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From: Unit Komunikasi Korporat
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Subject: UUM Research Team Strikes Gold At IPITEx 2017 With Ingenious Innovations



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

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UUM RESEARCH TEAM STRIKES GOLD AT IPITEx 2017 WITH INGENIOUS INNOVATIONS



UUM ONLINE: A team of UUM researchers, led by Dr. Nurulwahida Azid@Aziz, triumphed spectacularly when the team won gold medals for its two entries, which were jointly produced by Dr. Nurulwahida, Mr. Ridzuan Hashim, and Dr. Mardzelah Makhsin, at the 2017 Bangkok International Intellectual Property, Invention, Innovation and Technology Exposition (IPITeX 2017) in Thailand, recently.

The two innovative projects that swept the gold in their respective categories at the Exposition were entitled Successful Intelligence Interactive Modules (SIIM) and Malaysian Multiple Intelligences Stimulator (MMIS). The icing on the cake for the team was when they also won the World Women Inventors and Entrepreneurs Association (WWIEA) Special Award, an award from South Korea.

Dr. Nurulwahida stated that the MMIS was an interactive application that had been developed using the Flash CS6 Script. She said that it was designed to stimulate thinking and problem solving skills based on nine multiple intelligences, specifically verbal linguistic, logical-mathematical, spatial, visual, kinesthetic, musical, interpersonal, intrapersonal, naturalist and existential intelligences.

Meanwhile, with regard to the SIIM product, Dr. Nurulwahida explained that SIIM was a computer-based learning application that had also been developed using the Flash CS6 Script.

She added that the application had attracted some interest from several countries including Poland, South Korea and Thailand. She revealed that it was for this application that the team had received the WWIEA Special Award at IPITeX 2017.

This innovative product was developed as an interactive teaching-learning resource material aimed at stimulating the Higher Order Thinking Skills (HOTS) among students in the Education Programme at UUM.

"Empirical studies proved that SIIM does, indeed, stimulate higher order thinking skills by pointing to the clear differences that are apparent when the results of the pre-test and those of the post-test are compared," she elucidated.

IPITeX is an annual event organised by the National Research Council of Thailand (NRCT) in conjunction with Thailand's Inventors' Day celebration. It is aimed at encouraging greater cooperation between inventors in Thailand and those in the rest of the world.

A total of 2,500 researchers from 19 countries around the world (e.g. Poland, the United Kingdom, Romania, South Korea, Iran, China, Taiwan and Malaysia) took part in IPITeX 2017 with the submission of over 1,000 innovative products.

The event was officiated by the Deputy Prime Minister of Thailand, Air Chief Marshal (ACM), Prajin Juntong.

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