

**DEVELOPING A COMMERCIALIZATION PROCESS MODEL:  
CASE STUDY OF UUM**

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**DEVELOPING A COMMERCIALIZATION PROCESS MODEL:  
CASE STUDY OF UUM**

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**By**

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**DEAN OF AWANG HAD SALLEH GRADUATE SCHOOL  
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## **ABSTRAK (BAHASA)**

Ianya satu kebiasaan untuk memulakan usaha penyelidikan dalam bidang akademik, di seluruh dunia. Hanya melakukan penyelidikan tidak mencukupi. Keinginan untuk mencari cara untuk melaksanakan penemuan penyelidikan; untuk pengkomersialan atau apa-apa maksud lain. Universiti Utara Malaysia dijangka akan menjadi sebuah Universiti Penyelidikan menjelang tahun 2013. Oleh itu, terdapat keperluan untuk melaksanakan satu proses yang dinamik dalam melaksanakan dan mengkomersilkan hasil penyelidikan universiti dalam setiap Pusat Pengajian, termasuklah usaha penyelidikan pelajar. Dalam Projek Akhir ini, penyelidik meneroka satu kajian penilaian dalam kalangan staf akademik Pusat Pengajian Pengkomputeran dan pegawai Pusat Kerjasama Universiti-Industri; Pusat Penyelidikan Inovasi dan Pengurusan, pelajar pascasiswazah IT daripada Pusat Pengajian Pengkomputeran. Penyelidik memperoleh input melalui soal selidik dan temubual secara peribadi setelah pra kajian dijalankan. Jawapan responden membolehkan penyelidik membangunkan Proses Pengkomersialan Model UUM untuk kegunaan Pusat Pengajian yang disyorkan Jawatankuasa Tetap Pengkomputeran untuk Pengkomersilan Hasil Penyelidikan. Cadangan penyelidik termasuklah: keinginan Jawatankuasa ini dalam membantu kajian selanjutnya; untuk melakukan penilaian dunia sebenar UUM-CPM (Model) Proses Pengkomersialan; yang menjangkakan pelajar pascasiswazah menjalankan penyelidikan dalam masa depan yang terdekat. Laman Web Prototaip ini juga dibangunkan untuk memaparkan status tetap pelajar pascasiswazah IT Pusat Pengajian Pascasiswazah. Akhirnya, penyelidik mampu menentukan pelaksanaan dan status pengkomersilan hasil penyelidikan yang lepas yang serupa, dimana tidak menggalakkan, dan secara khusus menegaskan sebagai "Tidak Mengetahui" / "Sifar" oleh kedua-dua Pusat - CUIC dan RIMC - yang bertanggungjawab terhadap Universiti Industri.

## **ABSTRACT (ENGLISH)**

It is customary to embark on research efforts in the academia, world-wide. Doing a research is not enough. It is desirable to find a way of implementing the findings of researches; for commercialization or any other purpose, whatsoever. Universiti Utara Malaysia is expected to become a Research University by year 2013. Hence, there is a need to put in place, a dynamic process of implementing and commercializing the University's research findings in all Schools, students research efforts, inclusive. In this Final Project, we explored an evaluative study among UUM-School of Computing Academic Staff and Officers of Centre for University-Industry Collaboration; Research Innovation and Management Centre; Postgraduate IT Students of the School of Computing. We obtained their input through Questionnaires and personal Interviews; after a Pilot Study was conducted. Their responses enabled us to develop a UUM Commercialization Process Model for use by a now-recommended School of Computing Standing Committee for Research Findings Commercialization. Our recommendations include: a desire that the Committee should facilitate a further research; to do a real-world evaluation of the UUM-CPM (Commercialization Process Model); which we expect some Postgraduate IT Students to carry out in a very near future. A Prototype Website is also developed; to display the constant status of School of Computing Postgraduate IT Students research efforts status. Finally, we were able to determine the implementation and commercialization status of similar past research findings; which is not encouraging, and specifically asserted as "Not Aware"/ "Zero" by the two Centres - CUIC and RIMC – which are in charge of University-Industry Collaboration and Innovation, respectively.

## **DEDICATION**

*This work is dedicated to Our Baby of the House, Busayo Adebayo, who found Universiti Utara Malaysia; through the Internet.*

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*SHALOM. TO GOD BE ALL THE GLORY.*

*Adebayo, Kayode 2012.*

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## **LIST OF ABBREVIATIONS**

UUM	Universiti Utara Malaysia
AHS	Awang Had Salleh
GS	Graduate School
CAS	College of Arts and Sciences
SoC	School of Computing
CUIC	Centre for University-Industry Collaboration
RIMC	Research and Innovation Management Centre
MDAs	Millenium Development Agencies
CLCs	Community Learning Centres
KM	Knowledge Management
OECD	Organization for Economic Cooperation and Development
IT	Information Technology
ICT	Information and Communication Technology
IS	Intelligent System
TIA	Technology Impact Analysis
AHP	Analytic Hierachy Process
ANP	Analytic Network Process

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 BACKGROUND OF THE STUDY:**

#### **What motivated this project?**

After a Pilot Study conducted in UUM; it is observed that the commercialization status of Postgraduate IT Students' research findings may not be impressive. Interviews conducted in the School of Computing, Library, Centre for University-Industry Collaboration, Research and Innovation Management Centre, revealed that not a satisfactory standard of commercialization status has been recorded, as far as postgraduate IT students' research findings are concerned.

#### **UUM as a Research University by 2013 – What next?**

Whereas, UUM is determined to be a Research University by year 2013. Judging by the amount of efforts on postgraduate research in this great University, the possibility of achieving this goal is likely to be positive. If so, what are the plans put in place to achieve Higher Education Ministry's goal of using higher education institutions as agent of change; for better and qualitative living condition for the citizenry? Commercialization of the research findings may significantly improve the standard of living of the citizenry.

The contents of  
the thesis is for  
internal user  
only

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