

From: UUM CORPORATE COMM.
Sent: Khamis, 18 Jun 2020 12:06 ptg
To: UUM - All Staff; UUM - All Students
Subject: Researchers Urged To Boost University Innovation And Commercialization Activities



UUM Corporate Comm.
Universiti Utara Malaysia

18 JUNE 2020 / 26 SYAWAL 1441H

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

Translated by: Mahaliza Mahadhir (mahaliza@uum.edu.my)
Pictures by: STML

RESEARCHERS URGED TO BOOST UNIVERSITY INNOVATION AND COMMERCIALIZATION ACTIVITIES



UUM ONLINE: In addition to publications and research, researchers at the University are encouraged to further boost the field of commercialization in efforts to expand its wings in their chosen field.

In a bid to delve deeper into the issue, the Innovation and Commercialization Committee, School of Technology Management and Logistics (STML) hosted a Webinar on Commercialization of University R&D Activities through the Webex teleconferencing via the STML Facebook.

The discussion organised in collaboration with Food Security And Innovation Development Research (FInDER), was attended by three panels namely the Vice-Chancellor of SUMAIT University, Zanzibar, Tanzania, Prof. Dr. Amran Rasli; Director of Innovation and Commercialization Centre, UUM, Prof. Dr. Razamin Ramli and fellow Researcher from the Faculty of Agricultural Industry, Universiti Malaysia Kelantan (UMK), Assoc. Prof. Dr. Seri Intan Mokhtar.

Director of FInDER, Dr. Risyawati Mohamed Ismail who was the moderator of the programme said that the main objective of the programme was to expose academics and the public to the universities' innovation and commercialization activities.

"Through this webinar, we learn about the challenges that researchers face in commercializing their research, moreover it helps to identify the things that must be done and avoided throughout the commercialization process.

"In addition, we can also delve deeper into the challenges and experiences of a successful university researchers while enhance close collaboration between universities, industry players and the public," she said.

Meanwhile, Dr. Seri Intan said commercialization was a long journey that could make individuals emerge as entrepreneurs who achieve success and recognition in the end.

She said working at the Jeli Campus, UMK led her to address the problem of surplus of produce which ultimately helped her develop a health food called the Rambutan Vinegar, MOTAN.

"We know the Malaysian market is not familiar with fruit vinegar, so I learned a lot from customers by getting their feedback, studied about food technology, obtained grants, collaborate with some partners in order to produce the product. Do not put everything in one basket and do not be afraid to fail.

"I have a lot of knowledge and experiences in dealing with industry and investors. That helped me sharpen my negotiation skills. Similarly, researchers may in the long run be good in negotiating but they lack cost analysis of product.

She also added that to expand a business one must establish good relationships with the media, according to her the media will listen to what researchers, experts and scientists say.

For more inputs, please visit <https://www.facebook.com/stmluum/>



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