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There is an increasing pressure on policymakers to demonstrate objectivity in the evaluation of the public R&D investments in order to improve the effectiveness and performance of R&D towards achieving better results. Previous literature indicates that evaluation approach for public R&D program would vary among countries as it is highly contextual in nature and country-specific. This study aimed to examine R&D evaluation practices in the given context, building on the body of knowledge in R&D management and program evaluation. An extended new research in this area shall address the question: *How can we evaluate public R&D program for improved performance?* The underlying objective of this study was to develop an appropriate framework to evaluate the public R&D program within the given country context. Through application of the conceptual framework to a case study, this study examined the main components and the dynamic process of performance evaluation of the public R&D at program level. This study therefore will demonstrate the importance of program evaluation in improving the performance of the public R&D program. This study employed case study, mixed method design to collect data and address the research question. Logic model and cross case analysis techniques were employed to analyze the case study at both the project and program levels. The findings and results at the project level were then aggregated and synthesized at the program level. There are several findings from this study. Firstly, the study examined the current evaluative practices and identified the requisite key evaluation components and evaluation process needed in evaluating the public R&D program. Secondly, the analysis identified the challenges, issues and knowledge gaps in the current evaluative practice with respect to program evaluation process and program design and delivery in the given context. Thirdly, validation and refinement of thematic *key factors* from literature has been applied to the case study to determine suitable thematic key factors that were suggested to influence the performance of the public R&D program. Additionally, the results from case study identified the critical missing components and process in the current evaluative practice that are prerequisites to developing an objective evaluation framework. Finally, this research synthesized all the findings and suggested the design of an evaluation framework that is appropriate for the given country context. Guided by the initial conceptual framework, the findings contributed to the development of an objective and systematic evaluation framework for the public R&D program together with improvement plan for the given country context