HIGH IMPACT RESEARCH AND COMMERCIALISATION

Taylor's University's Strategic Plan for 2012 - 2016 sees the University investing in quality applied research to gain worldwide recognition and to contribute to the welfare of our community and nation.

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The Pioneer Homegrown Professor

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Long-Term Research Grant, Responsible Rural Tourism Capacity Project Update

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Malaysia Technology Expo 2012 (MTE 2012), 18 - 18 FEB 2012

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Season's greetings to all

After a successful 2011, we are already gearing up for another bullish run in 2012 as far as research is concerned. So, what are the plans in the pipeline? On 7 March, Taylor's University unveiled the 2012-2016 Strategic Plan. Six key strategic thrust areas were outlined as the priority for the University to become the "Top Employers' Top Choice University". "High Impact Research and Commercialisation" was one of the six key strategic thrust focuses.

With the focused thrust on research, the University aspires to engage in and deliver quality applied research, including via industry partnerships. This is because research and innovation lie at the heart of highly regarded universities worldwide. There is also greatly increased competition for research funding from government and non-government sources. Recognition from the University and its staff to deliver quality outcomes 'on time' and 'within budget' will clearly enhance its capacity to attract funding from national and international providers. The University will also deliver tightly focused applied research which leads to improved industry relationships, and contributes to the health and well-being of individuals, the community and the nation.

For the first issue of the year, INSIGHT, with a new makeover, will highlight the detailed priorities and action plan in the Strategic Plan. Our excellent performance at the Malaysian Technological Exhibition (MTE) 2012 has once again elevated Taylor's University in the research front. The first issue for 2012 will feature staff publications and research paper presentations. Hence, I urge all staff to deposit any new publication that they have authored/co-authored in the Centre for R&D for our record and highlights.

It was a truly significant positioning for the School of Hospitality, Tourism and Culinary Arts (TCHT) when three of their top academics/researchers were invited to be panelists at the Council for Hotel, Restaurant and Education, Philippines convention in Manila. TCHT's RM9million Long Term Research Grant Scheme (LGRS) is further highlighted with updates on the 'Rural Responsible Tourism' project. The study is gaining momentum with many sub-projects currently underway in Linggi (Negeri Sembilan), Semporna (Sabah), Geopark (Langkawi), Bario (Sarawak), Taman Negara (Pahang) and Setiu (Terengganu); several other projects are in the pipeline.

Indeed, the pressure is on all academics to do well in their research pursuit. Taylor's University is gearing up well to succeed in their MyRA (Malaysian Research Assessment) rating as well as the SETARA rating for 2012. The Centre for R&D will do its part to assist all academics to thrive in their scholarly quest.

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