



Perundingan dan Kolaborasi

Profesor Dr. Ghazali binti Omar
Advanced Manufacturing Centre (AMC)
10.45am – 12.45 pm

Consultant



Definition:

- A consultant is a professional who provides expert advice in a particular area such as security, management, education, accountancy, law, marketing, finance, science or any other specialized fields.

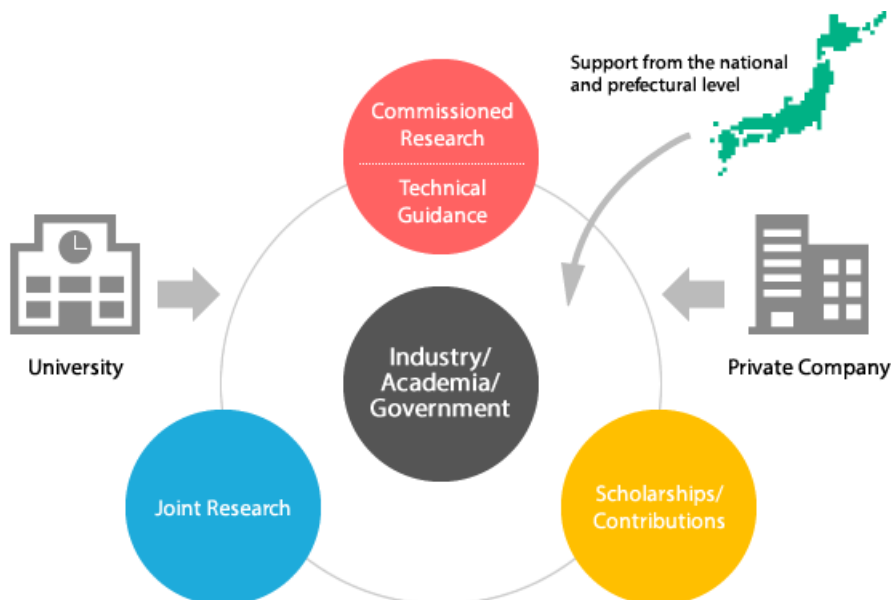
Key notes -

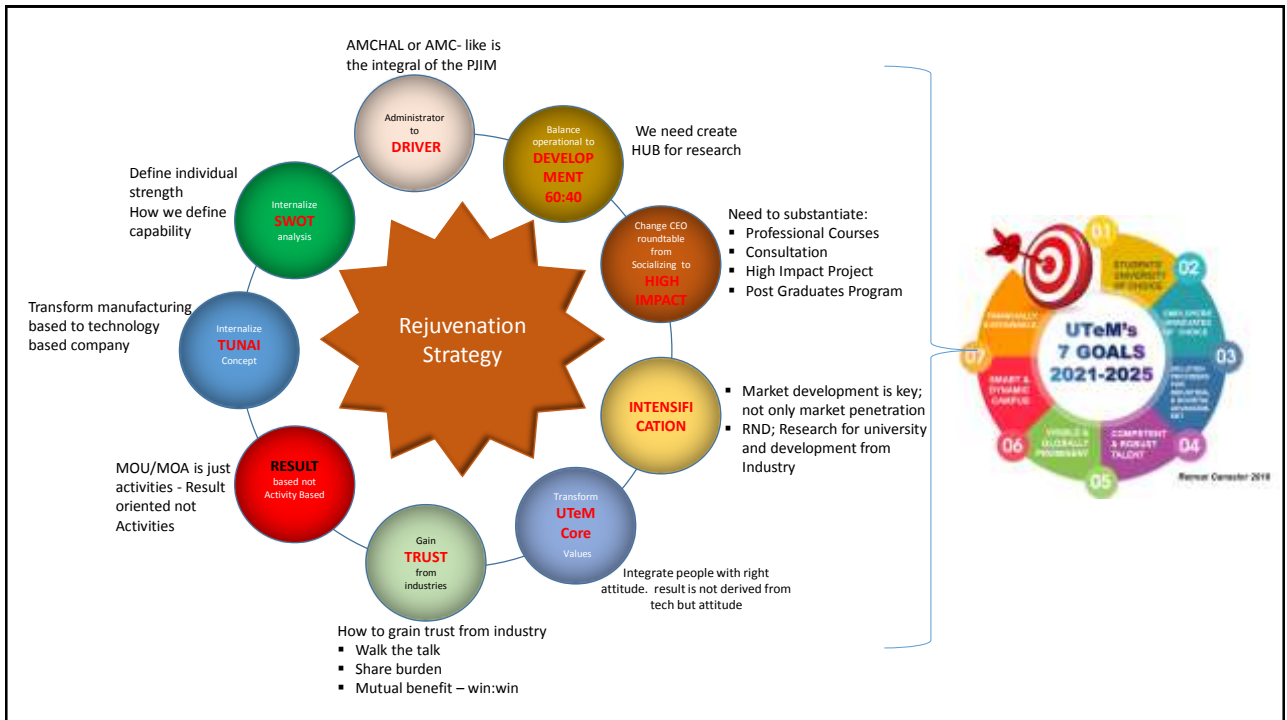
- Consultants provide specialized advice.
- Higher hourly rates when compared to contractors
- Consultants generally charge on a project basis.

You can find success in consulting by developing certain qualities. They make you more effective. After years of consulting experience, I have distilled these qualities into a top ten list.



1. Professionalism
2. Time Management
3. Judgment
4. Team Player
5. Good Communication Skills
6. Expert Knowledge
7. Good Listening Skills
8. Roles and Responsibilities
9. Involve Other Consultants
10. Reputation





Definitions of research

"Systematic investigation towards increasing the sum of knowledge"
(Chambers 20th Century Dictionary)

"an endeavour to discover new or collate old facts etc. by the scientific study of a subject or by a course of critical investigation."
(The Concise Oxford Dictionary)



- What do we mean by research?
- Why should we do research?
- What are the barriers to research?
- Overcoming the barriers

What do we mean by 'research'?

'Academic' research

- Problem solving or curiosity driven - purpose is to create new knowledge (or confirm existing knowledge)
- Grounded in disciplinary context (literature, theory, methodology, interpretation)
- Produce outputs of publishable quality
- Audience: other scholars, policy makers, practitioners
- Make an 'impact' (REF)

'Practitioner' research

- Focused on current problem or need
- Pragmatic approach to theory and methodology - often investigative or evaluative
- Results inform practice - support decision-making for immediate benefit
- Audience: often managers or professional colleagues but...
- ...dissemination frequently a secondary consideration

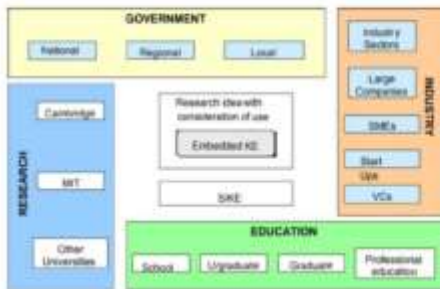
Definition of Research

- "Search for facts – answer to questions and solutions to problems. It is a purposive and organized inquiry".

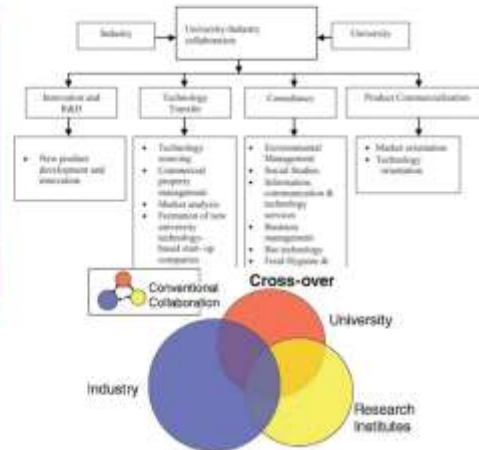
Goal Synopsis	Deliverables	Owner	Strategic Initiatives	Key Strategic Initiatives (KSSI)	Action Plan	KPI Statement
UTeM to exploit technical talents, utilize research facilities and enhance infrastructure in order to meet the needs and solve technical problems of industry and society.	1. Number of academic staff engaged with industries and communities technical projects 2. Number of research facilities being utilized by the industries and communities 3. Number of successful industry solutions projects being completed	TMCP PNC,IM (co-owner)	1. Enhance each faculty research group to engage with SME and MNC on technical services and consultation	1. Number of industry driven research group formation	To identify potential industry and provide schedule visit based on area of expertise	Number of Industry engaged (cumulative)
					Management to provide seed fund on any successful industry collaboration	Number of Industry-based Project implemented (cumulative) Total amount of fund income from industry collaboration
			2. Enhance the skillset of the academic staff through systematic mentor mentee program	2. Level of industrial skillset program implemented	Staff short Industry Attachment (1 to 3 months)	Number of staff attached to industries with project successfully implemented
						Number of company capabilities (R&D capacities) for industry demand-driven research
			3. Promote the utilization and commercialization of the lab facilities to the industries through strategic marketing plan	3. Number of lab facilities commercialised	Develop lab capability to meet industrial-commercial standard	Number of project engagement derived from centralized administrator
					Centralized administrator on UTeM equipment/facilities capability as one stop centre Ex: use teaching factory concept as one stop centre aka solution provider	Number of project engaged with industry
			4. Develop the special task group (CTG) to meet the demand on the	4. Number of developed the special task group (CTG)	Formation members among multi talent to provide solution to industry	Number of Industry engaged (cumulative) Number of Industry-based Project implemented (cumulative) Total amount of fund income from industry collaboration

Goal Synopsis	Deliverables	Owner	Strategic Initiatives	Key Strategic Initiatives (KSSI)	Action Plan	KPI Statement
UTeM to be the leader and referred technical institution in providing industrial and societal technology advancement through impactful commercialised projects, industries demand driven research, product developments and innovations	1. Number of innovative Product commercialised by the industries 2. Number of value creation for IPH and Commercialisation through a. Technology Licensing b. Outright Sale c. Spin off Company 3. Number of grant received on the impactful Projects through a. National Grant b. International Grant c. Industry Grant 4. Number of Vibrant Industry-Community Preferred Partner		1. Implement the industry within University program through incubation program	1. Number of industry-university incubation program implemented	To provide the facilities and infrastructure on the university and industry project	Number of product commercialised IPH generation
						Number of product commercialised Number of Filed Patents
			2. Ensure the product to be developed are based on industry demand driven and have industry later to use and/or commercialise it	2. Number of industry demand product implemented	To ensure every product to be develop MUST have the industry partner	Number of Granted Patents Number of IPHs Income generation
						Proactive engagement with industries and communities by holding workshops for solving specific problem on products or services to gain their trust
			3. Proactively create the data bank on the grant proposal to ensure readiness for submission with high quality proposal	3a. Number and amount of grant secured	Focusing internal grants for developing products and services based on programs with smart industrial/university partnership (Matching grant)	Number of grant secured
						Amount of grant secured
			4. Create dynamic research profile as a strong premises for global visibility for international grant	3b. Number of technology-based project established	Identifying potential research programs and propose it for large grants at national (e.g. MTRM Matching Grant etc.) or international level	Number of grant secured Amount of grant secured
						Amount of grant secured
			4. Create dynamic research profile as a strong premises for global visibility for international grant	4. Number and amount of international grant secured	Create database for potential international grant quarterly or yearly	Number of grant secured Amount of grant secured
						Amount of grant secured

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



9

With Defined Strategies and Model

It will only work if.....

Build trust with your partner



Walk the talk



Ensure no communication breakdown



10

There is No Model that Fits All



11



THANK YOU