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Subject: BREAKING THE SILO THROUGH THE LIVING LAB CONCEPT



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Universiti Utara Malaysia

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

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السلامة على من رزقنا الله ونعمه

BREAKING THE SILO THROUGH THE LIVING LAB CONCEPT



A Seminar on Living Lab@Sintok-Changlun was successfully held on 5th February 2017 at the Seminar Hall, School of Computing (SOC) and attracted more than 40 participants from UUM's academic staff and students. This seminar was organized by the Innovation and Commercialisation Centre (ICC) with the aim to provide awareness to UUM's researchers and students about the Living Lab concept. It acts as a platform for knowledge sharing about Living Lab projects being implemented and their outputs.

The Living Lab@Sintok-Changlun project was started in the middle of 2016 and four (4) projects under this umbrella have been initiated to assist the communities in Sintok and Changlun areas. Some of the research projects have been successfully conducted while some are still at the middle stage of the research. The initiatives are expected to contribute a high impact to the targeted communities in Sintok and Changlun.

The seminar started with the opening speech from the Director of ICC, Assoc. Prof. Dr. Razamin Ramli who welcomed the entire presenters and the audiences, followed by the introduction session of Living Lab@Sintok-Changlun project by Dr. Azizi Ab. Aziz, who is also the Deputy Dean of Awang Had Salleh Graduate School (AHSGS), UUM College of Arts and Sciences (CAS). He is also one of Living Lab researchers.

The seminar continued with the presentation session from each Living Lab project. The first project was presented by Dr. Mohd. Noor Abdul Hamid, a senior lecturer from the School of Quantitative Sciences (SQS) with the title "Preliminary Investigation on UUM Wifi Usage among Changlun's Community". The second presentation with the title "Toward Digital Sherlock Holmes: An Analytical Model of Crime Displacement in Changlun", was presented by Dr. Azizi Ab. Aziz from the School of Computing (SOC). The session continued with the third presentation, "Chatok Finder: Eat

Like a Local” by Dr. Siti Mahfuzah Sarif, a senior lecturer from the School of Multimedia Technology and Communication (SMMTC). Last but not least, the “Math Venture: Enhancing Students’ Understanding of Fractions” was presented by Mohd Raime Ramlan, a lecturer from the Tunku Intan Shafinaz School of Accounting (TISSA).

The seminar can be considered a success since many questions were asked to the respective presenters and their collaborations reflecting a very high interest among the audiences. It is hoped that this seminar is a starting point for researchers and students in UUM to start producing innovative ideas and breaking the work silo in order to produce a high impact research that could benefit the surrounding communities. Eventually, it could help UUM to create more innovative products that could generate income and wealth through commercialization efforts.

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