

Provision of indigenous education and technical skills in automotive sectors in Malaysia

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Abstract: Transportation is one of the furthermost indispensable commercial properties in the modern world. An effective mode of transportation safeguards the movement of individuals and distribution of products in a well-timed manner. To meet this obligation, numerous categories and representations of vehicles have been shaped by automotive companies to accomplish the requirements of customers especially in the background of passenger vehicles. It is therefore essential for auto firms to reconsider their product development methodology in order to fulfil the objectives. ICAM's goal is to complement the automotive industry through sustainable development of human capital. Statement of Problem: ICAM is providing indigenous education and technical skills in automotive sectors at Pekan Automotive Complex to eradicate hard-core poverty and accelerate the development of rural areas in automotive sectors. In this context, a study has been conducted to investigate whether the local community of Pekan has participated or not in the indigenous education and technical skills of automotive sector provided at ICAM, Pekan. Objectives: The main objectives of the study are to identify the imbalance between local community involvement and indigenous education and automotive technical skills provided at ICAM and to recommend the measures of improvement in order to create awareness to local community about the significance of providing indigenous education and automotive technical skills at ICAM. Results: The finding of the research study reveals that the majority of Pekan local people are not aware of the indigenous education and automotive technical skills provided at ICAM Pekan. Also, the local people are only interested if the medium of instruction is in Malay language. The female respondents, on the other hand, have negative perception on automotive as they consider automotive industry as a male dominated field. Conclusion: Therefore, it can be concluded that the concept of providing indigenous education and automotive technical skills by ICAM is indeed an immense opportunity for the local people of Pekan, provided right in front of their doorsteps rather than having to go the distant to acquire them. With the complementary existence of such provision and active participation of the locals, the economy of the Pekan town would definitely continue to prosper through rapid transformation of the automotive sector hence economic growth of the community as a whole.

Key words: Automotive sectors; Education; Technical skills; Indigenous; Pekan; Local community; ICAM

1. Introduction

Transportation is one of the furthermost indispensable commercial properties in the modern world. An effective method of transportation safeguards the movement of individuals and direction of product distribution in a well-timed manner. To meet this obligation, numerous categories and representations of vehicles have been shaped by automotive companies to accomplish the requirements of customers especially in the background of passenger vehicles. Today's modern global automotive industry encompasses the principal manufacturers - General Motors, Ford, Toyota, Honda, Volkswagen, and Daimler Chrysler - all of which operate in a globally competitive marketplace. All automotive industries especially car manufacturers are required to increase their market

share henceforth corporate profit in order to ensure the sustainability of cost related objectives and to be more successful over and above competitors. It is therefore essential for auto firms to reconsider their product development methodology in order to fulfil the objectives.

In its national development plan for 2011-2015, the Malaysian government set out goals to become recognized as a high-income economy and to increase the average per-capita income level from its current level of USD \$7000 to \$20,000. In order to accomplish this goal, the country needs highly skilled workforce. Located on the banks of the Pahang River 50km south of Kuantan and 280 km from Kuala Lumpur, Pekan is the Royal Town of the Malaysian state of Pahang Darul Makmur. Pekan, which means "small town" in Malay, has now been connected to Kuantan via a new dual carriageway, making travel

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between the districts a much breezier affair compared to the old days. The establishment of the Pekan Automotive Hub is in line with the National Automotive Policy (NAP) which is to foster a more competitive market for both local and international companies. To date, the Automotive Hub has attracted well-known automotive players including Isuzu Hicom Malaysia, DRB-HICOM Defence Technologies (Deftech), Mercedes-Benz Malaysia, Volkswagen and Suzuki, among others, with DRB-Hicom Berhad being the anchor tenant of the Hub.

The International College of Automotive (ICAM) is owned by HICOM University College Sdn. Bhd. (HUCSB), a wholly owned subsidiary of DRB-HICOM Berhad. ICAM was officially established on the 2nd of April 2010, upon receiving approval from The Ministry of Higher Education, Malaysia. ICAM serves two major roles, acting as a private college that produces a cadre of skilled professionals to join the automotive sector workforce, and also serving as an institution that enables the Group's automotive workers to continuously upgrade their skills and knowledge. ICAM's goal is to complement the automotive industry through sustainable development of human capital. By providing a continuous flow of trained and skilled workers to the Group's automotive businesses, ICAM plays an active role in the Group's vision of realising the nation's aspiration of creating a knowledgeable and skilful workforce, as prescribed in the New Economic Model. This vision includes the aim of making Pekan, the home of ICAM and the Group's integrated automotive complex, a vibrant and self-sustaining regional automotive centre, which houses not only state-of-the-art technology but more importantly highly skilled & knowledgeable workforce. Therefore, ICAM is providing indigenous education and automotive technical skills for the Pekan Automotive Hub to eradicate hard-core poverty and accelerate the development of rural areas. In this context, a study has been conducted to investigate the local participation of Pekan people in the provision of indigenous education and automotive technical skills at ICAM.

1.1. Need and significance of the study

The automotive industry has a strong multiplier consequence on the development of a nation hence its accomplishment of being the driver of financial development. It plays a vital part in the emerging transportation segment in one hand and on the other hand, benefitting the manufacturing sector in terms of faster production and supply, thereby creates important employment openings. Too often, education system gives less focus on indigenous people's diverse culture. Despite the highlight and plight of universal rights to education, indigenous people do not usually fully enjoy these rights and as a result, the education gap between indigenous people and the rest continues to exist. There are more offers in almost unlimited employment of various opportunities for students of diverse

background including indigenous people at ICAM in the automotive field, because all automotive modules are job guaranteed courses at ICAM. Furthermore, ICAM students can even pursue for higher education in Automotive and conduct Automotive research in any of the Engineering and Business and Management modules to support and contribute to the National Automotive Industries and the nation's Economic Growth and Development - through the creation and provision of new ideas in Automotive especially for the development of better quality and more advanced vehicles putting Malaysia at least on a par with other Asian and European countries. Therefore, there is a significant need to study the Provision of Indigenous Education and Technical skills in Automotive Sectors at Pekan.

1.2. Objectives of the study:

- i) To identify the imbalance between local community involvement and indigenous Education and automotive technical skills provided at ICAM.
- ii) To recommend the measures of improvisation to create awareness to the local community about the significance of providing indigenous education and technical skills in automotive sectors at ICAM.

1.3. Period of the study

The Period of the study is for the year 2015

1.4. Scope of the study

The study covers automotive education of the local community to the extent of their knowledge and involvement, with special emphasis on the provision of indigenous education and technical skills in automotive sectors at ICAM.

1.5. Limitations of the study

The study of Provision of Indigenous Education and Technical Skills in Automotive Sector is based on the primary data. It is collected through the Qualitative method by orally interviewing 50 samples. The reliability depends on the factual reply of the local community people of Pekan.

2. Review of literature

1. According to Zalizan et al. (2009)¹, the Indigenous are the initial natural publics that occupied Malaya. An archaeological study approved out in numerous caves in the east and north of the peninsula displays the fact that indigenous ancestors have inhabited the Malay Peninsula since the 8th century BC, which is about 10,000 years ago.
2. According to Brown, Hesketh, Lafer (2004)² reported that, prerequisite is merely portion of

the reaction for employability, and soft skills show a more important part in the personnel at both the topmost and lowest termination of labour in marketplace. It is alleged that without the employability skills there will be deterioration in affordability, lessening financial yield, and a lonelier forthcoming for all.

3. Robbins, Pantuoso, Parker, and Fuller (2002)³ initiate that, U.S. states with developed sections of actual minor trades (20 employees or less) have more creative personnel and advanced ranks of GDP growth than states with lesser stages of actual minor trades. Thus, producing minor trades may eradicate approximately of the joblessness subjects amongst youth, but to be bright to generate an original corporate one has to have the anticipated assistances related to what one wants to be engaged.
4. A study by Zainal Abidin (2004)⁴ shows that only 38.5% expected prime education, 10.9% acknowledged secondary education and 1.7% received tertiary education.
5. Yorke (2006)⁵ defined that employability services as a set of assistances, information, and individual qualities that creates a separate value-added likely to be protected and be fruitful in their selected job(s), to the advantage of themselves, the personnel, the public, and the economy.
6. Taylor (2007)⁶ concluded that, it is not practical, job-related services and capabilities that are being required by proprietors, but a multifaceted of attitudinal characters and sentimental characters—those that youth, in specific, are said to lack.
7. Butterwick & Benjamin, (2006)⁷ claimed that, in order to continue relevant in the job market, labours must continuously familiarize to variations and developing supplies in the effort situation, containing the practice of original and developing know-hows.
8. Opengart & Short (2002)⁸ opined that, the trade safety direction has altered to employability safety location. Thus, all progresses must have the assistances not only to get a trade, but also to continue being employable in the upcoming.
9. According to Boutin, et al, (2009)⁹ Globalization and the extensive use of ICT at the office has led to the arrival of an original low-cost which stresses on an original set of principles from possible workers in order for them to be fruitful on the occupation. The original economy necessitates cooperation and the capabilities to collaborate in uncertain situations, to resolve difficulties, to compact with non-routine procedure, to connect successfully, and to see the workroom atmosphere in a wider situation. Employees must task outside what is predictable of them, and must retain those services that they want to persist in the altering bargain.
10. Australian Chamber of Commerce and Industry (ACCI) and the Business Council of Australia (BCA) (2002) ¹⁰ stated that, the considered employability services into dual groups:

attributes and services. Inspecting these two groups, one may originate to an implication that the characteristics essential by the managers come from within a distinct. Irrespective of the sum of exercise agreed, one may not obtain these characteristics. It is assembled in the individual and exercise can augment these qualities.

3. Research methodology

3.1. Sources of data

This study is prepared based on primary data as well as secondary data. The primary data has been collected from the local community of Pekan through qualitative method by interviewing orally to 50 samples. The interview questions cover the awareness of ICAM knowledge and also the perception on ICAM by local community people of Pekan. The secondary data has been collected from the records of the Marketing Department of ICAM while all possible existing literature are obtained from covering journals, online magazines and publications.

3.2. Exploration of data

In order to display the occurrence or nonappearance of precise features and to associate and equate evidences principles or features, the focus connected matters with various joint features or variables. The figures have been equipped with influential communiqué tools—it provides text the concentration of readers, and professionally existent great volumes of composite evidence.

4. Results and discussion

Table 1: Total number of respondents aware of ICAM location

Awareness of Venue of ICAM	Number of Respondents	In Percentage (%)
Yes	50	100%
No	-	
Total	50	100%

Source: Primary Data

The above Table 1 depicts the total number of respondents who are aware of the location of ICAM in Pekan. Out of a total 50 respondents, all 100% samples responded positively towards their awareness of ICAM's location.

Therefore, it can be concluded that the majority of the locals are aware of the location of ICAM in Pekan.

Table 2 displays the total number of respondents who are aware of the significance of ICAM. On the awareness of the significance of ICAM, out of a total 50 samples, 40% responses were positive while the other 60% negative respectively.

Consequently, it can be determined that the majority of the Pekan locals are not aware of the significance of ICAM.

Table 3 represents the perception of the local community on ICAM. Out of a total 50 respondents, the majority of them are not aware of the automotive research activities and importance of automotive courses provided at ICAM. Local people of Pekan are also not interested to communicate in English and have negative perception on the entry requirements, negative feeling of gender imbalance in automotive field and linked other invalid issues with ICAM.

Table 2: Total number of respondents aware of the significance of ICAM

Awareness about importance of ICAM	Number of Respondents	In Percentage (%)
Yes	20	40%
No	30	60%
Total	50	100%

Source: Primary Data

Table 3: Total number of respondent's perception on ICAM

Perception on ICAM	Number of Respondents	In Percentage (%)
Not aware of much on Automotive Courses	6	12%
Not aware of Research on Automotive at ICAM	12	24%
Communication is in English language only	9	18%
Boring Environment in ICAM	4	8%
No entertainment centre	3	6%
Negative perception from the female viewpoint – as it is male dominated field	4	8%
Study at ICAM needs highly skilled High Entry Requirements	4	8%
Flood Issue	4	8%
Programme offered are too specific in automotive only	4	8%
Total	50	100%

Source: Primary Data

Hence, it can be decided that the majority of Pekan local people do not have awareness about the importance of ICAM nor the research activities conducted pertaining to the automotive field. Furthermore, they are only interested if the medium of instruction is in Malay rather than in the international language.

5. Suggestions

- 1) Outcome of the research study reveals that, the majority of the local people are not well aware of the significance of indigenous education, automotive technical skills and career opportunities provided at ICAM and also the automotive research and development conducted at ICAM. In addition, the local people would probably be more interested if the medium of instruction is in Malay. To apprehend and overcome such circumstance, ICAM's marketing team along with the academic staff should provide genuine awareness to the locals through live interaction on the importance of automotive, the opportunities and challenges of the industry for the coming generation not only at national level but also in the international arena.
- 2) Ultimately, research finding also divulges on the female respondents' negative perception on automotive as they consider the industry as a male dominated field. This scenario requires the marketing team to promote ICAM as an automotive college opened to all customers and job seekers, regardless of gender and establish special incentive schemes for females who grab

the opportunity to augment indigenous education and technical skills in automotive sectors. Such initiative would encourage them to increase knowledge and technical know-how skills in the automotive engineering, manufacturing, mechanical, marketing and administrative fields respectively.

6. Conclusion

In summary, it can be concluded that the concept of providing indigenous education and technical skills of automotive for the local people is an immense opportunity provided at a local college of automotive in Pekan rather than having to go far away to distant places to acquire them. The economy of the Pekan town would definitely continue to prosper bringing not only rapid transformation but also increment in GDP growth. The automotive sector of Pekan will yield enormous benefits for the local people such as creating numerous employment opportunities and conducting innovative automotive research and development with the aim of challenging other European and Asian countries. As long as vehicles are on the road, there will always be the need for advancement of knowledge and skills in the automotive industry. Thus, working in the automotive industry is indeed an extremely challenging task, especially since many people have negative perceptions and wrong opinions about the industry.

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