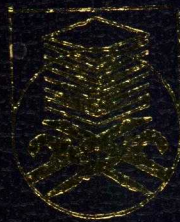


KNOWLEDGE TRANSFER BY MEANS OF UNIVERSITY-INDUSTRY  
COLLABORATIONS : A STUDY IN UiTM



INSTITUT PENYELIDKAN PEMBANGUNAN DAN PENGKOMERSILAN  
UNIVERSITI TEKNOLOGI MARA  
40450 SHAH ALAM SELANGOR  
MALAYSIA

BY :

DANG MERDUWATI HASHIM  
SITI ARPAN MOORDIN  
MOHAMMAD NORMAN MASREK  
MAD KHR JOHARI ABDULLAH SANI

DECEMBER 2004



## CONTENTS

	PAGE
ACKNOWLEDGEMENTS	
ABSTRACT	
TABLE OF CONTENTS	vii
LIST OF TABLES	xvi
LIST OF CHARTS	xix
CHAPTER 1	
INTRODUCTION	
1.0    Introduction	1
1.1    Background of Study	1
1.2    Problem Statement	2
1.3    Objectives Of Study	
1.3.1    To identify the linkages that exists between the lecturers in UiTM and the industry	5
1.3.2    To understand the motivational factors for lecturers to interact with industry	6
1.3.3    To determine what are the benefits gained by the lecturers when interact with industry	6
1.3.4    To determine the barriers affecting the lecturers to link with the industry	7
1.4    Scope Of Study	7
1.5    Research Questions	8

1.6	Significance Of Study	9
1.7	Definition	
1.7.1	University	10
1.7.2	Industry	10
1.7.3	University –industry linkages	11
1.7.4	Motivational factor	11
1.7.5	Knowledge	11
1.7.6	Technology	12
1.7.7	Knowledge transfer	15
1.7.8	Knowledge transfer linkages	16
1.8	Research Model	17

## CHAPTER 2

### LITERATURE REVIEW

2.0	Introduction	19
2.1	Reasons of Linkages	20
2.2	Channels of Linkages	21
2.3	Motivations to Interact	24
2.4	Benefits Gained Through Linkages	26
2.5	Barriers Of Linkages	27

## **Abstract**

This study aims to : (i) identify the linkages that exist between the lecturers in UiTM and the industry, (ii) understand the motivational factors for lecturers to interact with the industry, (iii) determine what are the benefits gained by the lecturers when interacting with the industry and (iv) determine the barriers affecting the lecturers to link with the industry. Out of 700 questionnaires distributed to eighteen faculties in UiTM, Shah Alam, which represented 10% of the total number of lecturers for each faculty, 91 questionnaires were returned back for analysis.

The study findings indicated existence of a relationship between academic position, level of education and experience with linkages to the industry. Majority of the respondents still perceived the existence of barriers for the university - industry linkages such as too many bureaucracies for the link with the industry to take place that will eventually discourage them from making the next move, others cited difficulty faced by management of their faculties from knowing their true intention when engaging in the linkages, management might perceived them doing external works for extra income without any benefits to the university. Other barriers involved too many non academic activities, mismanagement , miscommunication, leadership crisis, ethical problem, no suitable opportunity, too much paper work and no clear direction of applied research, where most research is of little use to the industry and yet approved by the university. Further, lecturers are complacent with their environment, lack of top down leadership and no understanding of better interactive of each different discipline.

Result of the study is still inconclusive, however, the general trend indicated that a lot of lecturers wanted and are ready for changes, and they need to work at building new relationships and new systems in order to encourage university-industry linkage. They realized the process of cultural change has begun to take place, although linking to industry in UiTM is at an infant stage and lagging behind practices as compared to other universities.