



IMPACT ORIENTED INTERDISCIPLINARY RESEARCH GRANT PROGRAMME (IIRG) 2019-2021

BRIEFING FOR PITCH YOUR PROPOSAL (PYP) SESSION

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Dean, Frontiers of the Natural World

5th August 2019

Auditorium, Level 1, Research Management & Innovation
Complex, UM

GENERAL INFORMATION

- Pitch your proposal (PYP) is not presentation, but rather **visual** and **textual** form of presenting a summary of research idea.
- Pitchers must be the program leader
- All sub-program leaders & co-researchers **MUST** attend the pitching session.

“Pitching is an art, not a science”



IIRG EVALUATION CRITERIA

Criteria	%
Quality of Proposal <ul style="list-style-type: none">i. Scientificii. Interdisciplinarity	68%
Cluster Level Evaluation <ul style="list-style-type: none">i. Researcher Expertise & Track Recordii. Extent of Interdisciplinarityiii. Linkage between Subprogramsiv. Stakeholder Engagementv. Impact Pathwayvi. Addressing National Agenda/ SDGs	20%
Pitching session <ul style="list-style-type: none">i. Presentationsii. Effective Communicationiii. Recommendation for Funding	12%

10-22 JULY 2019

Evaluation proposal content, where; merit, viability & strong integration between subprograms are evaluated by at least 2 internal reviewers.

RULES FOR PARTICIPANTS

A single static
PowerPoint slide.

Presentations are not
limited to spoken word

Duration: 3 minutes

Presentations -commence
from the stage

PYP

- 1 questions/
session
- The judging
panel's decision is
final

JUDGING CRITERIA

Content

- ❖ Importance of research
- ❖ Clear research question
- ❖ Interdisciplinarity
- ❖ Clear impact statements

Delivery

- ❖ Clear
- ❖ In a logical sequence
- ❖ Easy to understand
- ❖ Engaging
- ❖ Convincing

FLOW: ANNOUNCEMENT TO AWARD





RESEARCH CLUSTER

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<https://www.um.edu.my/research-and-community/information-for-researchers/research-clusters>

PITCH YOUR PROPOSAL (PYP) SESSION 20/8/2019 9.15-10.00 AM

No.	Title of Programme	Programme Leader	Time
Briefing for Panel			9.00 am
1.	An integrated approach for mushroom cultivation and management of spent mushroom substrate to produce food, functional ingredients and construction materials.	Assoc. Prof. Dr. Nurhayati Binti Zainal Abidin	9.15 am
2.	From Farm to Market: Mushroom as Functional Food to Combat Metabolic Syndrome.	Prof. Dr. Umah Rani A/P Kuppusamy	9.20 am
3.	Controlling the physical features and biochemical content of medicinal fungus <i>Ganoderma lucidum var. antler</i> with tailored light sources.	Prof. Dr. Raymond Ooi	9.25 am
4.	In depth investigation <i>Lawsonia inermis</i> formulation on wound healing in diabetic rats towards the development of wound healing cure for diabetes.	Dr. Nur'ain Salehen	9.30 am
5.	Development and Evaluation of "Green" Formulation from <i>Brucea Javanica</i> for Hyperlidemia in Diabetes	Prof. Dr. Khalijah Awang	9.35 am
6.	Determination of growth-inducing effect of cold plasma technology on banana plantlets with computer vision-based phenotyping.	Prof. Dr. Norzulaani Khalid	9.40 am
7.	Evaluation of antiviral efficacy of aqueous extract of <i>Ganoderma neo-japonicum</i> formulation against enteroviruses that cause hand, foot, and mouth disease.	Dr. Ong Kien Chai	9.45 am
8.	Prevention of Hand, Foot and Mouth Disease in Preschool Children: Back to The Basics.	Assoc. Prof. Dr. Chan Yoke Fun	9.50 am
9.	Antimicrobial molecules with specific application against <i>Staphylococcus aureus</i> biofilm-associated infections.	Prof. Dr. Tay Sun Tee	9.55 am

PITCH YOUR PROPOSAL (PYP) SESSION 20/8/2019 10.30-11.15 AM

No.	Title of Programme	Programme Leader	Time
1.	Incorporating Humanism in Dental Education for the Wellbeing of an Aging Society.	Assoc. Prof. Dr. Jacob John Chiremel Chandy	10.30 am
2.	Effect of nonsurgical periodontal therapy (NSTP) on inflammatory mediators, subgingival microbiota and quality of life impacts in rheumatoid arthritis subjects with periodontitis.	Assoc. Prof. Dr. V Rathna Devi A Vaithilingam	10.35 am
3.	Mutation profiling of Lymphoma in Malaysia.	Prof. Dr. Gan Shiew Sze @ Gan Gin Gin	10.40 am
4.	Development of an Expedited Diagnostic Pathway Tool to Reduce Breast Cancer (BC) Early Diagnosis (ED) Barriers in The Urban B40 Group (REBUNG) in Selangor.	Prof. Dr. Nur Aishah Mohd Taib	10.45 am
5.	Improving quality of life of breast cancer patients in the immediate and survivorship period.	Assoc. Prof. Nirmala Bhoo Pathy	10.50 am
6.	Development of Integrated and Connected Healthcare Technology for the Management of Knee Osteoarthritis.	Dr. Raja Ariffin Raja Ghazilla	10.55 am
7.	Advancing Cardiac Tissue Regeneration by Investigating New Carbon-Based Bio scaffold Materials and User Acceptance.	Prof. Ir. Dr. Fatimah Ibrahim	11.00 am
8.	Development and Testing the Usability / Effectiveness of a Mobile Diet Apps with Behavioural Change in Health Promotion among Adult Population.	Assoc. Prof. Dr. Moy Foong Ming	11.05 am
9.	Encouraging Healthy Community in Malaysia through Interdisciplinary Approach of Built Environment.	Dr. Nur Aulia Rosni	11.10 am

PITCH YOUR PROPOSAL (PYP) SESSION

20/8/2019
2.15-4.00 PM

No.	Title of Programme	Programme Leader	Time
1.	The Development of visibility statistical procedure and related android/web applications for detecting crescent moon data in Malaysia.	Prof. Dr. Ibrahim Mohamed	2.15 pm
2.	Assessment, Sustainable Strengthening and Prediction Tools of Damage RC Structures Towards Greener Environment.	Assoc. Prof. Dr Zainah Ibrahim	2.20 pm
3.	Techno-cost optimization and policy option in promoting energy efficiency of micro-sized green buildings in Malaysia.	Prof. Dr. Fatimah Kari	2.25 pm
4.	A Lightweight-Smart IR4.0 Based Energy Conservation Solutions for Sustainable Living (LiTeS).	Dr. Mohd Yazed Ahmad	2.30 pm
5.	Coherent quantum light emitter for integrated quantum optical devices based on chemically functionalized organic light emitting material.	Assoc. Prof. Dr. Heejeong Jeong	2.35 pm
6.	Trap Free High Triplet Electron Transporting Organic Semiconductor in Organic Light Emitting Diode: Synergy through Experimentation, Synthesis and Artificial Intelligence.	Assoc. Prof. Dr. Woon Kai Lin	2.40 pm
7.	Smart Nano-Hybrid Catalysts, Additives & Coatings for Mitigation of Poly-Aromatic Hydrocarbons, Mineral Salts Fouling, and Corrosion in Heat Exchangers.	Assoc. Prof. Salim Newaz Kazi	2.45 pm
8.	Towards compression free refrigeration cycle: An evaporative driven cooling system via state-of-the art dehumidification and heat exchanger modules.	Dr. Mohd Nashrul Mohd Zubir	2.50 pm
9.	Risk Assessment Model for Innovative Immobilization of Microplastics from Malaysian Rivers Utilizing Integrated Water Treatment and Sustainable Material Design.	Dr. Nuruol Syuhadaa Mohd	2.55 pm
10.	Development of plasmonic fibre optic based environment sensors employed in adaptive chirped spread spectrum (ACSS) communication.	Prof. Ir. Dr. Kaharudin Dimiyati	3.00 pm

PITCH YOUR PROPOSAL (PYP) SESSION

20/8/2019
2.15-4.00 PM

No.	Title of Programme	Programme Leader	Time
11.	Advanced Pyrolysis Techniques in Self-Sustaining Oil Palm Industry and Waste Recovery for the Multi-Applications.	Prof. Dr. Ling Tau Chuan	3.05 pm
12.	A Multiphase Self-Lubricating Mechanism for Palm Oil-Based Biofuel Engine.	Dr. Nazatul Liana Sukiman	3.10 pm
13.	Optimisation of Biogas Production from Palm Oil Mill Effluent (POME) using IR4.0 for Positioning as a Higher Value Renewable Energy (RE) Resource in Malaysia.	Assoc. Prof. Ir. Dr. Suhana Mohd Said	3.15 pm
14.	Metal Oxide based Nanomaterials in Supercapattery Development with Socioeconomic Analysis for Electric Vehicles.	Prof. Dr. Ramesh T. Subramaniam	3.20 pm
15.	Secured and Trusted Localization Framework for Internet of Drone (IoD) in Search and Rescue (SAR) Operations.	Assoc. Prof. Dr. Mohd Yamani Idna Idris	3.25 pm
16.	Virtual Reality Based Ergonomics Training for Aerospace Manufacturing (VRErgo).	Assoc. Prof. Dr. Yap Hwa Jen	3.30 pm
17.	Malaysia Aero Digital Transformation: IR 4.0 Upgrading and Strategy Implementation for Aerospace Ecosystem.	Assoc. Prof. Dr. Ainuddin Wahid Abdul Wahab	3.35 pm

PITCH YOUR PROPOSAL (PYP) SESSION

21/8/2019
10.00-11.15 AM

TIME	NAME OF PROGRAMME LEADER (PL)	PROGRAMME TITLE
10.00 AM	BRIEFING TO PANEL	
10.15 AM	DR. SEDIGHEH MOGHAVVEMI	THE NEW WAVE OF SHARING ECONOMY: PHENOMENON OF THE ORGANIZATION, INDUSTRY, AND NATIONAL LEVEL
10.20 AM	ASSOCIATE PROFESSOR GS. DR. ROSILAWATI ZAINOL	UPSKILLING THE FISHING COMMUNITY THROUGH LIFELONG LEARNING EDUCATION ON CIRCULAR ECONOMY
10.25AM	DR. KASTURI DEVI VARATHAN	TECHNOLOGY DRIVEN EDUCATION TOWARDS ACHIEVING SMART SOCIETY
10.30 AM	ASSOC. PROF. DR. NOR KARTINI BINTI ABU BAKAR	DEVELOPMENT OF SWINE DNA BIOSENSORS FOR THE HALAL INTEGRITY IN THE FOOD SUPPLY CHAIN
10.35AM	PROFESOR MADYA DR. ROSMADI FAUZI	PEMBENTUKAN MODEL PILIHAN RAYA DENGAN MENGGUNAKAN INTEGRASI TEKNOLOGI GIS DAN PERKOMPUTERAN
10.40 AM	AP DR HENK METSELAAR	MUSEUM OF ASIAN ART: A MODEL FOR FLIPPED MUSEUM IN MALAYSIA
10.45 AM	DR RAFIDAH BINTI AGA MOHD JALADIN	EMPOWERING PEOPLE WITH DISABILITIES FOR BETTER CAREER OPPORTUNITIES IN MALAYSIA
10.50 AM	ASSOCIATE PROF. DR JARIAH MOHD JAN	DOCUMENTING THE LINGUISTICS, CULTURAL HERITAGE AND ISLAMIC PRACTICES AMONGST THE KERINCHI COMMUNITY
10.55 AM	DR. ZULKARNAIN JAAFAR	GETTING READY FOR ELDERLY-AGE: PERSONALIZED INNOVATIVE HEALTHY LIFESTYLE FOR MIDDLE-AGERS
11.00 AM	IR. DR. YUEN CHOON WAH	PROMOTING ACTIVE TRANSPORT AS A WAY TO REDUCE CARBON EMISSION, IMPROVE HEALTH AND ENHANCE SOCIAL WELL-BEING
END OF SESSION		