphics.

Users have a choice of full text and image formats :-

- Text only available in HTML format*
- Images and Graphics available in PDF format*

COLLECTION

Index and abstract from 1976-1985
Full texts from 1986 onwards

UPDATED

Monthly updating

ACCESS

Can be accessed from any UTM workstations (161.139.xxx.xxx)

Web Page : <http://www.umi.com/pqdauto>

Via PSZ Home Page : <http://www.psz.utm.my>
: **Click PSZ Electronic Databases**
: **Click Online Databases**
: **Click ProQuest Direct**
: **Click Select Databases to access ProQuest Telecommunication Databases**

Sample of Full texts Journals Which can be Accessed from ProQuest Telecommunications Database

- | | |
|---|---|
| <input type="checkbox"/> America's Network | <input type="checkbox"/> Land Mobile Radio News |
| <input type="checkbox"/> Broadband Networking News | <input type="checkbox"/> Managed Network Services News |
| <input type="checkbox"/> Cablefax | <input type="checkbox"/> Modem Users News |
| <input type="checkbox"/> Cableoptics Newsletter | <input type="checkbox"/> Open Systems Today |
| <input type="checkbox"/> Canadian Communications Network Letter | <input type="checkbox"/> Rural Telecommunications |
| <input type="checkbox"/> Card Technology | <input type="checkbox"/> Satellite Communications |
| <input type="checkbox"/> Cellular Business | <input type="checkbox"/> Satellite News |
| <input type="checkbox"/> Comline Daily News Telecommunications | <input type="checkbox"/> Technology Transfer Week |
| <input type="checkbox"/> Communication Booknotes Quarterley | <input type="checkbox"/> Telecommunications Reports |
| <input type="checkbox"/> Communication World | <input type="checkbox"/> Telecomworldwire |
| <input type="checkbox"/> Debit Card News | <input type="checkbox"/> Teleconnect |
| <input type="checkbox"/> Digital Cellular Report | <input type="checkbox"/> Television Broadcast |
| <input type="checkbox"/> Fiber Optics News | <input type="checkbox"/> Video Competition Report |
| <input type="checkbox"/> Global Telcoms Business | <input type="checkbox"/> Voice Technology & Services News |
| <input type="checkbox"/> ISDN News | <input type="checkbox"/> Washington Telecom News |
| <input type="checkbox"/> Intelligent Network News | <input type="checkbox"/> Wireless Today |
| <input type="checkbox"/> Journal of Broadcasting & Electronic Media | <input type="checkbox"/> Worldwide Videotex Update |

Book Review

**TITLE: ALGORITHMIC AND COMPUTATIONAL ROBOTICS:
NEW DIRECTIONS: THE 4th WORKSHOP ON THE
ALGORITHMIC FOUNDATIONS OF ROBOTICS
Editor: Bruce Donalds, Kevin Lynch, Daniela Rus.
Publisher : A K Peters, Ltd.
Call no: TJ10.3 A44 2001f**

Algorithms that control the computational processes that relate sensors and actuators are indispensable for robot navigation and the perception of the world in which they move. Therefore, a deep understanding of how algorithms work to achieve this control is essential for the development of efficient and usable robots in a broad field of applications.

An interdisciplinary group of dedicated scientists gathers every two years to document the progress in algorithmic foundations of robotics. This volume addresses in particular the areas of control theory, computational and differential geometry in robotics, and applications to core problems such as motion planning, navigation, sensor-based planning, and manipulation.

**TITLE:ARC WELDING AUTOMATION
Author: Howard B. Cary
Publisher: Marcel Dekker
Call no: TK 4660 C36 1995**

Describing the different variables involved in arc welding and how they interact, this state-of-the-art reference examines the welding capabilities of mechanized, automatic, adaptive control, and robotic systems.

Delineating the advantages of welding automation and offering practical strategies for its implementation, Arc Welding Automation analyzes the necessary components for various types of automated welding ... suggests which arc welding automatic machines are most appropriate for particular types manufacturing ... discusses automatic welding equipment for high-volume production of like parts...elucidates the design of automatic welding fixture...considers specific welding attachments for robots ... and more.

Furnishing over 400 helpful tables, drawings, and photographs, Arc Welding Automation is timely reading for all manufacturing, mechanical, welding, process, production, industrial, plant, and maintenance engineers; computer, robotics, and automation scientists; physicists working on automation; and upper-level undergraduate and graduate students in these disciplines.