

THE FUTURE STARTS HERE @Sunway University

Daniel Lee Lih Wei
Director
Research & Sustainability

2023



Open Innovation Ecosystem & Effective Partnerships with Sunway University



Top 3 Conglomerate In Malaysia | 13 Business Units | 3 Listed Companies | 50 Locations Worldwide | 16,000 Employees

Definition of Impact



University Research Impact is defined as the **significant and beneficial changes** that research conducted within university settings brings to **society, culture, the environment, and the economy** driven by our commitment to the **UN Sustainable Development Goals (SDGs)** and **Return on Value (ROV)** for all stakeholders.

This impact reflects the application and utilization of research outcomes beyond the academic sphere and includes:

- Academic Impact
- Economic Impact
- Social Impact
- Environmental Impact
- Cultural Impact
- Health Impact
- Policy Impact



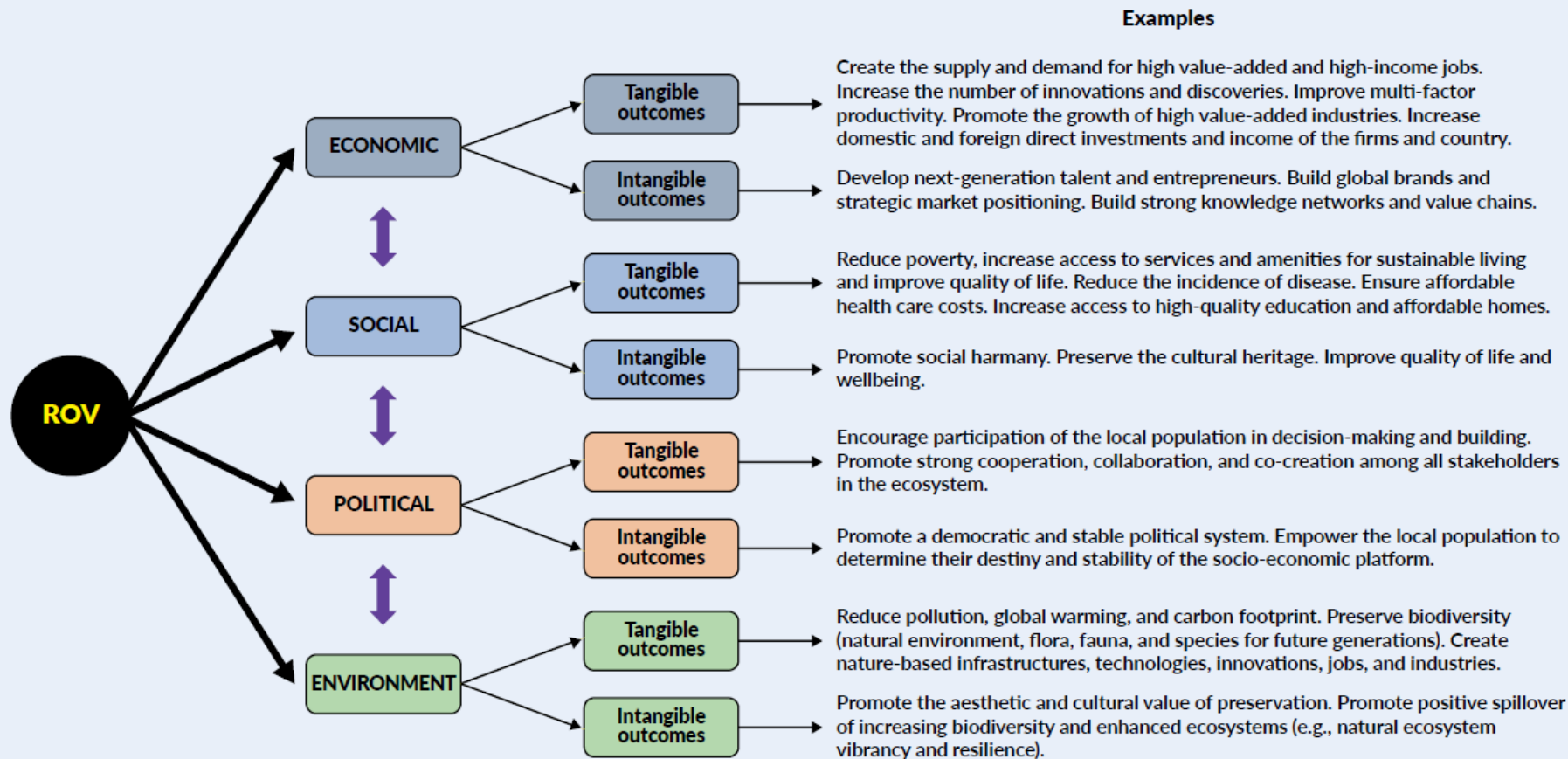
TOM GAULD

TRACEBILITY | MEASURABLE | TIMELINE | VISIBILITY

Source: Research Excellence Framework (REF), Australian Research Council (ARC) and Values-Based Development and Competitiveness-Sunway University

What Are The Enablers & Drivers To Creating Impact For The University?

Figure 3: Return on Value (ROV) for a Values-Based Development Model



Source: 10-10 MySTIE Framework: Trailblazing the Way for Prosperity, Societal Well-Being & Global Competitiveness. www.akademisains.gov.my/10-10-mystie



THINK IMPACT®

IMPACT Guide to Research Initiative



Innovative-novelty

Research that introduces new ideas, approaches, or technologies.

Measuring Impact:

Track patents, innovation awards, and citations in cutting-edge/top tier research journals.



Multidisciplinary & Multistakeholder

Research that bridges multiple disciplines and involves collaboration with various stakeholders.

Measuring Impact:

Document collaborative projects and stakeholder engagement, measure influence on different sectors.



Passion & Purpose Driven

Research motivated by a clear mission to solve specific societal, environmental, or technological challenges.

Measuring Impact:

Evaluate the alignment of research objectives with strategic goals, societal needs, and testimonials from affected communities.



Actionable & Activation on the Ground

Research that directly contributes to strategy, policy implications, and implementation.

Measuring Impact:

Assess policy changes, implementation of strategies in real-world settings, and direct community or governmental engagements.



Community & Commercializable Relevance

Research that meets the needs of community stakeholders and has potential for commercialization.

Measuring Impact:

Track adoption by community and industry, licensing deals, and startup creations stemming from research.



Transmissible & Transferable

Research that facilitates knowledge transfer, both within academic circles and to the broader public.

Measuring Impact:

Evaluate educational initiatives, publications, training sessions, and public seminars that spread research findings.



THINK IMPACT©

IMPACT Guide to Research Initiative

1. **I**nnovative-novelty
2. **M**ultidisciplinary & Multistakeholder
3. **P**assion & Purpose Driven
4. **A**ctionable & Activation on the Ground.
5. **C**ommunity & Commercializable Relevance
6. **T**ransmissible & Transferable

ABOUT THE COMMUNITY

26,104 underserved urban community

Addressing issues related to:

- Multidimensional Poverty
- Equity and equality
- Access to education & training
- Access to medical and other public services.
- Access to employment opportunities and fair income.
- Safety and security
- Strengthening Quintuple-helix (public, private, government, community & environment partnerships)
- Planetary health and quality living conditions.
- Nurturing next-generation Caring & Creative Leaders

VALUES-DRIVEN COMMUNITY DEVELOPMENT PROGRAMME