



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.

Strategic Objectives

- 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



4 Research Clusters



10 Sub-Cluster Research Areas

Knowledge Management

Soft KM

KMS

Community
& Disaster

Strategy &
Innovation
Management

Capacity
Development

Investment
Innovation

Human
Capital
Management

HRM

&

OB

Information
Systems

Internet & E-
Commerce

IS
Operation

Technology
Management

4 Special Interest Groups (SIG)

Community &
Disasters

Investment
Innovations

HRM & OB

Technology
Management



**Prof. Dr. Murali
Raman**

**Area of Research
Focus:**
Disaster Studies ,
Systems, Training
Programs and public
awareness



**Prof. Dr. Lai
Ming Ming**

**Area of Research
Focus:**
Investment in equity,
mutual funds, solution
or strategies that
would add value and
well being to the
society



**Assoc Prof. Dr.
Chew Kok Wai**

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



**Assoc. Prof. Dr.
Kamarulzaman Abd Aziz**

Area of Research Focus:
Disaster Studies ,
Technology Convergence
Quality Management
Business Sustainability
Environmental
Sustainability

2014 Cekim Committee Team



Dr. Magis



Dr. Yvonne



AP Dr. Jayashree



Jimmy Low



Dr. Malar



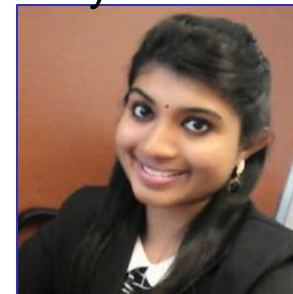
Chong CY



Dr. Rathi



Lilian



Rekha



Kwan JH

2015 Cekim Committee Team



Dr. Magis



Dr. Yvonne



AP Dr. Jayashree



Jimmy Low



Norzarina



Dr. Malar



Dr. Rathi



Dr. Tan CW



Dr. Christine



Haslin Johari

2014 CEKIM Activities

6 Trainings / Workshops

- Smart PLS by Mohammad Jabbari (6/2/14)
- Atlas.ti by Pn. Aznur (10/3/14)
- Hierarchical Modeling (HLM) by Dr. Awang
- Publishing and Research Methods by Prof Ramayah (22-23/12/14)
- Introduction to NViVO by Dr. Magis (External)
- Proposal Writing by Dr. Magis (15/10/14)

7 Knowledge Sharing Sessions

- Prof Murali Inaugural Speech, (9/10/14)
- Book / Journal Reading – Prof Lai (27/1/14)
- Guest Speaker session by En. Noriswadi (27/2/14)
- Guest Speaker session by Dr. Poon (9/4/14)
- Fire Prevention talk by Fire Preventors Society (24/7/14)
- FRGS Grant Proposal Writing by Prof Lai, Dr. Magis & Prof. Murali (16/7/14)
- GST Talk by Dr. Nakharatnam (13/12/14)

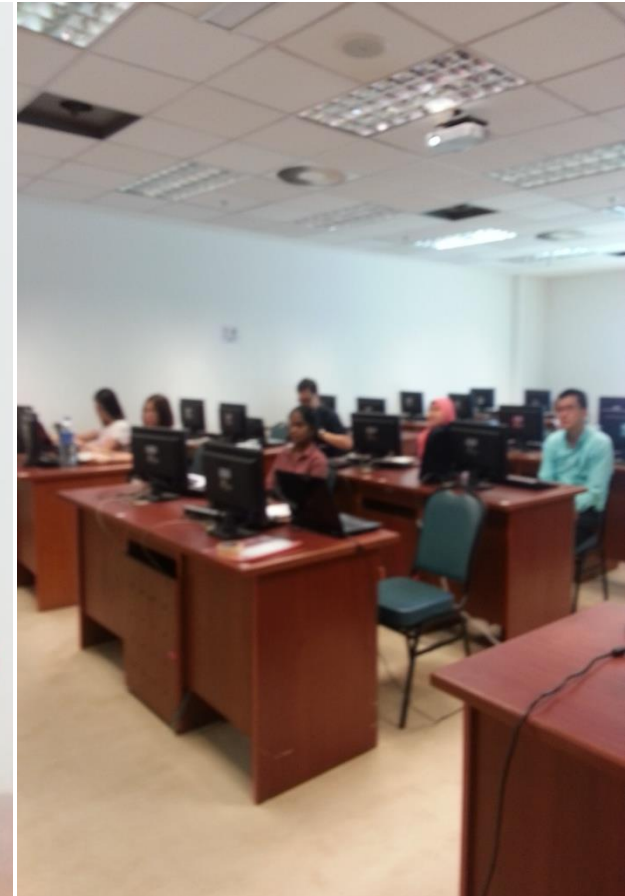
3 Industry Visits

- Bank Negara KM Centre
- Smart Tunnel Complex
- Bursa Saham (cancelled)
- Bloomberg (cancelled)
- Uniten KM Centre (Inbound visit)

Others

- , Research Lab, Posters, Research Lab Notice Board

Smart PLS by Mohammad Jabbari (6/2/14)



HCM Funded Training: RM625.00

Atlas.ti Software by Pn. Aznur (10/3/14)



HCM Funded Training: RM625.00

Publishing and Research Methods by Prof Ramayah (22-23/12/14)



HCM Funded Training: RM6350.00

Hierarchical Linear Regression (HLM) Training by Prof. Dr. Awang (UM)



HCM Funded Training: RM6350.00

FRGS Grant Proposal Writing by Prof Lai, Dr. Magis & Prof. Murali (16/7/14)



Prof Dr. Murali Inaugural Lecture (9/10/14)

15



RMC Funded : RM800.00, PRGS Fund: RM3000

Guest Speaker session by Dr. Poon (9/4/14)

How Oil Price Affects GDP?



Industry Trip to Smart Tunnel Complex



Industry Trip to Bank Negara KM Centre



Inbound Visit by Uniten, KM Centre

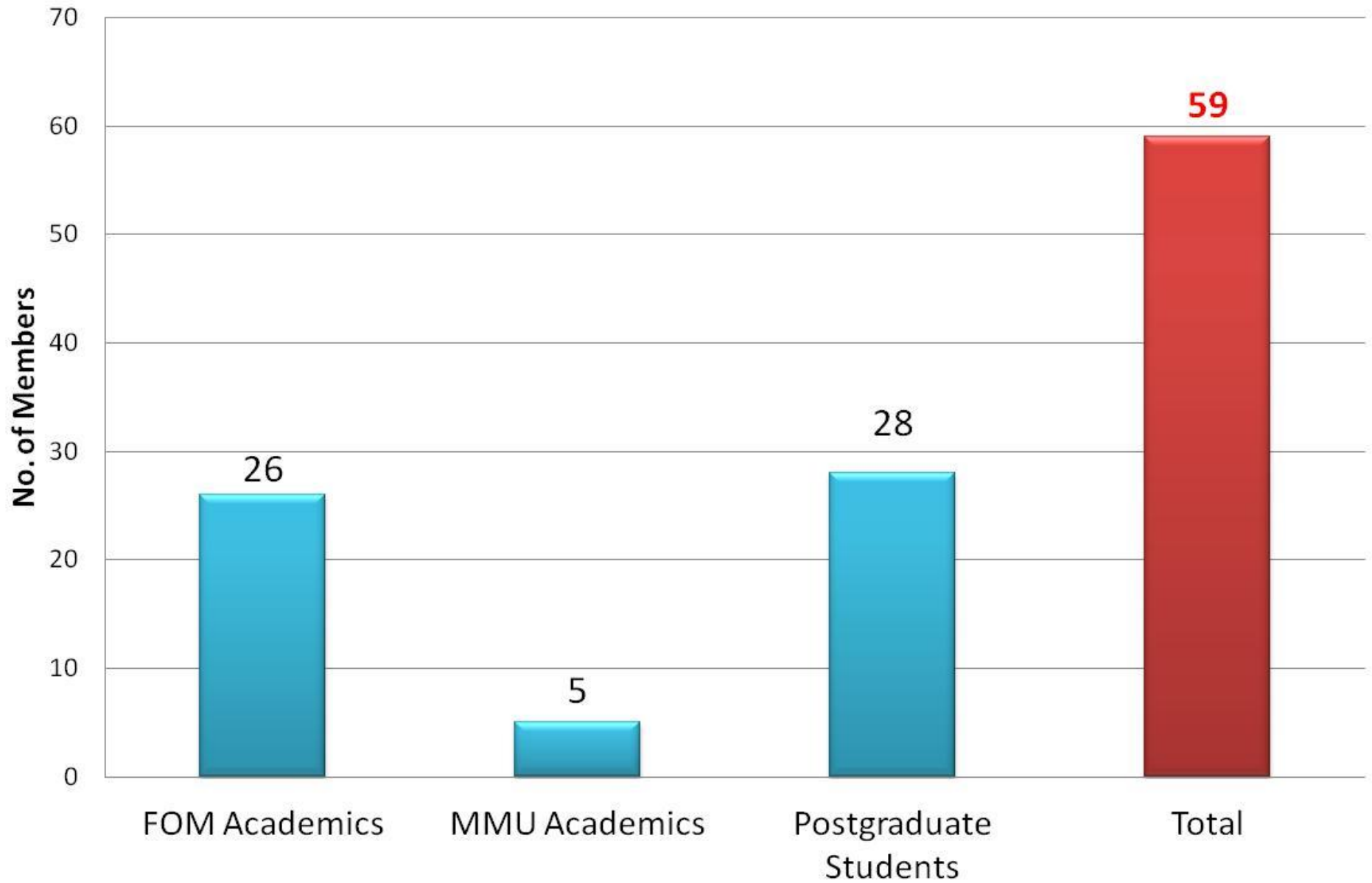




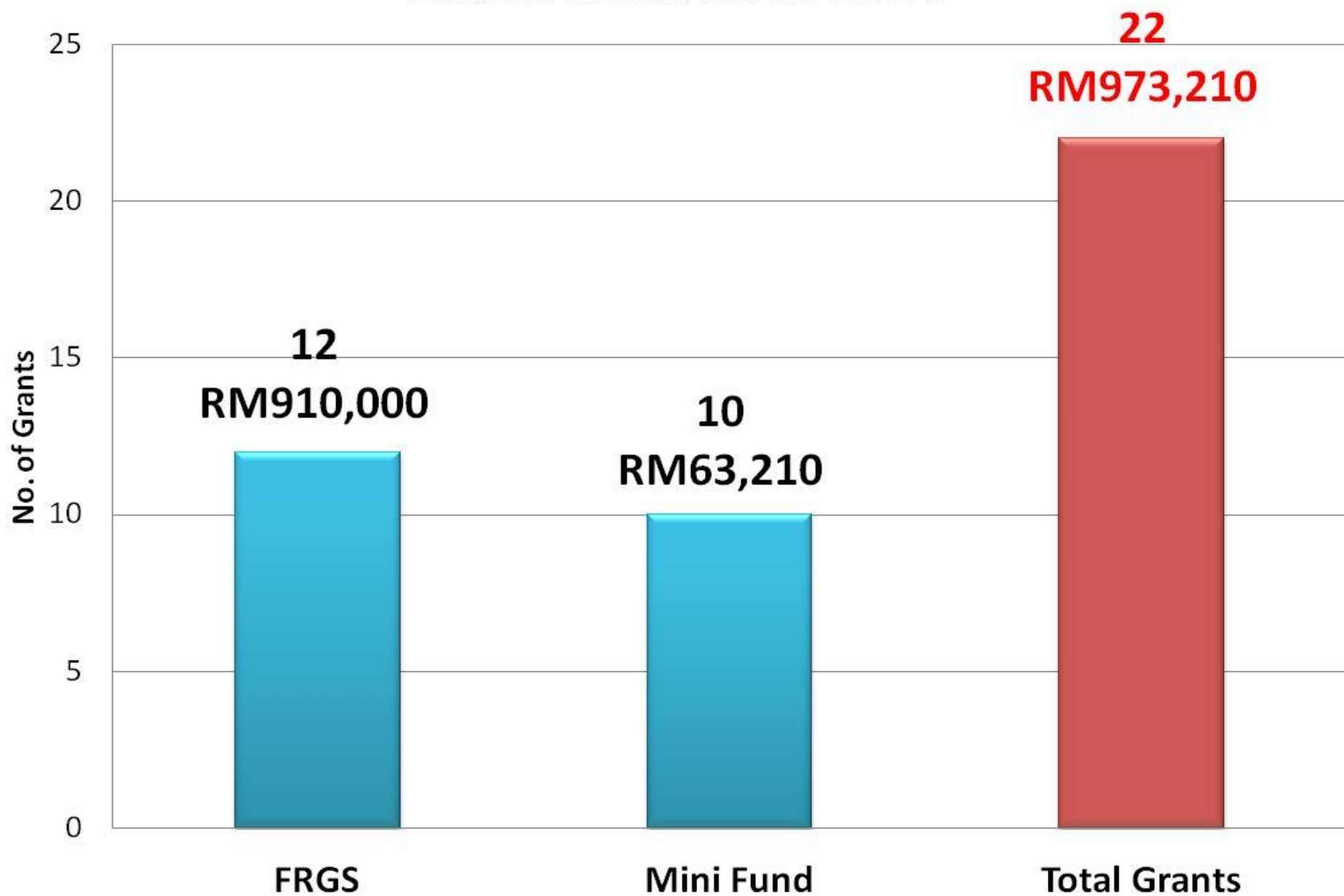
Achievements



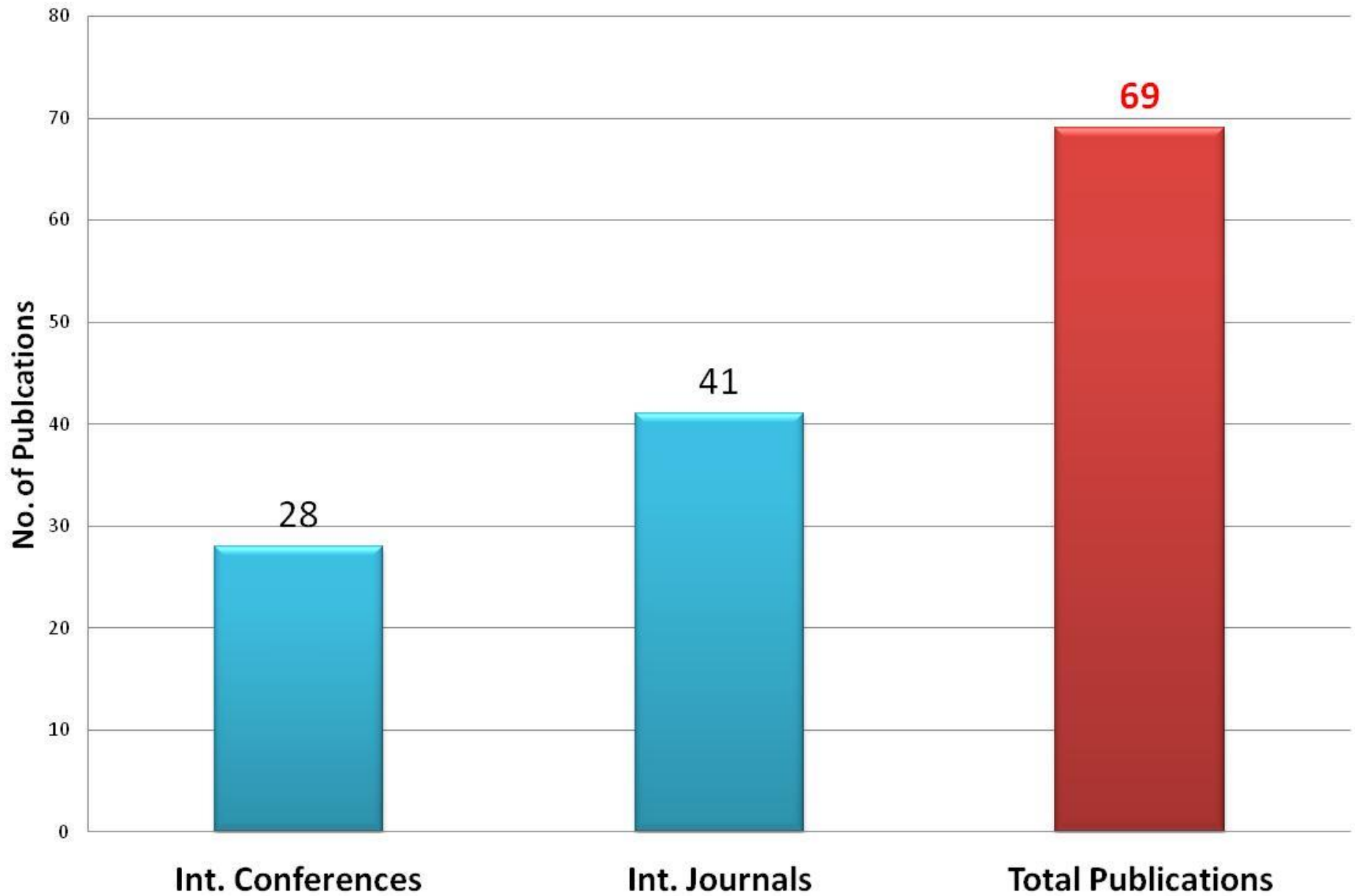
CEKIM Members in 2014



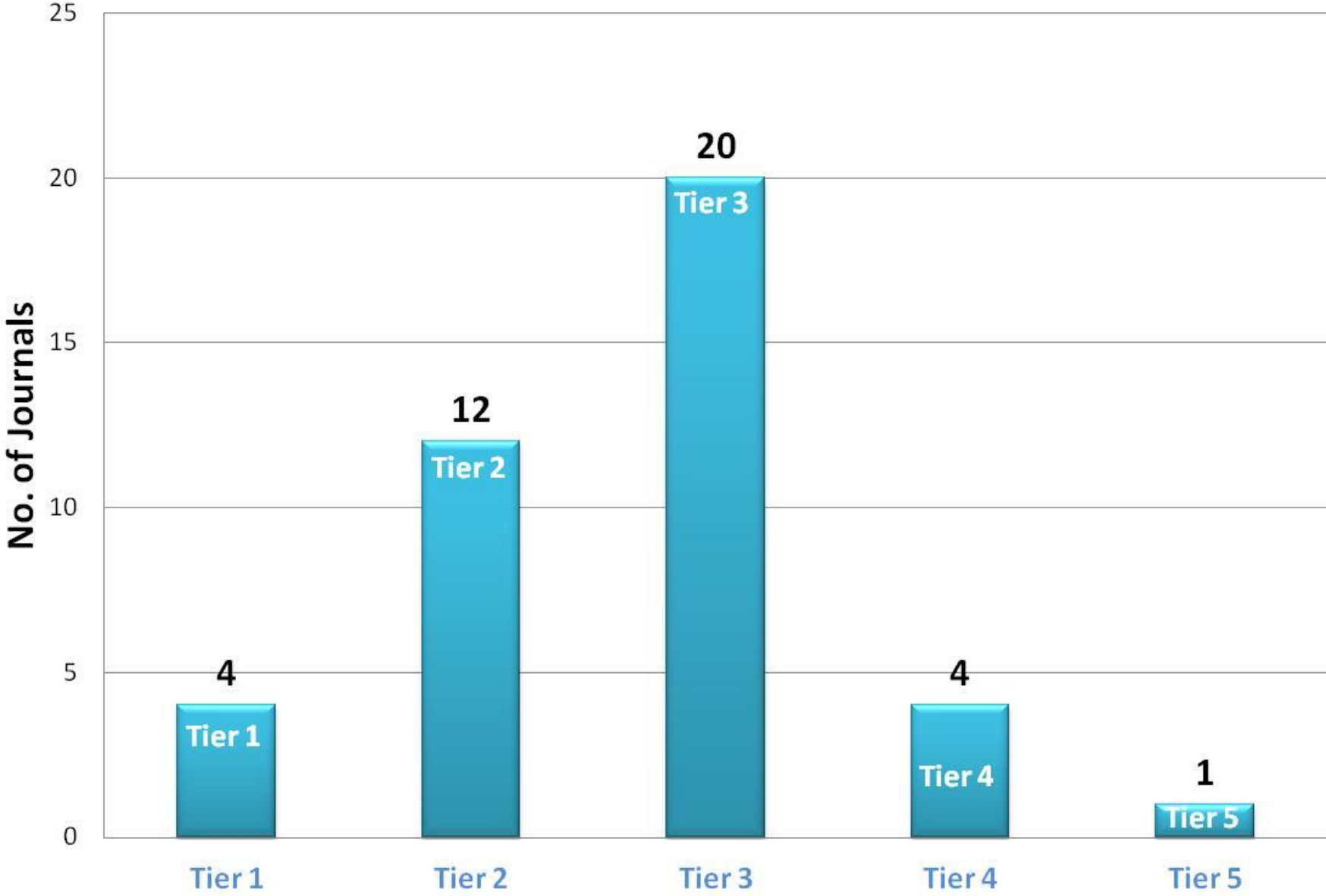
Grants Secured in 2014



Total Publications by CEKIM Members in 2014



Tiering of Journal Publications (Total : 41 Journals)



6 Awards Received

No	Recipient	Award Name	Institution
1	Murali Raman	Excellent Researcher Award (Prof/AP For Management / Law / Business)	MMU
2	Murali Raman, Magiswary Dorasamy	ITEX 2014	MINDS MALAYSIA
3	Lai Ming Ming	MIA Articles of Merit Award on PAIB 2014	MIA
4	Shaista Wasiuzzaman	2014 Outstanding Paper winner for Humanomics Journal	Emerald Database
5	Kamarulzaman Ab Aziz,	Best Poster Award	National Research and Innovation Conference for Graduate Students in Social Sciences 2014
6	Low Jing Hong	Excellent Teaching Awards (FOM)	MMU



Excellent teaching award
Mr. Jimmy Low

Web-based Integrated Community Emergency Management and Awareness System (CEMAS)

Project Leader	Team Members	Team Members	Collaborator
 Prof. Dr. Murali Raman Faculty of Management Multimedia University, Malaysia	 Magiswary Dorasamy Faculty of Management Multimedia University, Malaysia	 Anan Muthaiyah Faculty of Management Multimedia University, Malaysia	 Assoc. Prof. Dr. Manlam Kallianan Business School, Nottingham University, Malaysia

Problem Statement
A robust and comprehensive solution for community to enhance disaster resiliency in Malaysia does not exist. Three main challenges facing Malaysian disaster management: communication, coordination and collaboration issues

Solution
Develop a web-based integrated community emergency management and awareness system (CEMAS) to aid emergency agencies involved in emergency / disaster management intending to develop systems to aid emergency readiness

Commercialization Potential

Methodology
Action Research (AR) was employed because disaster management is a complex social process which is best examined through change intervention. AR has a twofold objective, which is to conduct research relevant to the client while generating relevant knowledge

Awards / Grants

- 1. MySedia U...
- 2. MySedia U...
- 3. Disaster M...
- 4. MySedia 2...
- 5. ICemas 1...
- 1. Best Paper Award, UKM, 2012.
- 2. Best Poster Award, AKEPT, 2012
- 3. Best Researcher Award, MMU, 2013 (Magiswary Dorasamy)
- 4. Innovation Award Finalist 2013, P...
- 5. Prototype Research Grant (Phos),

ITEX Silver Award



Excellent Researcher Award
Prof Murali

4 Copyrights Affirmed

No	Title	IP Type	Inventors
1	iMelaka 360 Screen Design	Copyright	Assoc. Prof. Dr. Kamarulzaman Ab Aziz
2	iMelaka 360 Source Code	Copyright	Assoc. Prof. Dr. Kamarulzaman Ab Aziz
3	Comprehensive Diagnostic Analysis Matrix Tool	Copyright	M.Srikamaladevi, Prof. Dr. Saravanan M., Prof. Dr. Murali Raman
4	Project/Programme Management Lean Canvas	Copyright	Assoc. Prof. Dr. Kamarulzaman Ab Aziz

Total Funding Received from HCM

No	Event	Funded Amount (RM)	Trainer Fee (RM)
1	Smart PLS by Mohammad Jabbari (6/2/14)	625.00	500.00
2	Systemic Review of Literature Review using Atlas.ti by Pn. Aznur (14/3/14)	625.00	500.00
3	Hierarchical Linear Modeling (HLM) by Prof. Dr. Awang (10-11/7/14)	6370.00	6000.00
4	Getting Published with Better Survey Research Methods Understanding by Prof. Ramayah (USM) on 22-23/12/14)	6350.00	6000.00
Total Funding from HCM		13,970.00	13,000

CEKIM BOLEH!



THANK YOU

