

The Business Wallpaper

Creating A New Culture

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As I walk up and down the corridors and hallways of KLJ (Kelana Jaya Study Center), I cannot help but notice the lack of academic articles decorating our notice boards. It is glaringly obvious how long some articles have been torturously pinned up these walls. The paper on which these articles were photocopied have long since turned brown, probably after going through an acute process of oxydization and a thriving build-up of mildew.

Of the four academic units occupying KLJ, we should take our hats off to the English Department for actively putting up photocopied newspaper articles on our notice boards. I for one, congratulate them for their efforts.

I believe it is high time academicians of UNITAR scribble down their vast accumulated knowledge and start sharing it with others. It is with this belief that I have decided to make a modest effort to initiate a new culture; a culture of writing and publishing academic articles. I am inviting academicians from Kelana Jaya and all the regional centres to join me in contributing short articles that we can put

up on our notice boards for our colleagues and students to read. I hope that these articles we write will eventually fuel an interest to start our first academic journal.

As a start, I plan to come up with a publication called The Business Wallpaper. The Business Wallpaper is an unrefereed academic magazine that will be pinned (I hope) on the notice boards at all study centers at least once a month. This magazine was given the name "Wallpaper" because initially I thought of putting up the magazine on the walls for people to read. However, after much thought, I came to the conclusion that this magazine will only reach a limited number of readers if it were pinned on notice boards alone. To increase readership, I would need to distribute this magazine through e-mail as well. Therefore, I am compiling as huge a mailing list as I can of all the people I know who may be interested in this magazine.

The Wallpaper is an unofficial initiative of which 90 % of the production cost (and time) is born by the editor, namely me. I sincerely invite all of you to help me make this effort a success by contributing articles to

this magazine. The Wallpaper will accept and publish articles on business, social sciences, applications of ICT, role of language in business and education. All articles sent to the Wallpaper will go through the following process: (1) the article will be edited, (2) the edited article will be sent back to the author for consent and feedback, (3) once the author agrees on the final draft, the article will be published.

I believe UNITAR is in dire need to start her own official publications. As a university, academic publications are essential intellectual asset to be shared with colleagues, students and society at large. Teaching and learning may be the main activity at UNITAR but serious efforts must be made to encourage research and publication. When measuring the quality of a university, one of the major criteria commonly used is publication and research. It is high time academicians in all study centers start churning out papers on a regular basis. Before we think about refereed journals and publishing books, let us take our first effort by making this magazine a success.

