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Public Sector Governance In the 21st Century: Navigating Challenges and Embracing Innovation

20 June 2025, Friday
9.00am – 1.00pm
Speaker: PROF DR ZUBAIDAH ZAINAL ABIDIN FCIS (CS) (CGP)

Virtual
Course code: CG200625W1
Closing date: 18 June 2025

HRD CORP CLAIMABLE

4 CPD HOURS

Introduction

Public sector governance has entered a new era, shaped by rapid technological advancements, shifting political landscapes, and increasing public demand for transparency, accountability, and efficiency. In the 21st century, government agencies and public institutions are tasked with not only ensuring the effective delivery of services but also responding to complex global challenges such as economic inequality, climate change, and social justice. To meet these demands, governance in the public sector must evolve to embrace innovative solutions, foster strategic leadership, and promote a culture of responsiveness and accountability. However, the public sector faces numerous challenges, including bureaucratic inertia, resistance to change, resource constraints, and the growing need to balance political pressures with sound policy-making. As governments worldwide work to modernize, the integration of technology, data-driven decision-making, and citizen engagement has become crucial to improving efficiency and responsiveness. Yet, these innovations also bring new risks, such as cybersecurity concerns and the ethical implications of using artificial intelligence in public services.

This course will explore how public sector organizations can navigate these challenges while embracing innovation. It will examine the evolving landscape of public sector governance, focusing on strategies to overcome common obstacles, enhance transparency, and foster an environment that encourages collaboration and forward-thinking leadership. By the end of this program, participants will have a deeper understanding of the complexities of modern governance and be equipped with the tools and frameworks necessary to lead and transform public institutions in a rapidly changing world.

Course objectives

The objective of this course is to provide participants with a comprehensive understanding of the evolving landscape of public sector governance, with a focus on the challenges and opportunities brought about by innovation, technology, and changing societal needs. By the end of the program, participants will have the knowledge and tools necessary to lead and adapt public sector organizations in the 21st century.

By completing this course, participants will be able to:

1. Understand the Key Challenges Facing Public Sector Governance in the 21st Century
- Identify and analyze contemporary challenges in public sector governance, including political pressures, resource constraints, bureaucratic inefficiencies, and demands for transparency.
2. Explore the Role of Innovation in Modernizing Public Sector Governance
- Examine how innovative technologies, such as digitalization, artificial intelligence, and data analytics, can be used to enhance public service delivery and improve governance practices.
3. Analyze the Importance of Accountability and Transparency in the Public Sector
- Learn strategies for ensuring transparency, accountability, and ethical governance in public institutions, addressing the growing demand for openness from citizens and stakeholders.
4. Foster Strategic Leadership in Public Sector Organizations
- Explore leadership models and best practices for effective decision-making, strategic planning, and crisis management within the public sector.
5. Embrace Citizen-Centric Governance
- Understand the role of citizen engagement in public governance and the importance of participatory decision-making to enhance legitimacy, trust, and responsiveness.
6. Manage Risks Associated with Technological Integration
- Identify the risks associated with technological adoption in the public sector, including cybersecurity threats, ethical concerns, and regulatory challenges, and learn how to mitigate them.
7. Adapt Governance Frameworks to the Changing Needs of Society
- Learn how to design and implement governance frameworks that are flexible, adaptable, and capable of addressing evolving social, economic, and environmental challenges.
8. Promote Organizational Culture of Innovation and Change Management
- Gain insight into how public sector organizations can cultivate a culture of innovation and continuous improvement, ensuring long-term sustainability and effectiveness.
9. Apply Practical Tools for Enhancing Governance Efficiency
- Develop practical skills and strategies for improving governance efficiency, service delivery, and policy implementation in a modern, digitalized public sector environment.

This course will equip public sector leaders, managers, and policy-makers with the necessary knowledge and practical tools to successfully navigate the complex challenges of modern governance while embracing the innovative strategies needed to build effective, transparent, and resilient public institutions.

Course outline

Module 1: Introduction to Public Sector Governance in the 21st Century
➢ **Understanding the Evolution of Public Sector Governance**
   o Historical context and evolution of governance models in the public sector.
   o The shift from traditional governance to modern, tech-enabled governance.
➢ **Key Trends and Influences Shaping Governance Today**
   o Globalization, technological advancements, societal expectations, and political dynamics.
   o The impact of social media and citizen-driven accountability.

Module 2: Navigating Contemporary Challenges in Public Sector Governance
➢ **Political Pressures and Public Accountability**
   o Balancing political influence with effective governance.
   o Enhancing transparency and managing public expectations.
➢ **Resource Constraints and Efficiency**
   o Addressing budgetary constraints and optimizing resource allocation.
   o Strategies for maximizing the impact of limited resources.
➢ **Bureaucracy and Organizational Inertia**
   o Overcoming the barriers of bureaucratic structures.
   o Streamlining processes and improving organizational responsiveness.

Module 3: Embracing Innovation in the Public Sector
➢ **The Role of Technology in Modernizing Governance**
   o How digital transformation is reshaping public service delivery.
   o The application of artificial intelligence, blockchain, and data analytics in governance.
➢ **Innovation in Policy-Making and Service Delivery**
   o Using technology for smarter policy design and faster implementation.
   o Case studies of innovative public sector projects.
➢ **Harnessing Big Data for Decision-Making**
   o Leveraging data analytics to improve policy outcomes and resource management.

Module 4: Promoting Transparency and Accountability in Governance
➢ **Building Trust through Transparency**
   o Best practices for enhancing public sector transparency.
   o Tools and technologies that enable real-time accountability.
➢ **Accountability Mechanisms and Ethical Leadership**
   o Strengthening mechanisms for monitoring and evaluating public sector actions.
   o Promoting ethical decision-making and avoiding corruption.

Module 5: Strategic Leadership in the Modern Public Sector
➢ **Leadership Styles and Governance**
   o Identifying effective leadership models for the public sector.
   o Leadership skills required to drive transformation and innovation.
➢ **Decision-Making in Complex Environments**
   o Tools for making data-driven, strategic decisions in dynamic contexts.
   o Building collaborative leadership within public institutions.
➢ **Crisis Management and Adaptive Governance**
   o Preparing for and managing public sector crises effectively.
   o Creating flexible and adaptive governance structures.

Module 6: Citizen-Centric Governance: Enhancing Engagement and Participation
➢ **The Importance of Citizen Engagement**
   o Understanding the role of citizens in governance and decision-making.
   o Methods for enhancing public participation and feedback loops.
➢ **Innovative Platforms for Citizen Interaction**
   o Using digital platforms to foster real-time dialogue between government and citizens.
   o Case studies of successful citizen engagement programs.
➢ **Strengthening Public Trust through Inclusive Governance**
   o Strategies for ensuring diversity, equity, and inclusion in public sector initiatives.

Module 7: Managing Technological Risks and Ethical Considerations
➢ **Cybersecurity in the Public Sector**
   o Understanding the cybersecurity risks in government systems.
   o Building a resilient, secure digital infrastructure for public services.
➢ **Ethical Challenges of Technology Adoption**
   o Addressing ethical concerns related to AI, data privacy, and automation in public services.
   o Balancing innovation with responsible governance.
➢ **Regulatory and Legal Considerations**
   o Navigating regulatory frameworks for emerging technologies in the public sector.

Module 8: Developing a Culture of Innovation and Change Management
➢ **Creating a Culture of Innovation in Public Institutions**
   o Building an innovation-driven public sector organization.
   o Encouraging creativity and continuous improvement among employees.
➢ **Change Management Strategies for Public Sector Leaders**
   o Effective strategies for leading organizational change.
   o Overcoming resistance to change and fostering a growth mindset.
➢ **Measuring and Sustaining Innovation**
   o Tools to track the success of innovation initiatives.
   o Scaling successful initiatives across the public sector.

Module 9: Governance Frameworks for the 21st Century
➢ **Designing Flexible and Resilient Governance Structures**
   o How to design governance frameworks that can adapt to changing needs.
   o Incorporating flexibility into public sector policies and procedures.
➢ **Future Trends in Public Sector Governance**
   o Predicting the next wave of governance innovations and challenges.
   o Preparing public institutions for future global and technological changes.

This course outline aims to equip public sector leaders and professionals with the tools, knowledge, and skills needed to embrace the challenges and opportunities of 21st-century governance. Participants will leave with a practical understanding of how to navigate complexities, implement innovative solutions, and build a transparent, accountable, and responsive public sector.

Who should attend
Government leaders and senior officials, public sector executives and managers, public sector policy makers, governance and compliance officers, civil servants and public administrators, public sector consultants and advisors.

Speaker's profile: PROF DR. ZUBAIDAH ZAINAL ABIDIN, PHD, FCIS
Governance Professional | Academic Leader | Corporate Practices and Sustainability Expert

Dr. Zubaidah Zainal Abidin is a distinguished expert in governance, sustainability, and corporate practices, with over 40 years of experience spanning the corporate and academic worlds. She has held key roles, including Group Company Secretary for Safuan Group of Companies and senior leadership positions at Perwaja Terengganu Sdn Bhd and Malaysia Mining Corporation Berhad, mastering regulatory compliance and governance frameworks. An accomplished academic, Dr. Zubaidah served as Deputy Vice-Chancellor (Academic and Internationalization) at Kolej Universiti Poly-Tech MARA and earned a Professorship at Universiti Teknologi MARA (UiTM), where she contributed significantly for over 25 years. She holds a PhD in Accounting from Curtin University and an MSc from the University of Southampton, reflecting her academic rigor. Her teaching and mentorship have guided countless professionals and students in subjects like corporate governance, boardroom dynamics, and corporate social responsibility. Dr. Zubaidah's areas of expertise include ESG and sustainability reporting, board governance, anti-money laundering compliance, and Section 17A of the Malaysian Anti-Corruption Commission Act. She is a Certified HRD Trainer, a Fellow of MAICSA, and a Council Member for the Chartered Governance Institute Malaysia Berhad. As a prolific author, her eight books and numerous research contributions have influenced governance practices nationwide. A sought-after speaker, she has addressed global forums on governance risks, sustainable leadership, and ethical practices. Currently, she serves as an Academic Fellow at Universiti Sains Islam Malaysia (USIM), advancing research and education in governance. Dr. Zubaidah's legacy lies in her commitment to ethical leadership, sustainable growth, and mentoring the next generation of governance professionals. Her transformative work continues to inspire organizations and individuals to navigate the complexities of modern governance with integrity and foresight.

WEBINAR FEE

Category	Early Bird Fee per person (RM) (applicable for participant who register and pay before 6/6/2025)	Normal Fee per person (RM)	Group Fee per person (RM)* (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	290	340	310
Non member	440	490	460
Retired MAICSA member	170	170	170
MAICSA Member's staff***	400	400	400
Fee includes course materials in digital form and e-certificate. Registration with HRDCorp grant, **the NORMAL FEE will apply. Discounted fee is NOT applicable.**			

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 (iii) The Sponsoring staff must be MAICSA active member
 (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

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Email: **training@maicsa.org.my**
Tel: **03-2282 9276 (ext 803)**
Attention: Ms Vicky

• Fee is payable to **MAICSA**

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Upon successfully registration, you are deemed to have read and accepted the terms and conditions.

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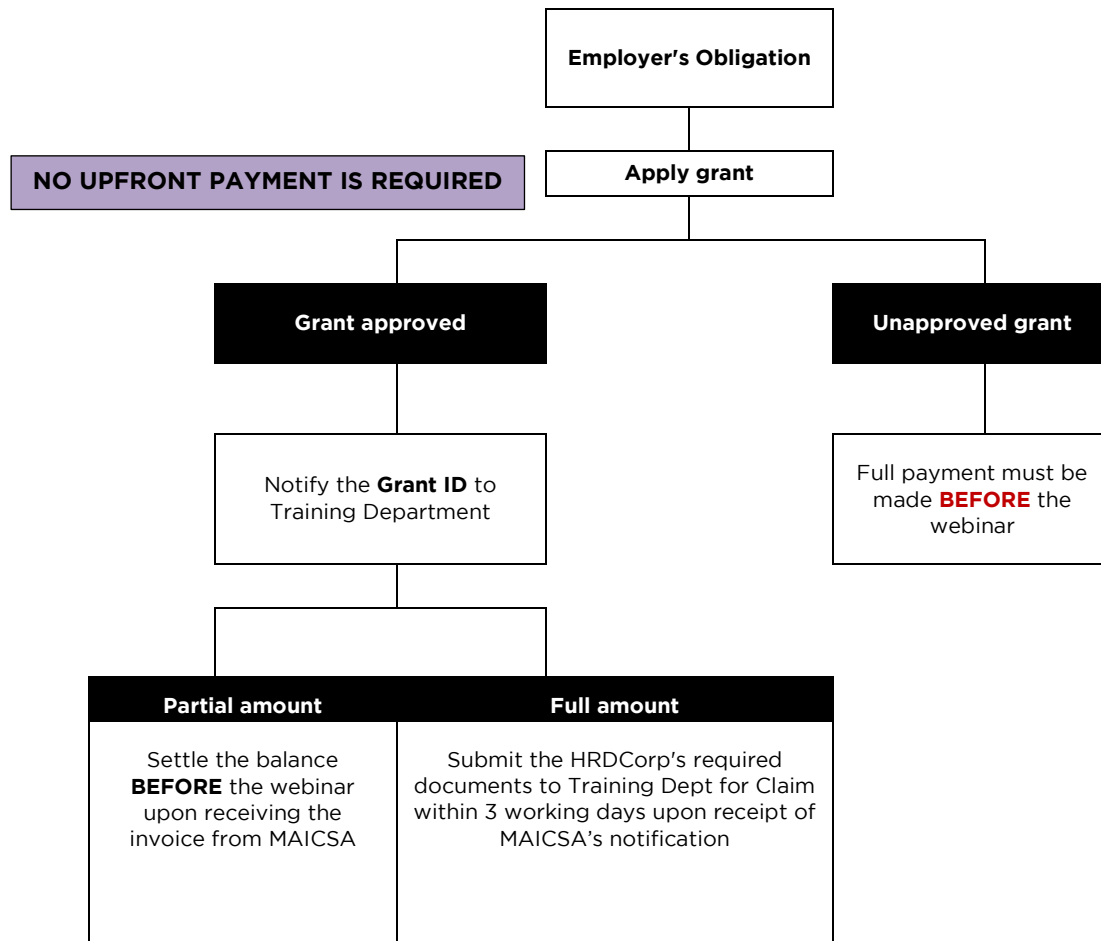
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  - Submit the feedback form within 3 days after the completion of the webinar
- Delegates may check their E-certificates from this link **https://www.maicsa.org.my/resources/cpd-training/e-certificate-of-attendancee-confirmation-letter-of-attendance** within 5 working days after the webinar.
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