**References/Bibliography**

1. Augustyn, A., 2021, supply and demand | Definition, Example, & Graph. [online] Encyclopedia Britannica, Viewed on 17 March 2021 <https://www.britannica.com/topic/supply-and-demand>.
2. Beacon - Main Site, 2019, Higher Ed Sites: Understanding Your Most Common Target Audiences, Part I: The Millennial, viewed on 14 Sep 2021, <https://www.beacontechnologies.com/blog/2015/06/higher-ed-sites-understanding-your-most-common-target-audiences-part-i-the-millennial.aspx#:~:text=Given%20this%20definition%2C%20higher%20education>. [Accessed 14 Sep. 2021].
3. Bishop, R., 2021, Why Alumni Are Important for Higher Ed Institutions | Signal Vine. [online], viewed on 17 March 2021, <https://www.signalvine.com/alumni/why-alumni-are-important-for-higher-ed-institutions#:~:text=Alumni%20serve%20many%20valuable%20roles,and%20career%20opportunities%20to%20students.>
4. Hull, M., n.d., 4 Types of Prototyping, viewed on 06/09/2021, <[https://www.andplus.com/blog/4-types-of-prototyping>.](https://www.andplus.com/blog/4-types-of-prototyping.)
5. IDEO U, 2017, What is Design Thinking? [online] IDEO U, viewed 06 Sep 2021, <https://www.ideou.com/blogs/inspiration/what-is-design-thinking>.
6. Love, J., 2021, Leaderonomics.com. , Viewed on 17 March 2021, <https://www.leaderonomics.com/articles/personal/necessity-competition-leadership>.
7. MyFinB, n.d., AI Projects – MyFinB, viewed on 14 Sep 2021, <https://myfinb.com/uip/ai-projects/>.
8. Perkmann, M., Tartari, V., McKelvey, M., Autio, E., Broström, A., D’Este, P., Fini, R., Geuna, A., Grimaldi, R., Hughes, A., Krabel, S., Kitson, M., Llerena, P., Lissoni, F., Salter, A. and Sobrero, M. (2013). Academic engagement and commercialisation: A review of the literature on university–industry relations. Research Policy, [online] 42(2), pp.423–442, viewed on 17 March 2021, <https://www.sciencedirect.com/science/article/pii/S0048733312002235>.
9. Salleh, M.S. and Omar, M.Z., 2013, University-industry Collaboration Models in Malaysia. Procedia - Social and Behavioral Sciences, 102, pp.654–664.
10. Smith, A, n.d., 7 Fundamental Steps to Complete a Data Analytics Project, viewed on 17 March 2021, <[https://blog.dataiku.com/2019/07/04/fundamental-steps-data-project-success>.](https://blog.dataiku.com/2019/07/04/fundamental-steps-data-project-success.)
11. Statista, 2021, Malaysia: higher education enrollment | Statista. [online], Viewed on 17 March 2021, <https://www.statista.com/statistics/794845/students-in-public-higher-education-institutions-by-gender-malaysia/#:~:text=Students%20in%20public%20higher%20education,Malaysia%202012%2D2019%2C%20by%20gender&text=In%202019%2C%20around%20291.53%20thousand,enrolled%20in%20public%20higher%20institutions>.
12. UIPFuture, n.d., Home, viewed on 14 Sep 2021, < https://uipfuture.com/>.
13. [www.wordstream.com,](about:blank) n.d., 6 Tips to Choose a Stunning Website Color Scheme, viewed on 29 Oct 2021, <https://www.wordstream.com/blog/ws/2019/10/03/website-color-scheme>.
14. IBM, 2019, What is software testing?, viewed on 11 Nov 2021, <https://www.ibm.com/topics/software-testing>.
15. Aebersold, K. (2019). *Software Testing Methodologies, viewed on 11 Nov 2021,* <https://smartbear.com/learn/automated-testing/software-testing-methodologies/>.
16. Coursera., n.d., What Is Python Used For? A Beginner’s Guide, viewed on 11 Nov 2021, <https://www.coursera.org/articles/what-is-python-used-for-a-beginners-guide-to-using-python>.
17. [www.tutorialspoint.com,](about:blank) n.d., *Google Colab - What is Google Colab? - Tutorialspoint*, viewed on 11 Nov 2021, <[https://www.tutorialspoint.com/google\_colab/what\_is\_google\_colab.htm>.](https://www.tutorialspoint.com/google_colab/what_is_google_colab.htm.)
18. www.pluralsight.com. (n.d.). *Python BeautifulSoup Web Scraping | Pluralsight*, viewed on 11 Nov 2021, <https://www.pluralsight.com/guides/extracting-data-html-beautifulsoup>.
19. Pfalzgraf, 2020, How to Use Selenium to Web-Scrape with Example, viewed on 11 Nov 2021, <https://towardsdatascience.com/how-to-use-selenium-to-web-scrape-with-example-80f9b23a843a>.