

ABSTRACT

Strategic interventions are required to keep talented and highly qualified lecturers to serve in UiTM in order to gain competitive advantage in the educational world. Many factors affect and contribute to lecturers' motivation, satisfaction and their career development. This study makes use of survey methodology which aims to discover factors that have significant influence on lecturers' perception towards career development in UiTM. The factors under study are top management support, training and development opportunities, flexi-working hours, recognition, status, job security, job fit and demographic characteristics. The results indicated that top management support, training and development opportunity, and job security are highly correlated and dominant predictors to lecturers' career development.

ABSTRAK

Campurtangan strategik oleh pengurusan atasan amat diperlukan untuk memastikan pensyarah-pensyarah berbakat dan berkelulusan menyumbang terus kepada UiTM. Ini penting jika UiTM ingin meraih faedah daripada dunia akademik yang berdaya saing. Banyak faktor menentukan tahap motivasi, kepuasan dan kerjaya pensyarah-pensyarah. Kajian ini menggunakan kaedah soal-selidik bagi maksud menentukan faktor-faktor yang mempengaruhi persepsi pensyarah-pensyarah mengenai perkembangan kerjaya mereka. Antara perkara-perkara yang diselidik termasuk, sokongan pengurusan atasan, peluang-peluang latihan, perkembangan kerjaya, waktu kerja anjal, pengiktirafan, status, jaminan kerjaya, kesesuaian tugas dan sifat-sifat demografik. Hasil kajian mendapati bahawa faktor sokongan pengurusan atasan, peluang latihan serta jaminan kerjaya mempunyai korelasi tinggi dan merupakan 'predictor' dominan dalam perkembangan kerjaya pensyarah-pensyarah.