The Malaysian government is always encouraging the public universities to be actively looking for ways to become sustainable, in terms of managing their finances. One such way is to commercialize their intellectual properties. For research universities they have begun providing various incentives to their researchers and inventors (including professors and their students) to bring their inventions to the market. Some of these incentives come as percentages of takings from licensing fees, as well as royalties charged for the use of intellectual property. Another option is encouraging innovators to establish their own start-ups, and commercialize their products themselves. To prepare them to become entrepreneurs, training is provided in form of Business Model Canvas, business plans, pitching, and securing funding. But in addition to acquiring theoretical knowledge, the innovators also need to actually do certain things in order to succeed. And this is when many “wannabe entrepreneurs” stumble. They have talked about their great inventions, and the fortunes these inventions will yield, without realizing that they have no idea how to market their products—or even who their likely buyers are. Part of the problem is simple enough to understand: Most entrepreneurs start by identifying customers’ needs, and then trying to meet those needs with existing products or services, through the creation of value added. But for university researchers-turn-entrepreneurs, the products and services are in place, solutions, but they must identify suitable customers, and figure out how to convince them to buy. This is where knowledge of marketing becomes critically important (Indeed, it’s no surprise that many CEOs possess sales or marketing backgrounds.). In addition of marketing, one also needs to understand business itself, and this means understanding more
than simply pricing, technology and budgets. It also includes channels of distribution, advertising, and public relations.

**Biography**

Dr. Ahmed Razman Abdul Latiff is a Director of Non-Thesis Program (MBA & MM) and also in charge of Entrepreneurship in the Putra Business School. He holds a Bachelor Degree of Accounting and Finance (Honours) from Lancaster University, United Kingdom, a Master Degree of Accounting from Nanyang Technological University, Singapore and a Master Research Degree in Accounting and Financial Management from Lancaster University, United Kingdom. He also holds a PhD in Corporate Governance from Liverpool John Moores University, United Kingdom. Dr. Ahmed Razman has presented and published numerous papers at various conferences and journals. He is one of the editorial board of Asian Journal of Case Research and he is also the Vice President of Case Writers’ Association of Malaysia.
In Malaysia, the professionals in the medical fields are faced with an increasing quantity of highly complex, multi-dimensional and ill-structured data. The Cardiothoracic area has the most complex data management and remains much unexplored. There are vast amounts of clinical data; some are digitally stored in heterogeneous platform form while others are still recorded on paper. These collections of data are naturally, highly complex, multi-dimensional, and unstructured. Thus, medical practitioners cannot effectively integrate, apply and manipulate all this data into knowledge for further clinical research advancement. The CASD team investigate and sought to identify the factors preventing the integration into unified clinical information and on how to tap on cardiothoracic healthcare knowledge for clinical discoveries beyond human expert diagnosis and decision making with supporting visualization. Investigation and observation was carried out on cardiothoracic unit in three different hospitals in Malaysia. From the observation, the team has successfully designed and develop a smart database that integrates the database with information visualization as an extra function.

**Biography**

Prof. Dr. Mohd Zamrin Dimon is a Consultant Cardiothoracic Surgeon at the UITM Hospital. He is also a Senior Fellow and Senior Consultant Cardiothoracic Surgeon at Department of Surgery, UITM. Dr. Zamrin was previously the Head of Surgical Department, Faculty of Medicine, Universiti Malaysia Sarawak (UNIMAS) from 2004 - 2006. He was also previously appointed as Honorary Cardiothoracic Surgeon at Sarawak Heart Centre, Kuching, Sarawak and visiting consultant Cardiothoracic Surgeon at Normah Medical Dr. Zamrin has performed more than 1,500 cardiac surgeries including coronary artery bypass grafts (CABG), aortic and mitral valve procedures, thoracic surgeries including lung resection for malignancies, video-assisted thoracoscopic surgery, endoscopic radial artery harvesting and endoscopic saphenous vein harvesting.
With a rapid expansion in drugs targeting numerous cancer mutations and the diversity of these mutations between cancers, it is becoming important to store and analyze the DNA of patients and their cancers. This DNA data makes possible tailored drug therapies targeted to mutations specific to a patient’s cancer. While early case studies demonstrate astonishing results, more data needs to be collected and clinical computer infrastructure needs to be developed to make such therapies possible.

**Biography**

Dr Larry Croft is the Chief Scientific Officer at Malaysian Genomics Resource Centre Berhad (MGRC). He has over 20 years of experience in bioinformatics, with a long experience in high-performance computing using SGI, Sun and Cray supercomputers. He has worked in both industry (pharmaceutical) and academia in the United States, Australia, Denmark, Switzerland and Malaysia. He has research interests in cancer transcriptomics, non-coding RNAs and the computational architecture within mammalian cells.