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SEEK SOLUTIONS TO COMMUNITY PROBLEMS WITH HOLISTIC APPROACHES



PENANG, 1 December 2016 - Academicians in the university need to go back to the fundamentals in imparting knowledge to the public, by moving away from the confines of the 'ivory tower mentality' and towards a more holistic role, with approaches that are more inclusive and utilising the available expertise of the higher learning institutions for the benefit of the country and society.

That was stressed by the Vice-Chancellor of Universiti Sains Malaysia (USM), Professor Datuk Dr. Asma Ismail in her speech at the opening ceremony of the Third National Conference on Knowledge Transfer 2016 recently. The ceremony was officiated by the Deputy Minister of Higher Education, Dato' Dr. Mary Yap Kain Ching.



"We need to review how we fulfil our responsibilities by looking at providing solutions to the problems in society and see whether we can be involved in the context of social entrepreneurship and 'enterprise innovation' through holistic approaches, and assimilating knowledge in a sustainable manner towards realising the quadruple helix concept of university academia, business and industry, community and the government," she said.

She added, this is important as Malaysia aspires towards innovation to spur the country's economic growth and to develop an ecosystem for innovation which is Shift 7 of the Malaysian Education Development Plan - Higher Education (PPPM-PT), and which the university needs to champion.





Also present at the ceremony were the Chairman of the Knowledge Transfer Programme, Professor Dato' Dr. Omar Osman and Director, Centre for Knowledge Transfer, Professor Dr. Haslan Abu Hassan.





Close to 150 participants attended the conference. Delivering the keynote address on the theme of Lifelong Learning Through Knowledge Transfer for Nation Capacity Building were the President of Open University Malaysia (OUM), Professor Dato' Dr. Mansor Fadzil; President of Malaysian Medical Relief Society (MERCY), Dato' Dr. Ahmad Faizal Mohd. Perdaus and Chairman of Commonwealth Youth Council Limited, Kishva Ambigapathy.

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