



Leadership Programme:

Women academics working with Industry to create impact in Malaysia

British Council's UK-Malaysia University Partnerships Catalyst Grant

Impact Summary, September 2023

British Council

Universiti Teknologi MARA (UiTM)

University of Suffolk

ChangeSchool

Purpose

Women leadership and empowerment

Malaysian women academics are world leading in STEM. Under the British Council's Going Global Partnerships Programme, ChangeSchool, Universiti Teknologi MARA (UiTM), Malaysia and the University of Suffolk, UK, worked with 50 women leaders. The aim was to win more applied research grants by understanding commercialisation and adoption to create products that are market ready. That way, they can answer the market questions on grant applications and design products that their industrial partner can use.



These women used their new skills to guide their research teams and industry partners to increase the pipeline for innovation, commercialization, and translational research. UiTM, which has 35 campuses in Malaysia and educates 180,000 students, will now use their newly developed capability to cascade the skills to other researchers, boosting their innovation potential.

Objectives

University of Suffolk and ChangeSchool worked with UiTM to

- expand the innovation, commercialisation, and translational research pipeline at UiTM
- build 4th Industrial Revolution skills into the teaching and curriculum across the university

Building a translational research pipeline

Understand the market

[50 members of staff trained](#) in Ideation and Business Modelling techniques so that they can:

- better answer commercialisation, adoption and market questions on grant applications,
- create products that are more market ready.

Staff came to Kuala Lumpur (KL) from across Malaysia and the 35 UiTM campuses. After the first week, the group split into two parts:

Industry workshops

The 11 lead researchers from KL prepared the materials and process to spend three days all together with their industry collaborators and research staff the following week to launch their next grant applications. They were supported by ChangeSchool, the university IP office, and Under Secretary Imran Bin Abdullah of MOSTI, who is responsible for over RM30m of applied research grants.

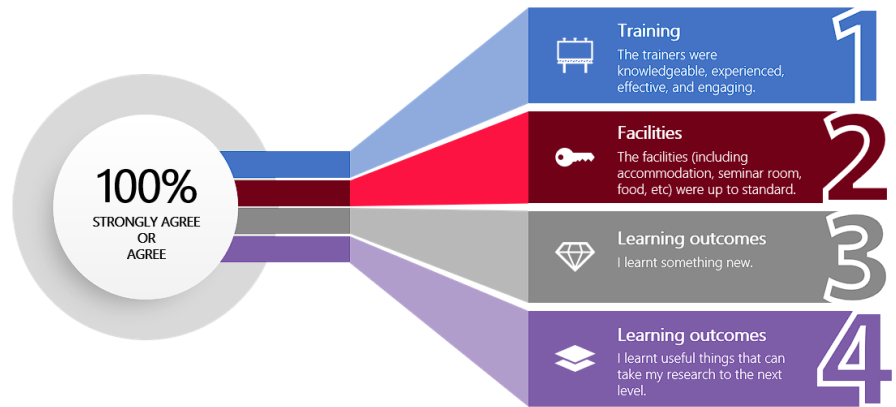
The other 39 lead researchers went back to their own parts of Malaysia to prepare with their research teams and industrial partners in similar fashion. After two weeks, they then practiced a pitch and discussed their models with a panel including Sharmila Binti Mohamed Salleh, CEO of Yayasan Inovasi Malaysia, gaining valuable feedback to strengthen their applications.



Click the picture, scan the QR code or use this link to see a video of the training on YouTube, <https://youtu.be/wavjZX2clNk>

Training feedback

The researchers and industry partners gave overwhelmingly positive feedback on the training with a 100% satisfaction rating.



Support and Engagement



During the programme, UiTM, ChangeSchool and Suffolk engaged with and garnered support from different organisations from across the Malaysian ecosystem.

Planning for the future

Memorandum of Understanding (MoU)

The Academic Leads from the delivery team were Professor Gurpreet Jagpal, University of Suffolk’s Pro Vice-Chancellor for Business and Entrepreneurship and Neil Marshall, Development Director, ChangeSchool. Seen here with Professor Datuk Dr Hajah Roziah Mohd Janor, Vice-Chancellor at Universiti Teknologi MARA (UiTM) during the signing ceremony, both organisations have an MoU with UiTM.



The first step is to establish a UiTM sister institute to the UoS Innovation Labs www.innovationlabsgroup.com.

Projected long-term outcomes

- Teaching staff will translate the 4th Industrial Revolution skills and pedagogies into their classrooms, so students will leave the university with more skills and be more employable.
- Women researchers will win more grants and commercialise more innovation.
- The partners are now targeting the UiTM Sarawak campus for a new innovation centre.

As a result of this project, UiTM and ChangeSchool are now looking to discuss with the Sarawak State Government to seek political support and funding to expand the innovation capabilities at UiTM. In addition, in early 2024 three women researchers from UiTM will attend the Innovation Challenge Lab at the University of Suffolk.

This project continues ChangeSchool’s ongoing two-year programme to build training capacity in Malaysia. In 2021, the British Council awarded ChangeSchool another Catalyst Grant for Enhancing Graduate Employability.



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