# Article information:

Sistem UKM Sarjana
[https://ukmsarjana.ukm.my/main/lihat\_profil/SzAwNjkwMA==](https://ukmsarjana.ukm.my/main/lihat_profil/SzAwNjkwMA%3D%3D)

# Article summary:

1. Kadaruddin Aiyub is a Professor of Environmental Management and Dean at the Faculty of Social Science and Humanities, UKM.

2. His research work includes voluntary environmental initiatives, occupational health and safety, and development of Social Return of Investments framework.

3. His research group has worked closely with government agencies to evaluate physical project and social program outcomes and impacts studies.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article provides a brief biography of Kadaruddin Aiyub, a professor at the Faculty of Social Science and Humanities at UKM. It highlights his academic qualifications and research interests, which include voluntary environmental initiatives, occupational health and safety, and social return on investments.

However, the article lacks depth in its analysis of Kadaruddin's work and research. It does not provide any specific examples or evidence to support his claims about the outcomes and impacts of physical projects and social programs. This lack of evidence raises questions about the validity of his research findings.

Additionally, the article appears to be promotional in nature, as it only presents positive information about Kadaruddin's achievements without acknowledging any potential biases or limitations in his research. This one-sided reporting could lead readers to form an incomplete or inaccurate understanding of Kadaruddin's work.

Furthermore, the article does not explore any counterarguments or alternative perspectives on Kadaruddin's research topics. This omission suggests that the article may be biased towards promoting Kadaruddin's views rather than providing a balanced analysis of his work.

Overall, while the article provides some basic information about Kadaruddin Aiyub's background and research interests, it lacks depth and critical analysis. Its promotional tone and one-sided reporting raise questions about its objectivity and accuracy.

# Topics for further research:

* Critiques of Kadaruddin Aiyub's research
* Limitations of voluntary environmental initiatives
* Occupational health and safety regulations in Malaysia
* Social return on investment methodology
* Alternative perspectives on physical project outcomes
* Environmental impact assessments in Malaysia

# Report location:

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