

## Awaldi: Staff are Like Investors for Companies

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Executive Director of Human Capital of Muamalat Bank, Drs. Awaldi, MBA, in a scientific speech delivered during the anniversary of Faculty of Psychology Universitas Gajah Mada (UGM) on Monday (11/1) said the importance of superiority role in human resource management. In his opinion, superior human resource management is not seen from how good the programme and framework is, but whether it can encourage loyalty, quality, and productivity or not. "Among corporations, currently many cases of loyalty and productivity crises of staff are found," the alumnus of Faculty of Psychology said.

Based on Awaldi's research before he joined the Muamalat Bank, he mentioned that an average of 2/3 or 66 percent of staff from a company were thinking to move to other companies. Those that had this thinking were actually qualified and potential staff. "They were thinking that their career would stop there if they stay," he said.

Awaldi said companies should see staff as investors that have the 'capital' in the form of skills, education, and attitude. "As investor, staff have the right to decide whether to invest their capitals in the current company or others as this is related to income, career, or other opportunities," he said.

He viewed that it was the task for the HRD to be able to manage the staff in order that they can do their best and be productive. Up to this time, HR management in many companies is still weak in terms of programme implementation and the lack of quality of HR managers.

Dean of Faculty of Psychology, Supra Wimbarti, M.Sc., Ph.D., said the HR was the main pillar in an



organisation achievements. Qualified HR will bring an organisation to excellence comparatively and competively. Meanwhile, said Supra, HR in this Faculty was encouraged to have high competence, strong work ethics, solid cooperation between staff and units, and a synergy between personal and organisational values and goals.

Meanwhile, in the speech for the celebration of the 51th anniversary of Faculty of Psychology UGM held at the G-100 Hall, Supra said that they have 66 lecturers, with 12 having professorship, 32 doctorates, 32 masters and two S1 degree holders.

Supra mentioned that research performance and lecturer publications increased from 45 titles by 24 lecturers to 51 titles by 33 lecturers in year 2015. "The research atmosphere here is getting better with the number of researches and lecturers getting bigger," she said.

For further development, the Faculty has teamed up with the National Narcotics Agency to do a E-literacy research based on family that involves provinces in the villages that are most remote, outlaying and isolated. Also a cooperation with Departement of Global Health and Social Medicine and Harvard Medical School in reproductive health research.

Supra also touched upon the idea to develop the psychology science domain by incorporating world and Indonesian psychology sciences. "It is time that we dare to decide the psychology science that can bridge the international forum and the local one, not just one of them," she said.

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