

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
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To: UUM - All Staff; UUM - All Students
Subject: UUM Excelled at PECIPTA 2019



UUM Corporate Comm.

Universiti Utara Malaysia

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

Translated by Mahaliza Mahadhir
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UUM EXCELLED AT PECIPTA 2019

UUM ACHIEVEMENT IN *PECIPTA'19*
 22-23 September 2019
 Universiti Tun Hussein Onn Malaysia

12 Exposition Participation **1** Special Award **9** Gold Awards **1** Silver Award **1** Bronze Award

-  **Baju Kedah Warisan Tanah Melayu**
PM Dr. Adzrool Idzwan Ismail, Dr. Ahmad Hisham Zainal & PM Dr. Syamsul Bahrin Zaibon
-  **Road Safety Educational Game**
Dr. Rohafiz Sabar & Dr. Nur Khairiel Anuar
-  **Malaysian Harmony Index**
Prof. Dr. Razamin Ramli, Siti Farhana Hasnan, PM Dr. Maznah Mat Kasim & Dr. Mohd Noor Abdul Hamid
-  **Cerdik BM**
Dr. Nurulwahida Hj Azid @ Aziz & PM Dato' Dr. Hj Nuraini Yusoff
-  **REYOWAY**
Prof. Dr. Zulikha Jamaludin & PM Dr. Husniza Husni
-  **Saikolab Profiler - Recognizing Individual's Real Potential**
PM Dr. Shahrul Azmi Mohd Yusof & PM Dr. Nor Idayu Mahat
-  **Organic Personal Care Products From Sintok (Entada Spiralis) Bark Extract**
Dr. Risyawati Mohamed Ismail, Dr. Siti Norhasmaedayu Ahmad Zamani & PM Dr. Nurhaizal Azam Arif
-  **Makan @ Local Chatok (M@LC)**
Dr. Siti Mahfuzah Sarif, Dr. Mohamad Farhan Mohamad Mohsin, PM Dr. Syamsul Bahrin Zaibon, Dr. Shafinah Farvin Packeer Mohamed & Dr. Zurina Hanafi
-  **Model of Islamic Successful Entrepreneurs (ISE) in Social Entrepreneurship (SE)**
Dr. Mohd Adib Abd Muin, Dr. M. Sollehudin Shuib & Dr. Azizah Che Omar
-  **Model LESTARI: SINTOKYO**
Dr. Armanurah Mohamad, Siti Norliana Noordin, Nurul Husna Md Zahir & Yamin Rongka
-  **Slide & Read**
Prof. Dr. Zulikha Jamaludin & PM Dr. Husniza Husni

Top 10 Finalist Pitching for Investment:
 -Prof. Zulikha Jamaludin -PM Dr. Shahrul Azmi



UUM ONLINE: Universiti Utara Malaysia (UUM) swept nine (9) Gold awards, one (1) Silver and one (1) Bronze from 12 research products contested at the 2019 International Conference and Exposition on Inventions by Institutions of Higher Learning (PECIPTA) held from 22 until 23 September at University Tun Hussien Onn (UTHM), Johor.

PECIPTA 2019 provided a platform for researchers to enhance their research and development (R&D) activities at Institutions of Higher Learning (IHL) while promoting networking and strategic collaboration between IHEs and industry.

More than 500 research products and innovation from Public and Private Institutions of Higher Learning, industry, government and private agencies were on display and competed against each other at PECIPTA 2019 which was held for two days.

Director of the UUM Innovation and Commercialization Centre (ICC), Prof Dr Razamin Ramli said the participation of UUM in PECIPTA19 served as a testament to the fact that the University had always provided full support to its academics to venture into innovative research and ultimately embark on commercialization activities.

PECIPTA 2019 crowned UUM's invention, Makan @ Local Chatok by Dr. Siti Mahfuzah Sarif, Dr. Mohamad Farhan Mohamad Mohsin, Assoc. Prof Dr Syamsul Bahrin Zaibon, Dr. Shafinah Farvin Packeer Mohamed and Dr. Zurina Hanafi as recipients of the PECIPTA`19 Special Award.

Dr. Syamsul who represented the fellow inventors, said the thought of winning a prize for the research product never crossed their mind.

"Success has proven that products created by researchers at UUM are able to compete and stand out as well as products from research universities like UM, USM, UTM and so on," he said.

The nine (9) Gold Awards secured at PECIPTA 2019 were successfully obtained through nine respective products namely, "Baju Kedah Warisan Tanah Melayu " led by Assoc. Prof Dr Adzrool Idzwan Ismail of SCIMPA; a Road Safety Educational Game by Dr. Rohafiz Sabar from STML; a Malaysian Harmony Index product by Prof Dr Razamin Ramli from SQS; a product called "Cerdik BM" by Dr Nurulwahida Hj Azid @ Aziz of SEML; REYOWAY by Prof. Dr. Zulikha Jamaludin of SOC; Saikolab Profiler - Recognizing Individual's Real Potential by Assoc. Prof Dr Shahrul Azmi Mohd Yusof of SOC; Organic Personal Care Products From Sintok (Entada Spiralis) Bark Extract by Dr. Risyawati Mohamed Ismail from STML; the product called Makan @ Local Chatok (M@ LC) by Dr. Siti Mahfuzah Sarif from SMMTC; and the product called Model of Islamic Successful Entrepreneurs (ISE) in Social Entrepreneurship (SE) by Dr. Mohd Adib Abd Muin of IBS.

Meanwhile, a product from School of Business Management (SBM) called Model LESTARI: SINTOKYO by Dr. Armanurah Mohamad won the Silver Award while a product called Slide & Read by Prof Dr Zulikha Jamaludin of the SOC won the Bronze Award at PECIPTA 2019.

On the whole, UUM created its own history when more than 90% of its products successfully garnered recognition.



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