



INCOME GENERATION

Industry collaboration

Prof Dr Ghazali Omar

Research Proposal Defense

Income Generation Activities among Academic Staffs at Malaysian Public Universities

Abd Rahman Ahmad¹, Ng Kim Soon¹ & Ngeoh Pei Ting¹

¹ Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, Malaysia

Correspondence: Abd Rahman Ahmad, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, 86400 Batu Pahat, Johor, Malaysia. Tel: 60-7-453-3952. E-mail: arahman@uthm.edu.my

Received: January 13, 2015 Accepted: February 23, 2015 Online Published: May 28, 2015

doi:10.5539/ies.v8n6p194

URL: <http://dx.doi.org/10.5539/ies.v8n6p194>

Abstract

Income generation activities have been acquainted among public higher education institutions (HEIs) in Malaysia. Various factors that brought to insufficient of funding caused Higher Education Institutions (HEIs) to seek for additional income as to support the operation expenses. Financial sustainability issues made up the significant impact towards HEIs. Through the different instruments adopted by HEI, perhaps academic staffs are one of the parties that in charge of the income generation at universities. This research employed qualitative method by conducting interviews as a medium to provide insights to researcher. Then, the interviews data are analysed using the Interactive Model. The results pointed out that the main income generation activities originated from the research and consultancy whilst commercialization contributed the most significant income towards university. As a conclusion, the income which generated by the academic staffs is at utmost important to the development and sustainability of a university. Perhaps this research is significant to those who are concerning on the issues of income generating activities arisen among academic staffs. Through the results gained, certain parties may get known to the root of problems and then, solve it. It will eventually help the university to get a better way in order to attain the optimal results in income generation.

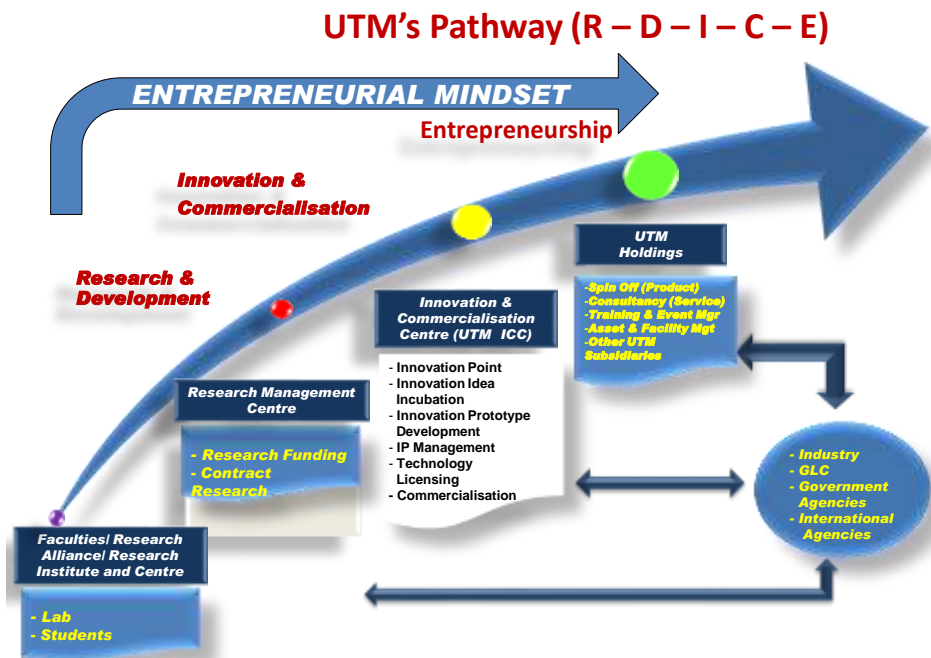
© 2017 MIMOS Berhad. All rights reserved.

6. Conclusion

As a conclusion, the income which generated by the academic staffs is at utmost important to the development and sustainability of a university. The two objectives have been achieved in the research, which the researcher is able to identify the types of income generation activities that involved by academic staffs and the challenges faced by them during the activities are carried out. The most popular income-generating activities are the research, consultation and commercialization activities which have been participated by the academic staffs. Whereas, the primary challenge that comes across to the academicians is the implementation of current policy regarding income generation activities is that do not fit the favourable conditions for the academic staffs. Hence, revising the policy is important to overcome the barriers from happening among the academic staffs through effective communication and express their desires to the university top management, so that the decision makers are able to concern from every aspect when forming the new policy. Perhaps this research is significant to those who are concerning on the issues of income generating activities arisen among academic staffs. Through the results gained, certain parties may get known to the root of problems and then, solve it. It will eventually help the university to get a better way in order to attain the optimal results in income generation.

- **Develop effective and close co-operation between universities and industry**
 - innovation
 - start-up of new companies
 - licensing of university intellectual property
 - promotion of effective university-industry relations
 - better exploit the results of their knowledge in relationship with industry
 - evaluation criteria for the performance of universities

- **Develop effective and close co-operation between universities and industry**
 - innovation
 - start-up of new companies
 - licensing of university intellectual property
 - promotion of effective university-industry relations
 - better exploit the results of their knowledge in relationship with industry
 - evaluation criteria for the performance of universities



Challenges

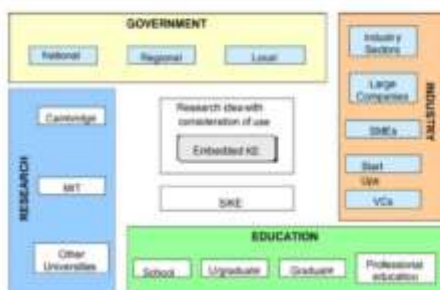
- A key challenge for strong networking is the difficulty of contextual understanding the industry languages from different organizations leads to communication breakdown.
- Despite close collaboration, full insight into a company is difficult, although desirable, for university partners to achieve and vice versa.

Strategies

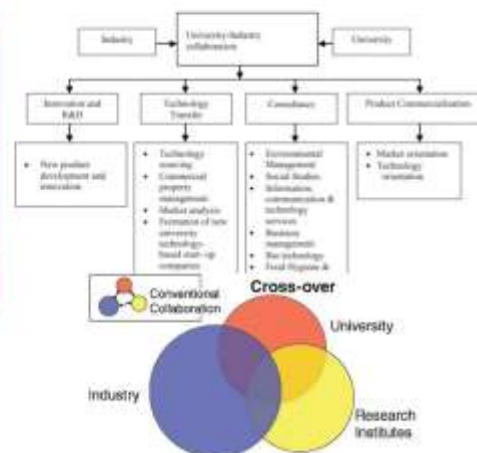
- Work with industry bodies to identify research gaps.
- Explain the research process, Produce results in a form that can be used by industry.
- Obtain funding from a variety of sources including government funding schemes.
- Outputs are in two forms – journals and book chapters for academic consumption and reports, barometers and media releases for industry consumption.



Different Models of Collaboration



The six-component model of a Knowledge Integration Community (Industry, Government, Research and Education) through two binding mechanisms: knowledge exchange (KE) and the study of innovations in knowledge exchange.



With Defined Strategies and Model

It will only work if.....

Build trust with your partner



Walk the talk

I DON'T
TRUST WORDS,
I TRUST
ACTIONS.

Stevie Nicks



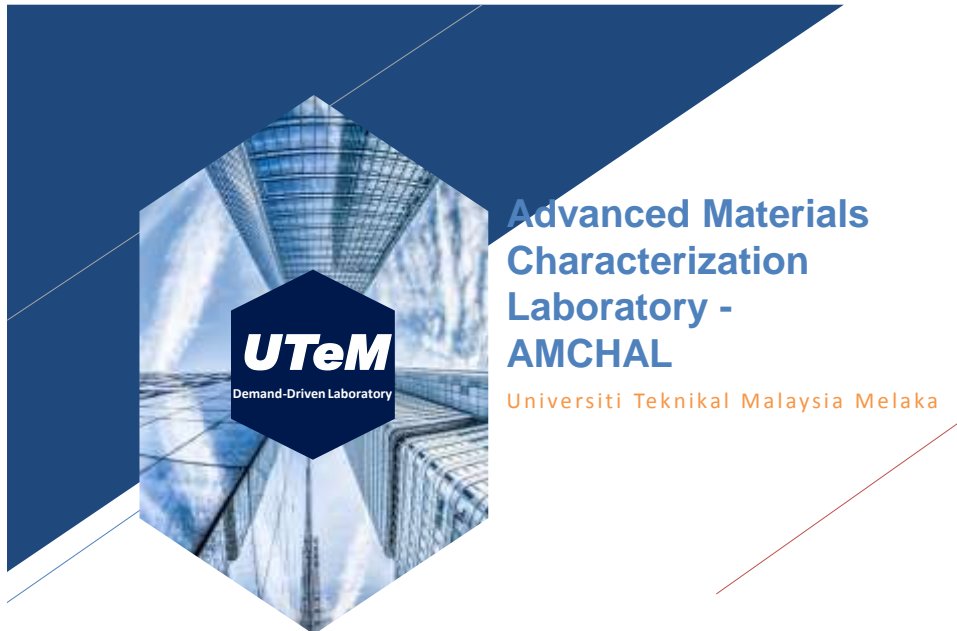
Ensure no communication breakdown



Use Common language

There is No Model that Fits All





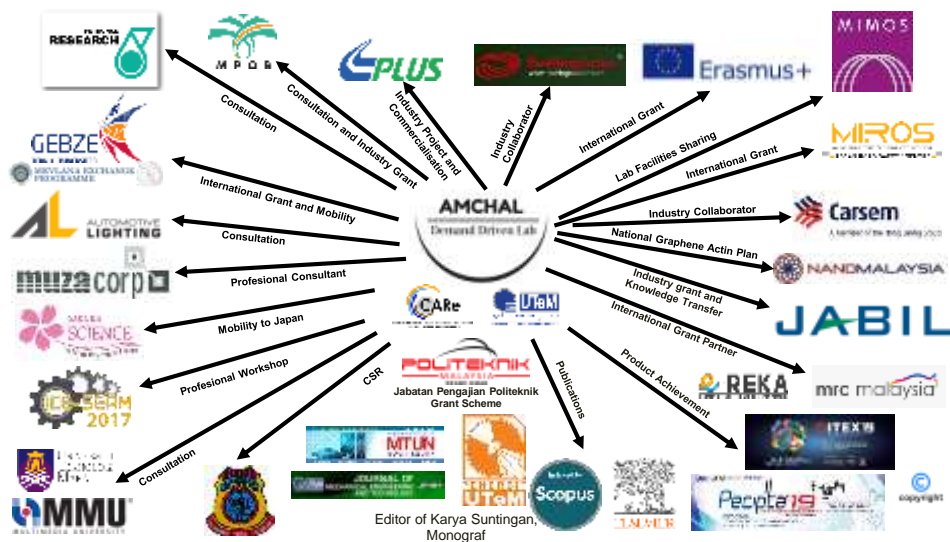
About Us

Designing the Comprehensive Demand-Driven Laboratory for Industry

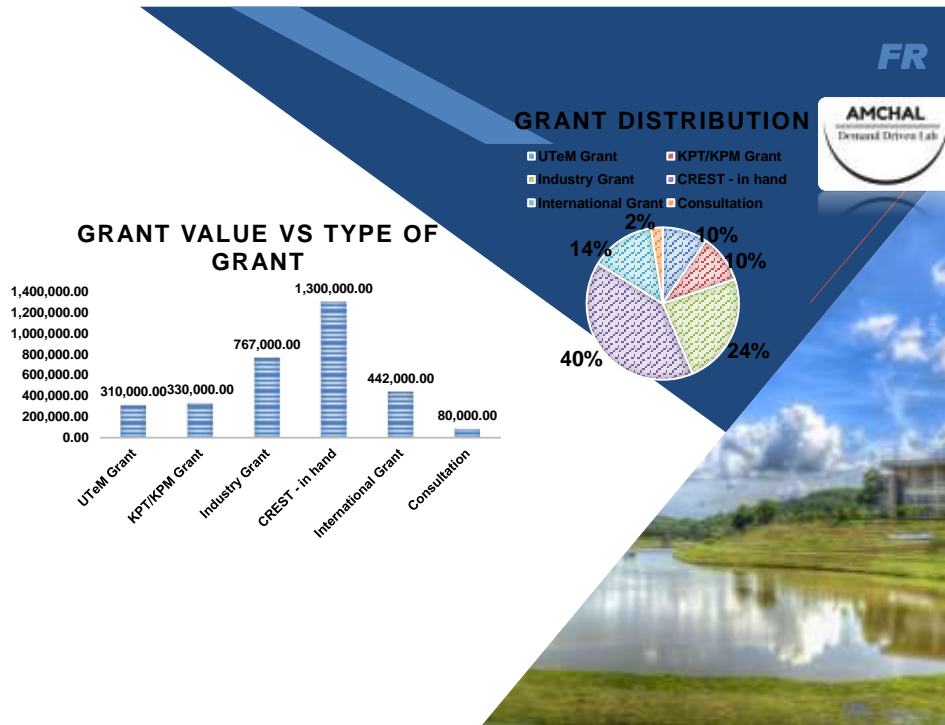
- **Professional and Demand-Driven Laboratory** under Universiti Teknikal Malaysia Melaka (UTeM) since 2018. (established 2015).
- Main **objective** is to bridge the gap among academia-industry relationship focusing on advanced materials technology.
- AMCHAL **members** hails from mechanical engineering majoring in materials, vibration, thermal, design, automotive, control and etc. All these fields had the full spectrum to support the advanced materials technology nowadays and future.
- Open to **jointly research and collaboration** across all scientific fields.

Add a footer





Add a footer



Comparison of scholarly research, Consultancy and research consultancy

	Research	Consultancy/ Consultancy research
	Research	Consultancy
work	<ul style="list-style-type: none"> Curiosity-driven, Aiming to acquire new knowledge. May not be relevant to practitioner. Recommendations must meet the standards of peer review which include rigour, technical, accuracy and substantiation of the conclusion. 	<ul style="list-style-type: none"> Client –driven Generally involving application of existing knowledge and expertise. Produces specific deliverables for a funding clients. Actionable recommendations.

ROLE OF CONSULTANTS

- A consultant:
 - Provides an expert professional service to his/her clients.
 - follow a problem-solving approach towards clients problems.
 - help the clients to:
Identify and investigate problems concerned with strategy, policy, markets, organizations, procedures and methods.

ROLE OF CONSULTANTS Contd.

- Formulate recommendations for appropriate action by factual investigation and analysis with due regard for broader management and business implications.
- Discuss and agree with the client the most appropriate future course of action
- Provide assistance where required by the client to implement recommendations.