

ABSTRACT

This study investigates the employers' expectations of the key competencies (i.e., skills and knowledge) and personal qualities of information professionals working in the Multimedia Super Corridor (MSC) status companies in Malaysia. Fifty-seven competencies and 29 personal quality variables formed the basis of a survey instrument using a seven-point interval scale. Respondents were asked to indicate the level of importance on the required competencies and personal qualities. The instrument was mailed to the 360 MSC status companies. A total of 125 (35%) returned the questionnaire. Factor analysis, ANOVA, *t* test, Spearman's rho, mean ranking and descriptive statistics were used in the analysis of data using the SPSS version 10.0. The respondents were divided into three groups based on their core activities, namely: (a) System Integration (SI), (b) Creative Multimedia Cluster (CMC), and (c) Internet-based Business (IBB). Both the SI and the CMC group had a common agreement in rating *management skills* as the most important competency, while *works well with others in a team* was the most important personal quality. The IBB group had rated *knowledge management* as the most important competency while *responsible and reliable* was the most important personal quality. The results of the ANOVA revealed 10 of the 57 competencies showed statistically significant difference, while the *t* tests indicated four of the 57 competencies showed statistically significant difference at $p = 0.05$ level. The results also revealed a highly significant relationship existed between the required personal qualities and competencies. The findings will be useful for curriculum planners involved in education and training of information professionals in the Faculties and Departments of Information Science and other IT-related faculties, employers of the MSC status companies, the Multimedia Development Corporation, other training companies, and students who aspire to work in the MSC organisations.