MTUNConnect™: An Academic Innovation and Science Research towards Commercialization

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Abstract:

This project describes a framework for promoting academic innovation and science research towards commercialization from four Malaysia Technical University Network (MTUN), namely Universiti Teknikal Malaysia Melaka (UTeM), Universiti Malaysia Perlis (UNiMAP), Universiti Malaysia Pahang (UMP) and Universiti Tun Hussein On Malaysia (UTHM). In existing practices, most Research Management Centre mainly functions as repository to keep records of research activities, including research innovations. The process from research to commercialization often takes time as it involves *ad hoc* services. Due to this, many potential research products fail to hit the commercial markets. Hence, MTUNConnect™ platform (http://mtunconnect.com) has been developed and aims to facilitate and speed-up these services by means of digital presence. It is deemed necessary to have a 'one-stop centre' to help universities to search for relevant investors, thus creating better opportunities for research funding and product commercialization

The MTUNConnect™ platform delivers comprehensive solutions from funding research projects, tracking and reporting research progress, securing intellectual property rights to commercialization of research outcomes. There are four main phases involve in the platform which are: repository, educating, facilitating and marketing. The use of these phases for elevating academic innovation products could improve the likelihood of commercial success. MTUNConnect™ enables these processes by consolidating research proposals, exposing researcher's works and capabilities, expanding funding opportunities, facilitate on-going promotion to funding institutions and wider communities and ultimately enhance the potential for commercialization of the research products. The benefits for promoting academic research products are essential to invigorate academic research, contribute to innovation and competitiveness of industries and the national economy as a whole. The MTUNConnect™ Business Model can truly be the digital engine to invigorate and innovate from research funding to commercialization never before.

About the speaker:

Dr Ong Sing Goh received a Bachelor of Education from University Science Malaysia, a Master of Computational Linguistic from University Manchester, United Kingdom and a PhD in IT from Murdoch University. He have been associated with University Science of Malaysia (USM) since 1990 as a researcher, lecturer and IT Consultant. In 2000, he joined Multimedia University (MMU) and was a founding Chairman of the Center of Excellence for Computer Languages (CCL). Currently he is a Professor at the Universiti Teknikal Malaysia Melaka (UTeM) from August 2002 and in 2015 he has been appointed as Director of Industry Liaison Centre and lead the Samsung IoT Academy.

His research has been translated to commercial product called Multimedia University's Mascot, Maybank Intelligent Customer Service, FrontX Technology and MTUNConnect^{TM}: An Academic Innovation and Science Research towards Commercialization. His main research interest is in the development of intelligent agent, natural language processing and speech technology to facilitate graceful human-computer interactions, conversational robot and mobile services. He is the author of more than 60 peer-reviewed scientific journal, books and conference papers. He has led and worked on research grants funded by Malaysian Government's Intensified Research in Priority Areas and Malaysia Technology Development Corporation. In Malaysia, he has consulted private companies such as Maybank2u.com.my (the largest commercial bank in Malaysia), CitySoft Technology Sdn Bhd, KRU Sdn Bhd., Advanced Research Technology Sdn Bhd. and Maya Artificial Intelligence Sdn Bhd. In Australia, he worked as a consultant for two international mining projects, BHP Billiton Jimblebar Iron Ore Mine and Karara Mining Ltd from 2011 – 2013. Currently he is a consultant for Big Data Technology Pty Ltd.

He is a Fellow, Western Australian Institute of Dispute Management (WAIDM), Member of IEEE Computer Society, Senior Member, Malaysia Senior Scientists' Association (MSSA), Member of Malaysia Invention and Design Society (MINDS), and Member of International Association of Engineers