

# *Optimizing Innovation for Global Commercialization*



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Division of Research,  
Industrial Linkages & Alumni (PII&A)  
Universiti Teknologi MARA Melaka

Email: [riid2013@melaka.uitm.edu.my](mailto:riid2013@melaka.uitm.edu.my)  
Web: [www.riidmelaka2013.com](http://www.riidmelaka2013.com)

## **Optimizing Innovation for Global Commercialization**

Research, Invention, Innovation Design

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Tel 606 - 5582313  
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Website www.riidmelaka2013.com

### **Chairman**

Assoc. Prof. Dr Roaimah Hj Omar

### **Chief Editor**

Shafezah Abdul Wahab

### **Writers**

Siti Najah Raihan Sakrani  
Shahril Anuar Abd Ghalim

### **Abstracts**

Sulaiman Mahzan  
Mohd Ab Malek Md Shah  
Nur Syuhada Mohamad  
Mohd Fajil Abdul Batau  
Khalilah Ibrahim

### **Design**

Anith Liyana Amin Nudin  
Norsharina Samsuri

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Division of Research, Industrial Linkages & Alumni (PJI&A)  
Universiti Teknologi MARA Melaka, Km 26 Jalan Lendu,  
78000 Alor Gajah, Melaka

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# background of RESEARCH, INDUSTRIAL LINKAGES & ALUMNI

## Objectives

- To promote world-class research.
- To administer, coordinate and provide service for research development, consultation and research publication.
- To provide assistance in exploring new subjects and identify niche area of interest.
- To disseminate information and provide ample training in research, consultation and publication of research.
- To ensure innovation, quality research, consultation and publication are maintained.
- To assist in research publication for high impact journals.

## Vision

To become the leading administrative centre for research, development, consultation and world-class research publication.

## Mision

To enrich the academia, creative ability and innovation through quality service.

Division of Research, Industrial Linkages and Alumni or known as PJI&A started as the Research Management Unit (RMU) or IRDC and was formerly known as Planning, Research and Development Centre which was established in April 1980. However in September 1987, IRDC was restructured with its heightened importance in research and consultation in UiTM and was divided into two units, Research and Consultancy Centre (RACC) and Planning and Evaluation Unit. This centre was then renamed to Research and Consultancy Bureau in 1994 and went through another name change to become Institute of Research, Development and Commercialisation (IRDC) on 15 July 2003.

With the mooted of the post of Deputy Vice Chancellor in March 2008 to take over the intellectual property and commercialisation portfolio, IRDC was given the responsibility to maximise innovation and increase the number of research which will later be published in high impact journals. Ensuing this, on 31 July 2008 IRDC was changed to Research Management Institute (RMI) to synchronise with UiTM's aspiration to become a Research University that will develop innovation activities and new research. It was only in 2011, that RMI became the Research, Industrial Linkages and Alumni Division (PJI&A), headed by its Deputy Rector, Associate Professor Dr. Roaimah Omar. Under her tutelage, Invention, Innovation and Design (IID) was born in 2009.

The different divisions or units in PJI&A are responsible to manage, monitor and conduct research in science and technology, management and social sciences, consultation, financial assistance for consultation, innovation, publication and Information for Research and Consultancy (INFORAC). PJI&A also conducts seminars, workshops and roadshows to encourage, motivate and train the academic and non-academic staffs in research and consultation, securing research grants and projects, to manage good financing and publish research in a responsible and ethical manner.

# RIID2013 OBJECTIVES

## General Objective

To display research, invention, and design from various institutions (IPTA/IPTS) that can be commercialised for global benefit

To culturalise research and innovation through the sharing of expertise and commercialised, creative and innovative ideas

To instill interest and encouragement to the public towards research, invention and innovation that poses as a medium for the nation's development.

## Specific Objective

To identify and promote new and inventive discoveries that are commercialised, creative, and innovative from various institutions (IPTA/IPTS) all over Malaysia.

To select discoveries and new invention to be contested in the national and international level.

To uphold the reputation and image of UiTM as a well-known pioneer in innovation and invention in the national and international level.

# CHRONOLOGY OF RIID

## RIID Showcase

7 August 2009,  
Dewan Kuliah 2,  
UiTM Melaka.



## 1<sup>st</sup> IID LET'S IID

13 August 2009,  
Dewan Bendahara,  
UiTM Melaka.



## 2<sup>nd</sup> IID Enculturation Of Research & Innovation

5 October 2010,  
Dewan Bendahara,  
UiTM Melaka.



## RIID 2013 Optimizing Innovation For Global Commercialization

16 - 17 December 2013,  
Dewan Taming Sari,  
UiTM Melaka.



## RIID 2012 Innovation for Sustainable Growth

7 - 8 November 2012,  
Dewan Taming Sari,  
UiTM Melaka.



## DERIA 2011 Sound, Image & Object

21 - 22 July 2011,  
Mini Stadium Bistari,  
Ayer Keroh, Melaka.

foreword message by

## CHIEF MINISTER MELAKA



**YAB Datuk Seri Ir. Haji Idris Haron**

*Chief Minister Melaka  
December 2013*

***Assalamualaikum wbk and  
best greetings Salam 1Malaysia,***

And foremost, I would like to congratulate Research, Industrial  
Parks and Alumni Centre (PIA), Universiti Teknologi MARA  
(UiTM) Melaka for yet another successful organisation of this  
rich, Invention, Innovation and Design Exhibition 2013 (RIID

In an era of globalisation, the Malaysian government is stepping  
up its efforts in developing the country and its people, be  
ing by launching a holistic socioeconomic development programme.  
Our Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak  
has introduced a massive transformation agenda in implementing the  
programme with its approach and philosophy. The Prime Minister has  
also outlined five-key strategic thrusts under the 10th Malaysia  
Plan (10MP) to enable Malaysia to become a high-income and  
developed nation by 2020.

Therefore, the National Key Results Area (NKRA) and the Key  
Performance Index (KPI) were introduced towards achieving vision  
2020. While moving towards achieving a developed country status,  
Malaysia needs to draw up a new approach which emphasises on  
quality human capital, innovation and creativity. The government in  
addition has to operate as competitive corporation.

I would like to congratulate UiTM Melaka for supporting the  
country's vision by hosting RIID2013 competition and exhibition.  
With its theme Innovation for Sustainable Growth, this event is a  
positive initiative to encourage professionals and academicians  
alike to enhance their knowledge and practical skills and these are  
parts of their contribution for the nation's building.

When research activities are conducted continuously, it is expected  
that more innovations will be generated. UiTM Melaka's initiative  
is highly commendable as it manages to attract 340 products to  
be displayed and competed at this event. It is hoped that this event  
will serve as a catalyst in enhancing the roles of professionals in  
various industries.

***Assalamualaikum wbkt, Salam 1Malaysia  
and Salam UiTM Sentiasa Di Hatiku.,***

I would like to welcome our honourable guests, professionals, and academicians from schools, colleges and universities to the 5th Research, Invention, Innovation and Design 2013 (RIID 2013) competition proudly organised by the Research, Industry Linkage and Alumni Division (PJI A) Centre Universiti Teknologi MARA (UiTM) Melaka.

In line with the government's aspiration to nurture and cultivate innovation, UiTM Melaka has taken the initiative to organise RIID 2013 Melaka Innovation Festival. One of the main objectives of the event is to raise the status of local universities globally. To achieve the status of a Research University (RU), one of the criteria is to emphasise on high impact innovation research which leads to invention of new business models, or innovative processes. This would result in an improved efficiency of the organisation and contributes towards better quality of life.

Since innovation is a vital catalyst to attain the status of developed nation in the year 2020, UiTM Melaka is heading the nation's call to attain aspiration through innovative programmes with staff and students. These creative and innovative abilities could be brought to greater heights through competitions and innovation exhibitions held annually. During this two-day event, a talk on innovation will also be held. Innovation is one of the key factors that could push the economy forward. In line with the strategic thrusts, the RIID 2013 competition will serve as a platform for researchers to expand their researches into innovations while becoming a venue for them to showcase their products, prototypes and new ideas.

This competition also serves as a platform for students, lecturer's administrative officers and the public to demonstrate their products or prototypes as well as sharing new ideas for commercial value. Therefore, PJI A decided the Optimizing Innovation for Global Commercialization as our theme for this year 5th Research, Invention, Innovation and Design 2013.

I am proud to announce that the number of participants in this event has increased to more than 300 participants compared to the previous year event. I would like to extend my sincere thanks and gratitude to the committee members who have persistently given their full commitment to this event.

I wish all the participants all the best in the competition.

foreword by  
**RECTOR**



**Associate Professor Dr. Adnan bin Hashim**

*Rector  
Universiti Teknologi MARA Melaka  
December 2013*

## **A Mobile app for ESL - understanding sexism in the English language**

Mohd Taufik Bin Mishan; Syazliyati Binti Ibrahim; Asrol Bin Hassan; Azni Syafena Binti Andin Salamat; Syakirah Binti Mohammed

*Universiti Teknologi MARA Kedah*

One of the effects of living in a globalised world is the disparity between men and women is getting smaller. This happens because both genders strive in numerous ways to seek better understanding of one another in many areas including language. English language is known to be a gendered language. This notion of English being a gendered language can easily escape second language users especially in Malaysia because the main languages used in this country are not gendered. Hence, to educate second language users, a mobile app is developed to expose them to the elements of sexism in the English language. Since smart phones today are very common among Malaysians from all walks of life, creating a user friendly mobile app which is just a fingertip away can truly be helpful. By educating second language users about sexism in the English language, the younger generation will be more polite, considerate and respectful of one another.

## **Listen Listen Listen - An Online Listening Tool**

Roslina Mohd Jani; Kuldip Kaur A/P Maktiar Singh; Angeline Ranjethamoney A/P Vijayarajoo; Associate Professor Caroline Martin; Gan Kiat Chien

*Universiti Teknologi MARA Melaka*

This paper presents an innovative product which is aimed at improving the listening component of the ELC 120 code (English Language Proficiency Course for Part 1, Diploma Level students in UiTM, Malaysia). This is a new code, having just begun, one semester ago, since July, 2013. Listening, one of the four core skills in any language syllabus is important. This is especially so, in the local context. However, the listening component of ELC 120, goes beyond that, to foster a love for, and enjoyment of, the language. Tasks include, enrichment of the language in simple terms, while introducing open ended literary responses to the genre of short stories. The responses required of students include comments on the literary devices used, such as the plot, character, theme/s, values and providing alternative ways of ending the story. Thus, the tasks also invite and encourage the creativity of students to think out of the box, while developing the aesthetic responses of students. Currently, the short stories used are taken from International settings with foreign contexts, vocabulary and pronunciation. Hence, the project members have written their own, and original short stories, with a Malaysian context, in terms of theme/s, vocabulary and pronunciation. Considering the target student population, of year one Diploma level students, the project members felt that a more local context was needed, with a Malaysian identity.