

## **OFFICIATING SPEECH**

Yang Berbahagia  
Professor Datuk Dr Hajah Roziah Mohd Janor  
Vice-Chancellor  
Universiti Teknologi MARA

**Special Guest Speech**  
**International Conference on Public Policy and Social**  
**Sciences (ICoPS) 2023**

**15 September 2023**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**His Excellency**

**Datuk Mohamad bin Alamin**

Deputy Minister of Foreign Affairs, Malaysia

**His Excellency**

**Raja Saifful Ridzuwan Raja Kamaruddin**

Malaysia's Ambassador to Bosnia and Herzegovina

**The Honourable**

**Prof. Dr Ahmet Yildirim**

Rector of the International University of Sarajevo

**Prof. Dr Emel Topcu**

Dean of the Faculty of Economics Administrative and  
Social Sciences

International University of Sarajevo

**Yang Berbahagia**

**Datuk Haji Mohd Syafiq bin Haji Abdullah**

President / Managing Director

Kumpulan VFive Group Sdn Bhd Malaysia

**Yang Berbahagia**

**Prof. Madya Dr Nor Hafizah Mohamed Harith**

Dean of the Faculty of Administrative Science and Policy Studies, UiTM

**Distinguished guests, presenters, and participants**

**Ladies and gentlemen**

**Salutations**

**(To be confirmed by the organiser on the day of the event)**

***Assalamualaikum Warahmatullahi Wabarakatuh.***

**Greetings to everyone.**

1. Alhamdulillah, praise be to Allah S.W.T whose endless blessings permit us to gather here for the **International Conference on Public Policy and Social Sciences (ICoPS) 2023.**

2. I am delighted and honoured to welcome you to this prestigious event, particularly our esteemed guests.

3. I also would like to take this opportunity to acknowledge the commendable work carried out by the **Dean, Associate Professor Dr Nor Hafizah Mohamed Harith**, and everyone at the **Faculty of Administrative Science and Policy Studies (FSPP) UiTM** in organising this reputable event.

4. My heartfelt appreciation also goes to the top management and staff of the **International University of Sarajevo (IUS)** for co-organising the conference and supporting **ICoPS 2023**.

5. Embarking on this project has led to significant implications for the professional community and researchers at **UiTM and IUS**, specifically in the aspect of becoming strategic partners for the visibility of both institutions.

6. This joint venture in making **ICoPS 2023** a success is filled with a unique set of norms, cultures, strengths, and challenges. Hence, I am grateful for this outstanding cooperation and efforts between **UiTM and IUS**.

**Ladies and gentlemen,**

7. **ICoPS** was first organised physically in 2011 at UiTM Kedah, followed by UiTM Melaka in 2012, UiTM Sabah in 2013, UiTM Negeri Sembilan in 2015, and UiTM Shah Alam in 2019.

8. Due to the COVID-19 pandemic, **ICoPS** announced the decision to shift to virtual presentation mode whereby participants engaged in lively discussions held entirely online brought by UiTM Negeri Sembilan in 2021 and 2022.

9. Now in 2023, we are here in this beautiful city of **Sarajevo** with the first hybrid conference – **the 9<sup>th</sup> installment of ICoPS** – one of the most highly regarded conferences, both due to the publishing opportunities

with **WoS e-proceedings**, and the level of engagement during the three days of the event hosted by **FSPPP UiTM** and **IUS**.

10. The conference features presentations conducted physically and virtually by academics and scholars from some of the most prestigious institutions in the world with the aim of increasing research and publication in core disciplines of **public policy and social sciences**.

11. This hybrid conference is a timely platform for the exchange of knowledge and sharing of new ideas in the transition to the endemic phase, allowing greater participation from different countries and successful collaborations with esteemed institutions.

**Ladies and gentlemen,**

12. Bosnia is a country with an amazing historical background and known as an urban-rural divide. The country cultivates a culture and values that enable greater collaboration, support, tolerance, and discipline

with reputable learning institutions like **IUS** which upholds a clear and compelling vision and purpose for internationalisation and visibility at a global scale.

13. The decision for the conference venue in **IUS** was made to achieve the tangible outcomes of the **MoU signed with IUS** which are to maintain cooperation and enhance experience and information exchange in order to develop and promote knowledge in both countries.

14. Thus, this joint conference is expected to create an environment to exchange ideas and insights, especially in addressing the challenges ahead for us to expedite **Sustainable Development Goals** in both countries.

**Ladies and gentlemen,**

15. Organising a conference is rewarding yet a challenging experience. In the beginning, the organisers received a total of **94 abstract submissions** from various countries including India, Indonesia, the Philippines, and Pakistan but due to unforeseen

circumstances, **only 67 participants** agreed to join the conference.

16. Despite minor setbacks, the event is a huge accomplishment for the organisers as it demonstrates the dedication of both institutions to promoting academicians and students' academic excellence.

17. It is built on the shared commitment to propel the ability to galvanise ideas and creations to find solutions to issues affecting communities and nations.

18. With the theme “**Contemporary Public Administration and Governance**”, the conference focuses on crucial elements pertaining to public administration and governance and addresses them through various platforms.

19. It cannot be denied that public administration is a diverse field offering vast opportunities for specialisation which administrators can employ to significantly impact their communities and address myriad challenges.

20. Therefore, during this conference, I hope to see higher education and public administrators focus on integrating the community's needs into their decisions while working towards achieving and fulfilling **Sustainable Development Goals (SDGs)**.

21. Generally, we can see that investors have become more conscious of the importance of **SDG parameters** in their investing decisions in recent years and they have incorporated **SDGs** into their operations and commercial plans as well.

22. However, despite this visible move in the right direction, we still have a long way to go in creating a world that we can proudly leave behind for future generations.

**Ladies and gentlemen,**



23. It has been three years since the COVID-19 pandemic, and we still bear the brunt of it. It is unlikely that the world will return to the state it was.

24. However, that should not break our spirit as it is our responsibility to develop and rectify the world for a better tomorrow.

25. With sub-themes such as **environmental studies; green deal and digital transitions; and digital economy and economic growth**, the **ICoPS** conference this year will have a massive impact on the global public administration and governance landscape.

26. On that note, I would like to convey my heartfelt congratulations to participants from **Malaysia, China, and Bosnia**, representing various institutions in Malaysia, and the **International University of Sarajevo and Changchun University, China**.

27. Once again, well done to **FSPPP UiTM** and **IUS** for organising this remarkable conference which clearly

supports research and publication initiatives that would also contribute to UiTM's mission of becoming a **Globally Renowned University by 2025.**

28. I wish everyone a wonderful and fruitful experience at **ICoPs 2023.** May this conference serve as the start of new connections and deeper networking towards championing policy competence and performance beyond just career chances.

29. Lastly, I would like to share a quote from the Late Eleanor Roosevelt:

*"The future belongs to those who believe in the beauty of their dreams."*

**Without further ado, in the name of Almighty Allah, Most Beneficent, and Most Merciful, I hereby officiate the International Conference on Public Policy and Social Sciences (ICoPS) 2023.**

**Thank you.**

***Wabillahi Taufiq Walhidayah Wassalamualaikum  
Warahmatullahi Wabarakatuh.***