

CONSULTEASE V2: REDEFINING CONSULTANCY MANAGEMENT FOR ACADEMICS

Liyana Ab Rahman^{1*}, Fatimah Alwi², Mahfuzah Ahmad³ & Siti Marlia Shamsudin⁴

^{1,2,3,4} Faculty of Accountancy, Universiti Teknologi MARA, Perak Branch, Tapah Campus, 35400, Tapah Road, Perak, Malaysia

*Corresponding author: liyana748@uitm.edu.my

ABSTRACT

University lecturers have multiple number of responsibilities with the main responsibilities are teaching and learning. Research and publication are also vital as these provide positive attributes to the quality of teaching and learning. Recently, consultancy work has become increasingly important as universities may strengthen ties with industries and be less independent on government grant or budget. However, the lack of a dedicated digital solution has caused an inefficiency in the management of consultancy work. Unlike teaching, there are several platforms that support teaching and learning activities such as u-Future, and Google Classroom. The unavailability of any application that aids consultancy work has caused lecturers to use several platforms. This may lead to missed deadlines and disorganized documentation. Thus, this project proposes a specialized mobile and web-based application to organise consultancy work at one stop. The useful features of Consultease V2 are task tracking, document storage, automated reminders, announcement postings, and meeting scheduling. As a result, this application offers an integrated task management system and structured document storage which will enable lecturers to manage multiple projects efficiently, ensure data securities and access control mechanisms. Other than lecturers, universities and research institutions are also benefit from Consultease V2. Not only enhancing the efficiency of consultancy work among the lecturers, Consultease V2 also allows universities and research institutions reap financial benefits via the commercialisation of the intellectual property of Consultease V2.

KEYWORDS: *Application, consultancy service, efficient, lecturer, professional.*

PROBLEM AND OBJECTIVE

University lecturers in Malaysia play multifaceted roles, with their primary responsibility being teaching and facilitating student learning (Muhie et al., 2020). In addition to teaching, they are also involved in supervision, research, consultation, publication, professional development, community service, student advising, and administrative duties (Awang et al., 2021; Bahri Yusoff et al., 2024). Among these roles, consultancy work is increasingly emphasized as it provides lecturers with opportunities to apply their knowledge in real-world contexts. It also strengthens industry-academia links, enhances institutional visibility, and contributes to professional development and revenue generation for universities. Despite its benefits, managing consultancy work can be challenging due to the heavy workload lecturers face. Unlike teaching, which has widely adopted digital tools like Google Classroom, consultancy work is often managed manually or across scattered platforms. This lack of structure can lead to poor collaboration, disorganized communication, missed deadlines, and incomplete documentation, ultimately affecting the quality and credibility of the consultancy efforts.

To address these issues, Consultease V2 is developed as a dedicated application to manage

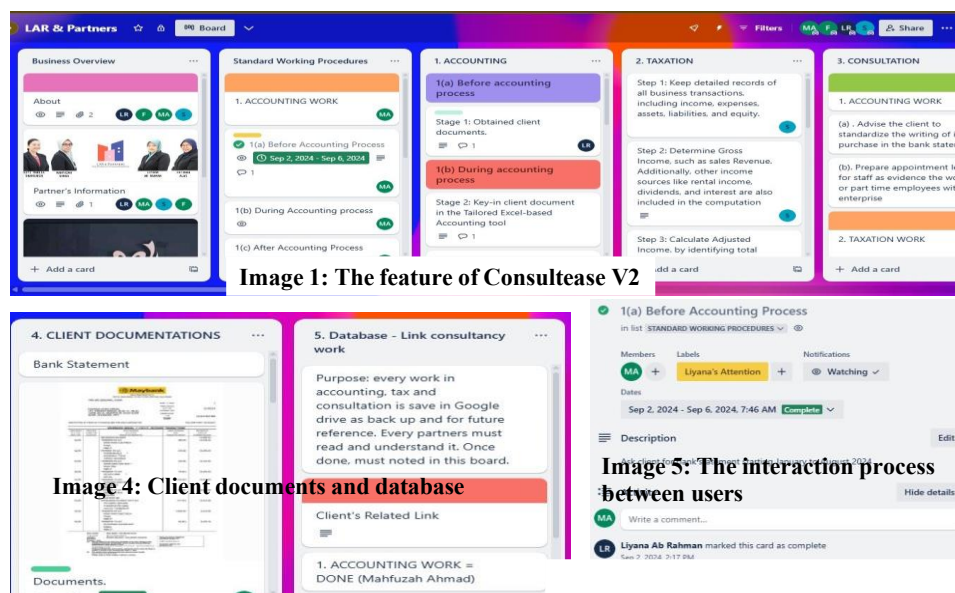
consultancy work efficiently and securely. It offers structured project management, centralized document storage, task tracking, and integrated communication tools. By consolidating all consultancy activities in one platform, Consultease V2 enhances collaboration among team members and clients, supports performance monitoring, and improves the overall quality of consultancy work. This tool not only streamlines workflow but also helps lecturers align their consultancy efforts with institutional goals and teaching excellence.

DESIGN DESCRIPTION

The Consultease V2 application is an enhanced version of the original application. Several features are added which are improved communication features as well as an attractive and user-friendly interface for task tracking and performance monitoring. There are three purposes of Consultease V2. Firstly, it is to offer a dedicated platform for a structured, secured, and efficient management of consultancy activities and collaborations. Secondly, it enables lecturers to track projects, deadlines, and reports seamlessly which enables to enhance productivity and simplify performance evaluation. Thirdly, it integrates communication and collaboration tools to streamline interactions with clients and stakeholders, reducing inefficiencies caused by scattered platforms. Consultease V2 allows users to select boards that suit their consultancy needs, including creating lists and cards, file attachments, and setting deadlines and priorities. Key features such as table views, calendars, dashboards, timelines, and maps support efficient task management and tracking. Real-time notifications, reminders, and built-in communication channels help meet all consultancy deadlines.

The application is designed to enhance efficiency and keep consultancy processes on track when handling client interactions, submitting reports, and organising meetings. As the number of clients grows, users can add additional boards to manage each client's needs effectively, maintaining high service standards and personalized attention. This helps team members stay organized, meet deadlines, and deliver optimal outcomes for all clients. The target audiences are lecturers in public universities who need to meet the university KPI for consultancy work and small businesses who need to prepare their accounts in real-time. The visuals below show the design of the Consultease V2 application.

VISUALS



NOVELTY AND UNIQUENESS

This innovative platform integrates project tracking, document storage, and secure communication into a unified system. Therefore, it eliminates the need for multiple disjointed applications typically used in consultancy work. The application introduces a seamless all-in-one experience as compared to existing application that require third-party tools for business discussion, task allocation and sharing data. The application specifically generates structured consultancy reports automatically, streamlining performance evaluations and institutional documentation. Real-time interaction, task delegation, and secure file sharing among lecturers, clients, and stakeholders are all enabled within the platform, ensuring efficient and collaborative project execution from start to finish.

BENEFITS TO MANKIND

The features of Consultease V2 offer several benefits to its users. Being a specialized platform tailored to the unique needs of lecturers who provide consultancy work, this application displays and keeps all information. Data such as clients' bank statements, deadlines and output such as reports prepared will be kept in Consultease V2. Thus, the reliance on emails and other platforms such as WhatsApp is eliminated as these do not consolidate data and output of consultancy work to all stakeholders. Additionally, the issue of storage size in handphones due to the use of WhatsApp is also eliminated.

Another feature of Consultease V2 is its security. This application ensures proper security measures and organized storage for sensitive consultancy- related documents. Therefore, both parties in consultancy work, the provider (lecturers) and client do not have to worry about their application being hacked. Consultease V2 also helps lectures to be able to meet deadlines by efficiently tracking ongoing projects. The application also displays deadlines to be met as well as pending tasks.

COMMERCIAL POTENTIAL

Consultease V2 has the potential to be marketed due to the available demand. Since consultancy work offers first- hand experience to lecturers, yet their time and resources are limited due to their numerous numbers of responsibilities. Therefore, the availability of Consultease V2 in the market may solve the current problem. Now, with the use of Consultease V2, lecturers will be able to perform consultancy work efficiently as all data and information related to consultancy work is shared in a well-organized manner and available to all stakeholders. Additionally, the features of Consultease V2 ensures all data and information in relation to the consultancy work is offered a high level of security. This will create a high level of trust from the stakeholders and will create a bigger market for Consultease V2 in the future.

CONCLUSION

Consultease V2 is a strategic digital solution designed to help lecturers to manage their growing consultancy responsibilities more efficiently and professionally. In today's demanding academic environment, the app streamlines project tracking, secures document storage, and enables real-time communication, all within a single, user-friendly platform. It supports lecturers in staying organized, meeting deadlines, and maintaining proper documentation for performance evaluations and audits. By generating structured reports and tracking task progress, Consultease V2 simplifies institutional reporting and enhances the credibility of consultancy efforts. Its features, including task delegation, secure file sharing, and integrated notifications, improve collaboration with clients and reduce reliance on multiple external tools. Ultimately, Consultease V2 promotes a more structured, accountable, and impactful approach to academic consultancy, contributing to both personal development and institutional excellence.

REFERENCES

- Awang, Y., Mohamed, N., Ahmad, S., & Nasir, N. E. M. (2021). Examining the influence of academic and non-academic responsibilities on academicians' job-related stress in higher education. *Asian Journal of University Education*, 17(4), 498-510.
- Bahri Yusoff, M. S., Latiff, A., Rais, A., Ong, E. B. B., Ismail, N. A., Rahim, A., ... & Lockman, Z. (2024). Academic Workloads: Insights from Medical and Non-medical Lecturers' Experience in Universiti Sains Malaysia. *Education in Medicine Journal*, 16(3).
- Houston, D., Meyer, L. H., & Paewai, S. (2006). Academic staff workloads and job satisfaction: Expectations and values in academe. *Journal of higher education policy and management*, 28(1), 17-30.
- Muhie, Y. A., Wolde, A. B., Tesfay, C. H., & Bedada, B. A. (2020). Improving Quality of Education by Evaluating the Capacity of Lecturers Using a Web Based System. *Journal of Software Engineering and Applications*, 13(10), 288-302.