TABLE OF CONTENTS

	Pages
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	xi
CHAPTER 1: INTRODUCTION 1.1 Background 1.2 The Multimedia Super Corridor (MSC) 1.2.1 The MSC Status Companies 1.2.2 Shortage of Knowledge Workers 1.3 Education for Information Professionals 1.4 Statement of the Problem 1.5 Purpose of the Study 1.6 Objectives 1.7 Research Questions 1.8 Hypotheses 1.9 Significance of the Study 1.10 Rationale 1.11 Scope of the Study 1.12 Limitations of the Study 1.13 Assumptions of the Study 1.14 Outline of the Thesis	1 3 5 7 8 11 14 15 16 16 18 20 21 21 21 22 23
CHAPTER 2: LITERATURE REVIEW	
Introduction Introduction Information Professionals Information Professionals Introduction Information Professionals Introduction Introduction Introduction	24 25 28 30
2.2.3 Roles of Institutions of Higher Learning for the MSC 2.3 Employability Skills 2.4 Competencies for Information Professionals	32 36 40
2.4.1 Definitions of Competencies 2.4.2 Competencies Identification and Validation Studies	40 44
2.4.3 Malaysian and Asian Studies on Competencies 2.4.4 Information Technology-Related Competencies 2.4.5 Communication Skills	45 48 53
2.4.6 Management Skills 2.4.7 Library and Information-Related Competencies	58 60

2.5 Personality Traits of Information Professionals	64
2.5.1 Definition of Personality Trait	64
2.5.2 Traits of Information Professionals	68
2.6 Roles for future Information Professionals	79
2.6.1 Roles as Trainers	79
2.6.2 Roles in Internet and Information Technology	80
2.6.3 Roles in Information Management	85
2.6.4 Roles in Knowledge Management	86
2.6.5 New Titles for Information Professionals	
2.7 Conclusion	88
2.7 Conclusion	91
CHAPTER 3: METHODOLOGY	
3.1 Introduction	
	97
3.2 Definitions	97
3.3 Research Design	100
3.4 Population	105
3.5 Data Collection Method	105
3.6 The Questionnaire	107
3.6.1 Questionnaire Design	108
3.6.2 Contents of the Questionnaire	111
3.6.3 Pre-test	114
3.6.4 Interview	115
3.6.5 Validation	117
3.6.6 Pilot study	118
3.6.7 Empirical Survey	119
3.6.8 Reliability Test	120
3.7 Data Analysis	122
3.7.1 Factor Analysis	123
3.7.2 Descriptive and Inferential Statistical Analysis	125
3.8 Conclusion	
or constants	127
CHAPTER 4: DATA ANALYSIS	
4.1 Testing the Questionnaire for Reliability and Factor Analysis	
4.1.1 Reliability Test	128
4.1.2 Factor Analysis	128
	129
4.2 Profiles of Respondents	134
4.2.1 Company Information	134
4.2.2 Employee Information	137
4.3 Information Technology-Related Competencies Rating	140
by Company Groupings	
4.4 Multimedia-Related Competencies Ratings	143
by Company Groupings	
4.5 Knowledge Management Competencies Ratings	145
by Company Groupings	
4.6 Other Supporting Skills Ratings	147
by Company Groupings	

4.6.1	Required Management Skills	148
4.6.2	Required Interpersonal and Communication Skills	149
4.6.3	Required Entrepreneurial Skills	151
4.6.4	Required Research Skills	153
4.7 Ove	rall Major Skills and Competencies Ratings	154
	Company Groupings	
4.8 Req	uired Personality Traits by Company Groupings	156
4.9 Infe	rential Statistical Analysis	159
	ting Hypotheses	161
4.10.1	ANOVA Test on Required Information Technology-	162
	Related Competencies Ratings by Company Groupings	
4.10.2	ANOVA Test on Required Multimedia-Related	165
	Competencies Ratings by Company Groupings	
4.10.3	ANOVA Test on Required Knowledge Management	166
	Competencies Ratings by Company Groupings	
4.10.4	ANOVA Test on Required Management Skills	167
	Ratings by Company Groupings	
4.10.5	ANOVA Test on Required Interpersonal and	168
	Communication Skills Ratings by Company Groupings	
4.10.6	ANOVA Test on Required Entrepreneurial Skills	169
	Ratings by Company Groupings	
4.10.7	ANOVA Test on Required Research Skills Ratings by	170
	Company Groupings	
4.10.8	ANOVA Test on Required Major Skills and	171
	Competencies Ratings by Company Groupings	
	ing Rating Differences Between Malaysian and	173
	eign Shareholder Group of Companies	
4.11.1	Perception on Required Information Technology-	174
	Related Competencies	
4.11.2	Perception on Required Multimedia-Related	175
	Competencies	
4.11.3	Perception on Required Knowledge Management	175
	Competencies	
4.11.4	Perception on Required Management Skills	176
4.11.5	Perception on Required Interpersonal and	176
	Communication Skills	
4.11.6	Perception on Required Entrepreneurial Skills	177
	Perception on Required Research Skills	177
4.11.8	Perception on Required Major Skills and Competencies	179
4.12 Re	lationships Between Required Personal Qualities	181
	and Competencies	
4.12.1	Personal Qualities and Information Technology-	183
	Related Competencies	
4.12.2	Personal Qualities and Multimedia-Related Competencies	185
	Personal Qualities and Knowledge Management	188
	Competencies	

4.12.4 Personal Qualities and Management Skills 4.12.5 Personal Qualities and Interpersonal and Communication Skills	190 192
4.12.6 Personal Qualities and Entrepreneurial Skills 4.12.7 Personal Qualities and Research Skills 4.13 Conclusion	193 195 197
CHAPTER 5: SUMMARY, DISCUSSIONS AND CONCLUSION	
5.1 Summary	199
5.2 Key Competencies of Information Professionals	203
5.2.1 Requirements in Information Technology-Related Competencies	203
5.2.2 Requirements in Multimedia-Related Competencies	204
5.2.3 Requirements in Knowledge Management Competencies	205
5.2.4 Requirements in Management Skills	207
5.2.5 Requirements in Interpersonal and Communication Skills	207
5.2.6 Requirements in Entrepreneurial Skills	209
5.2.7 Requirements in Research Skills	210
5.2.8 Requirements in Major Overall Competencies and skills	210
5.3 Key Personal Qualities in Information Professionals	212
5.4 ANOVA Tests on the Competency Ratings among	215
Company Groupings	
5.5 T Tests on the Competency Ratings Between Malaysian and	218
Foreign Shareholder Groups of Companies	
5.6 Analysis on Relationships	221
5.7 Suggestions	223
5.7.1 Reevaluation of Educational Curriculum for Information	224
Professionals	
5.7.2 Innovative Curriculum Design at National and Faculty Level	224
5.7.3 Curriculum Revision Update	226
5.7.4 Developing a National Competency Model	228
5.7.5 Compulsory Subjects Required by Employers	228
5.7.6 Smart Partnership Between Faculties and Industry	234
5.7.7 Pool of Skilled and Talented Lecturers	235
5.7.8 Continuous Competency and Validation Process	236
5.8 Direction for Future Studies	236
5.9 Conclusion	237
APPENDIX A Supervisor's Letter to Respondents	243
APPENDIX B Cover Letter for the Questionnaire	245
APPENDIX C The Questionnaire	247
REFERENCES	258

LIST OF TABLES

	,	Pages
Table 2.1	Summary of Literature Review	92
Table 4.1	Reliability Coefficients (Cronbach's alpha) Per	128
	Categorical Variables	120
Table 4.2	The Eigenvalues and Factor Structure of Personal	130
	Qualities	
Table 4.3	General Information about the MSC Status	135
	Companies (n=125)	
Table 4.4	Personnel Information	138
Table 4.5	Name of Post	139
Table 4.6	Distribution of Post by Level of Management	140
Table 4.7	Mean Scores on Information Technology-Related	142
	Competencies Ratings by Company Groupings	
Table 4.8	Mean Scores on Multimedia-Related Competencies	144
m 11 10	Ratings by Company Groupings	
Table 4.9	Mean Scores on Knowledge Management Competencies	146
m	Ratings by Company Groupings	
Table 4.10	Mean Scores on Management Skills Ratings by	148
T-11-411	Company Groupings	
Table 4.11	Mean Scores on Interpersonal and Communication	150
Table 4.12	Skills Ratings by Company Groupings	
1 abie 4.12	Mean Scores on Entrepreneurial Skills Ratings	152
Table 4.13	by Company Groupings	
1 4010 4.13	Mean Scores on Research Skills Ratings by Company Groupings	153
Table 4.14	Mean Scores on Required Major Skills and	
1 4010 4.14	Competency Ratings by Company Groupings	155
Table 4.15	Mean Scores on Required Personal Qualities	
14010 4.13	Ratings by Company Groupings	158
Table 4.16	ANOVA Test on Required Information Technology-	164
	Related Competencies Ratings by Company Groupings	164
Table 4.17	ANOVA Test on Required Multimedia-Related	166
	Competencies Ratings by Company Groupings	100
Table 4.18	ANOVA Test on Required Management Skills	167
	Ratings by Company Groupings	107
Table 4.19	ANOVA Test on Required Interpersonal and	169
	Communications Skills Ratings by Company Groupings	109
Table 4.20	ANOVA Test on Required Research Skills Ratings	171
	by Company Groupings	, , , ,
Γable 4.21	ANOVA Test on Required Major Skills and	172
	Competencies Ratings by Company Groupings	
Γable 4.22	T Test on Required Interpersonal and Communication	177
	Skills Between Malaysian and Foreign Shareholder	
	Groups of Companies	
Table 4.23	T Test on Required Research Skills Between Malaysian	178
	and Foreign Shareholder Group of Companies	
Table 4.24	T Test on Required Major Skills and Competencies	180
	Retween Malaysian and Foreign Charak-11-	

Remarks on the Degree of Correlation Coefficient	183
Correlation Between Various Personal Qualities	185
and Information Technology-Related Competencies	
Correlation Between Various Personal Qualities	187
and Multimedia-Related Competencies	
Correlation Between Various Personal Qualities	189
and Knowledge Management Competencies	
Correlation Between Various Personal	191
Qualities and Management Skills	.,,
Correlation Between Various Personal	193
Qualities and Interpersonal and Communication Skills	1,,,
	195
Qualities and Entrepreneurial Skills	175
	196
and Research Skills	170
Key Competencies Tested Significant Using ANOVA	218
	210
	and Information Technology-Related Competencies Correlation Between Various Personal Qualities and Multimedia-Related Competencies Correlation Between Various Personal Qualities and Knowledge Management Competencies Correlation Between Various Personal Qualities and Management Skills Correlation Between Various Personal Qualities and Interpersonal and Communication Skills Correlation Between Various Personal Qualities and Entrepreneurial Skills Correlation Between Various Personal Qualities and Entrepreneurial Skills Correlation Between Various Personal Qualities

LIST OF FIGURES

Figure		Page
3.1	Competency Concept Model	107
4.1	The Scree Test for 29 Personal Qualities Variables	134
5.1	Key Skills and Competencies for Information Professionals	214
5.2	Key Personal Qualities for Information Professionals	215
5.3	A Holistic Model of Manpower Creation of Knowledge and Skills	226
5.4	A Conceptual Model of Required Key Competencies and the Relationships with Personal Qualities of Information Professionals of the MSC Status Companies	239