



Faculty of Management Multimedia University

A background image showing silhouettes of several business professionals in various poses, some holding briefcases or laptops, set against a light blue gradient. The silhouettes are in shades of blue and cyan.

Center of Excellence for Knowledge and Innovation Management



Vision and Mission



To promote the pursuit of **excellence in research**



To provide a platform for researchers in **inculcating research culture** by providing the needed **support** through continual training and workshop and cultivating partnerships with industry and academia.

Cekim Team 2013

Chairperson
Dr. Magiswary



Assoc Prof. Dr.
Jayashree

**Special Interest Groups
Management**



Mr. Jimmy Low

**Database, M'ship,
Website, Research Lab**



Dr. Yeap

**Collaboration &
Consultancy**



Four Clusters



10 Sub-Cluster Research Areas

Knowledge Management

Soft KM

KMS

Community
& Disaster

Strategy &
Innovation
Management

Capacity
Development

Investment
Innovation

Human
Capital
Management

Strategic
HRM

Org
Behaviour

Information
Systems

Internet & E-
Commerce

IS
Operation

Technology
Management

Focus area & Skills Required

R&D Activities	Required Skills and Focus Area
Academics & PG Research Activities	<ul style="list-style-type: none">❖ Research methodology skills❖ Knowledge in Quantitative / Qualitative Analysis❖ Writing skills❖ Industry Collaboration for UG and PG
Paper publication	<ul style="list-style-type: none">❖ Research methodology skills❖ Journal writing skills❖ Ability to work in teams❖ Publishing in high-tiered journals
Thesis supervision	<ul style="list-style-type: none">❖ Academic supervisory skills❖ Research methodology skills❖ Evaluating thesis skills
R&D&C project	<ul style="list-style-type: none">❖ Research Management skills❖ Grant proposal writing skills❖ Project management skills❖ Networking skills

Focus area & Skills Required

R&D Activities	Required Skills and Abilities
Training / Talks / Workshops	<ul style="list-style-type: none">- Technical knowledge expertise- Market knowledge expertise- Networking skills- Presentation skills
Consulting	<ul style="list-style-type: none">- Knowledge expertise- Market knowledge expertise- Interpersonal skills- Networking skills- Presentation skills
Industry visits / Collaboration	<ul style="list-style-type: none">- Visits to industry: students, staff, researchers- Industry speakers- Collaboration for research, internship, projects

Past Activities



2012

Over 30 Activities in year 2012

CEKIM ACTIVITIES 2012

5 Distinguished Speaker Series:

1. K-Chart: Research Planning Tools by Prof. Dr. Mohd Khazani
2. The challenges of developing IT strategies in large corporations by Mr. Edward Chin
3. IT for IT Education by Prof. Dr. Ravi (CMU)
4. Case Studies On The Effective Use Of Crowd-Sourcing With Web 2.0 Functionalities by Prof. Dr. Ravi Sharma
5. Knowledge Transfer Among ICT Firms in Malaysian Technology Parks by Dr. Suhaimi from IIU
6. Industry Experience Sharing: DHL Malaysia on IT Projects by Mr. Jerry (DHL)

10 Trainings / Workshops

1. Removing the Barriers: Research for Early Career Researchers by Prof. Dr. Murali
2. Ph.D: Permanent head Damage? A Discourse by Dr. Bahma
3. Flagship project FOM Research R&D Flagship workshop by AP. Dr. Kamarul
4. Hands-on training on Nvivo at FCM by Magiswary, Dr. Kamarul & Dr. Aliza
5. Mini Fund - Budgeting knowledge sharing session by Magiswary
6. NViVO 9 Training at Nottingham University by Magiswary
7. Interactive Lecture with Web 2.0 tools by Mr. Jimmy Low
8. K-Chart Research Planning Tools by Prof. Dr. Mohd Khazani (CTL)
9. Collaboration & Commercialization: Nuts & Bolts by AP Dr. Saravanan M
10. Presenting NViVO 10 by Kate Flemming, Australia

5 Industrial Visits for Possible Collaboration

1. MDEC - innovation Voucher - Intan Soraya, Magiswary, Dr. Arnifa, Hezlin Harris
2. Digi Malaysia – Intan Soraya, Dr. Jayashree, Dr. Arnifa, Hezlin Harris
3. MKN, Prime Minister's Dept, Disaster Division - Magiswary
4. MKN Selangor, Disaster Division - Magiswary
5. MKN Prime Minister's Dept, KMS for Disaster, Putrajaya - Magiswary

11 Other Activities

1. REDS2012 - Poster Exhibition, Magiswary Dorasamy
2. REDS2012 - Research Colloquium - Dr. Arnifa Asmawi
3. FOM Research Lab Setup & Sponsorship – Magiswary, Dr. Jayashree
4. Winter School Programme – EBS – Magiswary, Dr. Jayashree
5. Purchase of Smartdraw – CAPEX – Magiswary
6. Purchase of Adobe Professional – CAPEX – Intan Soraya
7. Cekim Webpages - Member Registration, Event updates – Magiswary, Rathimala
8. Research Clinics – July, August, September, October 2012
9. Trademark application – CEKIM Logo – Magiswary
10. Focus group discussion 1: K-Sharing on Digi trip – Dr. Arnifa
11. Focus group discussion 2: Case study research – Dr. Aliza, Intan

Past Activities



Faculty of Management Multimedia University

2013

2

2014 2015

Activities by SIG



SIG 1: Community & Disasters



Professor Dr. Murali Raman
Faculty of Management,
Multimedia University, Cyberjaya
Malaysia
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Area of Research Focus:

Disaster Studies – Preparedness, Community Readiness/ Crisis management, Disaster web/systems evaluation, Lesson learned, Guidelines for designing emergency information systems, Training Programs and public awareness

8 Projects:

Key Members: Dr. Magiswary Dorasamy, Assoc. Prof. Dr. Saravanan Muthaiyah

- 2012-2014 RM150,000, PRGS Project, MOHE: Web-based Community Emergency and Awareness Systems (CEMAS): A Simulated Readiness
- 2013 – 2014 RM6180, Mini Fund: Model for Disaster Management Information Systems
- 2010-2012 RM36,000, FRGS Project, MOHE: Testing Community-based Disaster Readiness
- 2013-2015 RM50,000 – FRGS Project Civic Networks for KBIS
- 2012 RM6880, Mini-Fund Project, MMU: Knowledge-based Emergency and Awareness Systems (KEMAS)
- 2011 RM10380, SFSS Project, MMU: Disaster Preparedness in Selangor: An Empirical Investigation, 2011
- 2010-2012 RM138,000, e-Science, MOSTI: Enhancing Crisis Response Efforts via Knowledge Management Systems

SIG: Community & Disasters

3 Collaborations:

1. Collaboration with **National University of Singapore** (NUS) Assoc Prof. Pan Shan Ling, Dept of IS
 - Malaysian Disaster Management Case Study
 - Use of social media for DM
 - DM in South East Asia with emphasis on social media
2. Collaboration with **University of New Jersey**, Prof. Murray Turoff on Delphi Method for DM
3. Collaboration with **National Security Council of Malaysia**

Post Graduates:

1. PhD - Magiswary Dorasamy, KMS for Disaster Management in Malaysia
2. PhD – Sharmini

Events:

1. National Innovation Exhibition 2013 - Finalist
2. Pecipta Exhibition 2013 – Gold Award

SIG: Community & Disasters

Visit to National Innovation & World Innovation
Exhibition KL 2013 at KLCC
14 November 2013



Sains & Inovasi
Pemacu Transformasi
DEKAD INOVASI 2010 - 2020

WIF KL
WORLD INNOVATION FORUM
KUALA LUMPUR

mosti

nice¹³
NATIONAL INNOVATION
CONFERENCE & EXHIBITION

Anugerah Inovasi Negara 2013

Anugerah Inovasi Negara (AIN) 2013 ini diadakan sempena Persidangan dan Pameran Inovasi Kebangsaan (NICE) 2013. AIN bertujuan untuk mengiktiraf usaha inovasi dan kreativiti yang menjana idea, ciptaan dan produk baru dalam sains dan teknologi yang menyumbang kepada pembangunan ekonomi negara.

KATEGORI ANUGERAH

Penyertaan dibuka kepada semua rakyat Malaysia, mengikut kategori-kategori berikut:

- PRODUK
- PERKHIDMATAN
- AKAR UMBI
- SEKOLAH

HADIAH

Para pemenang setiap kategori akan menerima hadiah-hadiah berikut:

PRODUK	PERKHIDMATAN
■ Wang tunai RM50,000	■ Wang tunai RM50,000
■ Piala	■ Piala
■ Sijil penyertaan	■ Sijil penyertaan
AKAR UMBI	SEKOLAH
■ Wang tunai RM20,000	■ Wang tunai RM10,000
■ Piala	■ Piala
■ Sijil penyertaan	■ Sijil penyertaan

CARA PERMOHONAN

Borang dan syarat permohonan boleh dimuat turun dari laman web MOSTI (www.mosti.gov.my). Sebarang pertanyaan dan maklumat lanjut boleh dikemukakan kepada:

Dr. Wan Manshol bin W. Zin
Puan Fairuz binti Faisal

TARIKH TUTUP PERMOHONAN



WIF KL 2013
WORLD INNOVATION FORUM
KUALA LUMPUR

THE FUTURE WE DESIRE
12-14 November 2013 KLCC

**MMU Booth at
National Innovation
Exhibition & World
Innovation Expo KL
2013**



SIG: Community & Disasters

Gold Award during Exhibition at Pecipta Award 2013
at KLCC, 7-9 November 2013





Pecipta'13

INTERNATIONAL CONFERENCE AND EXPOSITION ON
INVENTION OF INSTITUTIONS OF HIGHER LEARNING

GOLD

This is to certify that
COMMUNITY EMERGENCY MANAGEMENT AWARENESS
SYSTEM: CEMAS

Winner at **PECIPTA International Conference
and Exposition on Invention of Institutions of
Higher Learning**

held at
Kuala Lumpur Convention Centre
7 - 9 November 2013



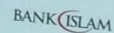
Co-Organized By



Co-Hosted By



Co-Sponsored By



Idris

YB. DATO' SERI IDRIS BIN JUSOH
Menteri Pendidikan II
Kementerian Pendidikan Malaysia



SIG 2: Investment Innovations



Professor Dr. Lai Ming Ming
Faculty of Management,
Multimedia University, Cyberjaya
Malaysia

Email: mmlai@mmu.edu.my

Area of Research Focus:

The research areas to be covered usually provide innovative approaches in decision making. The areas do not restrict to investment in equity, mutual funds, but also any investment that brings solution or strategies that would add value and well being to the society. The areas can be ranged from investment in health care to education.

Key Members: Dr. Shaista, Dr. Chong Lee Lee

6 Projects:

- 2012-2013 RM70,000 ERGS Project: Evaluating the long-term care and community support system for an ageing society
- 2011-2012 Corporate social performance, firm specific assets and financial performance in Bursa Malaysia
- 2011 An examination of investment behaviour, fund and fund managers' characteristics on mutual fund performance in Malaysia
- 2011 Freedom indices in asset pricing model in the Malaysian stock market
- 2011-2012 Women's retirement resources and life satisfaction after retirement in Malaysia
- 2011 Behavioural asset pricing model: The Malaysian stock market, Bursa Malaysia

SIG: Investment Innovations

3 Collaborations:

1. Collaboration with UiTM, UTAR & IRD for LRGS
2. New LRGS: Age-Friendly Malaysia
3. Jabatan Kebajikan Negara, Melaka

6 Post Graduates:

1. PhD - Goh Han Wah: Behavioural asset pricing model: The Malaysian stock market, Bursa Malaysia
2. PhD – Pang Mary: Women's retirement resources and life satisfaction after retirement in Malaysia
3. PhD - Chong Sin Woon: An examination of investment behaviour, fund and fund managers' characteristics on mutual fund performance in Malaysia
4. PhD - Chong Tun Pin: Corporate social performance, firm specific assets and financial performance in Bursa Malaysia
5. MPhil - Lien Shi Ying: Evaluating the long-term care and community support system for an ageing society
6. MPhil - Tay Lee Ying: Freedom indices in asset pricing model in the Malaysian stock market

SIG 3: Organizational Behaviour



Assoc. Prof. Dr. Chew Kok Wai
Faculty of Management,
Multimedia University, Cyberjaya
Malaysia
Email: kwchew@mmu.edu.my

- **Area of Research Focus:**
- HRM practices
- Generation Y
- Culture
- Job satisfaction
- Organizational Citizenship Behavior (OCB)

Key Members: Dr. Arnifa Asmawi, Dr. Yeap Peik Foong, Ms. Intan Soraya

4 Projects:

- 2014-2015 RM61,520, High Performance Work Practices (HPWP) in R&D Organizations
- 2012 Organizational Commitment Among Academics, Mini Fund
- 2012 MMU Mini fund, Job Hopping Behaviour Among Gen Y Employees
- 2011 Emotional Intelligence and Leadership Styles of Managers

SIG: Investment Innovations

Collaborations:

1. "PKT Logistics (M) Sdn. Bhd. HR Practices - A Case Study", Dr. Chew with Dr. Ang Soon (Goh Tjoei Kok Distinguished Chair & Professor in Management, Head, Division of Strategy, Management & Organization), Nanyang Business School, **Nanyang Technological University**.
2. "Alternative perspectives on the relationship between merit pay raises and employee outcomes: A cross-cultural comparison" Dr. Chew with Dr. Jason D. Shaw, Chair Professor and the Co-director of the Center for Leadership and Innovation, **Hong Kong Polytechnic University**.

5 Post Graduates:

1. PhD: Intan Soraya Rosdi "A Human Resource Management Framework for Innovative Capability Development"
2. PhD: Rubia Ahmad Bashah "Antecedents and Outcomes of Decision Making Approaches in High Velocity Environments"
3. PhD: Kavitha Sathasivam "Work Engagement of Generation Y Employees in Malaysian ICT Companies"
4. MPhil: Diana Awing Adil "Factors Affecting Leadership Effectiveness: Perception from Generation Y Employees in Malaysian ICT Companies",
5. MPhil: Khoo Kim Leng "Human Resource Management Green Practices in Malaysian ICT Companies"

SIG 4: Technology Management



Assoc. Prof. Dr. Kamarulzaman Abd Aziz
Faculty of Management,
Multimedia University, Cyberjaya
Malaysia
Email: kamarulzaman.aziz@mmu.edu.my

Area of Research Focus:

- Technology Convergence
- Quality Management
- Business Sustainability
- Environmental Sustainability

Key Members: Dr. Jayashree, Dr. Gowrie, Ms. Aznur, Dr. Magis

6 Projects:

- 2013-2014 RM65,000, UM-MMU collaboration, Collaborative special education using social media
- 2014-2015 RM76,000, Fundamental investigation of ISO 14000
- 2013-2014 UM-MMU Collaboration -Waste Management
- 2012 MMU Mini fund 2012, An Assessment of University Quality
- 2012 MMU Mini fund, 2012, ISO14000 Environmental Management Systems.
- 2012-2014 RM 80,000 Modeling business sustainability

SIG: Investment Innovations

1 Collaboration:

1. Collaboration with **University of Malaya** on “Collaborative special education using social media”

2 Post Graduates:

1. MPhil - Terence Tan - Potential of VR and AR combination as holistic tourism marketing solution for Melaka
2. PhD - Mohd Faeiz- Social Media and Customer Experience Management: Case Study of TM)

Other Activities in 2013



More Activities in 2013

Project Leader	Details
10 July 2013	Knowledge Sharing Session: A visiting Scholar's experience at Nanyang Technological University by Assoc. Prof. Dr. Chew Kok Wai
10 July 2013	Atlas.ti Training by Puan Aznur Hajar Abdullah
20 May 2013	Qualitative Software NViVO 9 Training by Assoc. Prof. Dr. Kamarulzaman, Dr. Aliza Akmar & Dr. Magis
6 June 2013	Qualitative Software NViVO 9 Training by Dr. Magiswary Dorasamy
5 July 2013	Seminar on Competition in Wireless and Broadband by External Speaker by Dr. Lim Eng Kooi from University of Ottawa, Canada
22 Aug 2013	Seminar on PhD and Mphil: The Difference by External Speaker / PG Examiner by Prof Dr. Jenny Stewart from Australia
30 Sep - 1 Oct 2013	2 day Workshop on Publishing in Top Tier International Journal, Introduction to Action Research and PhD Colloquium (co-organized with iKnowmedia (FCM) by Prof. Robert Davison City University of Hong Kong
10 Dec 2013	Industry Visit to Ericsson, Arranged by Assoc. Prof. Dr. Jayashree. Opportunities: Training needed at Ericsson, UG Industrial Training, Sponsorship
20 Dec 2013	Seminar on Introduction to Counseling by Mr. William Leong

More External Grants

Project Leader	Projects
Prof. Dr. Murali Raman	2012-2014, ERGS, Absorptive Capacity in Joint Project Teams in ICT sector - RM80K
Assoc. Prof. Dr. Saravanan Muthaiyah	2013-2015, ERGS, Green technology for data centers, RM110K 2014-2016, FRGS, Overarching Risk Assessment Framework for Improved Internal Controls , RM98K
Mr. Jinghong Low	2013-2014, MaGGICA, Chinese Characters Content based on Interactive Evolution Representation - RM80K
Dr. Malarvizhi	2014-2015, FRGS, Testing the effect of Knowledge-centric organizational spin-off on productivity enhancement in Malaysian manufacturing industries, RM55.6K
Assoc Prof. Dr. Jayashree	2014-2014, FRGS, Testing the TETOH model for ISO14000 Environmental Management System –A budge towards Sustainability, RM78K

All Collaborations



Moving Forward - 2014



2014 Cekim Committee New Line Up

Chair Person : Dr. Magiswary Dorasamy

Deputy Chair : Assoc. Prof. Dr. Jayashree Sreenivasan

Secretary : Ms. Yvonne Lee Lean Ee

Treasurer : Mr. Jimmy Low

6 Coordinators :

- 1. Ms. Lilian : Research Lab / Website**
- 2. Ms. Rekha : Industry Visit**
- 3. Ms. Kwan Jing Hui : Training/Workshops**
- 4. Dr. Yeap : Guest Speaker/Knowledge Sharing**
- 5. Ms. Chong Choy Yoke : R&D & Membership Database**
- 6. Dr. Malarvizhi A. : SIG Management**

Strategic Objectives 2014

- To build capacity of the people
 - Developing research skills
 - Nurturing a conducive research culture
- To establish research network
 - Internally with other research centers
 - Externally with IHLs, industry and government agencies
- To share and disseminate research findings
 - Ensuring that the research output will reach the targeted audiences
 - Identifying stakeholders of research findings



THANK YOU



