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Nottingham MyResearch

MyResearch at The University of Nottingham Malaysia Campus (UNMC) works with industrial sponsors and corporate partners to deliver outstanding research focused on addressing the challenges facing Southeast Asia. It is the first private university wholly-owned subsidiary to be awarded MIDA R&D status.

Research at UNMC takes place against a background of excellence at Nottingham: the latest UK Research Assessment Exercise found that 90% of Nottingham's research is of an international standard and 60% is world-leading or internationally excellent.

MyResearch offers:

- Access to University of Nottingham expertise from across our campuses in Malaysia, the UK and China
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THE Centre for Islamic Business and Finance Research (CIBFR) is based in the Nottingham University Business School of The University of Nottingham Malaysia Campus (UNMC) and brings together experts from a range of disciplines to provide research and consultancy services to organisations worldwide.

"Islamic finance is one of the high profile research areas in the social sciences and we are well-placed to have the expertise here in Malaysia and London," says Prof Graham Kendall, vice-provost of Research and Knowledge Transfer at UNMC.

The university is in the process of setting up an Asean Research Centre that will collaborate with other Asean countries to cooperate on issues relevant to the region.

There are also major science research projects being conducted at UNMC:

• **Management and Ecology of Malaysian Elephants (MEME)**

The Management and Ecology of Malaysian Elephants (MEME) project studies the behaviour and ecology of Asian elephants to mitigate human-elephant conflicts.

The Asian elephant population is dwindling in Peninsular Malaysia.

A population that used to be counted in thousands now come up to about 1,500.

"The MEME project addresses the locals' concerns for their residences and crops while ensuring the conservation of elephants. The research team has collared about 20 elephants

Impactful research projects

roaming in the Malaysian tropical rainforest.

"The aim is to fit 50 elephants with satellite tracking devices to monitor how they respond to the changes in their habitat, their reaction towards translocation and the effect of current conservation measures such as highway viaducts and wildlife corridors," explains Prof Kendall.

The project, led by Dr Ahimsa Campos-Arceiz and financially supported by several organisations including Yayasan Sime Darby Foundation, will uncover the immediate and mid-term behavioural response of elephants to translocation as they move away from conflict areas.

• **Crops for the Future Research Centre (CFFRC)**

Another research project is addressing global food security. The Crops for the Future Research Centre (CFFRC) studies neglected and underutilised crops that can be used as alternatives for food and non-food uses.

"There are six main food crops, including rice, wheat and maize that contribute to the bulk of our food source.

"However, with Malaysia's unique biodiversity, we can identify and commercially

produce new crops that can feed the whole country without being so dependent on the conventional food crops," says Prof Kendall.

By shifting the trend towards



Prof Graham Kendall, vice-provost of Research and Knowledge Transfer at UNMC.

a more diversified and locally-produced crops, the country can build value chains and create new sources of income to the agricultural players, minimise the risk of a food crisis and provide a sustainable source of nutrition for users.

• **Post-harvest processing**

Another project is studying ways to reduce food waste through food-covering technology and other preservation methods.

"The bulk of the fruits we consume have wax that consumers have to wash off before consumption.

"Prof Asgar Ali has developed edible coverings that are non-toxic and Dr Chung Lim Law is looking

into ways to improve dry fruits to ensure that the fruit's quality and nutrition are retained," explains Prof Kendall.

Developing partnerships

Prof Kendall explains that UNMC adds value to its operations by building business opportunities and securing sustainable partnerships and networks that can deliver mutual opportunities.

"We carry out research and expect to see the benefits of that research. It's really about making an impact in wealth and job creation locally and globally, so it's also important to engage with business," he says.

UNMC does this through Nottingham MyResearch Sdn Bhd, which is a company fully owned by UNMC.

The company has recently been awarded MIDA R&D status – the first company owned by a private university to be granted this status by MIDA.

"This research target cannot be achieved by the university itself and MyResearch was launched as a company that would solely focus on research," says Prof Kendall, who is also the chief executive officer of MyResearch.

MyResearch is a tax-efficient way for businesses to invest in research and development.

Industry partners are able to access expertise from any of the three campuses that the university operates, enabling staff of MyResearch to not only contact the academic staff in Malaysia but also those in the UK and China.

Partners have the opportunity to receive a double taxation benefit when they invest in research and development through MyResearch.

The company also provides technical expertise and support services, including project management, proposal development and tax advice to help its partners' business development and growth.

■ For more information, visit www.nottingham.edu.my