

Sarkina Bt Mat Saad @ Shaari

From: COB - Pusat Pengajian Pengurusan Perniagaan
Sent: Tuesday, April 11, 2017 11:38 AM
To: UUM - All Staff; UUM - All Students
Cc: Prof. Dr. Haim Hilman bin Abdullah; Hanizaton Bt Hassan
Subject: BRIEFING ON PRODUCT COMMERCIALISATION BY THE INNOVATION AND COMMERCIALISATION CENTRE (ICC)



**Pusat Pengajian Pengurusan
Perniagaan**
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia

11 April 2017 | 14 Rejab 1438H

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

Assalamualaikum w.b.t and Good Day

Yang Berbahagia Dato' Seri/Dato'/Datin/Professor/Assoc. Prof./Dr./Sir/Madam

BRIEFING ON PRODUCT COMMERCIALISATION BY THE INNOVATION AND COMMERCIALISATION CENTRE (ICC)



SBM ONLINE: The Creativity and Innovation committee at the School of Business Management (SBM) recently organized a briefing under the theme of "PRODUCT COMMERCIALISATION".

The briefing was delivered by the Director from UUM's Innovation Commercialisation Centre (ICC), Assoc. Prof. Dr. Razamin Ramli. The Director explained the stages involved in converting an innovative research/product/idea into a commercialized product such as Identification, R&D, upscaling, intellectual property and commercialization itself. She further advised all attendants to consider market needs and demand when intending to commercialize the research/product/idea.

A token of appreciation was presented to the speaker, Assoc. Prof. Dr. Razamin Ramli by the Dean of SBM, Prof. Dr. Haim Hilman Abdullah for the insightful information that was shared.

The two hour briefing session was attended by the SBM's Dean, Prof. Dr. Haim Hilman Abdullah, Deputy Dean Associate Professor Dr. Fais Ahmad, Heads of Departments and SBM Academic Staff.

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