

# LINKAGES, NETWORKING & COLLABORATIONS

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# Linkages and networking are different in the degree of commitment by the partners.

- Linkages- the relationship between partner organizations is quite loose, while in networking, it is much stronger, usually because the groups and agencies have common objectives and beneficiaries.
- Networking-basically extending the outreach of the resources in different ways so as to increase the effectiveness of the program. The areas of operation can also be increased through networking.

- The University can establish linkages and networking activities with local, national and international entities for mutual benefits and assistance needed.
- Areas of linkages-Research, Academic programmes, Community Engagement, etc.

- A Network compose of several institution that share common interest sand ideals.
- Working together to attain common objectives, undertake innovative practices and share info or breakthrough in different disciplines

## ***Collaborations:***

*“a process through which parties who see different aspects of a problem can explore constructively their differences and search for solutions that go beyond their own limited vision of what is possible”*

**(Gary, 1989)**

## BACKGROUND OF PARTNERSHIP

**1**  
usm recognises a broad range of activities to support mutually beneficial collaborations between universities

**2**  
It provides the **platform** for the exchange of **tangible and intangible** intellectual property, expertise, learning and skills amongst academia, and the wider world

**3**  
The forms of **collaborations** may include, RESEARCH, education, training, graduate development,, sharing of physical facilities and student placements



# Why Collaborate?

➤ **Collaborating propels organization to become a learning organization.**

➤ **Tapping on the reservoir of academia and diversified resources of both entities and responding in innovative and creative ways to the need of the co-collaborators in helping to built an equitable dynamic partnership.**

➤ **Accelerating the social impact of people and organizations around the world through innovative collaboration.**

➤ **Broadening the notion of knowledge partnership between collaborators.**

# OBJECTIVE

To recognize and promote engagement via the exchange of creative and innovative ideas, research findings, experiences and the transfer of knowledge/skills between universities, and the wider community

# GOAL

To enable the development and improvement of the quality of products, services and policies to be shared for mutual benefits between the stakeholders i.e. academia, industry and community

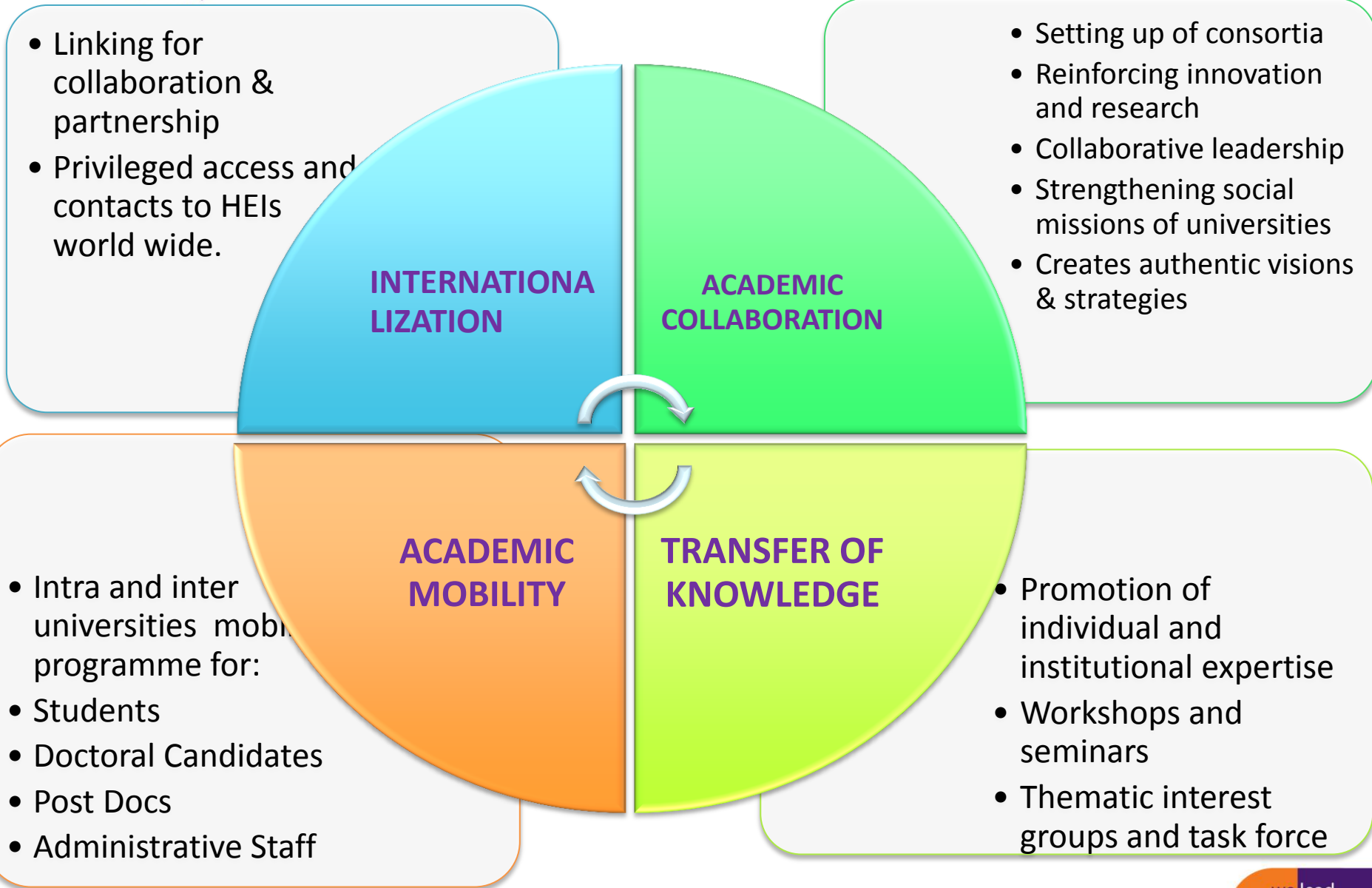




# Developing Strategic International Partnerships in Community Engagement



# QUADRUPLE MODEL FOR COLLABORATION



- The sharing of best practices and exploring ways to work together would be an idealistic to move into the 21<sup>st</sup> century. Such collaboration is interesting and timely, where this new coalition model is bringing about a fundamental shift in the teaching and learning at the Institutions of Higher Learning, with the aim of improving deliveries, sustainability and relevance of HEIs.

# BENEFITS FOR MEMBERS

## INSTITUTIONS

- International visibility
- Access to a large number of HEIs in Malaysia and overseas
- Expansion of research collaboration opportunities
- Exchange of knowledge and expertise
- Networking and participation

## INDIVIDUALS

- Access to academic mobility at all levels
- Access to centralised platform for exchanges and collaboration
- Access to funding of innovative ideas
- Collaboration in government-funded projects
- Networking opportunities for projects
- Visibility of individual expertise
- Participation in workshops and seminars

# Conclusion

- In summary, collaborations through either linkages, networking or collaborations offer significant benefits to universities. To realize these benefits universities must shift their thinking from a position that views partnerships as secondary to teaching and research to one that places them as central to their mission.

- **Information sharing**– The depth of knowledge and experience from a group of people can be staggering. Networking will provide many opportunities to ask questions and receive feedback. Discussing other points of view really expands your knowledge base, and allows you to see things from a broader perspective. Learning from other’s “best practices” saves time, energy and resources.

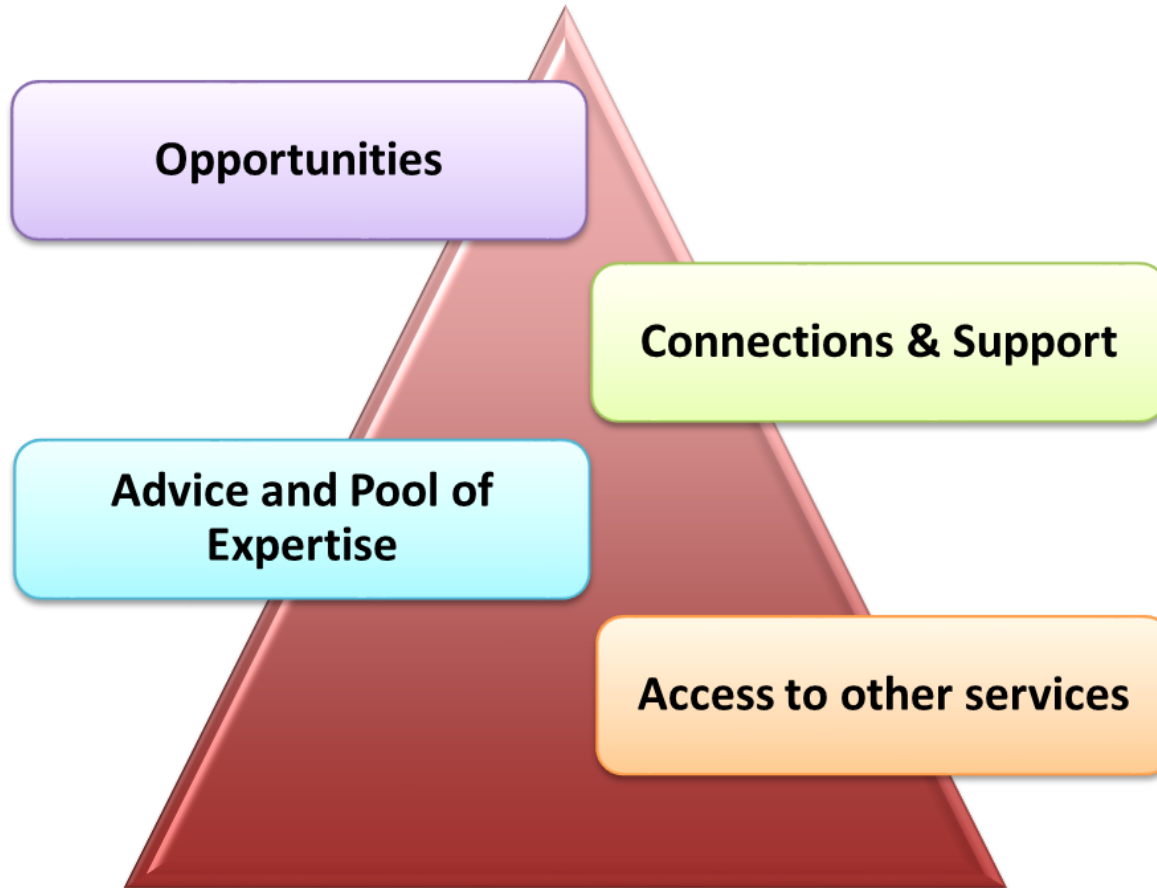
- **Connections**– When opportunity “knocks” you want to be in a position to take advantage of it. Many times there is a need for information-sharing, joint ventures, partnerships, and even needs for services. Having a wide network of individuals to contact may be the difference in seizing the moment or missing it completely

- **Promotion**— positioning the University- having a large network may assist in promoting a new product launch, or driving new members to your organization. “Word of mouth” is still one of the best forms of advertising. Spreading good information about the organization may provide leads for future collaborations.



- **Credibility**— Improving the University's reputation and finding support are also benefits of networking. A good reputation leads to support and sharing of valuable information, ideas, and resources amongst members in your network. Establishing your desire to assist a colleague increases your credibility.

# Benefits of Collaborations



- Human and resources capital with heterogeneous traits, abilities and capacities brings about complimentary strength
- Optimization of resources
- Shared Responsibilities
- Encouraging good governance, effective management and bridging of gaps

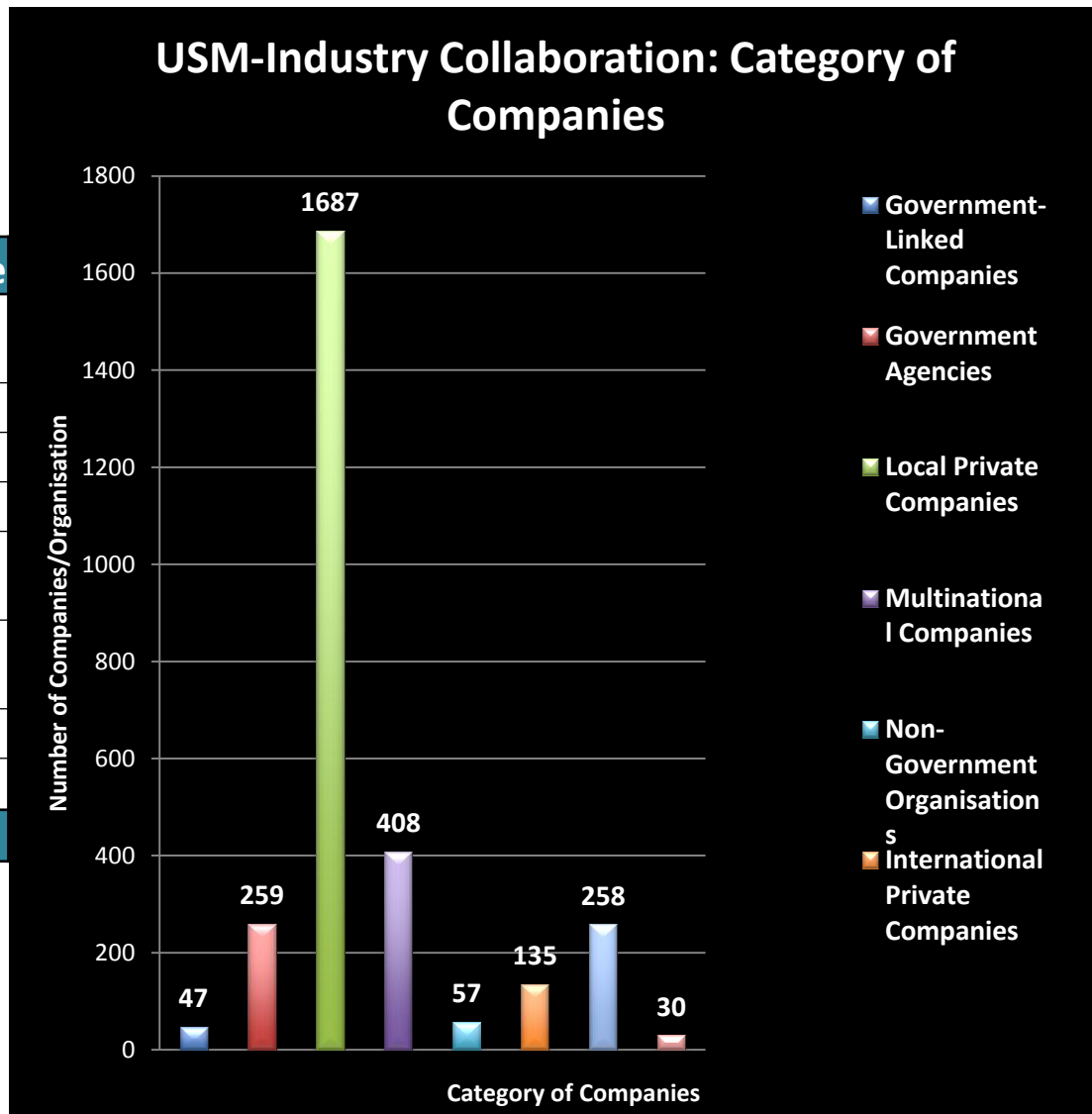
# Sustaining Collaborations

- The synergistic combination of perspectives, skills, expertise and resources will create something new and valuable
- Collaborations will generate new and improved ideas, innovations, approaches and best practices.
- Collaborations also will allow creativity and comprehensiveness that encourages the exploration of differences and similarities between the entities involved to seek permanent solutions.
- It also allows enculturation and transformational change through the adoption of new working culture.

- A clear conceptualization of the mechanism that accounts for the collaborative advantage is needed to strengthen the capacity of partnerships to realize the full potential of collaboration.
- The mechanism that gives collaboration its unique advantage is synergy.
- A framework for operationalizing and assessing partnership synergy, and for identifying its likely determinants, can be used to address critical policy, evaluation, and management issues related to collaboration.

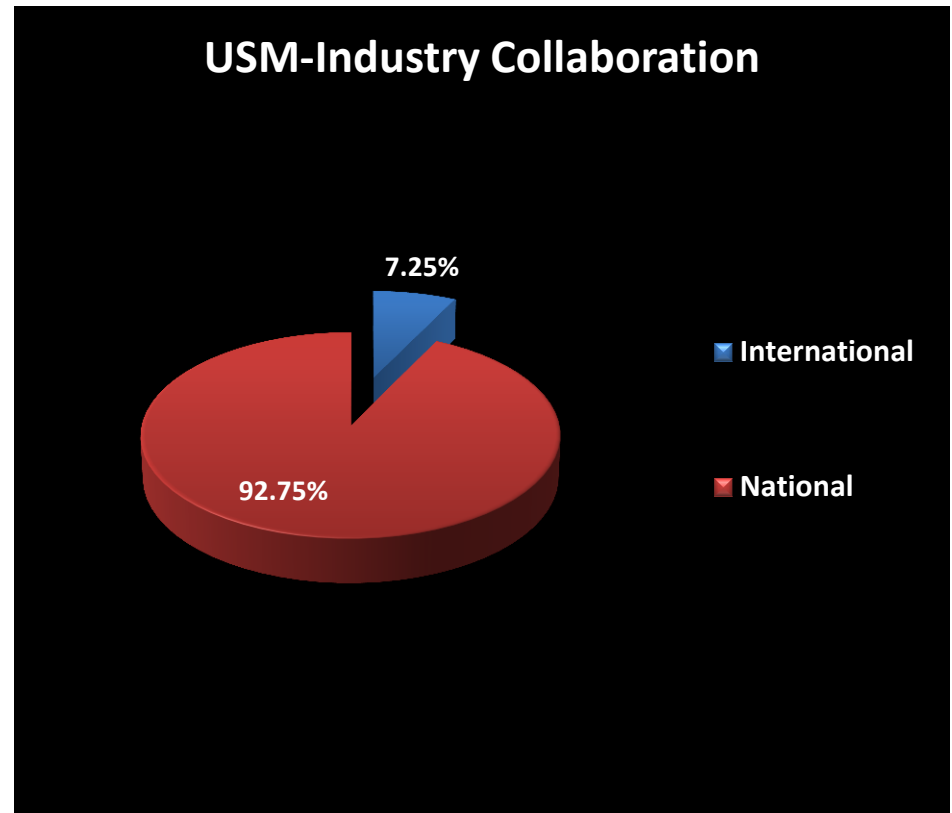
# USM-INDUSTRY COLLABORATION: CATEGORY OF COMPANIES

Category	Total	Percentage
Government-Linked Companies	47	1.63%
Government Agencies	259	8.99%
Local Private Companies	1687	58.56%
Multinational Companies	408	14.16%
Non-Government Organisations	57	1.98%
International Private Companies	135	4.69%
Small and Medium Enterprises	258	8.96%
Statutory Bodies	30	1.04%
<b>Grand Total</b>	<b>2881</b>	<b>100.00%</b>



# USM-INDUSTRY COLLABORATION: NATIONAL AND INTERNATIONAL

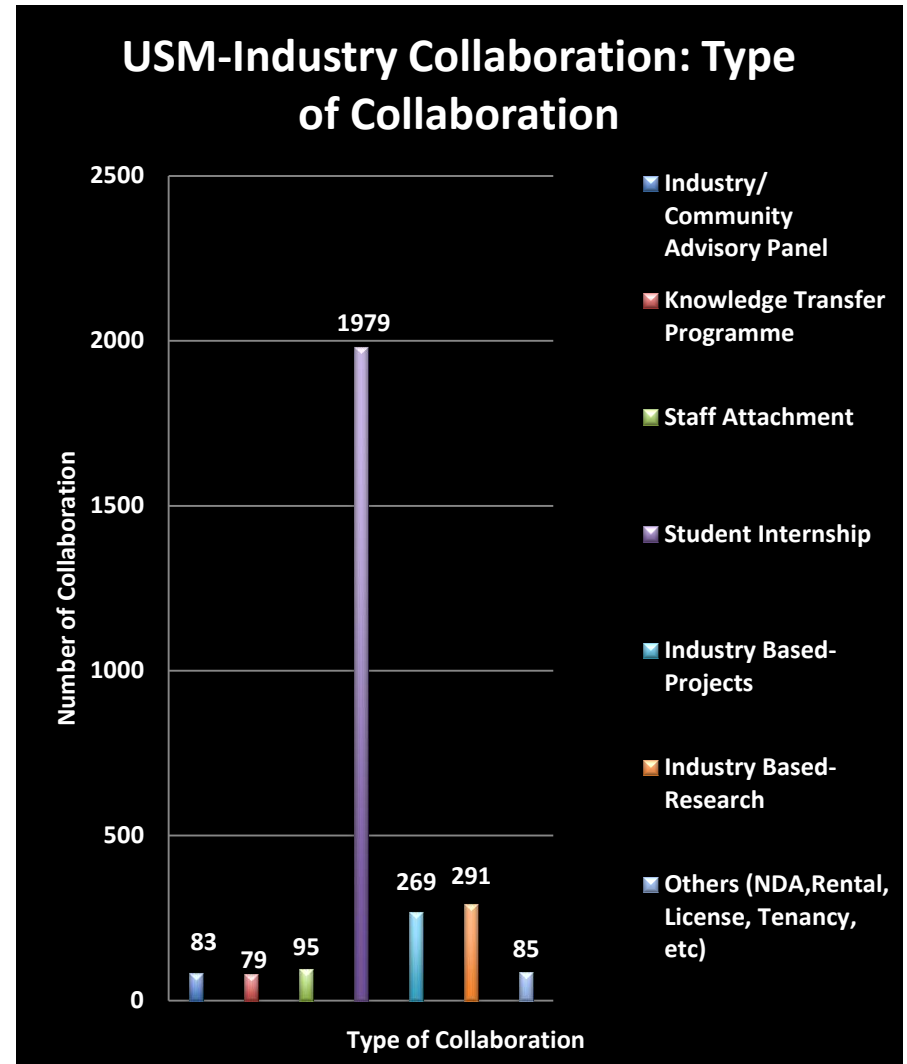
Level of Collaboration	Total	Percentage
International	209	7.25%
National	2672	92.75%
<b>Grand Total</b>	<b>2881</b>	<b>100.00%</b>





# USM-INDUSTRY COLLABORATION: TYPE OF COLLABORATION

Type of Collaboration	Total	Percentage
Industry/ Community Advisory Panel	83	2.88%
Knowledge Transfer	79	2.74%
Staff Attachment	95	3.30%
Student Internship	1979	68.69%
Industry Based-Projects	269	9.34%
Industry Based-Research	291	10.10%
Others (NDA,Rental,License,Tenancy,etc)	85	2.95%
<b>Grand Total</b>	<b>2881</b>	<b>100.00%</b>



## USM currently has **FOUR** global network secretariats:

**1. Asia-Pacific University-Community Engagement Network (APUCEN)**



**2. South East Asian Sustainability Network (SEASN)**



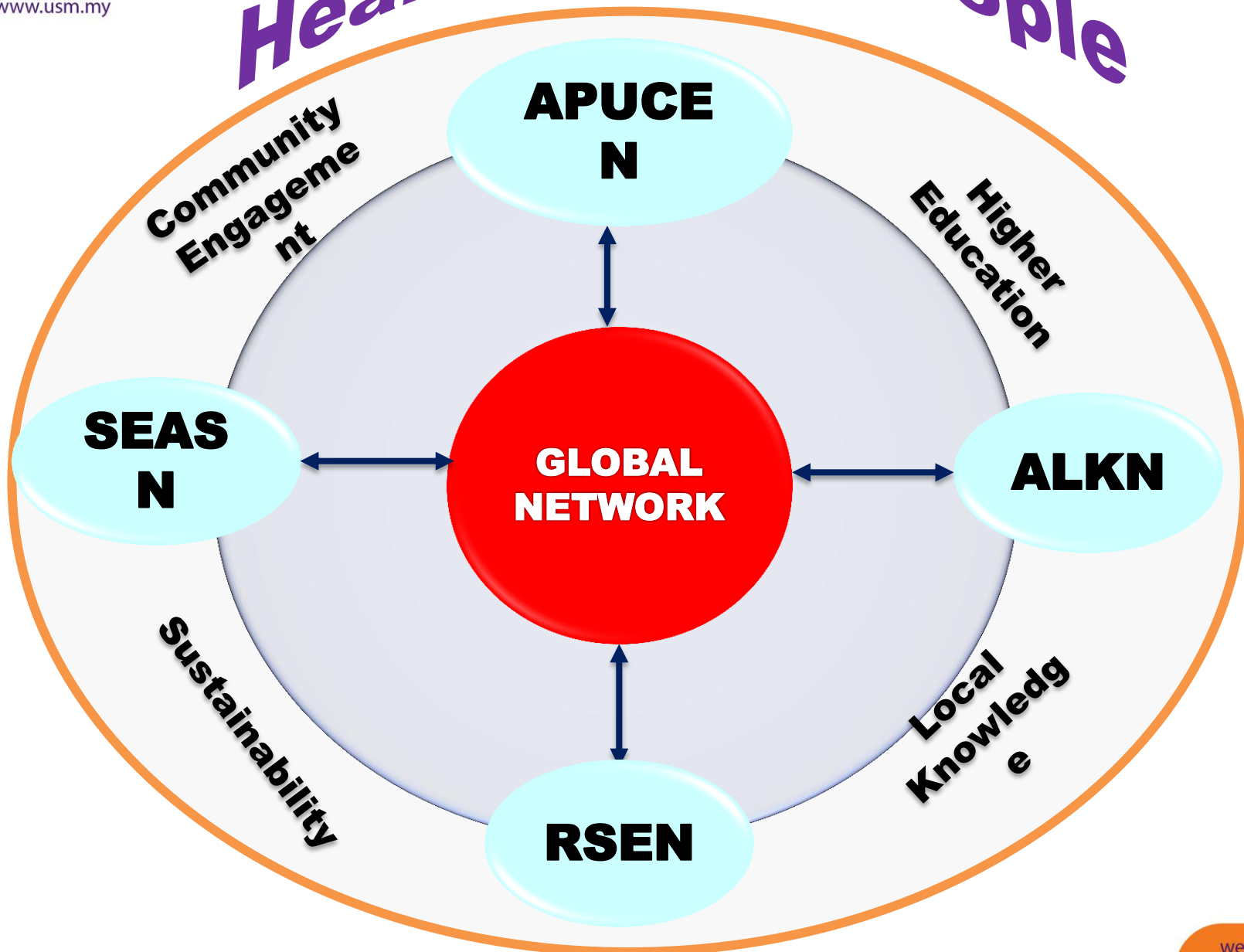
**3. ASEAN Local Knowledge Network (ALKN)**



**4. Regional Sejahtera Education For Sustainable Development Network (RSEN)**



# A Vision for the Future; A Heart for the People





Other Universities



Partnership Synergy



- Collaboration and innovation that improves quality of effectiveness

# THE INGREDIENTS OF ENGAGEMENT

**Partnership**

**Volunteer Engagement**

**Engaged Scholarship**

**Shared Responsibility**

**Accountability and Transparency**

**Sustainability**

# THE INGREDIENTS OF ENGAGEMENT

**Relevant**

**Creative**

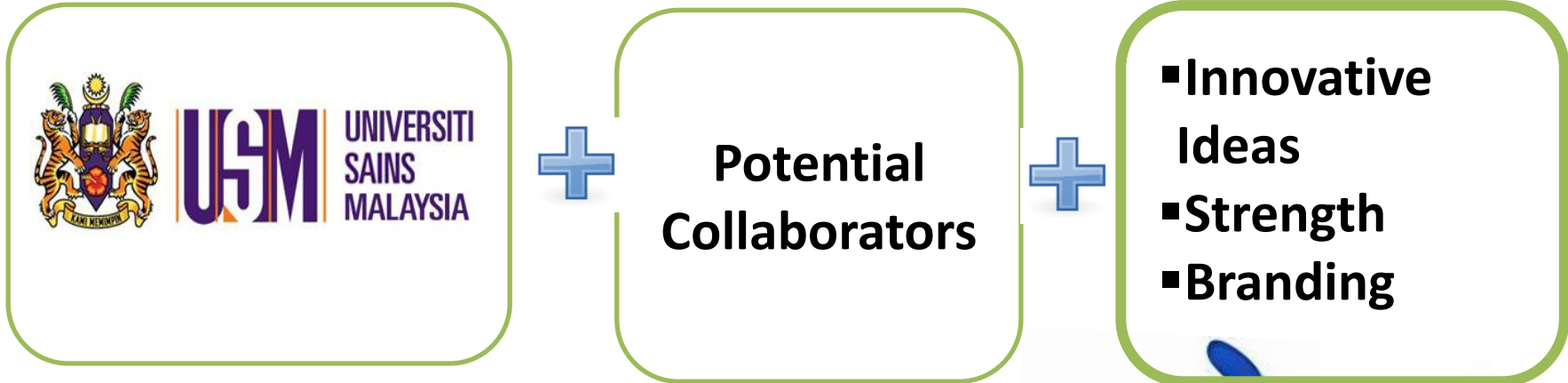
**Innovative**

**Impactful**

**Effective Delivery**

**Integrity**

## Sustaining Collaborations



- Sustainable Collaborations
- Collaboration and innovation that brings mutual benefit



- **Establish good CE governance at the University level with collaborative understanding from all PTJs and Centre of Excellence.**
- **Gather, profile and manage related deep knowledge of worldly concerns with indigenous framework to suit the Malaysian community.**
- **Construct a workable empowerment plan with sustainability as its main pillar.**



# USM STRENGTH AND NICHE

## USM NICHE

### KNOWLEDGE TRANSFER MODEL

RESEARCH IN USM



KNOWLEDGE TRANSFER



IP



BEST PRACTICES

### SPECIFIC NICHE AREAS

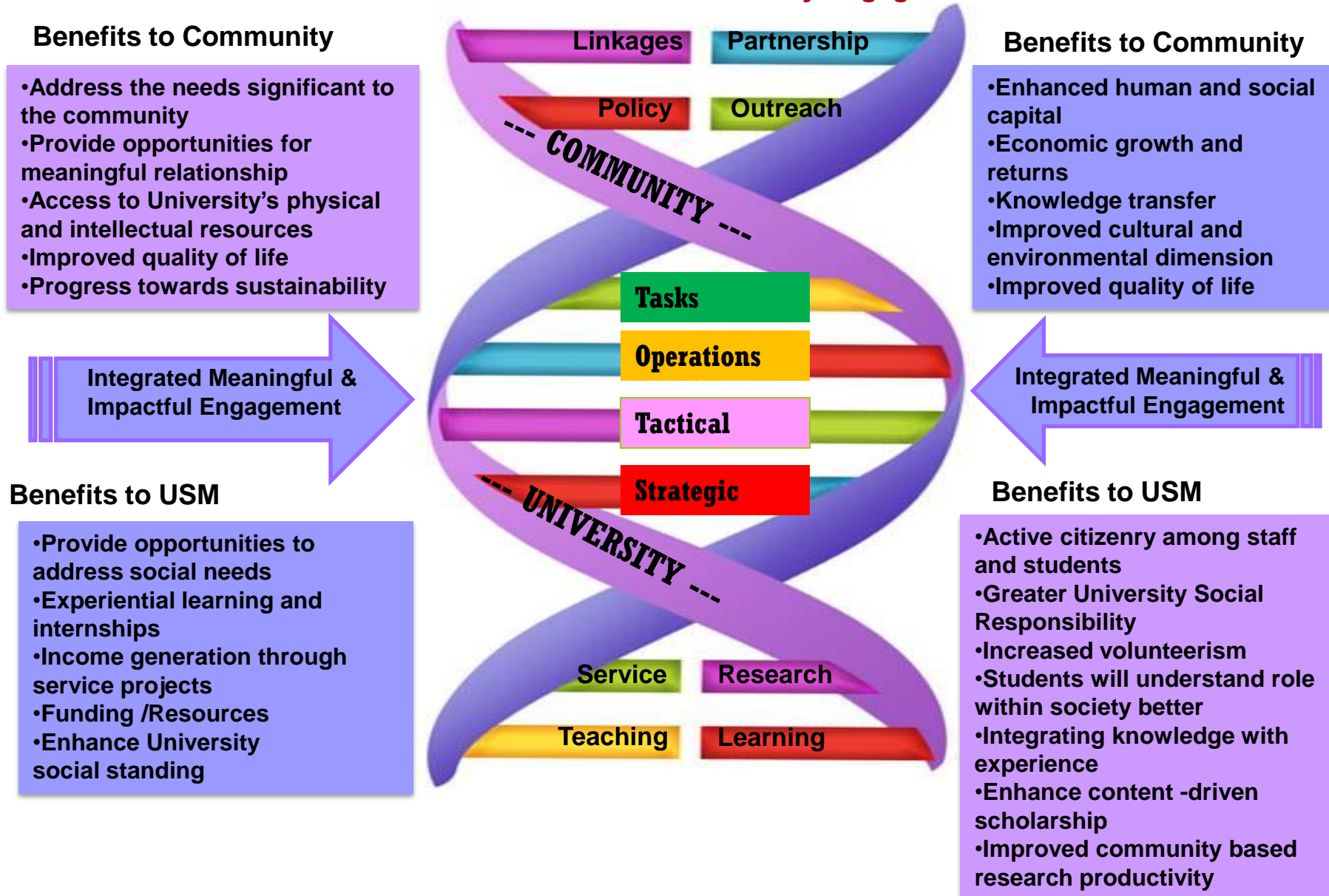
- RESEARCH
- HERITAGE AND CONSERVATION
- ENVIRONMENT
- ECONOMIC CAPACITY BUILDING
- FOOD TECHNOLOGY
- PHARMACEUTICALS
- HEALTH FOODS
- SUSTAINABILITY
- ARCHEOLOGY
- BUILDING TECH
- ENGINEERING



# USM MODEL

## (c) DNA USM's Engagement

**Mission: "To be the Leader in Community Engagement"**



- The synergistic combination of perspectives, skills, expertise and resources will create something new and valuable
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- Collaborations also will allow creativity and comprehensiveness that encourages the exploration of differences and similarities between the entities involved to seek permanent solutions.
- It also allows enculturation and transformational change through the adoption of new working culture.



**Linking knowledge and engagement towards innovative ways of thinking/ action for a better future.**

**Thank You**

