

Workflow on Determination of IIRG Niche & Thrust Areas

Identification of niche area at faculty level

Faculty

Pra-bengkel Penetapan Bidang Tujahan Penyelidikan UM
27 April 2018

Faculty & DVC (R&I)

Bengkel Penetapan Bidang Tujahan Penyelidikan UM
7 May 2018

Series of Internal Discussion at DVC (R&I)

DVC (R&I)

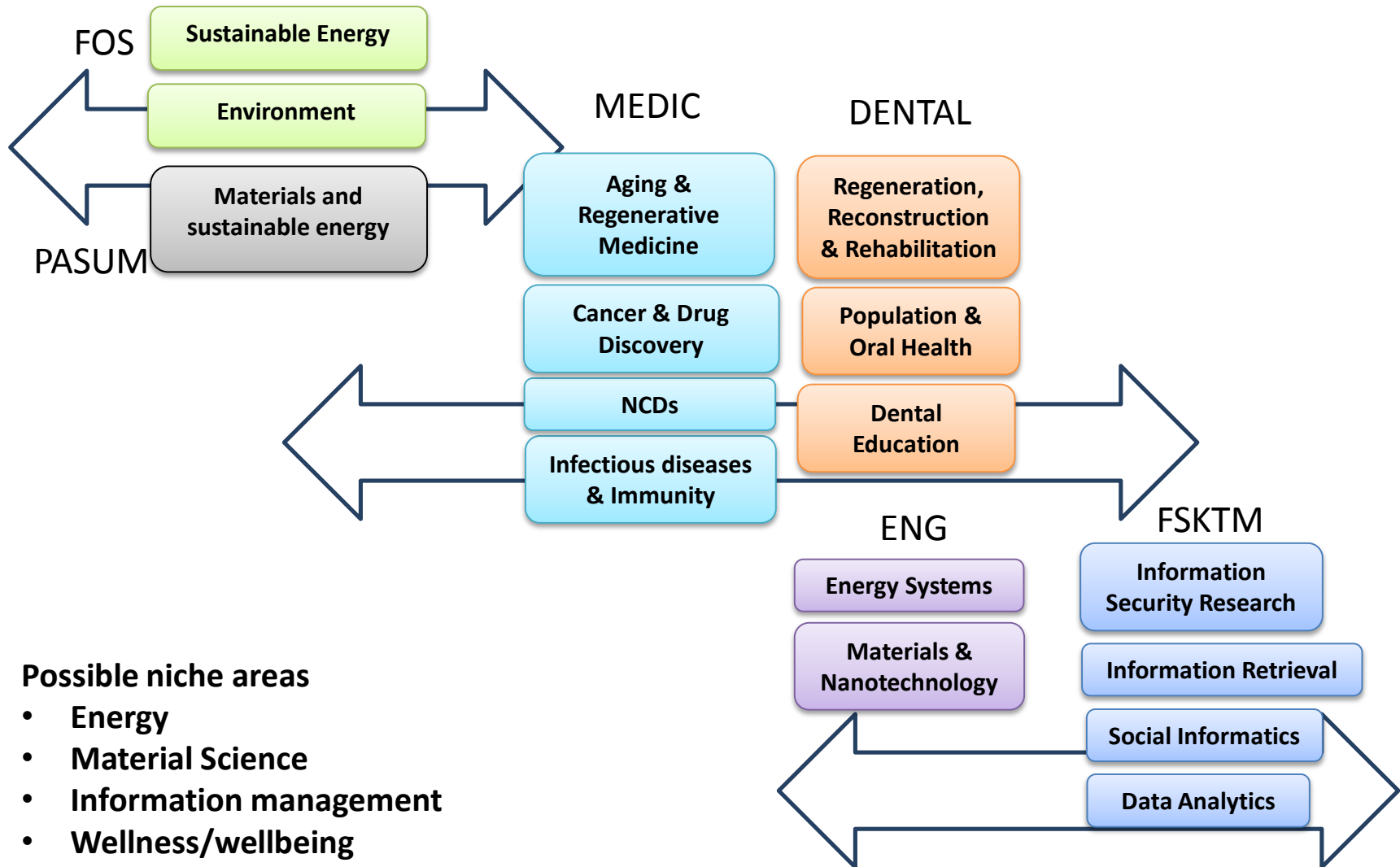
Niche Areas UM

MAPPING OF NICHE AREAS: SCIENCES

BASIC SCIENCE

APPLIED SCIENCE,
MEDICINE & ENGINEERING

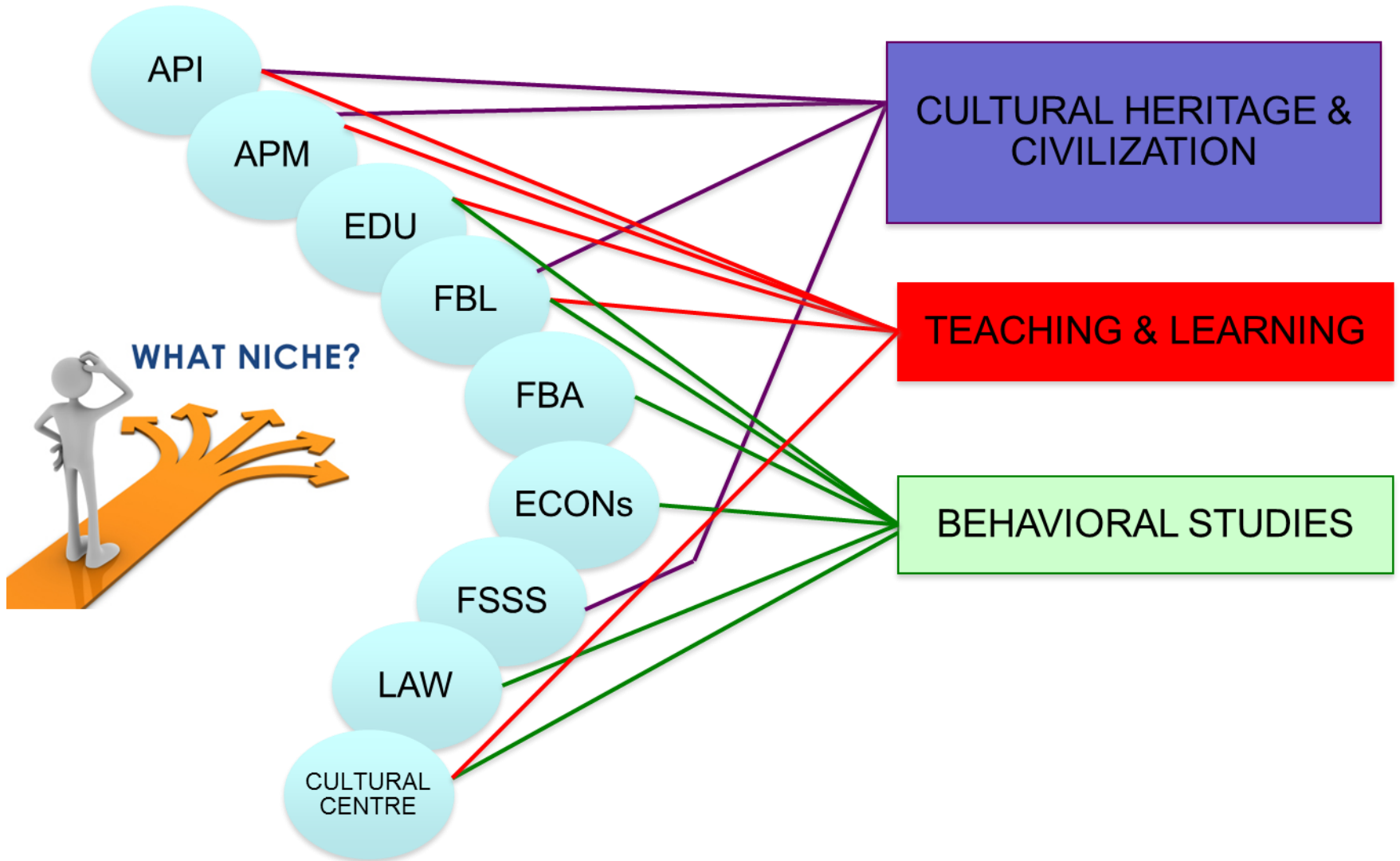
INDUSTRIAL SOLUTIONS &
SOCIETAL IMPACT



Possible niche areas

- Energy
- Material Science
- Information management
- Wellness/wellbeing
- Basic research

MAPPING OF NICHE AREAS: SOCIAL SCIENCE



Education for the Future

Well-being

Culture & Diversity

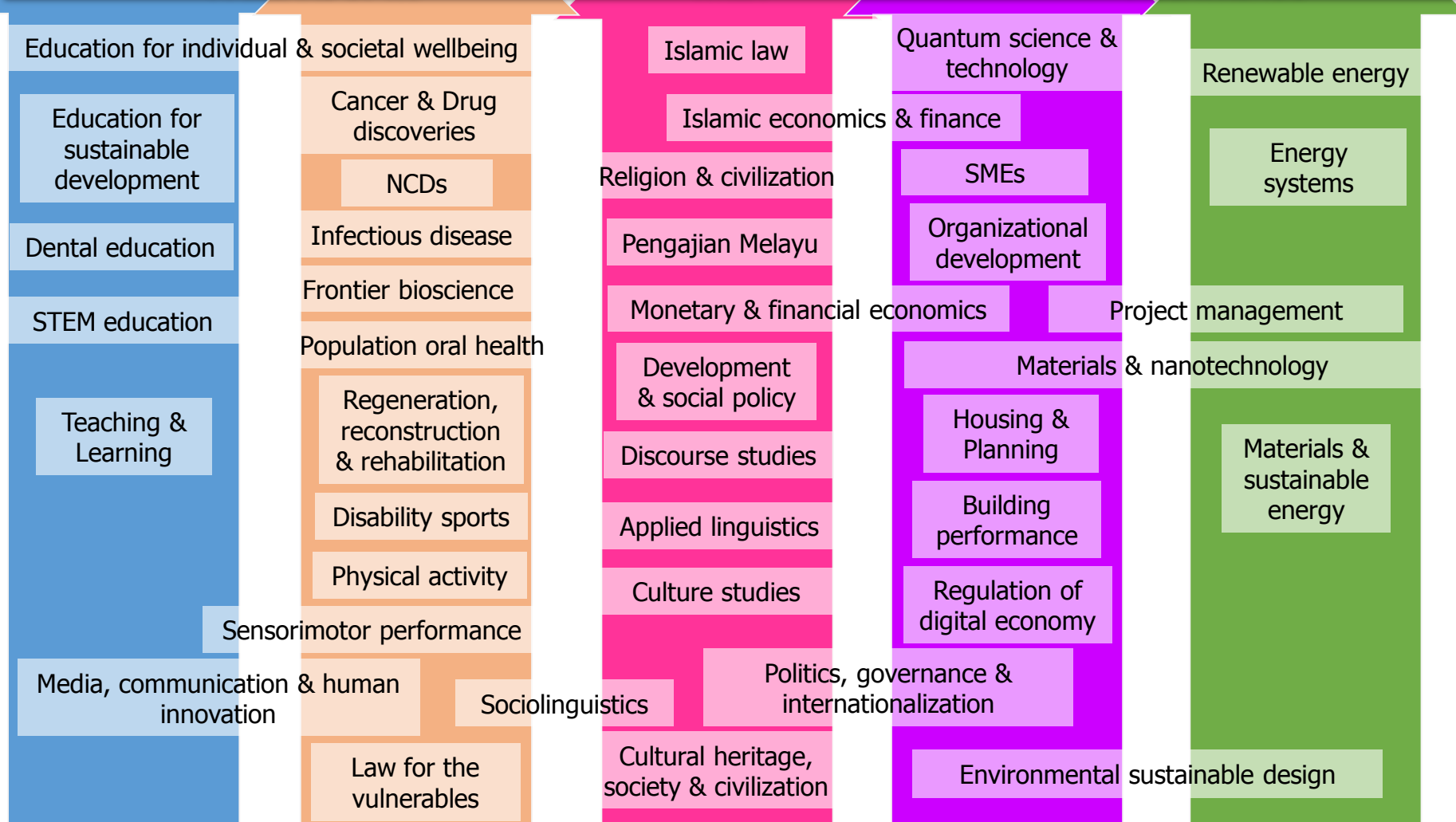
Smart Society

Energy, Water & Environment

AREA IDENTIFICATION - NKEA

- 4 PILLARS OF RU

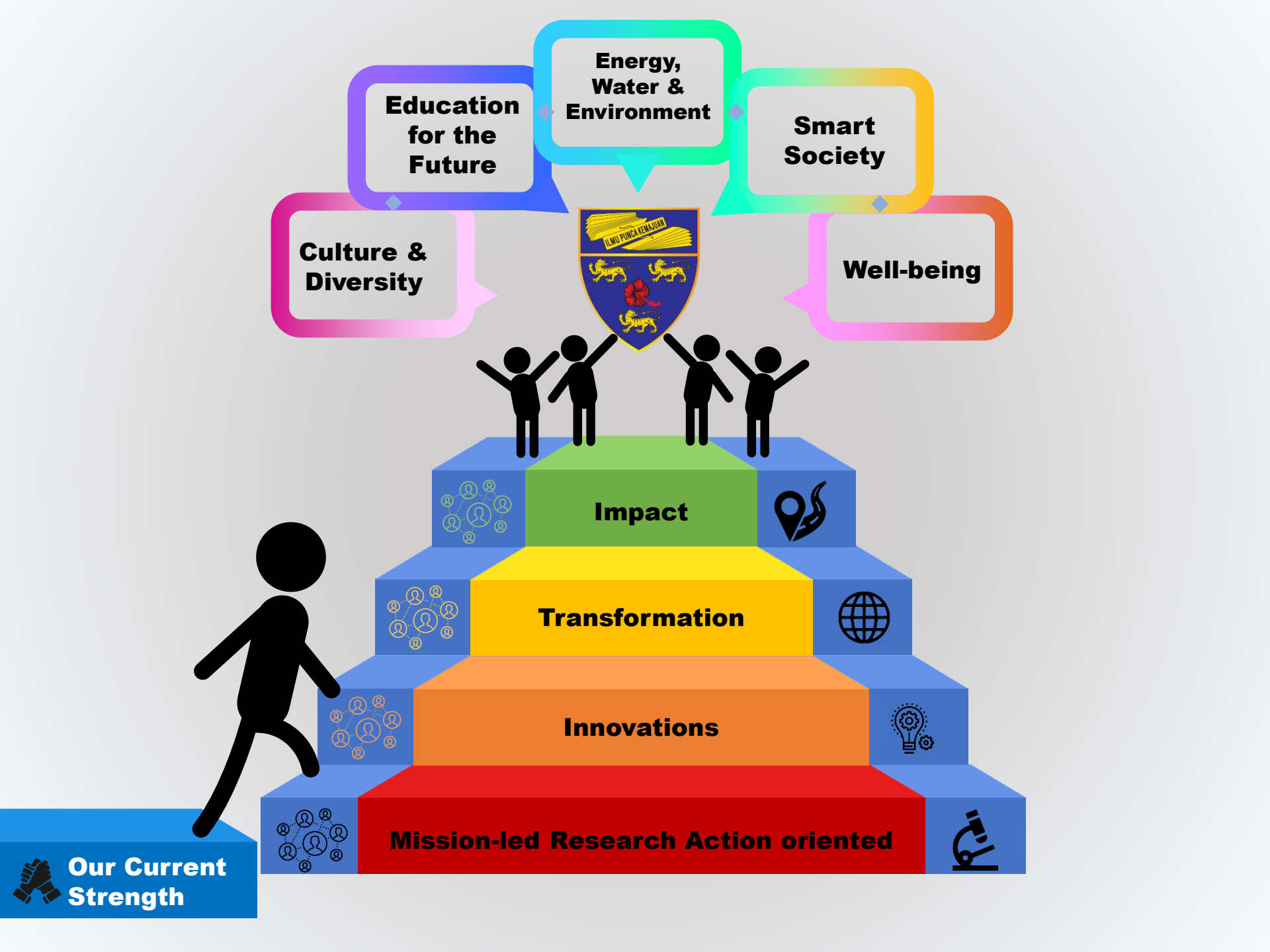
- MEGATRENDS



Information engineering & security

Behavioural Studies

Technology & innovation



**Energy,
Water &
Environment**

**Education
for the
Future**

**Smart
Society**

**Culture &
Diversity**

Well-being



Impact

Transformation

Innovations

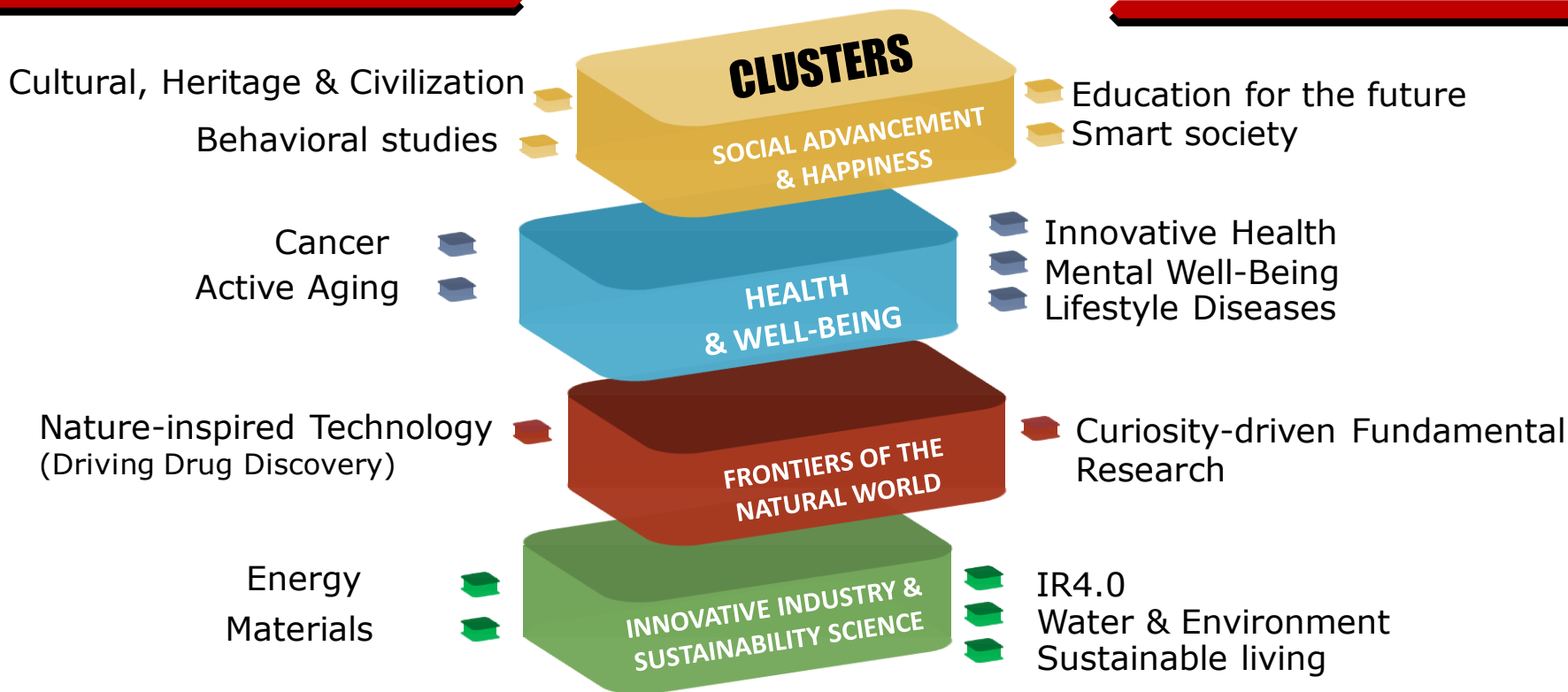
Mission-led Research Action oriented

**Our Current
Strength**

IIRG RESEARCH NICHE AND THRUST AREAS 2019-2021

NICHE AREAS

THRUST AREAS



Research approach:

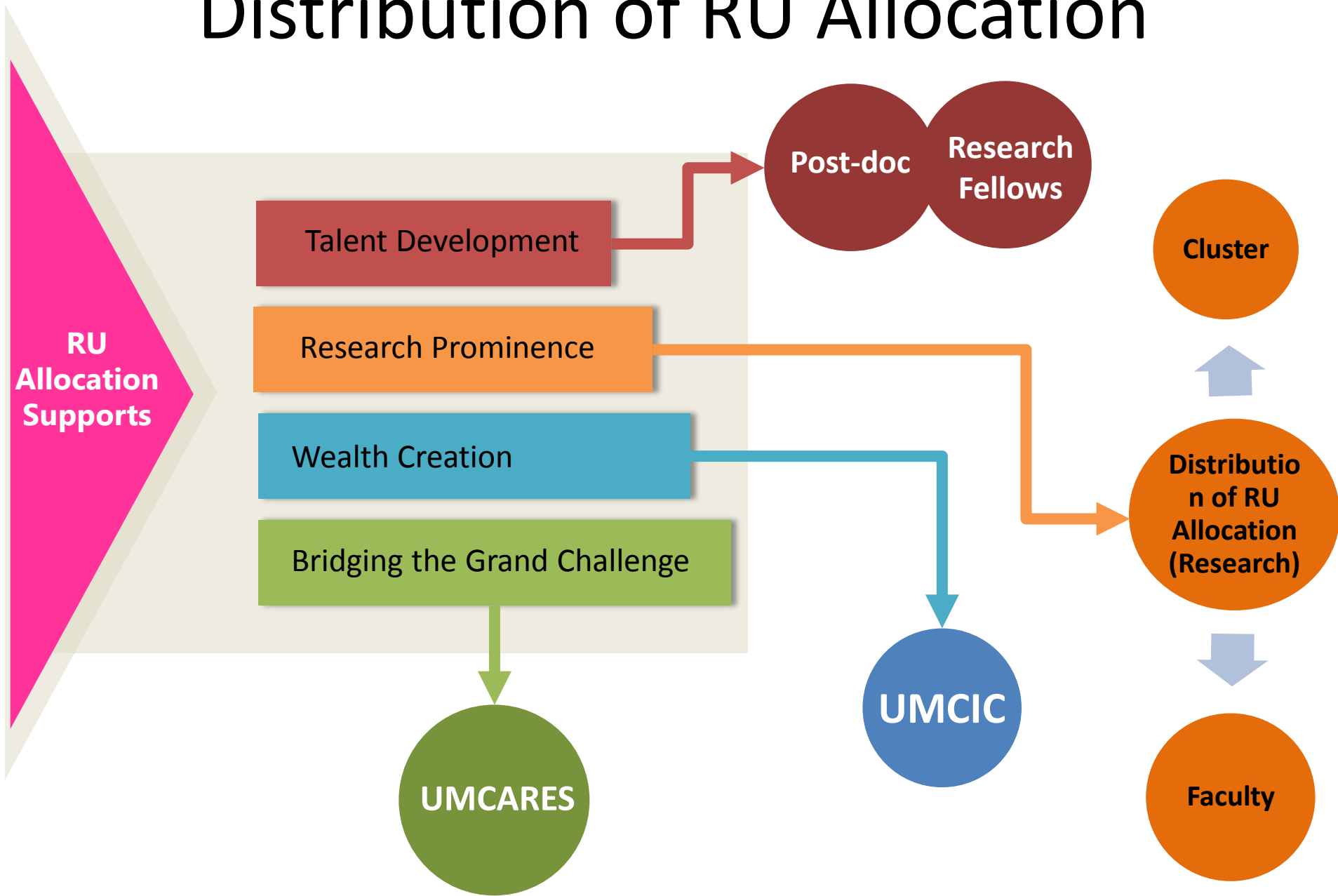
Basic
Applied
Interdisciplinary
Translational

Themes:
(should incorporate)

Happiness
Sustainability
Technology

Humanities
Innovation & creativity

Distribution of RU Allocation



RESEARCH NICHE AREAS



1

Infectious Diseases and Immunity



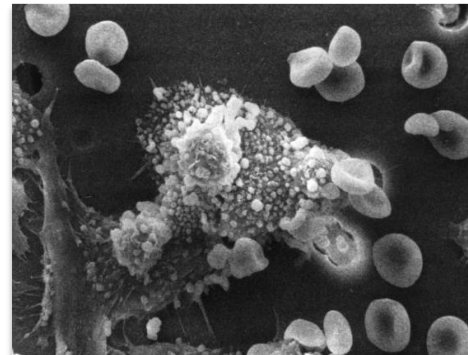
2

Public Health & Non-Communicable Diseases



3

Aging and Regenerative Medicine



4

Cancer & Drug Discovery

Research Niche

Media, Communication & Human Innovation

Politics, Governance & Internalization

Cultural Heritage, Society & Civilization