

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Wednesday, August 14, 2019 2:07 PM
To: UUM - All Staff; UUM - All Students
Subject: Dr. Mohd Faizal Omar Is UUM's Sole Recipient Of PRGS Phase 1/2019



UUM Corporate Comm.
Universiti Utara Malaysia

14 AUGUST 2019 / 13 ZULHIJAH 1440H
=====

"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Translated by Mahaliza Mahadhir
Pictures by: Muhammad Shamsul Shafie

DR. MOHD FAIZAL OMAR IS UUM'S SOLE RECIPIENT OF PRGS PHASE 1/2019



UUM ONLINE: A fellow lecturer from the School of Quantitative Science (SQS), Dr. Mohd Faizal Omar is the sole researcher from UUM whose application successfully secured a research grant for the Prototype Development Research Grant (PRGS) Phase 1/2019 worth MYR51,000.

According to him, the grant was for the development of social media analytical prototypes that will be used to gain insights and analyse consumer sentiments and views.

He said the web-based prototype would use data from social media platforms such as Facebook and Twitter to obtain useful information that can improve product marketing strategies or improve government governance.

"The new research project starting this month is also expected to help industry stakeholders understand the online trend of a brand, service or policy.

"They need to use the latest technology to monitor, evaluate and optimize their marketing strategies and improve the quality of decision-making," he said.

He who is the Deputy Director (Special Tasks) at the Research and Innovation Management Centre (RIMC) produced a project called, 'Prototype Development of Real-Time Social Media Analytics with Malay-English Sentiment Analysis in Assessing and Monitoring Product, Service and Policy'.

PRGS is a research grant from the Ministry of Education Malaysia which emphasizes on the aspect of prototype development at institution of higher education in Malaysia.

The scope of the grant covers aspects of conceptualization, evaluation, up-scaling, pre-clinical testing and field testing.

Meanwhile, the Director of RIMC, Prof Dr Nor Aziah Abd Manaf expressed her gratitude that one of the two short-listed studies had successfully obtained the PRGS this year.

According to her, obtaining such a grant was not an easy task and it can be very competitive under strict conditions. Not only that, the applicant had to have previous research results.

She also expressed hope that the achievement would inspire other researchers to think ahead of the initiative to ensure that their research could be commercialized.

"RIMC is also working on seed funding to facilitate researchers at the university to present potential paperwork to financiers.

"I hope that this effort will stimulate and inculcate innovation and pre-commercialization activities especially in UUM," she said.



 Please consider the environment before printing this e-mail



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.