

INTELLECTUAL PROPERTY AND INNOVATION MANAGEMENT (IPIM)

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NUMBER OF STUDENTS

- Ph.D : 46 students • Master by Research: 8 students • Master by Taught Course : 27 students

RESEARCH KEYWORDS

Intellectual Property Management; Innovation Management; Business Analytics; Finance; IOT; TRIZ; Psychometrics; Entrepreneurship;

OUTLINE OF IKOHZA

IPIM iKohza consists of a multidisciplinary team of experts analyzing latest global trends in innovation management including those related to specific customer requirements which focuses particularly on research related to Intellectual property Management (IPM) and Innovation Management as seen by the different backgrounds of the members of the IPIM iKohza at MJIT.

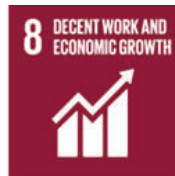
The research focuses on development of new tools to support decision-making and policy planning, and identifying best techniques for businesses and organizations to exploit innovations as they are developed. This lab offers technical and strategic knowledge for different industries combined with cutting edge innovation practices and experience in high technology business.

Research merges expertise in innovation management, business savvy, technical management and corporative exposure to mitigate errors in innovation and strategic management, thus optimizing the degree of success for organizations.

CURRENT RESEARCH

1. How Company Manages Intellectual Assets in Open Innovation Era?
2. Does Patent Quality Differ among Firms in Japanese Chemical Sectors?
3. The role of shareholders and creditors' rights in affecting cash holdings and firm value: A recent evidence from ASEAN
4. International Journal of Finance & Economics
5. Investigation on Performance Benchmark of Interior Glare in Malaysia's Building Environmental Sustainability Tools
6. Predictive model of Enhance Extreme Learning Scheme for IoT-RFID data streams on object tracking
7. The Value of Big Data Analytics Pillars in Telecommunication Industry
8. Nanotechnology in Malaysia: A qualitative study on the current occupational health and safety issues
9. The Application of TRIZ in The Development of Readiness Assessment Model for The Malaysian Industry4WRD Program

10. A Review of Risks for BIM Adoption in Malaysia Construction Industries: Multi Case Study



MERIT OF THE TECHNOLOGY

• INNOVATION MANAGEMENT

Innovation Management processes and change management are combined in innovation management. It refers to innovation in product, business process, marketing, and organizational settings.

The goal of Innovation Management is to understand what separates those who succeed from those who fail. It is a field of study that bridges the gap between technology and its application in society. Its primary concern is to comprehend how technologies are generated and how they may be used to benefit society. This entails comprehending the innovation process and determining how to improve its efficacy.

Innovation Management, among other things, investigates how ideas are transformed into goods and technology that are then used to better people's lives and society. Understanding how to foster creativity, analyses consumer behavior and preferences, drive innovation, fund technology initiatives, and effectively manage technology enterprises are all part of this.

• INTELLECTUAL PROPERTY MANAGEMENT

IPM approach aims at generation of IP, protection, and leveraging the same into the market and increasing revenue. Businesses realized that better decisions begin with greater insights.

Finding the proper insights to address crucial innovation issues is growing increasingly difficult as the number of worldwide patent data grows.

This ikohza conducts study in order to make more confident conclusions. What we need is a complete perspective of patent information to help us make strategic decisions What needed is a complete perspective of patent information to help us make strategic decisions hence, the research team is working on this aspect.

POSSIBLE INDUSTRY APPLICATION

- Innovation Management
- Intellectual Property Management – including IP Analytics, IP related consultancy

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