

## **Addressing social innovation in the Malaysian university-industry-community knowledge transfer partnership**

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### **Abstract**

Only recently, various developed countries among others The United Kingdom, United States of America, Japan and some wealthy European Union countries have been chanting out social innovation as the new paradigm of innovation outcome strategy in addressing social, economic and technological issues in a concurrent way. The aforementioned countries above include and incorporate social innovation into their main stream of national economic policy agenda by stressing the urgency and the importance of adopting social innovation as a new innovation outcome strategy in their public and private organisations innovation strategy. Furthermore, social innovation in the context of strategic knowledge management processes that consists of knowledge creation, knowledge transfer and knowledge application creates superior knowledge resource which are regarded as new and novel solutions that can be embedded into product, process and service which in turn lead to the outcome of improving the quality of people's life, stimulate economic growth and enhance technological aspect. The aim of this paper is to give a preliminary empirical insight over the potential impact of strategic knowledge management processes i.e. knowledge creation, knowledge transfer and knowledge application; on social innovation as a new innovation outcome strategy within the Malaysian university-industry-community knowledge transfer partnership. Based on the gaps and survey of relevant literatures, a research framework is then proposed. The processes of knowledge creation, knowledge transfer and knowledge application is proposed as independent variables. Social innovation is the dependent variable of the study. The main data for this study was collected through survey questionnaires via personnel administered and internet email from 218 project leaders of Malaysian university-industry-community partnership projects. The finding of this study shows that all variables items used in this study are well above the acceptable level of construct reliability requirement which is determined by the Cronbach's Alpha value. Furthermore, the descriptive analysis also shows that respondents are in high agreement towards the measurement used in the independent and dependent variables that form the framework of this study.

### **Keywords**

*Social Innovation, Knowledge Creation, Knowledge Transfer, Knowledge Application*

### **Introduction**

Only recently, social innovation has emerged as the new emerging paradigm of innovation outcome strategy that received an overwhelming interest from governments, public and private institutions worldwide (Pue, Vandergeest & Breznitz, 2015). Within the developed countries such as the United States of America (USA), United Kingdom (UK) and some wealthy European Union (EU) countries have been chanting out social innovation as their new innovation outcome strategy (Altuna et.al., 2015). This is due to the fact that, the contribution