Available online at www.sciencedirect.com

ScienceDirect

Procedia - Social and Behavioral Sciences 204 (2015) 29 – 35

Procedia
Social and Behavioral Sciences

4th World Congress on Technical and Vocational Education and Training (WoCTVET), 5th–6th November 2014, Malaysia

Motivation and Promotion Opportunity of Academic Citizens towards Open Innovation: Proposed Model

Tan Shen Kian, Wan Fauziah Wan Yusoff[ab]*

Univeristy Tun Hussein Onn Malayisa, 86400, Batu Pahat, Johor, Malaysia

Abstract

It is highlighted severally that the slow progress of Malaysia third economy transformation is caused by poor collaborations of the innovation ecosystem among education, government, and industry sectors. Without understanding the motivation factors of Malaysia academic citizens towards open innovations, the overall speed of the new economic transformation program will not be accelerated. This working paper, hence has two main objectives; (1) to determine motivation factors that will exert academic citizens' efforts to participate in open innovation; and (2) to test whether promotion opportunity become a moderator of their motivation towards open innovation. To achieve these objectives, this study proposes a new model of Personal-Environmental Factors which accumulated and developed from comprehensive reviews on motivation theories and empirical findings. The model will be furthered by a quantitative web-based survey method to reach all academic citizens from twenty public universities in Malaysia. It is expected that findings from this study will provide the universities involve as well as the Ministry of Education some key motivation factors which then can be used as a future promotion criteria to motivate academic citizens to collaborate in open innovation actively**.**

Peer-review under responsibility of Faculty of Technical and Vocational Education, University of Tun Hussein Onn Malaysia.

Keywords: Motivation Factors, Promotion Opportunity, Academic Citizens, Open Innovation

1. Introduction

National competitiveness factors have experienced a great shuffle from factors of labour, land and natural

* Corresponding author. Tel.: +60164218626.
*E-mail address:*shenkian@yahoo.com

Peer-review under responsibility of Faculty of Technical and Vocational Education, University of Tun Hussein Onn Malaysia.
doi:10.1016/j.sbspro.2015.08.106

resources to potential to produce, acquire, utilize and disseminate knowledge (Malaysia Higher Education Statistics, 2011). Since the late nineties, Malaysia has determined this conjuncture and has started its transformation into knowledge-based economy. The transformation process has followed with clear objectives where national competitiveness and progress by the year of the 2020s will be supported by innovation-led performance, rather than conventional skills-based (OECD, 2008).

Despite the clear objective in transforming Malaysia economy base, to date the progress has been commented as moving slowly. It is mainly due to the poor engagements in the innovation ecosystem. In order to speed up the overall prospects, four key components which are education, government, industry and ventures are required to increase their progressiveness to promote knowledge and innovation in human capital development (MOHE, 2010).

As one of the four key components in developing an innovation ecosystem, Ministry of Higher Education Malaysia has undertaken its mission in developing higher education environment that encourages the growth of premier knowledge centres and individuals who are competent and innovative with high moral values to meet national and international needs. Obviously, among the twelve Pillars of Initiatives introduced by *the MOHE Implementation Plan for Development of Innovative Human Capital at Tertiary Level* (2010), the issues of Motivation have been found to be given highest attentions. For instance, Public Awareness and Appreciation that comes under Pillar 2 Initiative has an expected outcome of cultivating highly motivated students and academician staffs. Besides, People Competency under Pillar 3 also expecting both Academic and Governmental staffs are more motivated to innovate. Furthermore, Product/Idea Performance on Innovation under Pillar 6 set a strategy of motivating University to develop technologies and explore innovations in the global world. The statements above have revealed that the factor of motivation among academicians should be clearly determined for successful implementation of the Pillars (MOHE, 2010).

2. Literature Review

2.1 Higher Education

Higher education nowadays is holding a key role in achieving knowledge-based economy to stimulate innovation in the creative industries by pioneering and delivering courses, graduates, ideas, opportunities and research [4]. The main competitive advantage offer by higher education is producing academic attainments to contribute to firms and government. Besides, higher education also supplies graduates who are a continual source of innovation. In the theory of Triple Helix, higher education together with industry and government are interacting closely while each maintains its primary role and distinct identity (Chesbrough, 2008). A new and more direct role arises from the Helix further requires higher education to practice “capitalization of knowledge” by organizing their academic and technical knowledge and transfer to firms.

2.2 Open Innovation

Open innovation is defined as organizations’ permeable innovation process where projects can be launched from internal or external sources and new technology can enter at various stages (Chesbrough, 2003). This is often a result of alliance or collaborations between partner firms that results in greater technology acquisition and exploitation. Open innovation was distinct into two different dimensions: inbound or outside-in open innovation and outbound or inside-out open innovation (Chesbrough, Vanhaverbeke, & West, 2006). Outside-in open innovation refers to the use of discoveries of third parties and involves opening up to, and establishing relationships with external organizations with the purpose to access their technical and scientific competences for improving its own innovation performance. In contrast, the inside-out dimension suggests that companies look for external organizations with business models that will better exploit and commercialize their particular technology than just depend on their own internal paths to market.

2.3 Motivation