



"DRIVING RESEARCH TOWARDS EXCELLENCE"



Virtual Conference

The 5th International Conference on Computing, Mathematics and Statistics 2021
(iCMS2021)



Research and Innovation: Opportunities and Challenges for the Academia

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Faculty of Computer and Mathematical Sciences, UiTM Shah Alam
IBDAAI, Universiti Teknologi MARA

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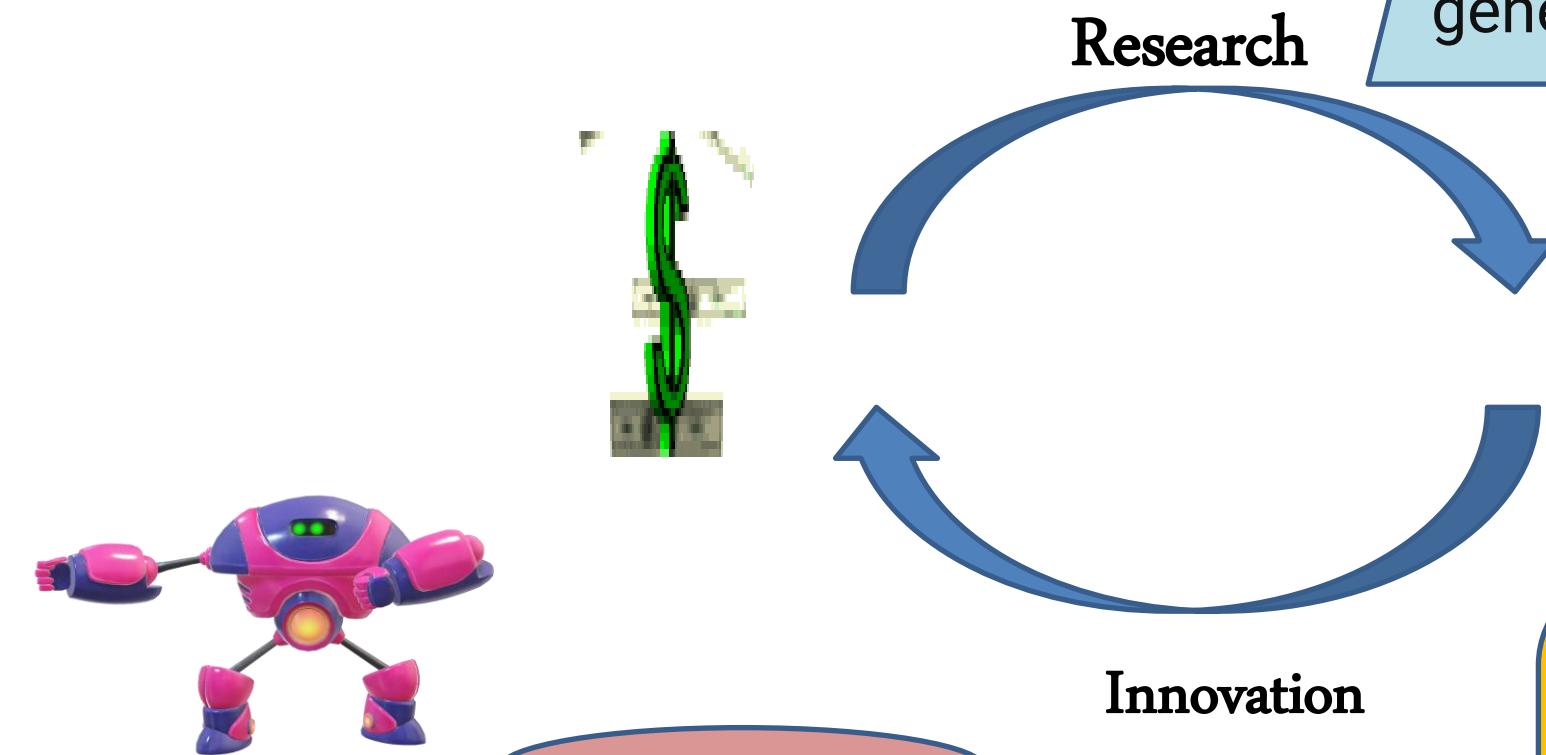


data driven research



1. Research and Innovation

Research involves investigation of a phenomenon that leads to knowledge generation.



Innovation is the creation or improvement of a product, process or service.



- ❑ **Research** - transformation of money into knowledge.
- ❑ **Innovation** - transformation of knowledge into money

Dr Geoffrey Nicholson, "Father of Post-it Notes", on 3M & Innovation

2. Research Process

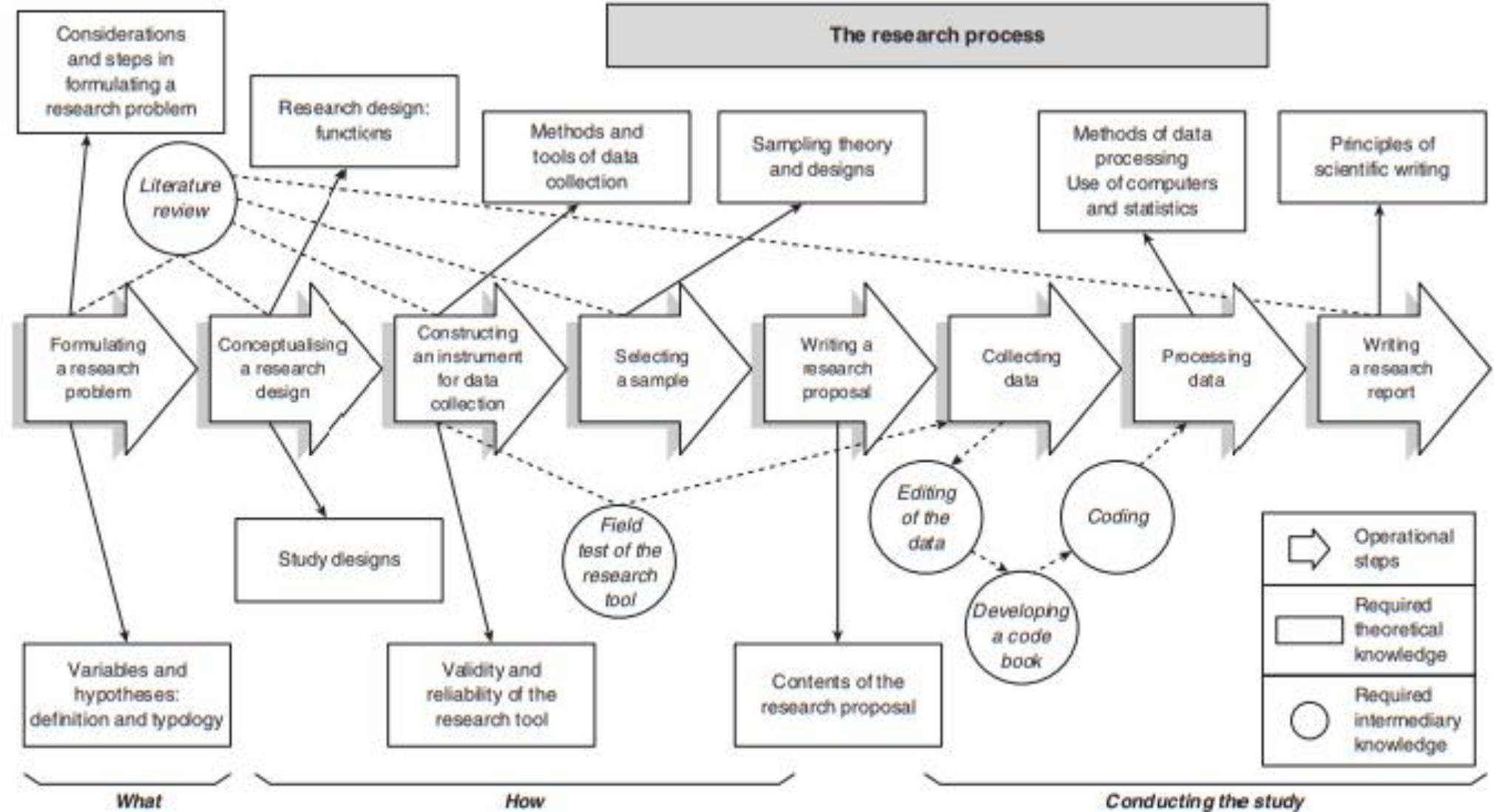


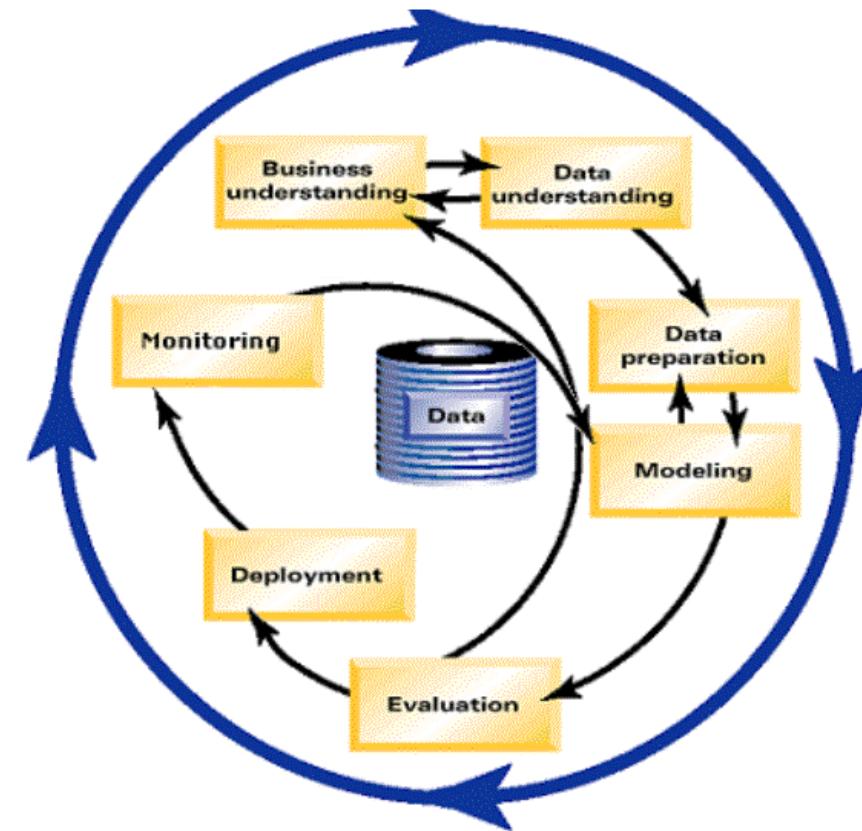
FIGURE 2.2 *The research process*

Source: Ranjit Kumar (2011), Research Methodology: a step-by-step guide for beginners. Chapter 3.

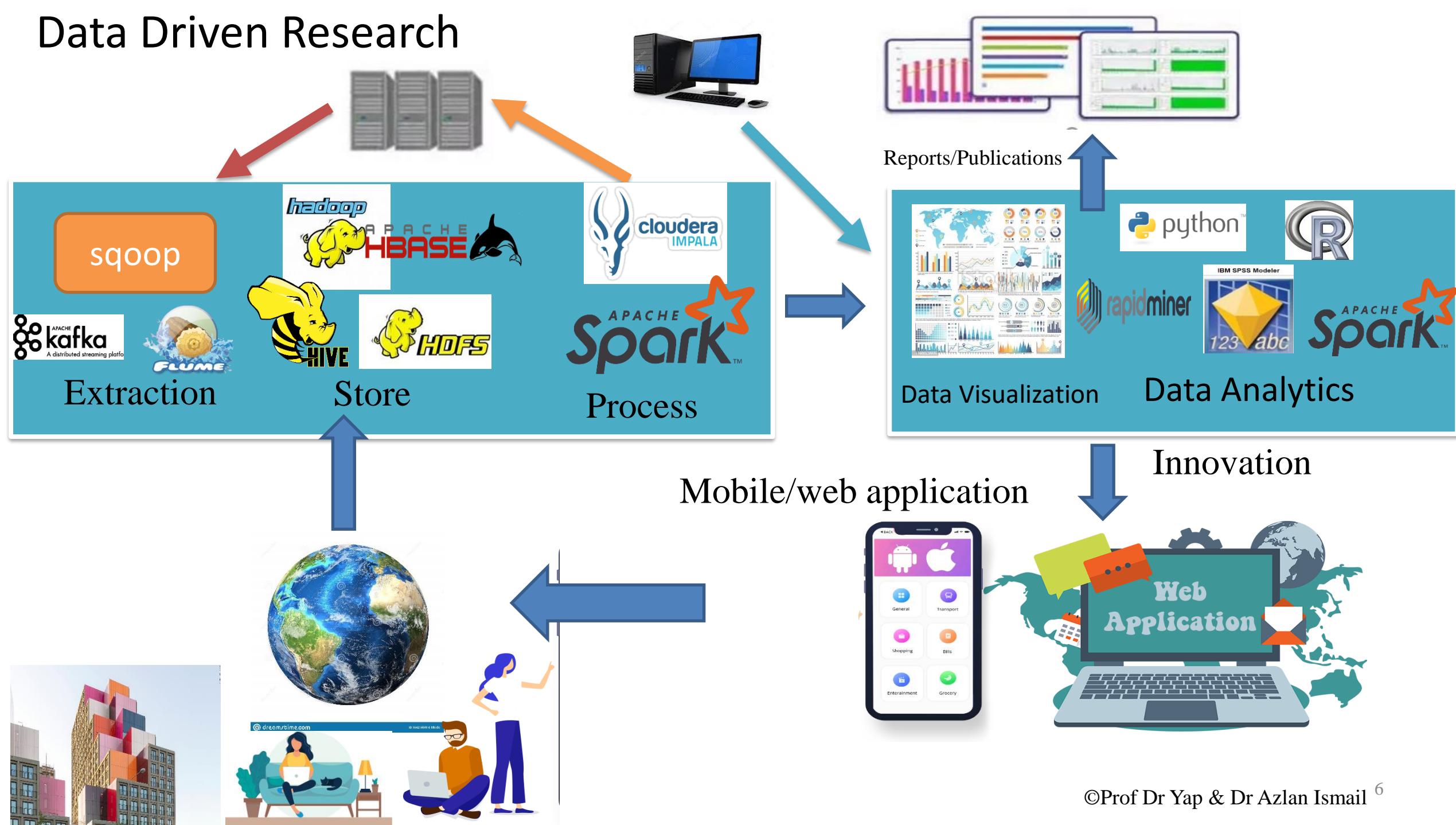
This type of research is usually **theory driven**.

Data Driven Research Process

- Follows CRoss-Industry Standard Process for Data Mining
- It is a standard framework developed to help to carry out DM projects.
- It was developed by a consortium of companies mainly in Europe.
- It involves 6 phases/steps.
 - Business Understanding
 - Data Understanding
 - Data Preparation
 - Modeling
 - Evaluation
 - Deployment



Data Driven Research



Data Professor

Data Science, Machine Learning, Bioinformatics, Research and Teaching are my passion. The Data Professor YouTube...

www.youtube.com

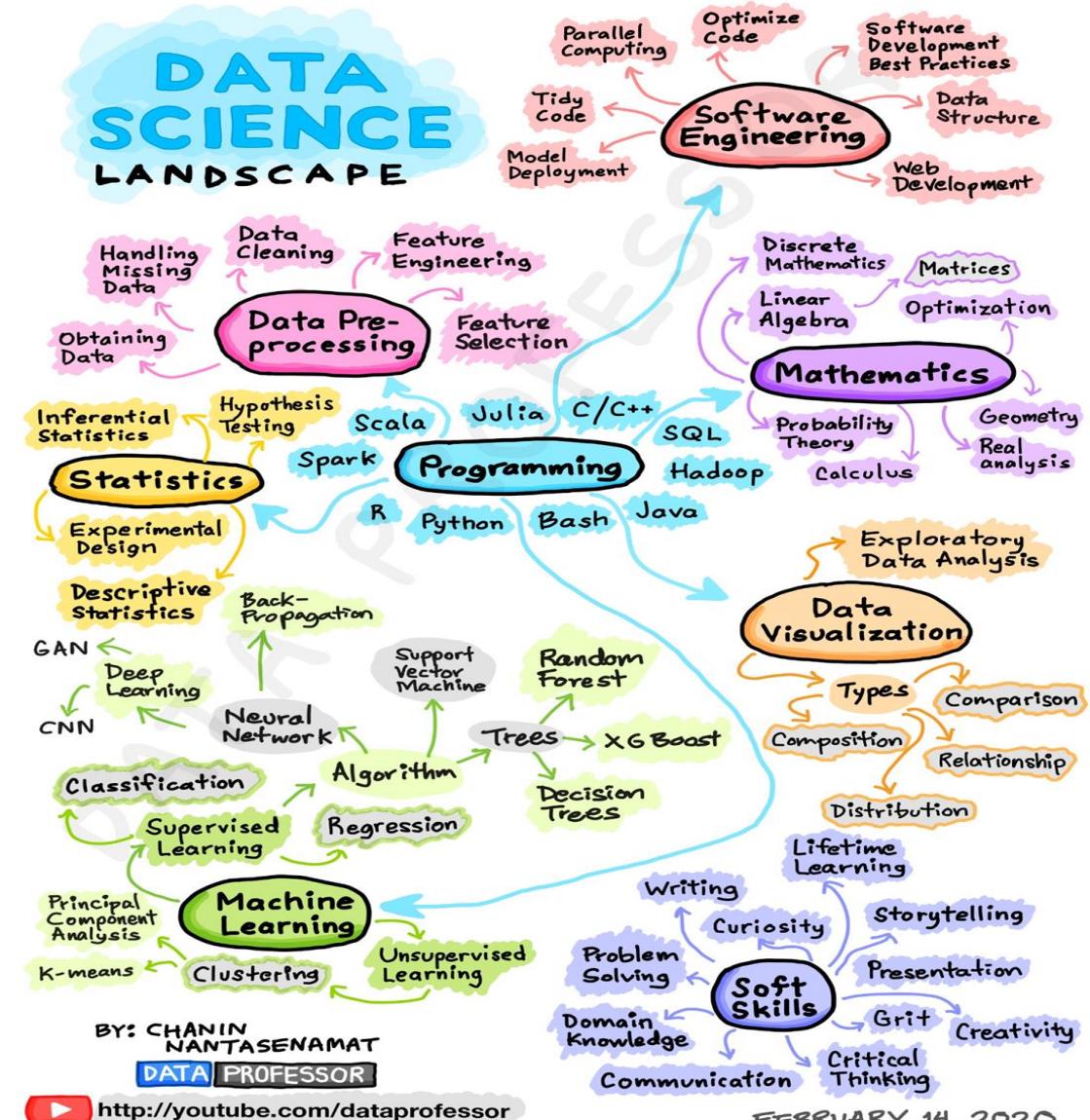


Connect with Me on Social Network

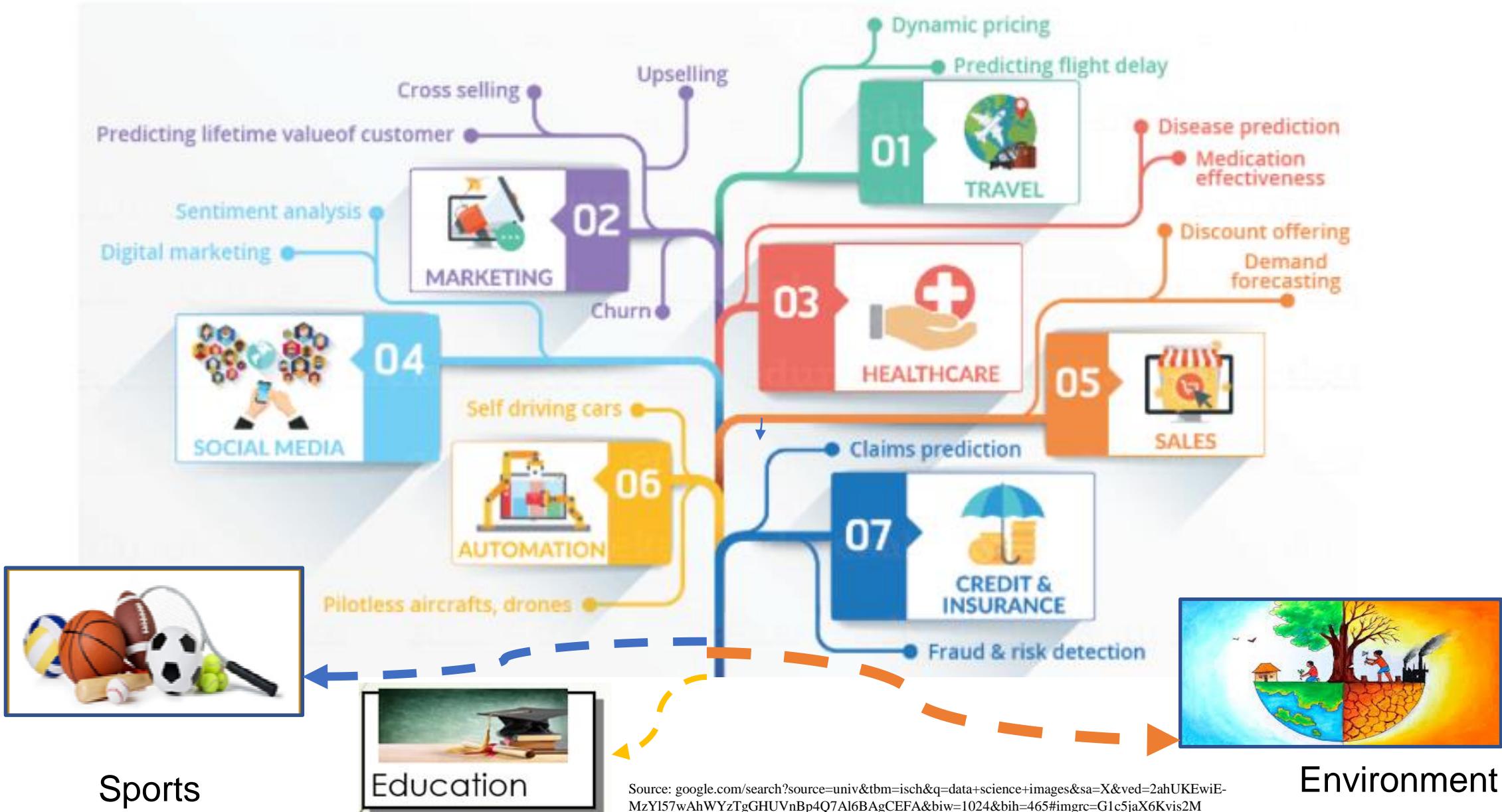
- ✓ YouTube: <http://youtube.com/dataprofessor/>
- ✓ Website: <http://dataprofessor.org/> (Under construction)
- ✓ LinkedIn: <https://www.linkedin.com/company/dataprofessor/>
- ✓ Twitter: <https://twitter.com/thedataprof/>
- ✓ FaceBook: <http://facebook.com/dataprofessor/>
- ✓ GitHub: <https://github.com/dataprofessor/>
- ✓ Instagram: <https://www.instagram.com/data.professor/>

Associate Professor

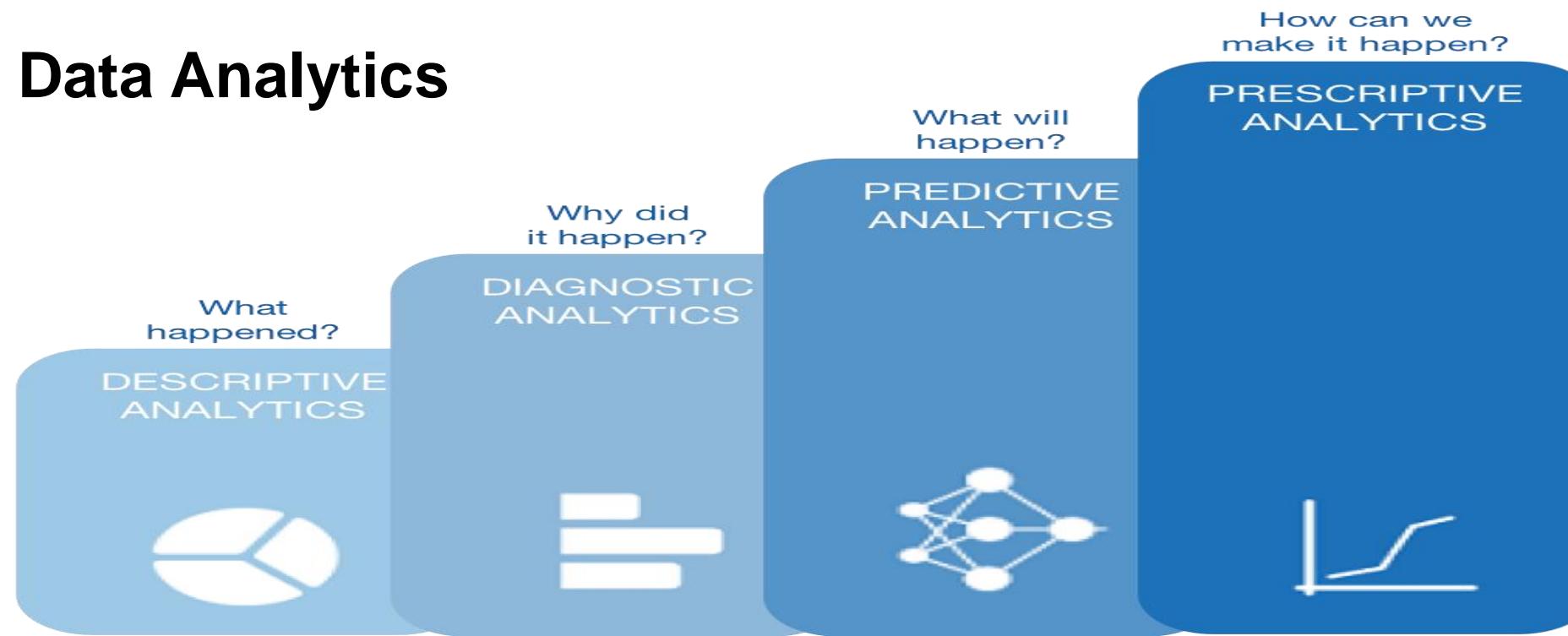
Dr Chanin Nantasenamat
Mahidol University



Data Science Research Applications



Data Analytics



Reporting **summary statistics** based on your data.

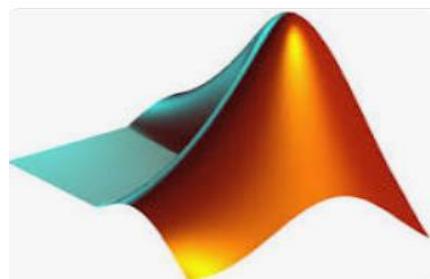
Data Visualization to get insights from your data.
Statistical analysis

Evaluating several prediction/machine learning models.

Recommend the best prediction model.

Opportunities

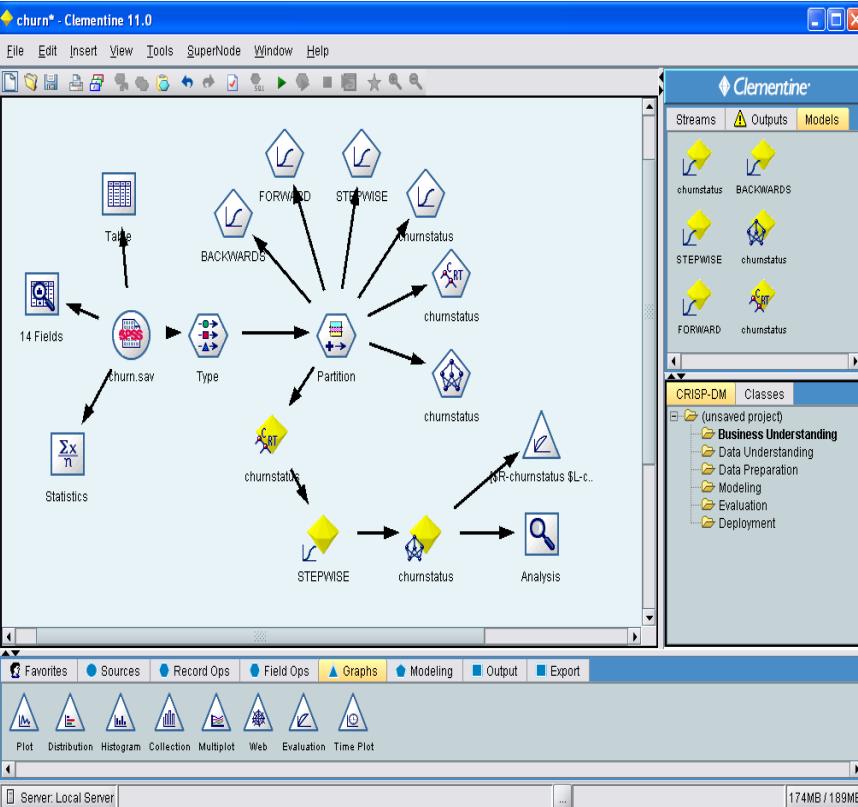
DATA ANALYTICS TOOLS- data analysis is faster and easier



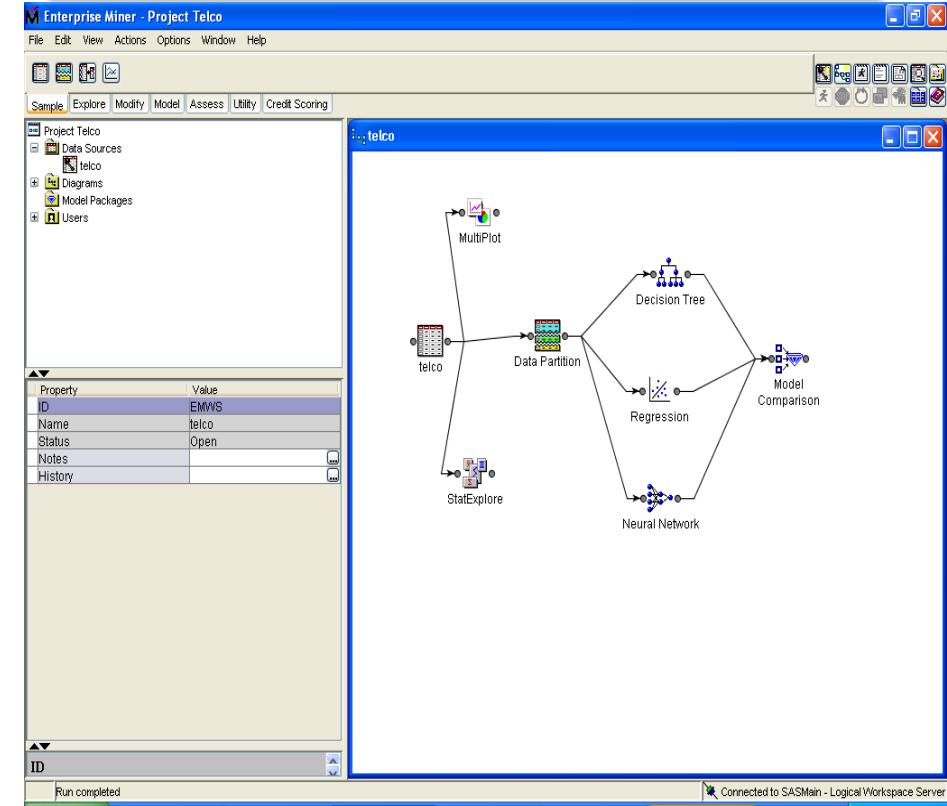
MATLAB

Programming language

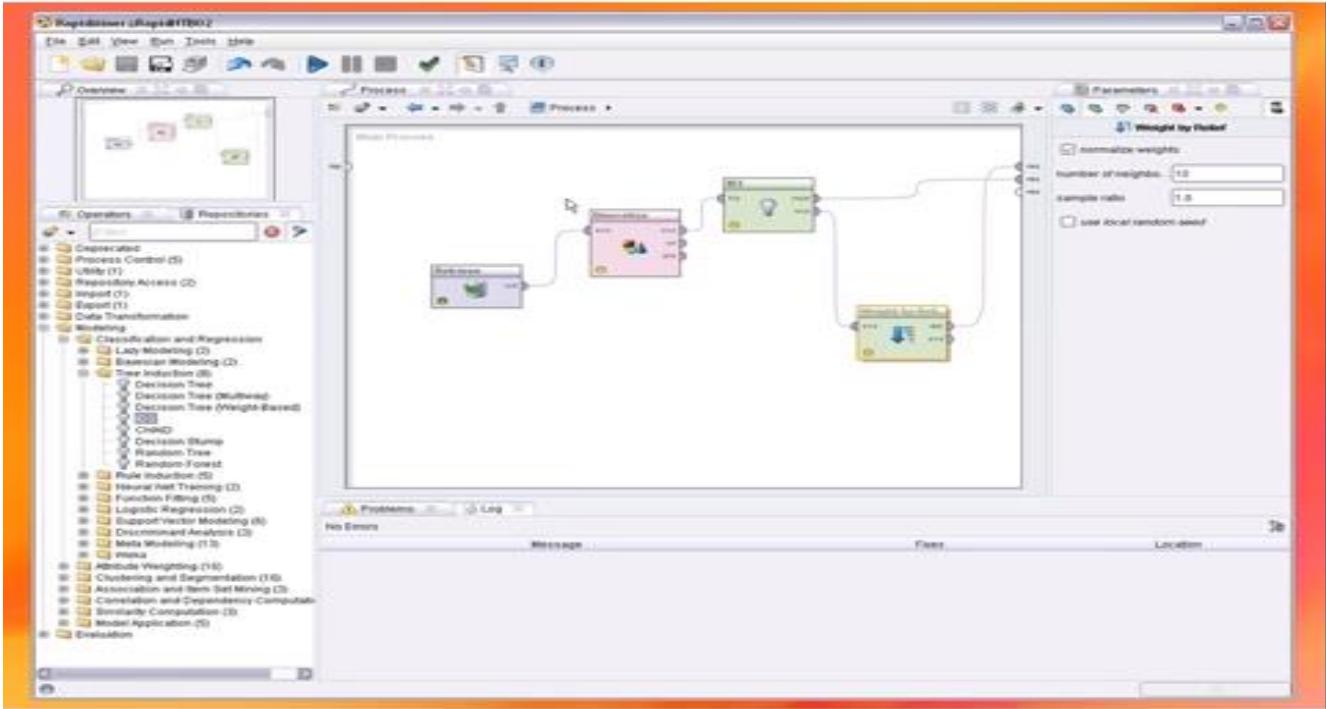
IBM SPSS MODELER 18



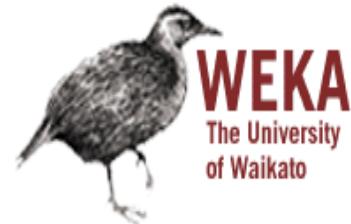
SAS ENTERPRISE MINER



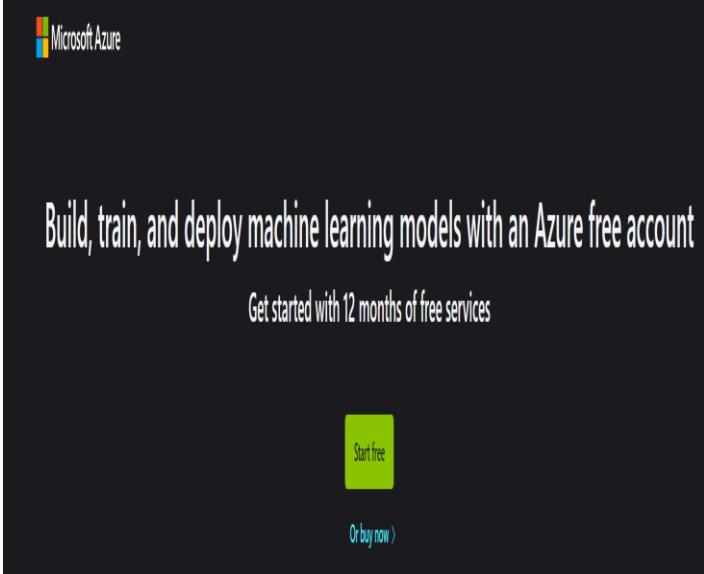
Licensed software



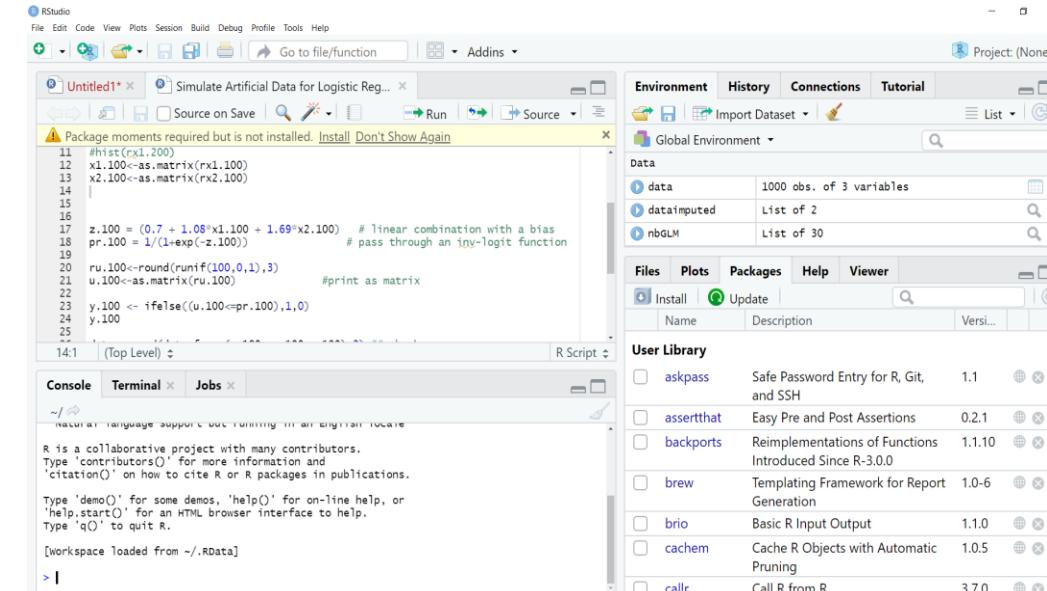
<https://rapidminer.com/>



Microsoft Azure



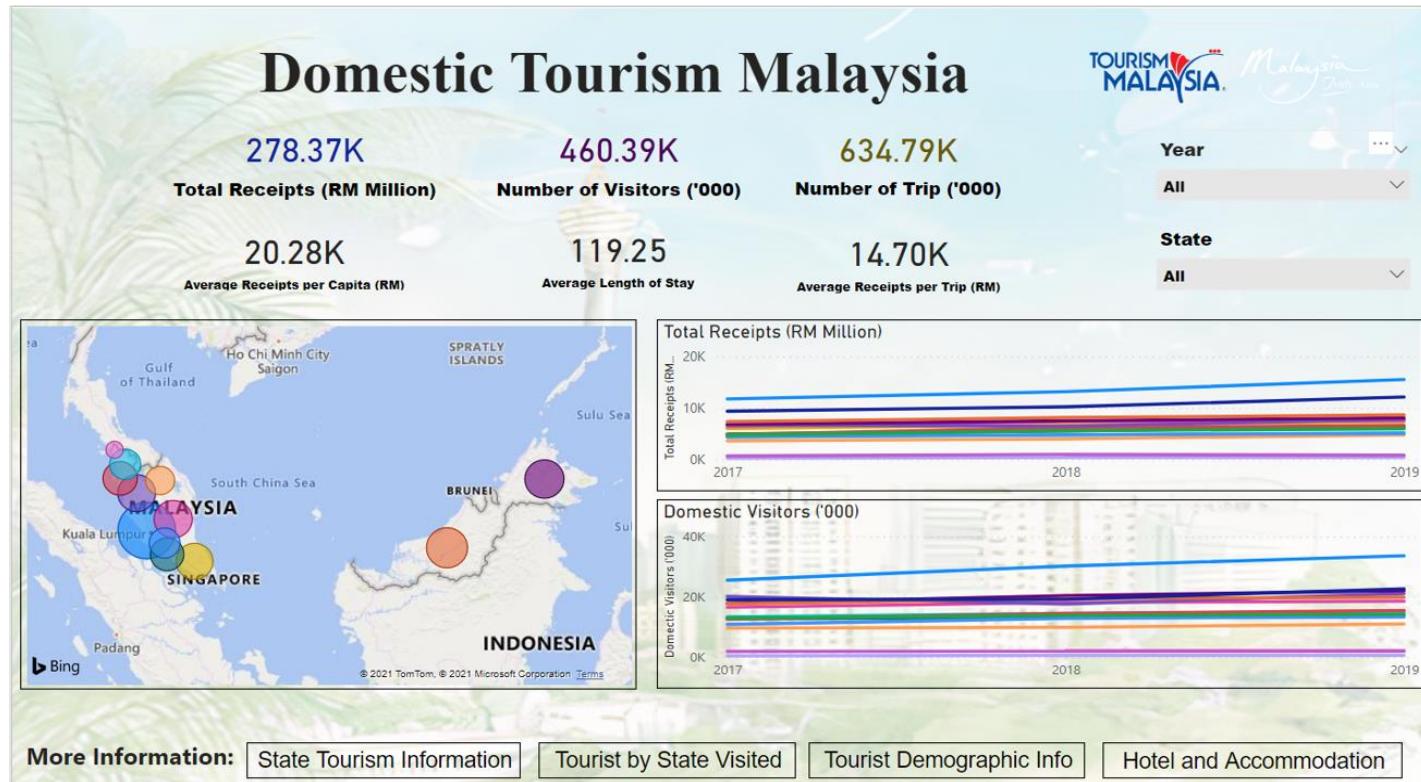
R studio



DECISION SUPPORT SYSTEMS



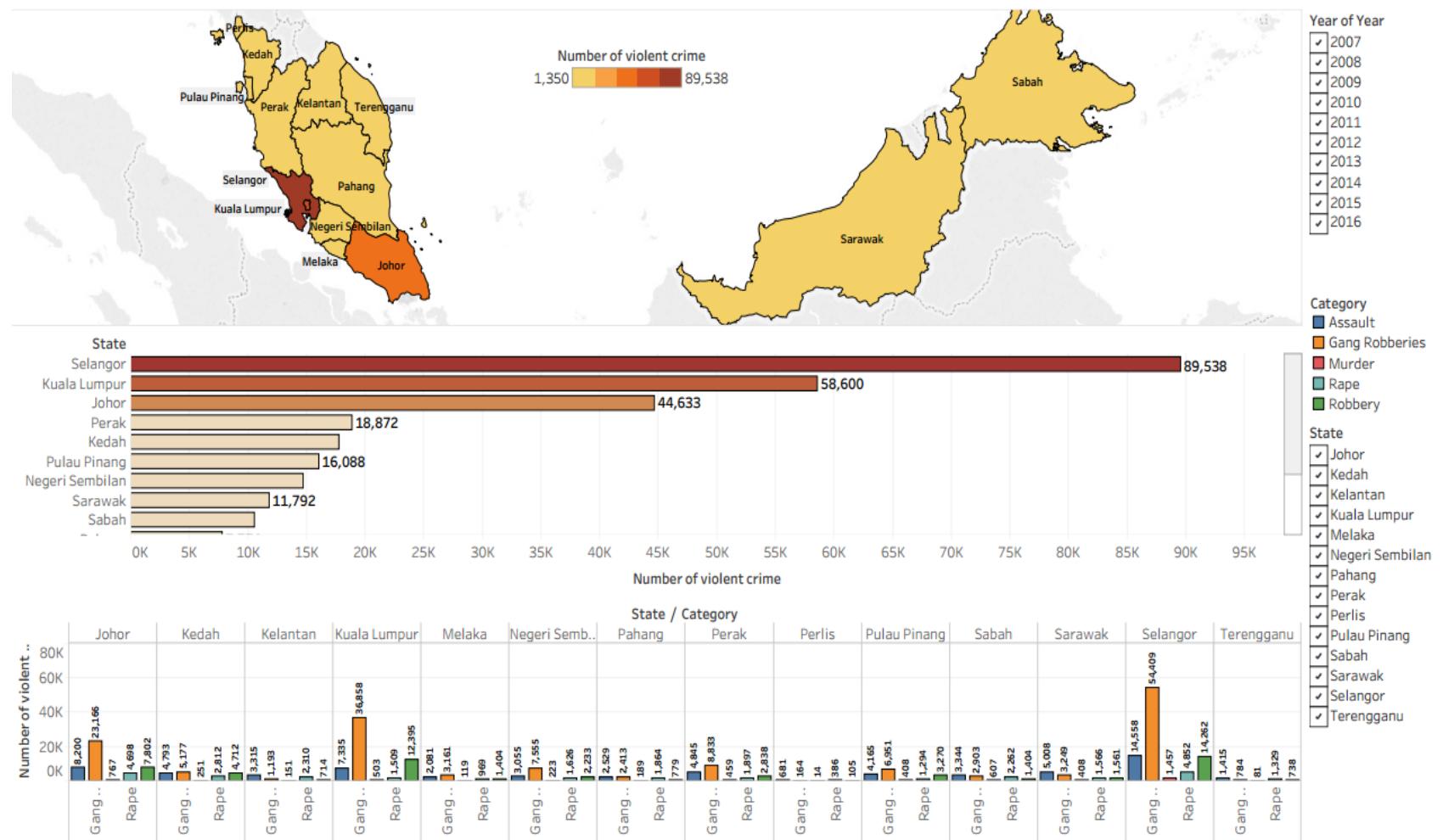
Power BI



Dashboard
using Power BI
Shareh Zulhelmi
Master of Data Science,
UiTM

Data Visualization of Violent Crime in Malaysia

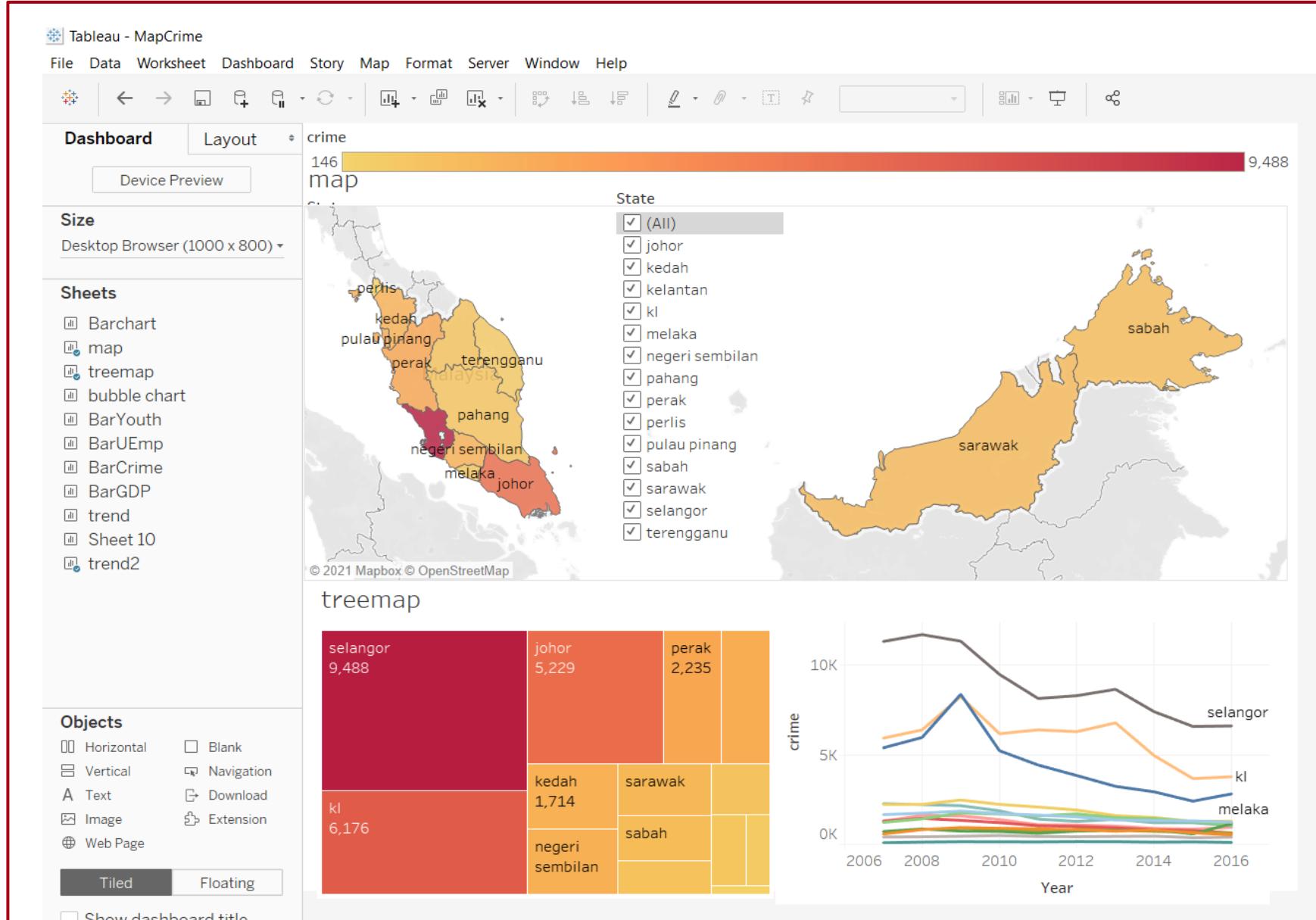
-Namelya Anuar



<https://www.tableau.com/academic/teaching>

Data Visualization

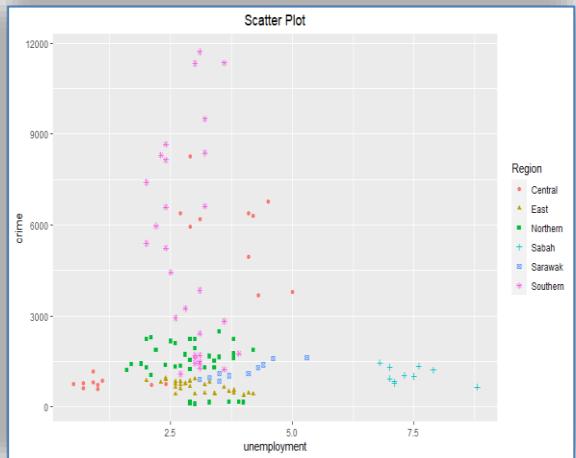
Tableau dashboard



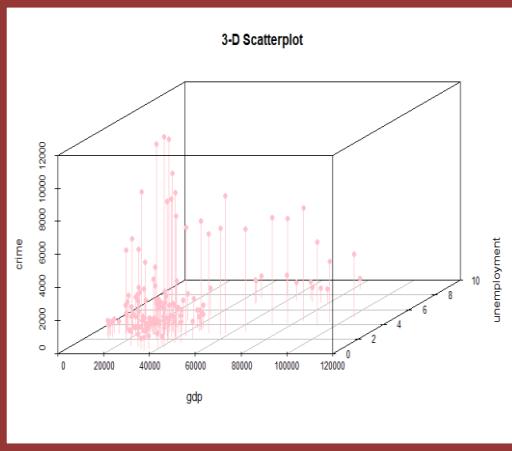
Data Visualization



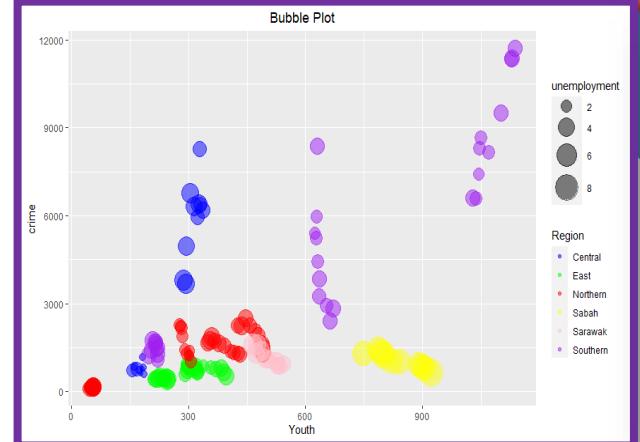
SCATTER PLOT



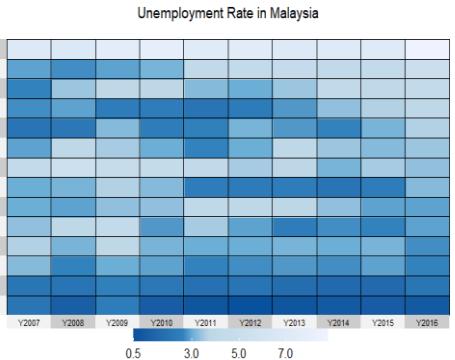
3-D PLOT



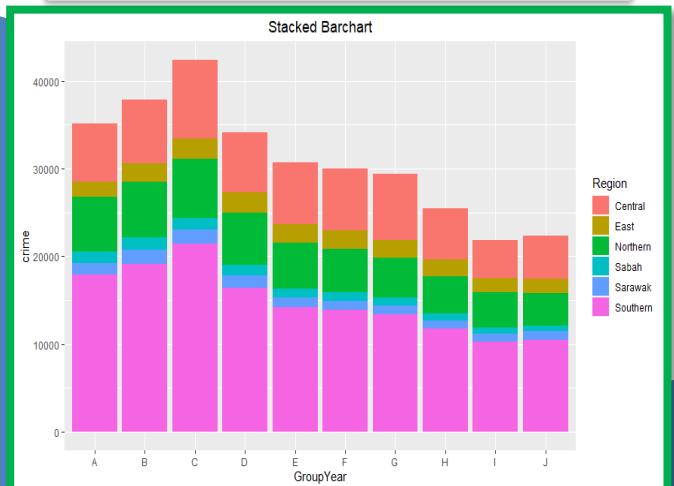
BUBBLE PLOT



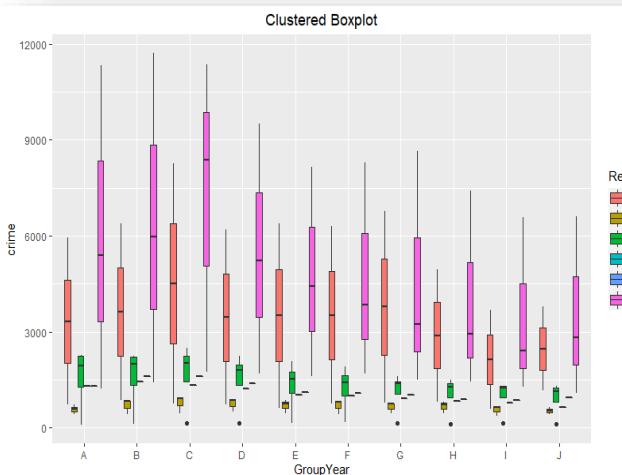
HEAT MAP



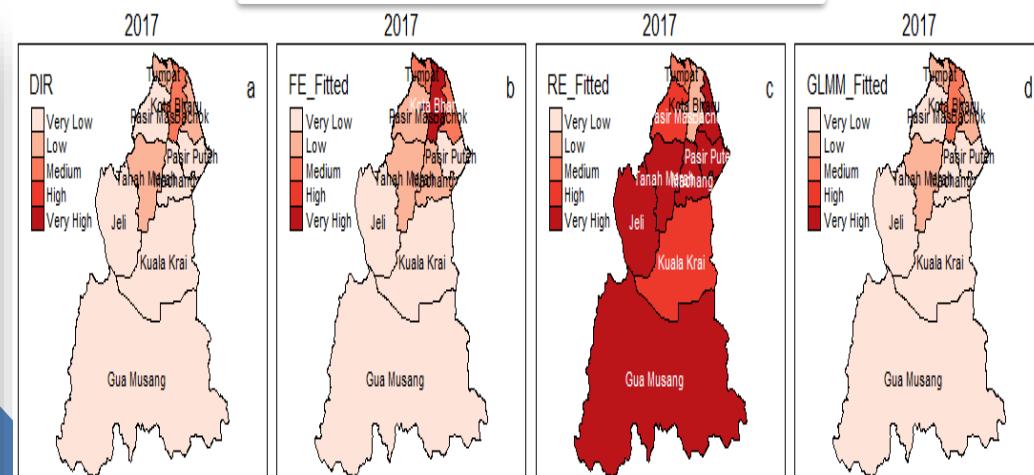
STACKED BAR CHART



CUSTERED BOX PLOT



SPATIAL MAPS



Opportunities for Research Publications and Innovation:

Focus on:
Predictive Analytics
(or Supervised
Learning)

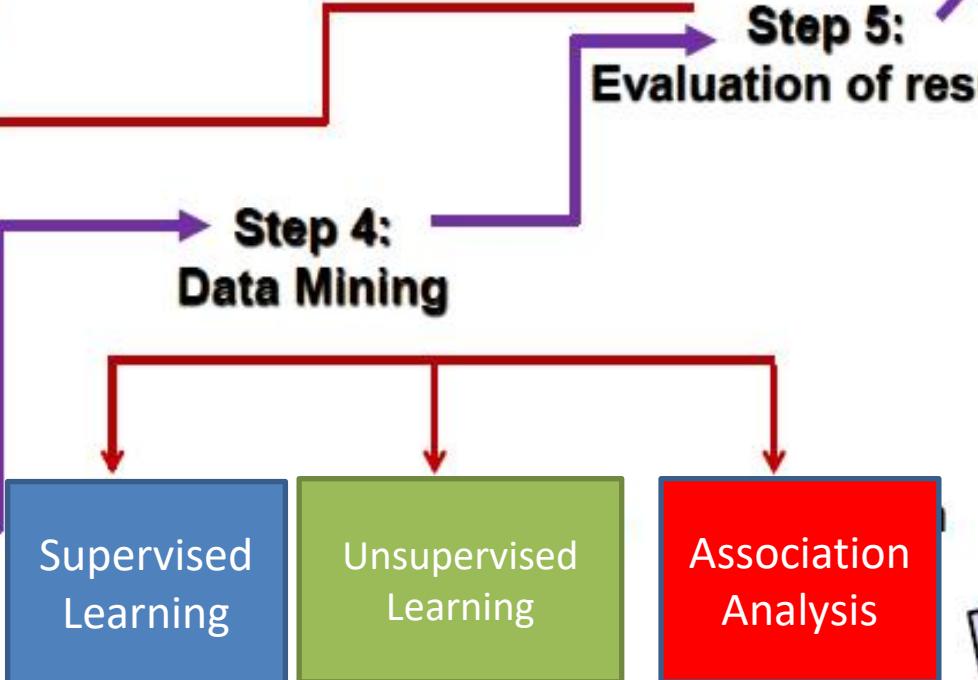


DATA MINING PROCESS

Step 1:
Identify the Problem
& goal of Data Mining

Step 2:
Data Understanding
(Selection of
Variables)

Step 3:
Data Preparation
(Data Integration, data
cleaning, data
imputation)



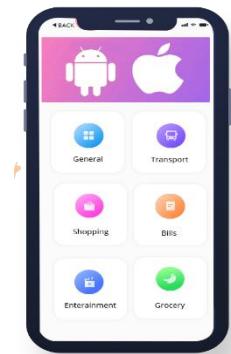
- ✓ Logistic Regression
 - ✓ Decision Tree
 - ✓ ANN
 - ✓ SVM
- ✓ K-means
 - ✓ Fuzzy C-means

Apriori
algorithm



**Step 6:
Deployment**

Innovation



Publications

scientific reports



OPEN Prediction of dengue outbreak in Selangor Malaysia using machine learning techniques

Nurul Azam Mohd Salleh¹, Yap Bee Wah², Caitlyn Reeves³, Madison Smith³, Wan Fairus Wan Yacoob², Rose Nani Mudin², Rahmat Dapuri², Nik Nur Fatihah Sapri², Ummi Khairul Anuar²

Dengue fever is a mosquito-borne disease that affects nearly 0.9 billion people globally. Dengue remains endemic in Malaysia since its outbreaks in the 1980's, with its highest concentration of cases in the state of Selangor. Predictors of dengue fever outbreaks could provide timely information for health authorities to take preventive measures. This study aims to predict dengue fever outbreaks using machine learning models. Three machine learning models (Support Vector Machine (SVM), Random Forest (RF) and Naïve Bayes (NB)) were evaluated. The results showed that RF exhibited the best prediction performance (Accuracy = 70%, Sensitivity = 14%, Specificity = 95%, Precision = 80%) compared to NB and SVM. The SVM model exhibited the lowest prediction performance (Accuracy = 63.54% compared to 34.4% for imbalanced data (original data). The week-of-the-year was the most important predictor in the SVM model. This study exemplifies that machine learning has respectable nature-inspired algorithms to develop a dengue prediction model.

Challenges in Research & Innovation for Academia



Research Skills



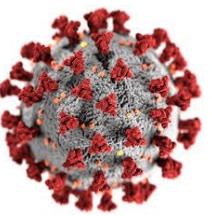
Researchers

- Work with **experts** in the area (mentor-mentee)
- **Upskill** – acquire *programming, data analytics, writing skills*
- Establish **collaborations**
- **Committed** team members

University

- **Good leadership** (visionary, exemplary, etc)
- **Strategic research planning & implementation**
- **Recognition**
- **Rewards**
- Provide **funding** (especially young lecturers)

Data Source



Covid-19 data

for Credit Card Offers!



Credit card charges



Airline reservations



Environmental data



Students database



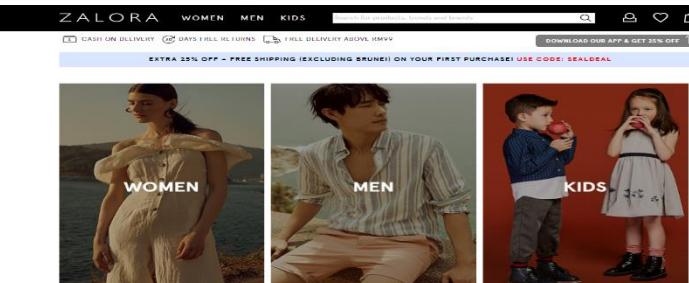
Telco customer data



traffic data



Telco customer data



Online purchase data



Tax returns



Online public data for Research/Projects

The screenshot shows the homepage of the UCI Machine Learning Repository. At the top, there's a banner for the beta version of the new site. Below it, the main navigation includes 'View ALL Data Sets'. The central content area features sections for 'Latest News', 'Newest Data Sets', and 'Most Popular Data Sets (hits since 2007)'. The 'Newest Data Sets' section lists items like 'Synchronous Machine Data Set' and 'Wikipedia Math Essentials'. The 'Most Popular Data Sets' section lists items like 'Iris', 'Adult', 'Wine', 'Wine Quality', and 'Heart Disease'. The footer contains links for 'About', 'Citation Policy', 'Donate a Data Set', and 'Contact'. The page is supported by the University of California, Irvine.

<https://archive.ics.uci.edu/ml/index.php>

The screenshot shows the homepage of Kaggle Datasets. The left sidebar includes links for 'Home', 'Competitions', 'Datasets' (which is selected), 'Code', 'Discussions', and 'Courses'. The main content area features a search bar and a section for 'Datasets' with a sub-section for 'Trending Datasets' showing images related to 'Medical Imaging', 'Sports', 'Urban', and 'Chemistry'. A sidebar on the right shows a cartoon illustration of two people working with data. The footer includes a cookie consent message and 'Got it' and 'Learn more' buttons.

<https://www.kaggle.com/datasets>

Simulate your own data using R to test your method

Generate Simulated Dataset for Linear Model in R

When the real dataset is hard to find, simulate it.



Raden Aurelius Andhika Viadinugroho Jun 18 · 6 min read



Motivation

In these recent years, research about Machine Learning (ML) has increased along with the increased computation capability. As a result, there is much development in some of the ML models — if not inventing a new model — that performs better than the traditional model.

One of the main problems that the researchers usually encountered when trying to implement the proposed model is the lack of the proper real-world dataset that follows the model's assumptions. Or in the other case, the real-world dataset exists, but the dataset itself is very expensive and hard to collect.

```
1 library(car)
2 library(MASS)
3 library(lmtest)
4 library(tseries)
5 library(ggfortify)
6
7 set.seed(1234)
8
9 ##Linear Regression
10 #Generate the independent variable and the error
11 x1=rnorm(100,50,9)
12 x2=rnorm(100,200,64)
13 error=rnorm(100,0,16)
14 #Generate the dependent variable (b0=150, b1=-4, b2=2.5)
15 y1=150-(4*x1)+(2.5*x2)+error
16 #create the model
17 m1=lm(y1~x1+x2)
18 summary(m1)
19 autoplot(m1)
```

Stage 1 Business Understanding

- Perform a situation assessment.
- Identify business (research problem) objective(s).
- Determine data mining goals.
- Produce a project plan.

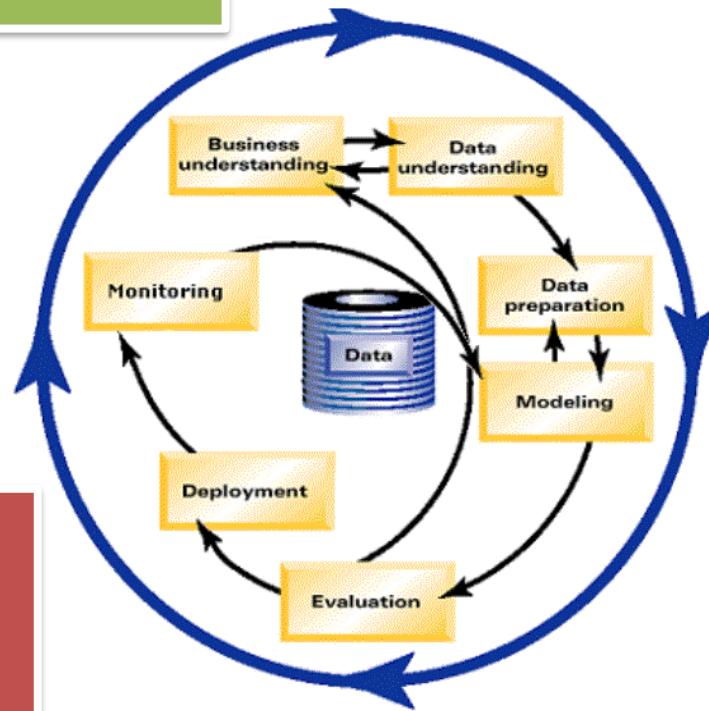
Stage 6 Deployment

Classify new cases using model selected in [Stage 5](#).

Stage 5 Evaluation

Performance measures:
(for binary target)

- Accuracy
- Sensitivity
- Specificity
- Precision



CRISP-DM Process

Stage 2 Data Understanding

- Identify types of data.
- Identify target variable(for predictive analytics).
- Data Audit (data errors, missing values, outliers, imbalance data)
- Data Exploration (charts)

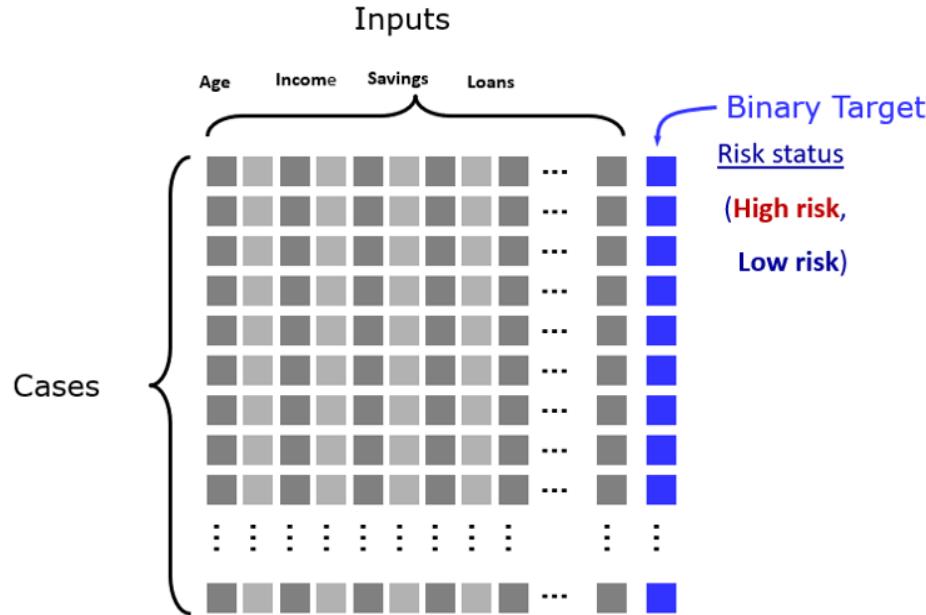
Stage 3 : Data Preparation

- Variable selection (feature selection)
- Data Imputation for missing values
- Data transformation
- Creating new variable(s)

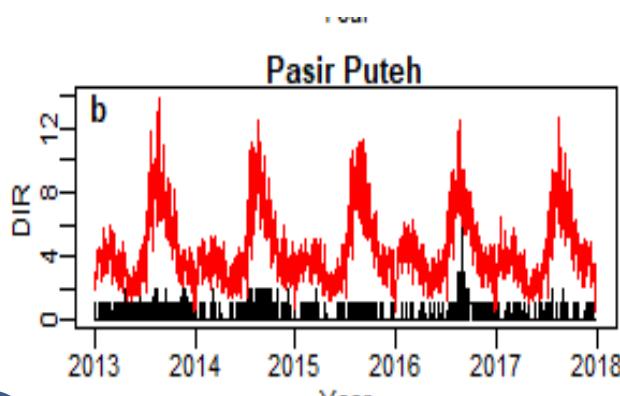
Stage 4 : Data Modeling

| Data | Outcome (or Target) Variable (Y) | Predictive models | Predictor Variables(X) |
|----------------------|----------------------------------|--|--------------------------------|
| Cross-sectional data | Categorical | Logistic and Multinomial Regression, Decision Tree, ANN, SVM, Naïve Bayes, Random Forest, k-NN | Continuous or categorical |
| Cross-sectional data | Continuous | Linear Regression, Regression Tree, k-NN, ANN, SVR | Continuous or categorical |
| Time series data | Continuous | Multivariate Time Series Models | Continuous or categorical data |

Types of data



1 Cross-sectional data



2 Time series data

| Year | State | Youth | gdp | unemployment | crime |
|------|-------|-------|-------|--------------|-------|
| 2007 | johor | 625.2 | 18753 | 2 | 5390 |
| 2008 | johor | 629.1 | 20162 | 2.2 | 5965 |
| 2009 | johor | 629.8 | 18878 | 3.2 | 8374 |
| 2010 | johor | 628.4 | 22035 | 2.4 | 5229 |
| 2011 | johor | 632.1 | 24350 | 2.5 | 4428 |
| 2012 | johor | 635.7 | 25442 | 3.1 | 3842 |
| 2013 | johor | 634.9 | 26308 | 2.8 | 3239 |
| 2014 | johor | 653.4 | 28089 | 2.6 | 2933 |
| 2015 | johor | 662 | 29558 | 3.1 | 2413 |
| 2016 | johor | 671.7 | 31952 | 3.6 | 2820 |
| 2007 | kedah | 349.7 | 12160 | 3.3 | 1661 |
| 2008 | kedah | 354.8 | 13023 | 3.8 | 1742 |
| 2009 | kedah | 360.8 | 12481 | 4.2 | 1859 |
| 2010 | kedah | 367.7 | 14034 | 2.8 | 1714 |
| 2011 | kedah | 378.6 | 15563 | 3.5 | 1635 |

3 Panel data

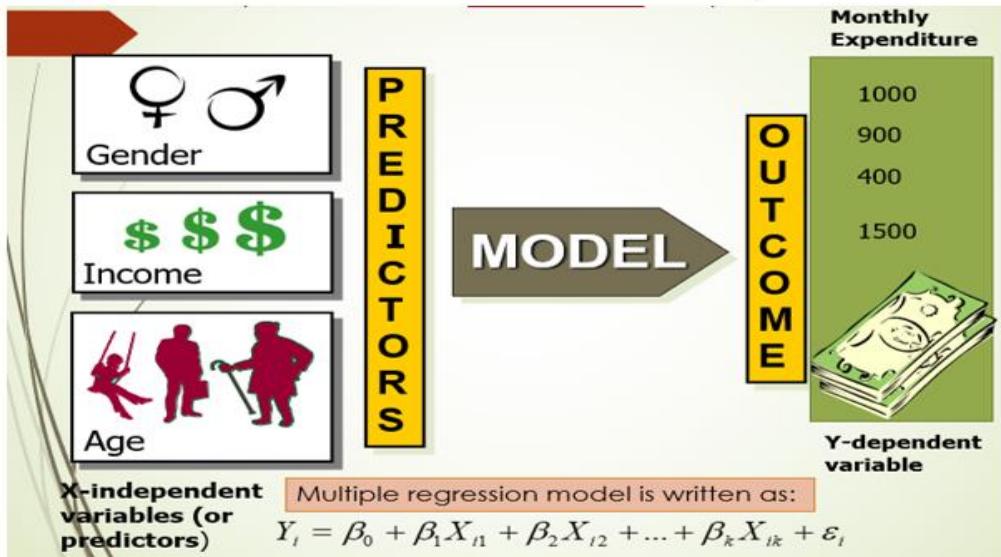
| cent er_id | center_size | altphys_id | patient_id | gender | dob | treatment | week | convulsions |
|------------|-------------|------------|------------|--------|------------|----------------|---------------|-------------|
| 1 | 07057 | Small COMX | 1FSL | Male | 05/26/1990 | Anticonvulsant | Pre-treatm... | 2 |
| 2 | 07057 | Small COMX | 1FSL | Male | 05/26/1990 | Anticonvulsant | Week 1 | 6 |
| 3 | 07057 | Small COMX | 1FSL | Male | 05/26/1990 | Anticonvulsant | Week 2 | 4 |
| 4 | 07057 | Small COMX | 1FSL | Male | 05/26/1990 | Anticonvulsant | Week 3 | 4 |
| 5 | 07057 | Small COMX | 1FSL | Male | 05/26/1990 | Anticonvulsant | Week 4 | 6 |
| 6 | 07057 | Small COMX | 1FSL | Male | 05/26/1990 | Anticonvulsant | Week 5 | 3 |
| 7 | 07057 | Small COMX | 30QU | Female | 06/07/1977 | Placebo | Pre-treatm... | 4 |
| 8 | 07057 | Small COMX | 30QU | Female | 06/07/1977 | Placebo | Week 1 | 7 |
| 9 | 07057 | Small COMX | 30QU | Female | 06/07/1977 | Placebo | Week 2 | 5 |
| 10 | 07057 | Small COMX | 30QU | Female | 06/07/1977 | Placebo | Week 3 | 7 |
| 11 | 07057 | Small COMX | 30QU | Female | 06/07/1977 | Placebo | Week 4 | 6 |
| 12 | 07057 | Small COMX | 30QU | Female | 06/07/1977 | Placebo | Week 5 | 6 |
| 13 | 07057 | Small COMX | 3974 | Male | 03/02/1972 | Anticonvulsant | Pre-treatm... | 5 |
| 14 | 07057 | Small COMX | 3974 | Male | 03/02/1972 | Anticonvulsant | Week 1 | 6 |
| 15 | 07057 | Small COMX | 3974 | Male | 03/02/1972 | Anticonvulsant | Week 2 | 5 |
| 16 | 07057 | Small COMX | 3974 | Male | 03/02/1972 | Anticonvulsant | Week 3 | 4 |
| 17 | 07057 | Small COMX | 3974 | Male | 03/02/1972 | Anticonvulsant | Week 4 | 5 |
| 18 | 07057 | Small COMX | 3974 | Male | 03/02/1972 | Anticonvulsant | Week 5 | 3 |
| 19 | 07057 | Small COMX | 4EVE | Female | 01/18/1964 | Anticonvulsant | Pre-treatm... | 2 |
| 20 | 07057 | Small COMX | 4EVE | Female | 01/18/1964 | Anticonvulsant | Week 1 | 1 |
| 21 | 07057 | Small COMX | 4EVE | Female | 01/18/1964 | Anticonvulsant | Week 2 | 1 |
| 22 | 07057 | Small COMX | 4EVE | Female | 01/18/1964 | Anticonvulsant | Week 3 | 2 |
| 23 | 07057 | Small COMX | 4EVE | Female | 01/18/1964 | Anticonvulsant | Week 4 | 2 |
| 24 | 07057 | Small COMX | 4EVE | Female | 01/18/1964 | Anticonvulsant | Week 5 | 1 |
| 25 | 07057 | Small COMX | 98PC | Female | 10/15/1986 | Placebo | Pre-treatm... | 1 |
| 26 | 07057 | Small COMX | 98PC | Female | 10/15/1986 | Placebo | Week 1 | 3 |

4 Experimental data: Treatment and Placebo group

Cross-sectional data

Selection of model depends on your **target (dependent variable)**

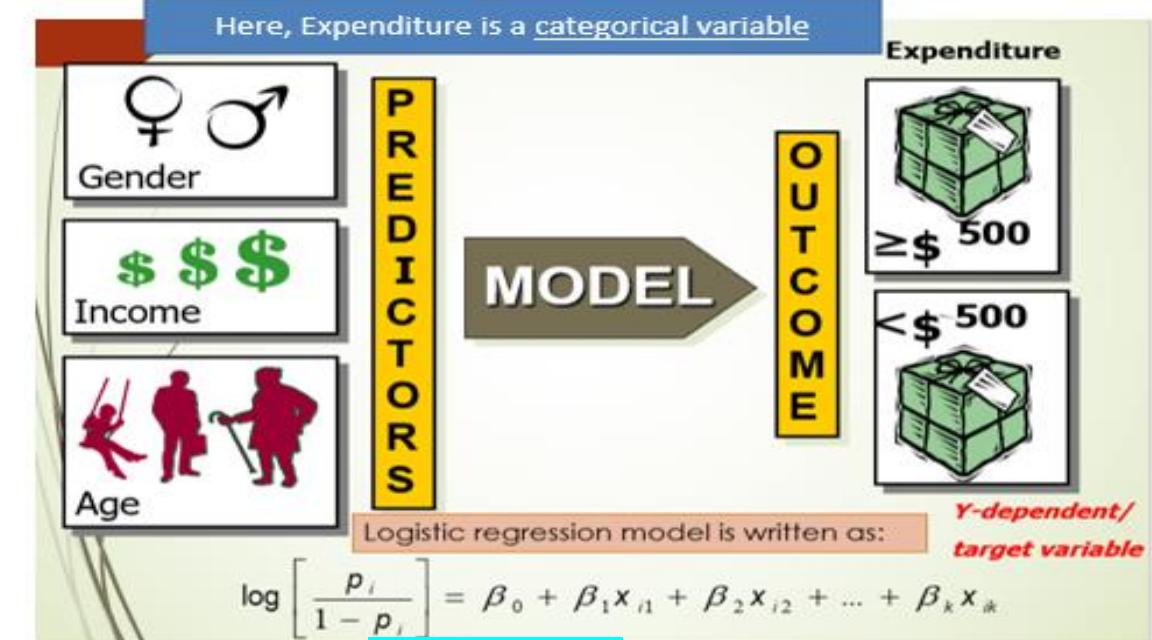
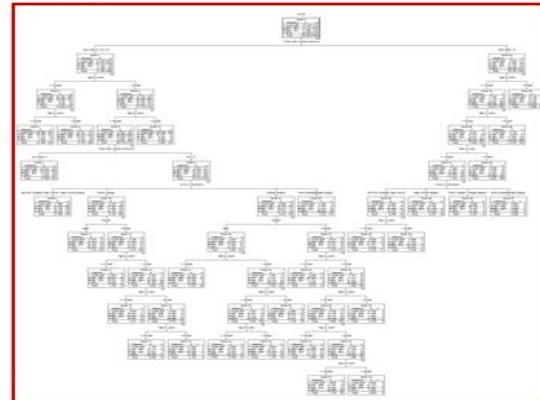
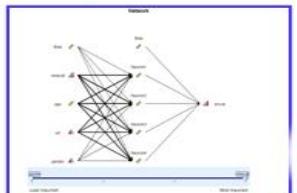
Here, Expenditure is a continuous variable



Y is continuous

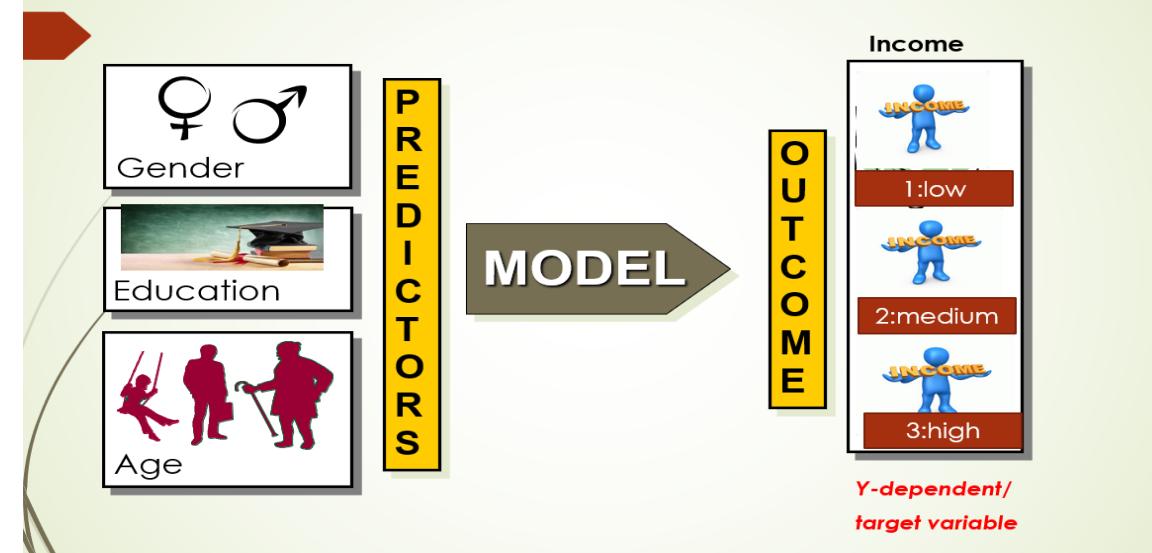
Multi-class classification model

- Multinomial Logistic Regression
- Ordinal Logistic Regression
- Decision Trees
- ANN
- SVM
- Bayes' Network



Y is binary (0,1)

Multi-class classification problem



Y is multi-class (1,2,3)

Predictive Analytics for Cross-sectional data (Supervised Learning)

Machine Learning classifier (for categorical target, Y)

- ✓ Decision tree
- ✓ Random forest
- ✓ Logistic Regression
- ✓ Artificial Neural Network
- ✓ Support Vector Machine
- ✓ k-NN
- ✓ Bayes Network

(b) Machine Learning Classifier (for continuous target, Y)

- ✓ Regression tree
- ✓ Random forest
- ✓ Linear Regression
- ✓ Artificial Neural Network
- ✓ Support Vector Regression
- ✓ k-NN

Cross-sectional data

Y is **continuous**

Common method
Multiple Regression

Alternative model
Lasso*
Adaptive Lasso*
Elastic net *
Ridge regression*

Regression Tree
Random Forest
K-NN
Support Vector Regression (SVR)

Table 1 Popular Penalized Regression Methods

| Method | Penalty |
|----------------|---|
| LASSO | $\sum_{j=1}^p \beta_j < t$ |
| Adaptive LASSO | $\sum_{j=1}^p \left(\beta_j / \hat{\beta}_j \right) < t$ |
| Elastic net | $\sum_{j=1}^p \beta_j < t_1$ and $\sum_{j=1}^p \beta_j^2 < t_2$ |

*Introduced penalty to prevent overfitting and improve model performance

Y is **binary (0,1)**

Common method
Logistic Regression

Alternative model
Lasso*
Adaptive Lasso*
Elastic net*
Ridge*

Decision Tree
Random Forest
K-NN
Support Vector Machine (SVM)

LOGISTIC REGRESSION MODEL

Example: Prediction of Churn: Y=1 (Churn) or 0(Active)

$$P(\text{event}) = \frac{e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k}}{1 + e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k}} \text{ where } P(\text{event}) = \text{Prob}(Y = 1)$$

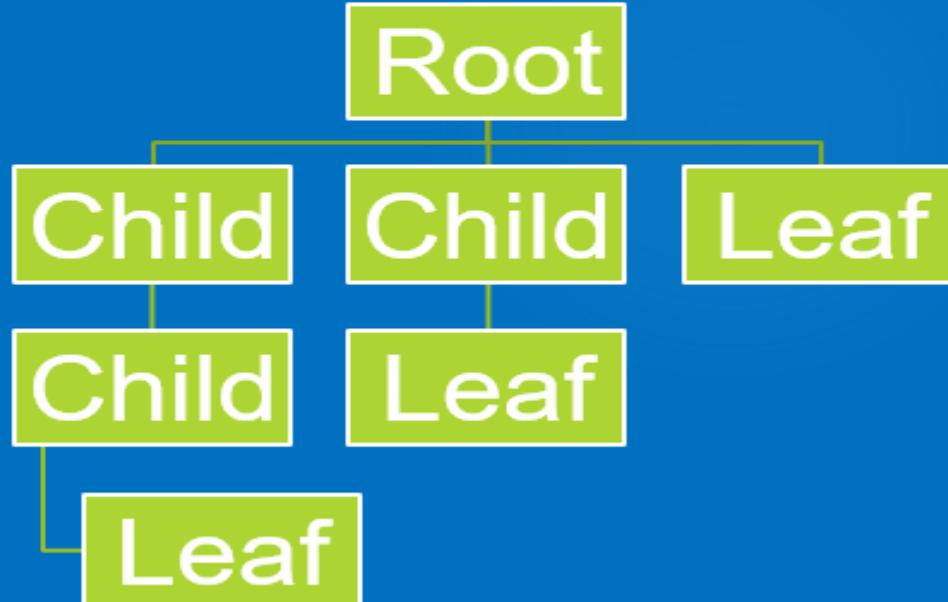
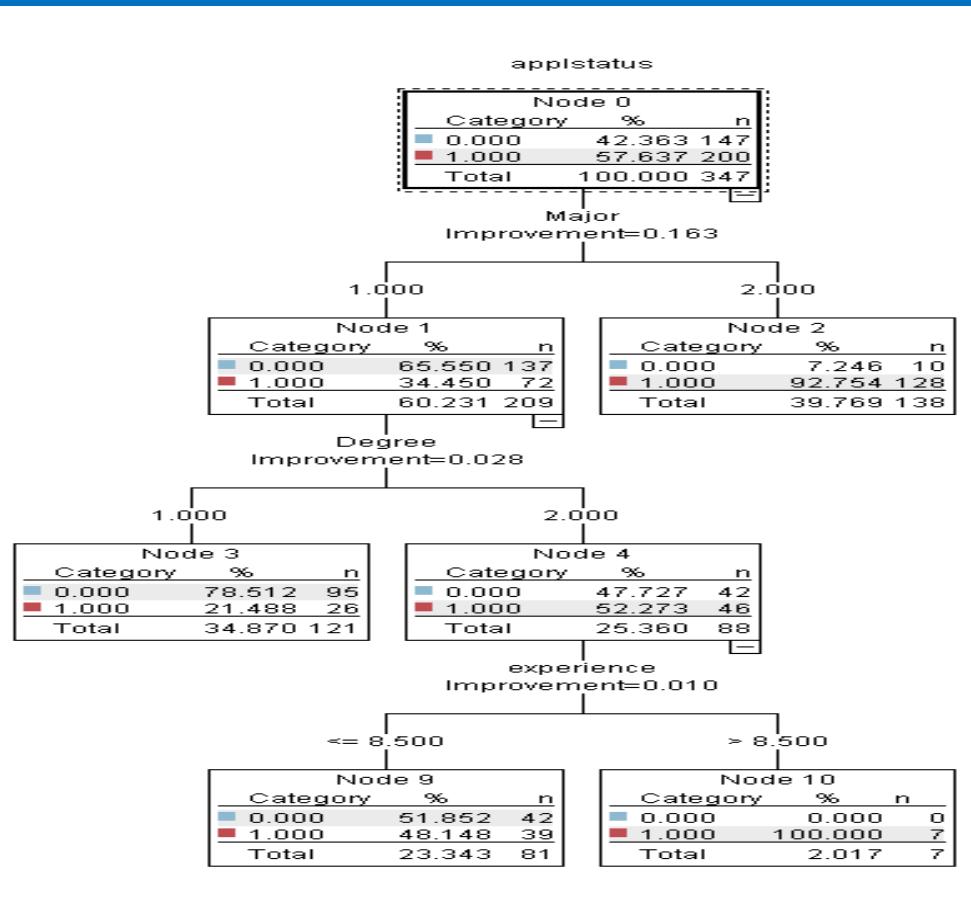
The binary logistic model is:

$$\ln\left(\frac{\text{Prob(event)}}{1 - \text{Prob(event)}}\right) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k$$



| | Actual | | | | Predicted | | Predicted | | | | | |
|--------|--------|-----|-----------|-------|-----------|--------|-----------|-----------|-------|--|--|--|
| | Y | Age | IncomeCat | Usage | P(Y=1) | P(Y=0) | Class | | | | | |
| Ali | 1 | 35 | 1 | 300 | 0.85 | 0.15 | 1 | | | | | |
| James | 1 | 45 | 2 | 200 | 0.25 | 0.75 | 0 | | | | | |
| Siti | 0 | 30 | 1 | 150 | 0.65 | 0.4 | 1 | | | | | |
| Mary | 0 | 25 | 3 | 350 | 0.9 | 0.1 | 1 | | | | | |
| Salmah | 0 | 28 | 1 | 100 | 0.14 | 0.86 | 0 | | | | | |
| | | | | | | | | Acc | 40 | | | |
| | | | | | | | | Sen | 50 | | | |
| | | | | | | | | Spec | 33.33 | | | |
| | | | | | | | | Precision | 50 | | | |

Decision Tree Structure



Decision trees algorithms

CART

- construct decision tree for categorical & continuous target variable
- Uses Gini measure for classification tree.
- Performs only binary split

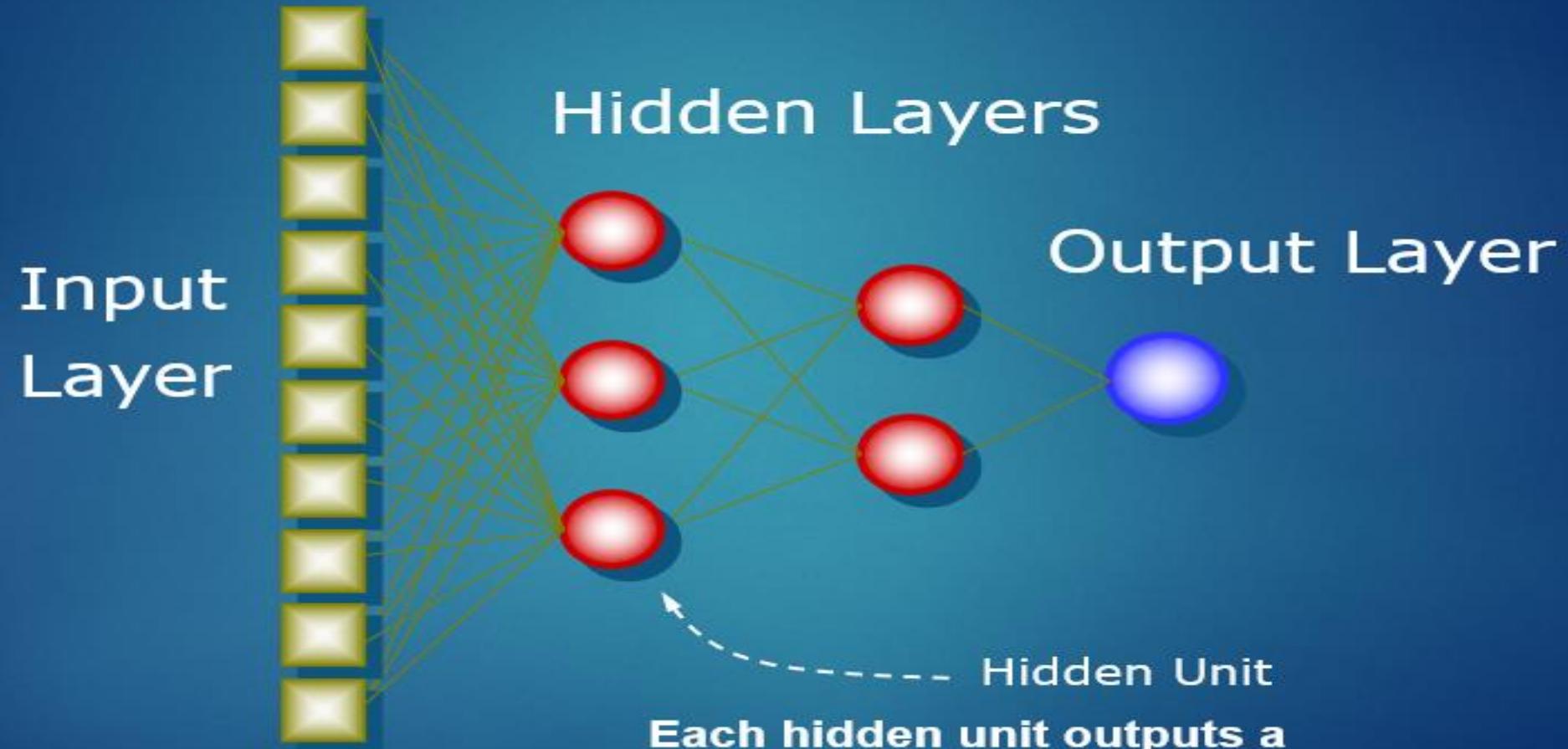
C5

- construct decision tree for categorical target variable.
- Uses entropy measure for splitting nodes .
- Performs multi-way split

CHAID

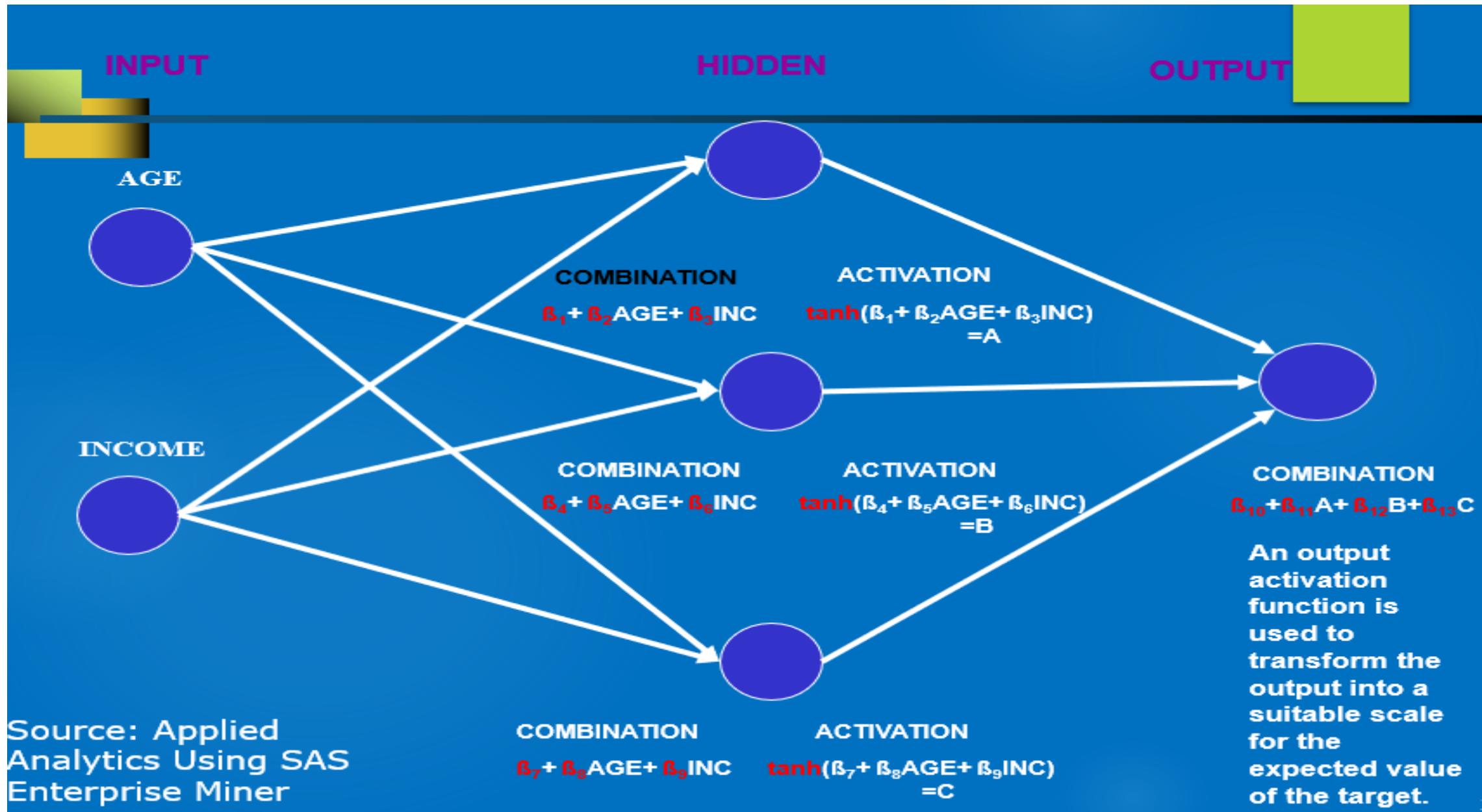
- construct decision tree for categorical and continuous target variable.
- Split algorithm (Chi-Square test) designed for categorical inputs so continuous inputs must be discretized.
- Performs multi-way split

Multi-layer Perceptron-the most widely used type of Neural Network model



Source: Applied Analytics Using
SAS Enterprise Miner

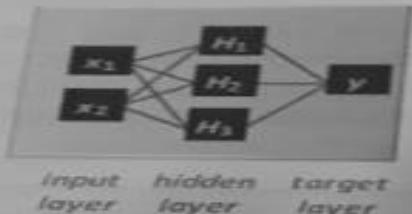
Each hidden unit outputs a nonlinear function of a linear combination of its input.



Source: Applied
Analytics Using SAS
Enterprise Miner

Neural Network Diagram

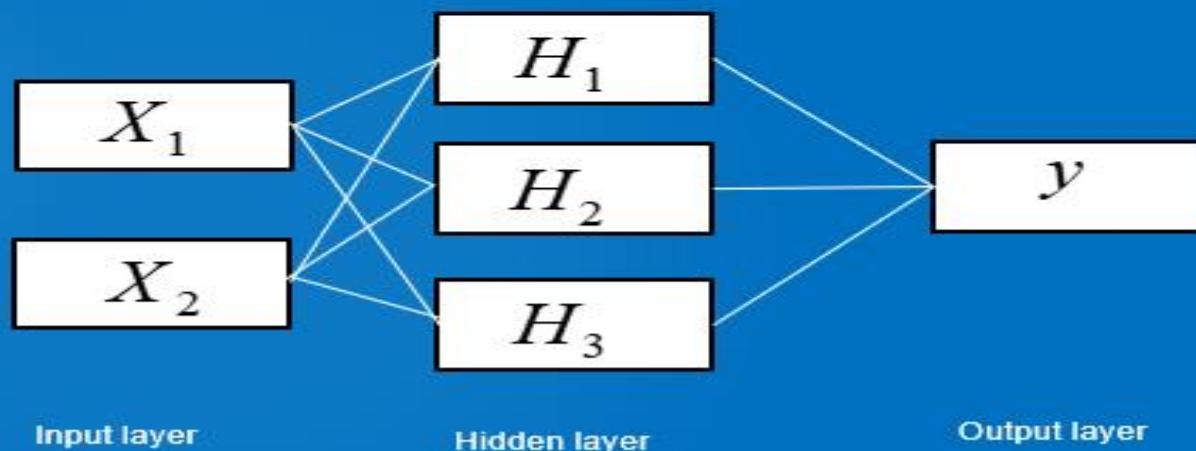
$$\log\left(\frac{\hat{P}}{1 - \hat{P}}\right) = \hat{W}_{00} + \hat{W}_{01} H_1 + \hat{W}_{02} H_2 + \hat{W}_{03} H_3$$



$$H_1 = \tanh(\hat{W}_{10} + \hat{W}_{11} x_1 + \hat{W}_{12} x_2)$$

$$H_2 = \tanh(\hat{W}_{20} + \hat{W}_{21} x_1 + \hat{W}_{22} x_2)$$

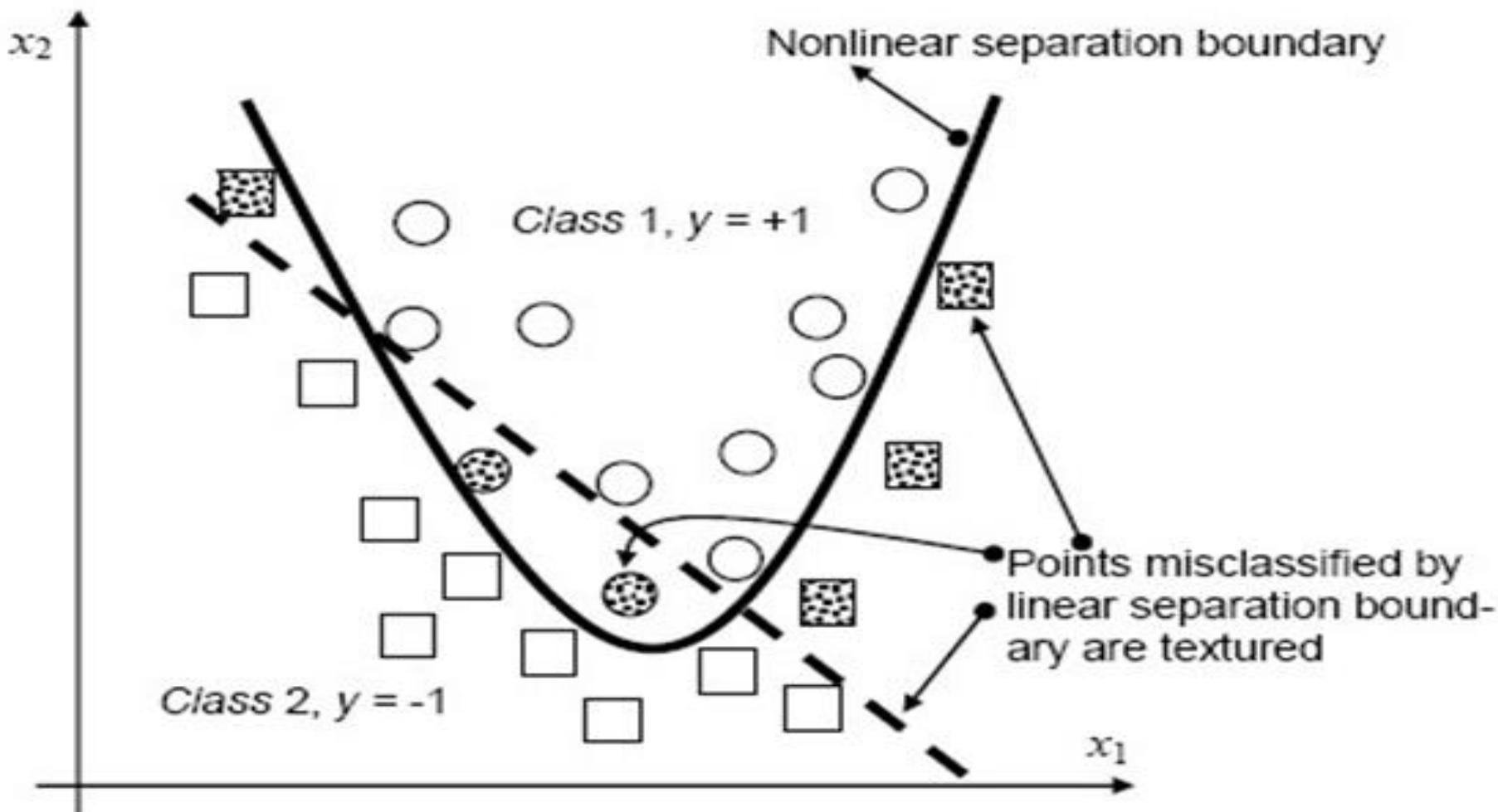
$$H_3 = \tanh(\hat{W}_{30} + \hat{W}_{31} x_1 + \hat{W}_{32} x_2)$$



Source: Applied Analytics Using
SAS Enterprise Miner

Support Vector Machines

Data mining algorithms that can perform linear or non-linear classification



SVM(Support Vector Machine)

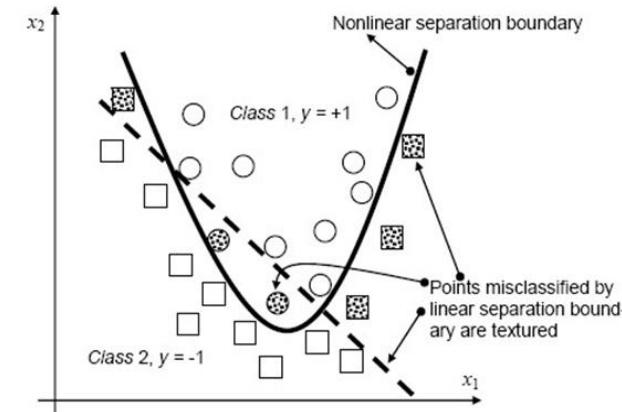
The mathematical function used for the transformation is known as the **kernel** function. SVM in IBM® SPSS® Modeler supports the following kernel types:

- Linear
- Polynomial
- Radial basis function
- Sigmoid

$$K(\mathbf{x}, \mathbf{y}) = (\mathbf{x} \cdot \mathbf{y} + 1)^p$$

$$K(\mathbf{x}, \mathbf{y}) = e^{-\|\mathbf{x}-\mathbf{y}\|^2/(2\sigma^2)}$$

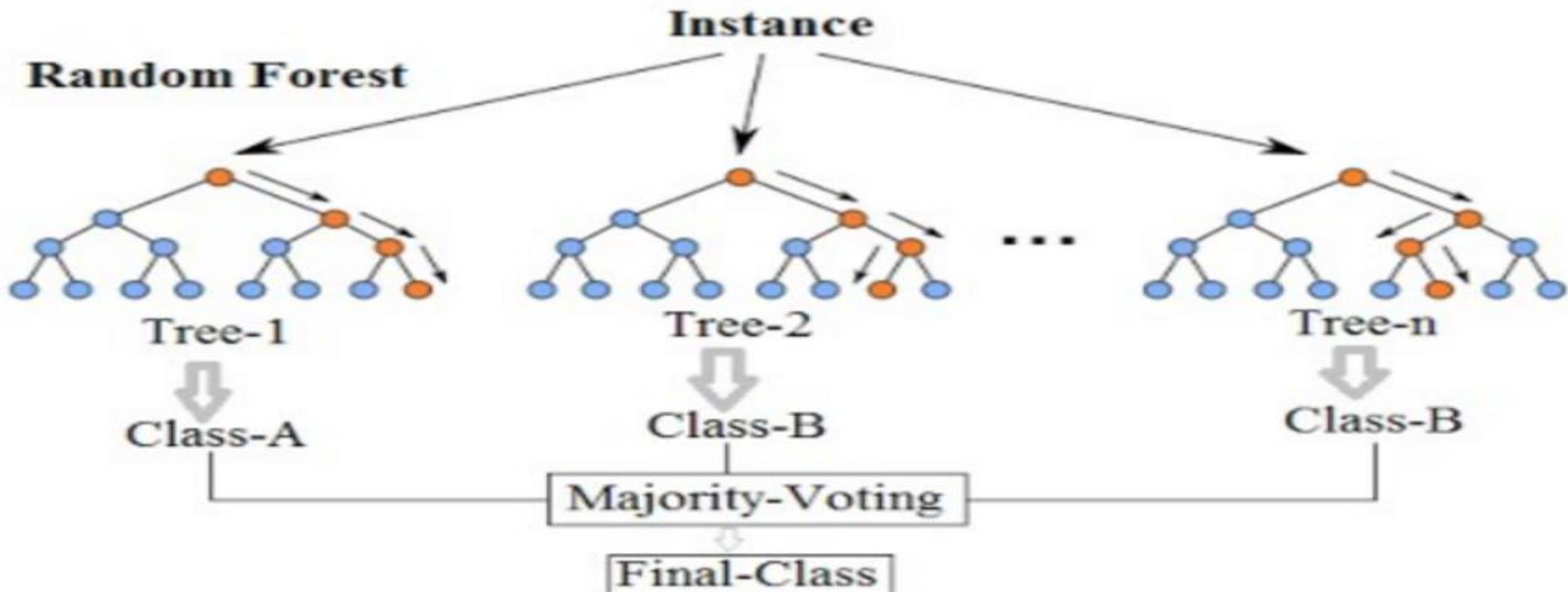
$$K(\mathbf{x}, \mathbf{y}) = \tanh(k\mathbf{x} \cdot \mathbf{y} - \delta)$$



A linear kernel function is recommended when linear separation of the data is straightforward. In other cases, one of the other functions should be used. You will need to experiment with the different functions to obtain the best model in each case, as they each use different algorithms and parameters.

Random Forest

Random Forest Simplified



[Random Forest node \(ibm.com\)](https://www.ibm.com)

[1.11. Ensemble methods — scikit-learn 0.24.1 documentation \(scikit-learn.org\)](https://scikit-learn.org/stable/modules/ensemble.html)

Naïve Bayes Classifier

- ❑ A probabilistic framework for solving classification problems
- ❑ Conditional Probability:

$$P(Y | X) = \frac{P(X, Y)}{P(X)}$$

condition

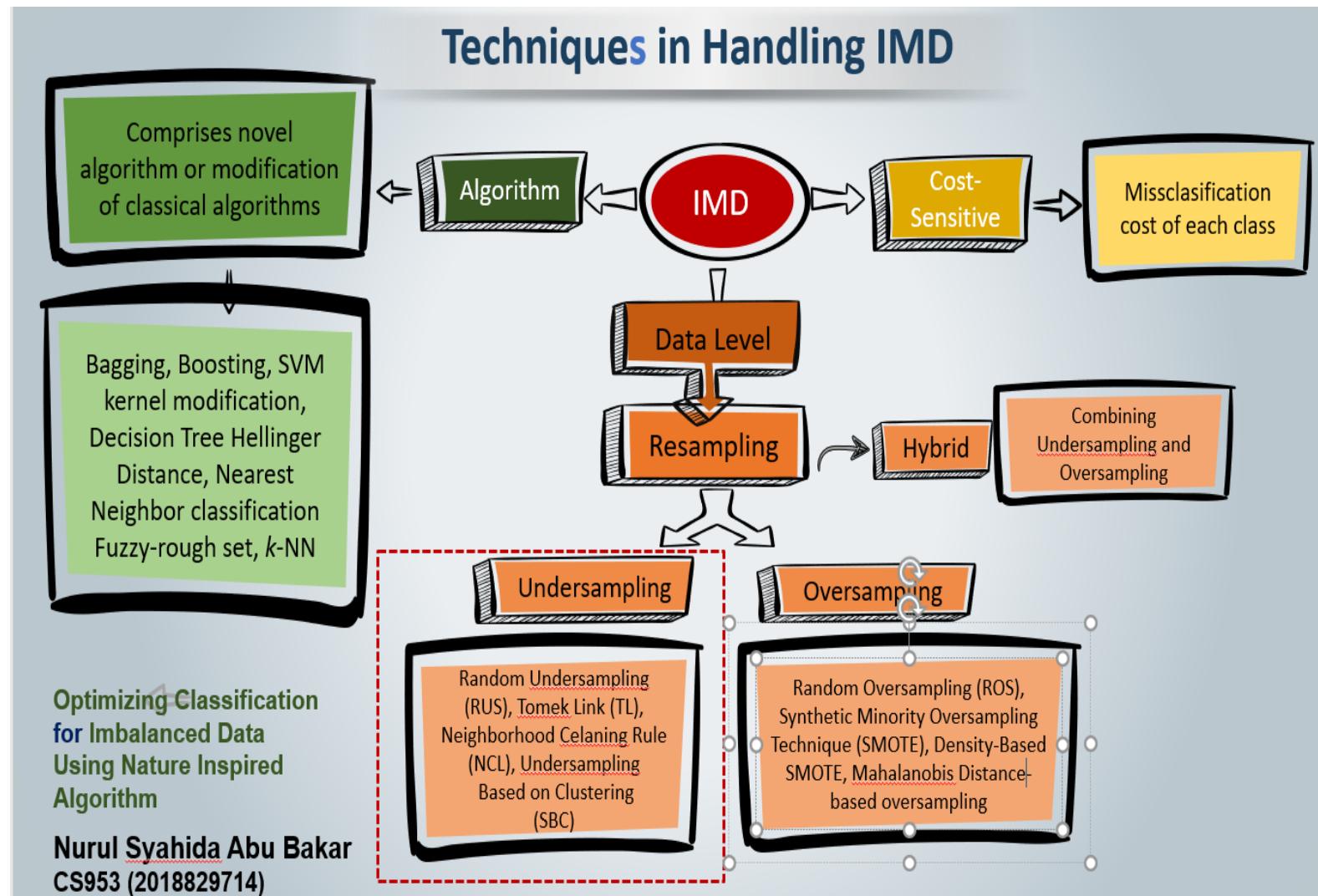
$$P(X | Y) = \frac{P(X, Y)}{P(Y)}$$

- ❑ Bayes theorem:

$$P(Y | X) = \frac{P(X | Y)P(Y)}{P(X)}$$

Proof:

$$\begin{aligned} P(Y | X) &= \frac{P(X | Y)P(Y)}{P(X)} \\ &= \frac{\frac{P(X \cap Y)}{P(Y)}P(Y)}{P(X)} \\ &= \frac{P(X \cap Y)}{P(X)} \end{aligned}$$



EFFICIENT MACHINE LEARNING DATA IMPUTATION METHOD FOR HEALTHCARE PREDICTIVE ANALYTICS

NURUL AZIFAH BINTI MOHD PAUZI
2019656214
(PhD Statistics)

Hybrid Machine Learning Method

Aydilek & Arslan (2012)

A novel hybrid approach to estimating missing values in databases using **K-nearest neighbors** and **neural networks**

Methods

- Neural Networks with K-Nearest Neighbors (NN-KNN)
- Neural Networks with Genetic Algorithm (NN-GA)

Findings

Hybrid NN-KNN provides better imputation accuracy compared to hybrid NN-GA

Al-Milli & Almobaideen (2019)

Hybrid Neural Network to Impute Missing Data for IoT Applications

Methods

Neural Network with Genetic (NN-GA) Algorithm

Findings

NN-GA is able to impute missing data with high classification accuracy compared to the results without data imputation

Sanjar et al. (2020)

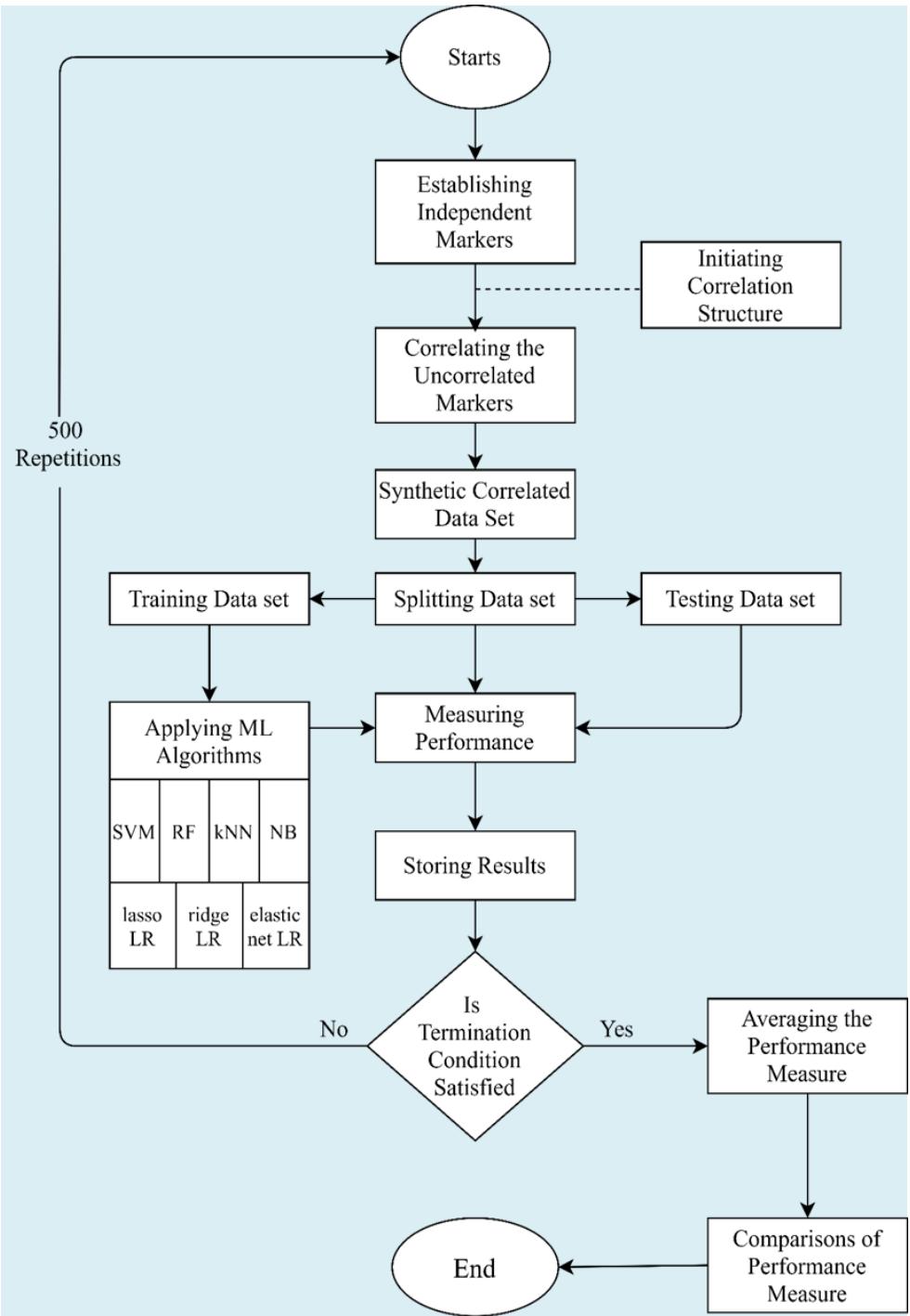
Missing data imputation for geolocation-based price prediction using **KNN-MCF** method

Methods

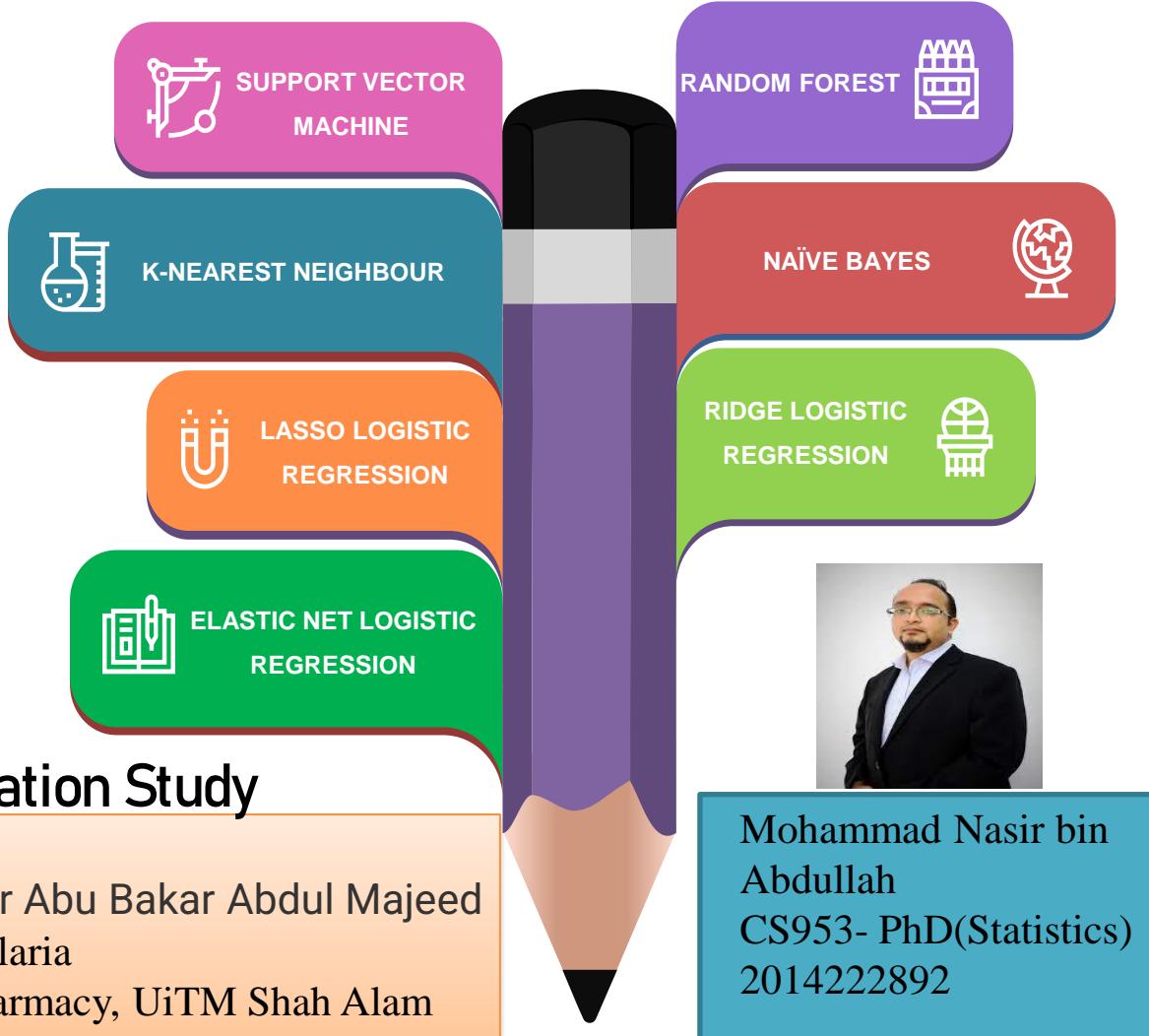
- **KNN-MCF**
- **Mean Imputation**
- **KNN Imputation**

Findings

KNN-MCF performed better compared to the mean and KNN Imputation

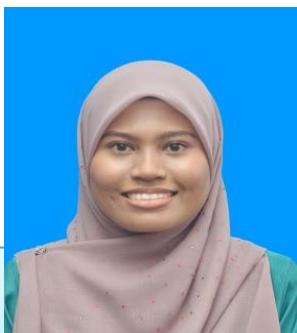


MACHINE LEARNING AND PENALIZED REGRESSION MODELS FOR HIGH DIMENSIONAL DATA ANALYSIS ON MULTI OMICS BLOOD-BASED BIOMARKERS FOR ALZHEIMER'S DISEASE



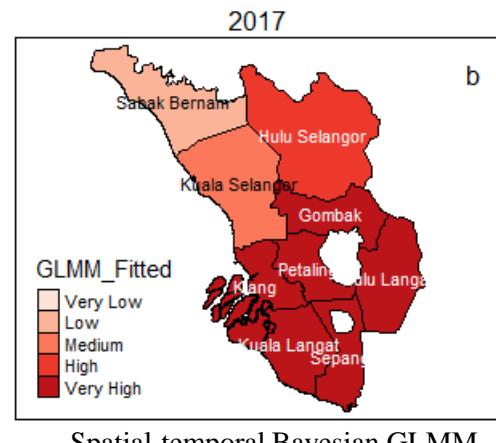
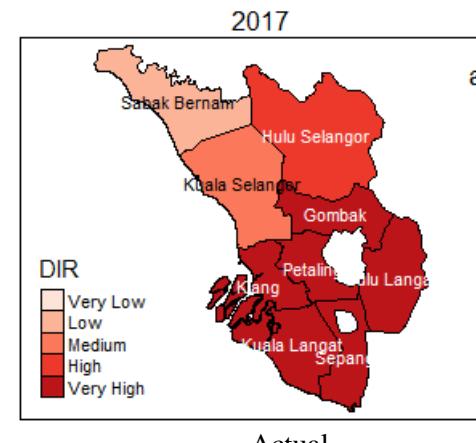
Spatial Modelling

- ***Bayesian Hierarchical Modeling*** with Marcov Chain Monte Carlo (MCMC)
- Application in dengue disease - to predict dengue cases and examine influential covariates associated with the risk of **dengue outbreak**.
- How can ***Spatio-temporal Bayesian model of Generalized Linear Mixed Model*** improve prediction? - Over space and time the introduction of ***spatial random effects with Conditional Autoregressive Structure (CAR) of Bayesian framework*** into the linear predictor allows the variability of the heterogeneity factors to be captured in the previous trend of the dengue counts to be derived in the posterior predictions. – i.e: In dengue disease, develop a disease spatial map, accurate prediction and identify if any association between dengue prevalence, temperature, rainfall and humidity at finer scale.
- Statistical packages for implementing such Bayesian models using MCMC include ***WindBugs***, ***CrimeStat*** and many packages available via ***R programming language***.



Nik Nur Fatin
CS953- PhD(Statistics)
2016334351

Dr Wan Fairos Wan Yaacob
UiTM Cawangan Kelantan



Struktur Organisasi

Pejabat Timbalan Naib Canselor
(Penyelidikan & Inovasi)



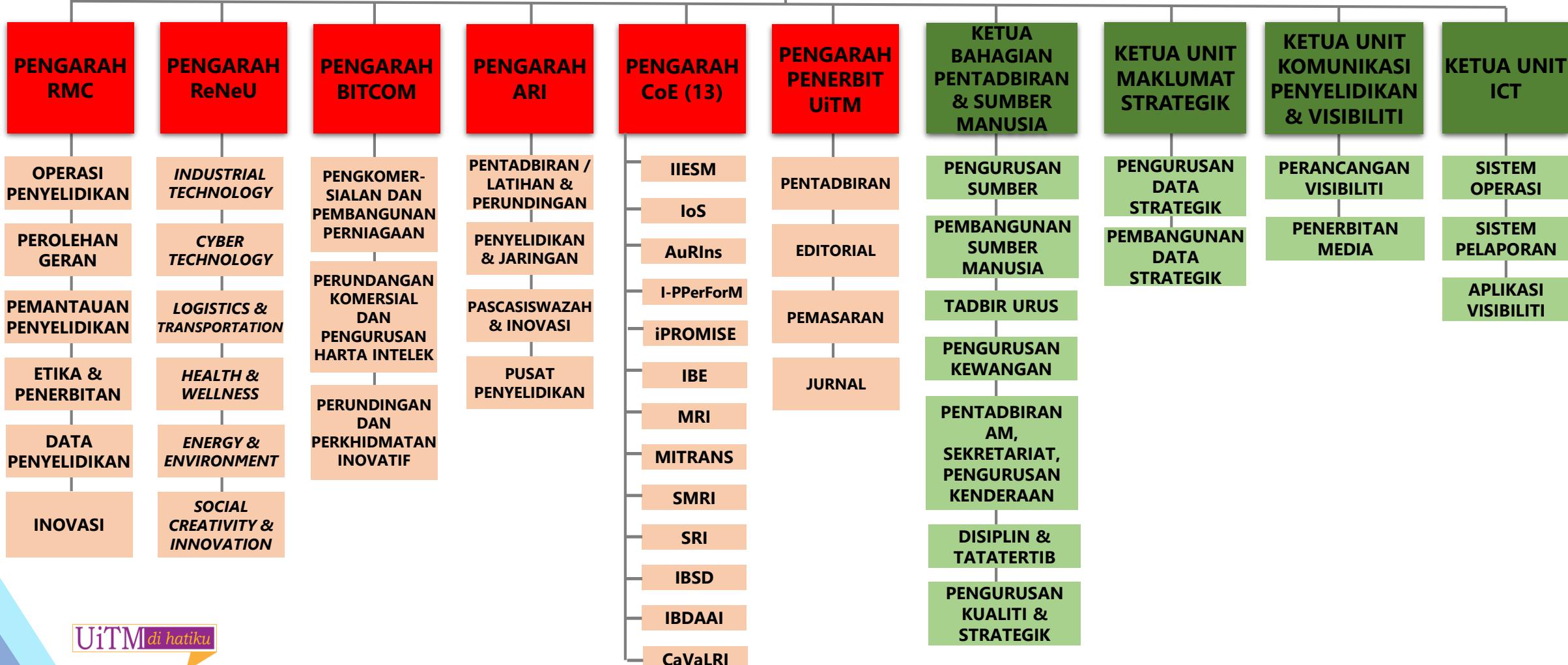
MENJALANKAN FUNGI
NAIB CANSELOR



TIMBALAN NAIB CANSELOR
(PENYELIDIKAN & INOVASI)



Pejabat
Timbalan Naib Canselor
(Penyelidikan dan Inovasi)



University Research & Innovation Ecosystem



Research
Management &
Monitoring



Research
Excellence



IP & Commercialization



ReNeU

FUNCTION

Serves as a platform for researchers and lead in bridging university research towards excellence.

Increase visibility & impact of research through strategic and sustainable networking and collaboration (both local and global).

Escalate the competitiveness in grant application (International, National & Private Grants).

Empowering research output specifically indexed journal publications as well as output that can be translated into government policy, industrial applications and for community well-being.

Vision

To be the leading Technology Transfer Centre in Malaysia that creates impact to society through successful commercialization of UiTM innovations

Mission

To accelerate the translation of important discoveries arising from UiTM research and innovation activities into business opportunities for the benefit of the university, the country and the global community



Consultancy

Funding Opportunities



Degree
Opportunities
Community
Industry
National
Phd
Funding
Postgraduate
Professor
International
Innovation
Grant
Research
Project
Collaboration
Supervisors
Master
Publications
Scientist
University
Students
World Class
Post-Doctoral



UNIVERSITI
TEKNOLOGI
MARA

Pejabat
Timbalan Naib Canselor
(Penyelidikan dan Inovasi)

GERAN NASIONAL



Professor Dato' Dr Abu Bakar Abdul Majeed
Pengarah RMC, UiTM



(ReNeU & RMC)

Professor Dr Nooritawati Md Tahir
Pengarah ReNeU, UiTM

GERAN KEMENTERIAN PENGAJIAN TINGGI (KPT)

- ▶ Geran Penyelidikan Fundamental (FRGS –RACER)
- ▶ Geran Penyelidikan Fundamental (FRGS)
- ▶ Dana Pembudayaan Penyelidikan (RAGS)
- ▶ Geran Penyelidikan Pembangunan Prototaip (PRGS)
- ▶ Geran Penyelidikan Transdisiplinari (TRGS)
- ▶ Geran Penyelidikan Jangka Panjang (LRGS)

GERAN KEMENTERIAN PENGAJIAN TINGGI (KPT)

- ▶ Geran Penyelidikan Research Acculturation Collaborative Effort (RACE)
- ▶ Malaysia Laboratories For Academia-business Collaboration (MyLaB)
- ▶ Geran Penyelidikan Sukan Kementerian Pengajian Tinggi
- ▶ Geran Konsortium Kecemerlangan Penyelidikan (KKP)



Individu/ Persatuan/
Koperasi/ NGO yang
berdaftar/ Pemilikan
Tunggal/Perkongsian
Liabiliti Terhad

RM500,000.00

12 - 18 bulan



Start-up/ IHL/
Politeknik /Kolej
Komuniti/GRI/
Agensi STI

RM1,000,000.00

24 bulan



Start-up/
IHL/Politeknik /Kolej
Komuniti/ GRI/
Agensi STI
(Termasuk Bukan
Warganegara)

RM3,000,000.00

36 bulan



Start-up/
IHL/Politeknik/
Kolej Komuniti/
GRI/ Agensi STI

RM4,000,000.00

36 bulan

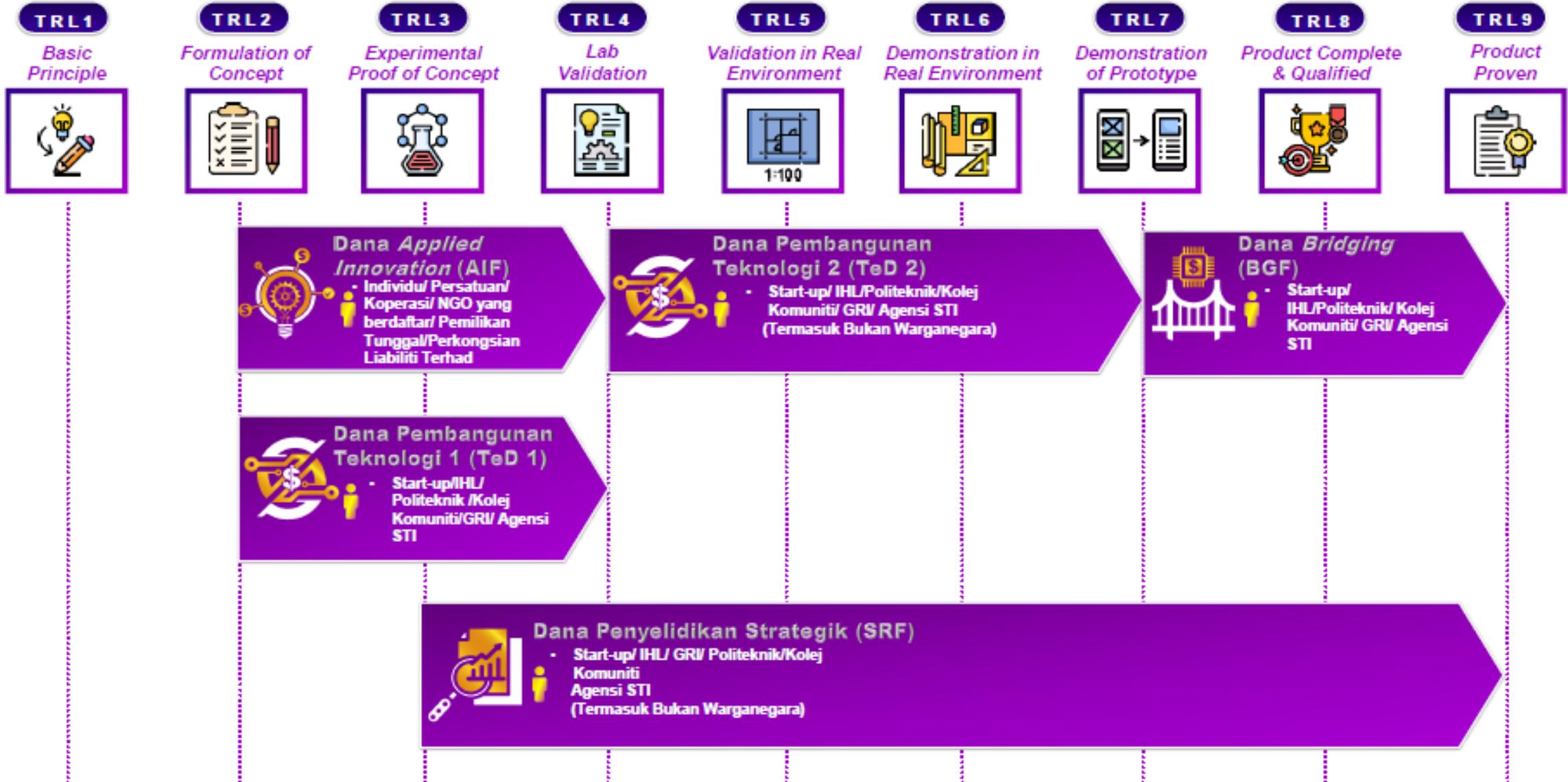


Start-up/ IHL/ GRI/ Politeknik/Kolej Komuniti
Agensi STI
(Termasuk Bukan Warganegara)

RM15,000,000.00

36 bulan

MOSTI R&D&C&I STAGES AND FUNDING FACILITIES FRAMEWORK





UNIVERSITI
TEKNOLOGI
MARA

Pejabat
Timbalan Naib Canselor
(Penyelidikan dan Inovasi)

GERAN UNIVERSITI

GERAN UNIVERSITI

- ▶ Geran Penyelidikan LESTARI
- ▶ Geran Penyelidikan LETARI SDGTriangle@UiTM
- ▶ Geran Inisiatif Penyeliaan (GIP)
- ▶ Geran Penyelidikan Global Research Reputation (GRR)
- ▶ Geran Penyelidikan Strategic Research Partnership (SRP)

GERAN UNIVERSITI

- ▶ Geran Penyelidikan Penyelidik Muda Berbakat (YTRG)
- ▶ GERAN PENYELIDIKAN MyRA
 - i) Geran Penyelidikan MyRA
 - ii) Geran Penyelidikan MyRA Sains Sosial
 - iii) Geran Penyelidikan MyRA Lepasan PhD
 - iv) Geran Penyelidikan MyRA Road to HICoE



SENARAI GERAN INDUSTRI/AGENSI



A Meaning to Life

► **MAKNA CANCER RESEARCH AWARD**

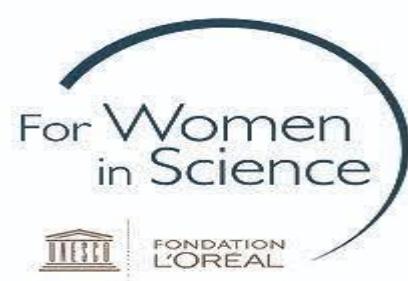
► **MALAYSIA TORAY SCIENCE FOUNDATION (MTSF)**

'TORAY'
Innovation by Chemistry

► YAYASAN PENYELIDIKAN
ANTARTIKA SULTAN MIZAN
(YPASM)



► L'OREAL-UNESCO FOR WOMEN
IN SCIENCE FELLOWSHIP



► NEWTON-UNGKU OMAR
FUND



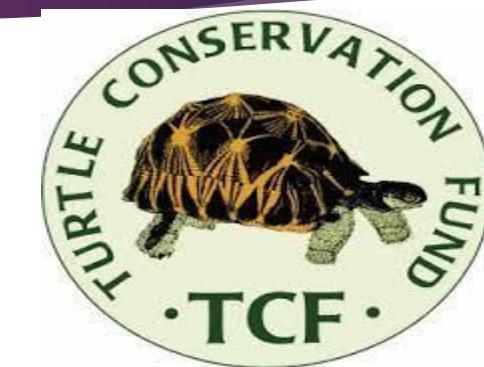
► CREST R&D GRANT





SENARAI GERAN ANTARABANGSA

► **TURTLE CONSERVATION FUND**



► **CRP : INTERNATIONAL CENTRE
FOR GENETIC ENGINEERING
AND BIOTECHNOLOGY (ICGEB)**



International Centre for Genetic
Engineering and Biotechnology

- ▶ HUMAN FRONTIER SCIENCE PROGRAM
- ▶ INTERNATIONAL SOCIETY FOR INFECTIOUS DISEASES (ISID)
- ▶ ORGANIZATION FOR THE PROHIBITION OF CHEMICAL WEAPONS (OPCW)



INTERNATIONAL
SOCIETY
FOR INFECTIOUS
DISEASES



OPCW

- ▶ NAGAO NATURAL ENVIRONMENT FOUNDATION
- ▶ INTERNATIONAL EDUCATION RESEARCH FOUNDATION (IERF)
- ▶ FULBRIGHT-MCMC U.S. SENIOR SPECIALIST GRANT



► TWAS-COMSTECH JOINT
RESEARCH GRANTS



► JAPAN SOCIETY FOR THE
PROMOTION OF SCIENCE
(JSPS)



► TERRA VIVA GRANTS



► NATIONAL INSTITUTES OF
HEALTH (NIH)



► NATIONAL SCIENCE FOUNDATION



► THE NIPPON FOUNDATION



► WELLCOME TRUST



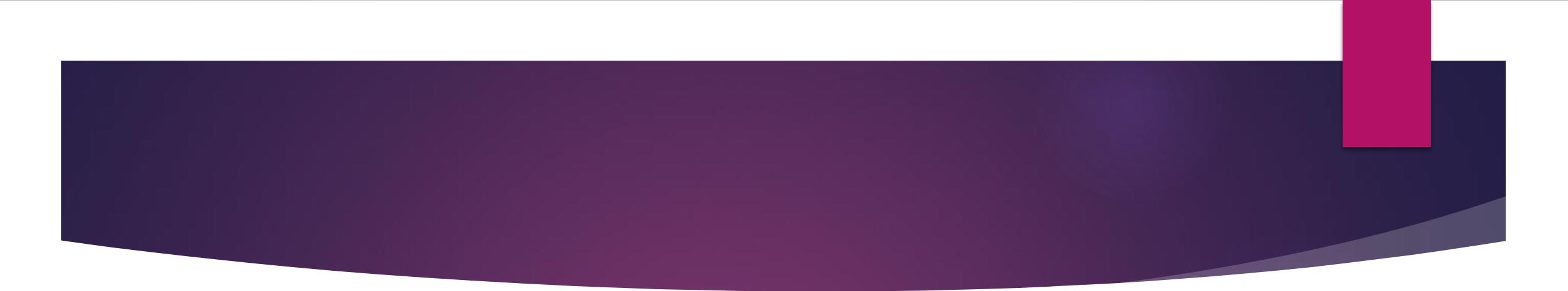
► NATIONAL GEOGRAPHIC
SOCIETY



NATIONAL
GEOGRAPHIC
SOCIETY

► QATAR NATIONAL RESEARCH
FUND



- 
- HUMAN FRONTIER SCIENCE PROGRAM
 - ISESCO-COMSTECH RESEARCH GRANTS
 - KURITA WATER AND ENVIRONMENT FOUNDATION

Commercialize Product (BITCOM UiTM)

Paina Sauce

PAINA- PINEAPPLE CHILLI SAUCE, A PRODUCT OF FSG

The development of PAINA was carried out by Dr. Azizah Othman, Dr. Fadhilah Jailani, and Dr. Siti Roha Ab. Mutalib from the Department of Food Science and Technology, Faculty of Applied Sciences since 2017.

PAINA was developed to offer healthy and multi-purpose condiments to the consumer. The recipe using PAINA as the main ingredient was successfully created by Assoc. Prof Dr. Mohd Hafiz Mohd Hanafiah, Noradzhar Baba, and Hamizad Abdul Hadi from Faculty of Hotel and Tourism Management. The incorporation of pineapple puree in the PAINA sauce creates a more unique taste and aroma in many cuisines.





UNIZZOL presents a small pocket-sized format, safe formulation hand sanitizer with the option of fresh, lingering scent of Bouquet or sleek, unscented spray pack. It's a perfect mix for the vibrant, fun and always on-the-go people with clean hands!



This project is a collaborative effort between Faculty of Chemical Engineering and BITCOM amid the CoViD-19 pandemic, supporting UiTM's Corporate Social Responsibility Project. This unique formulation of this hand sanitizer is developed by FKK meets the WHO recommendation. For household and offices or classrooms use, 500ml volume of UNIZZOL hand sanitizer spray bottles are also made available.

Unizzol Hand sanitizer



Dr Azri's Perfume



PRODUCT OF UITM

COPYRIGHT NOT. NO: CRLY00023422



PREMIUM SCENTS-AFFORDABLE-LONG LASTING

Una Coffee

UnaCoffee adalah produk hasil penyelidikan pensyarah Sains dan Teknologi Makanan, Fakulti Sains Gunaan, UiTM Shah Alam di bawah kelolaan syarikat start-up Fav Food Industries.





Biodegradable

RM Polypack Sdn Bhd

Manufacturing and trading all kinds of polymer and green products.

CEO: PM TS DR. RAHMAH MOHAMED



POLY PA

GREEN

Hasli penyelidikan PM Dr Rahmah

Genotyping kit



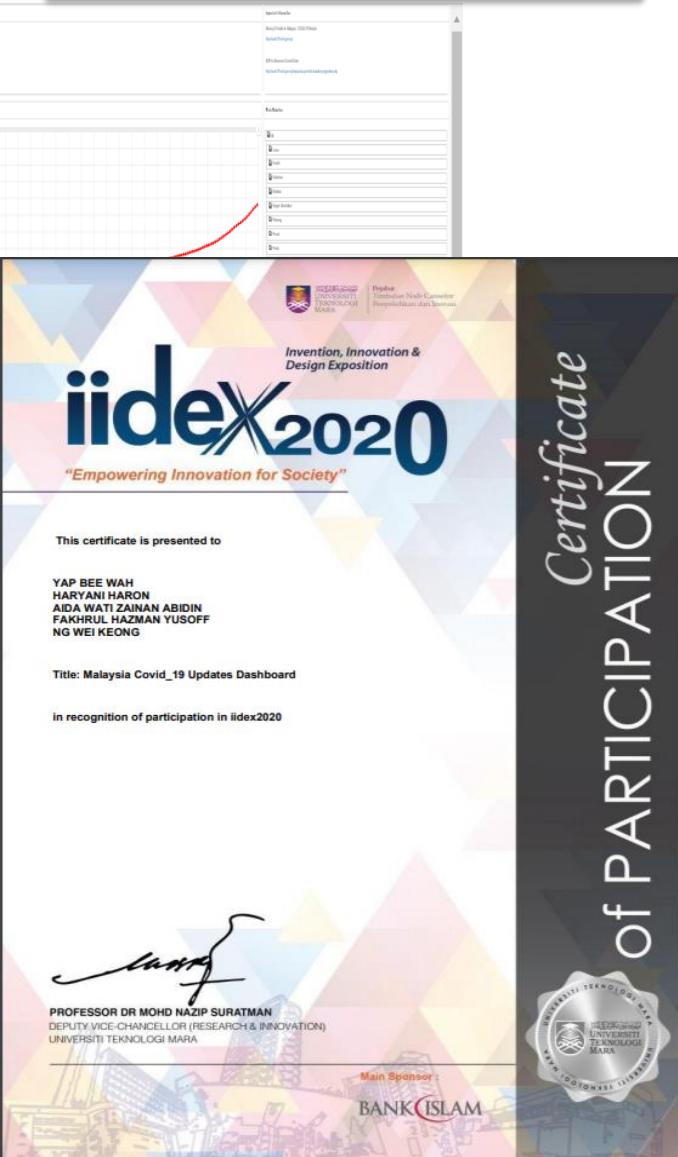
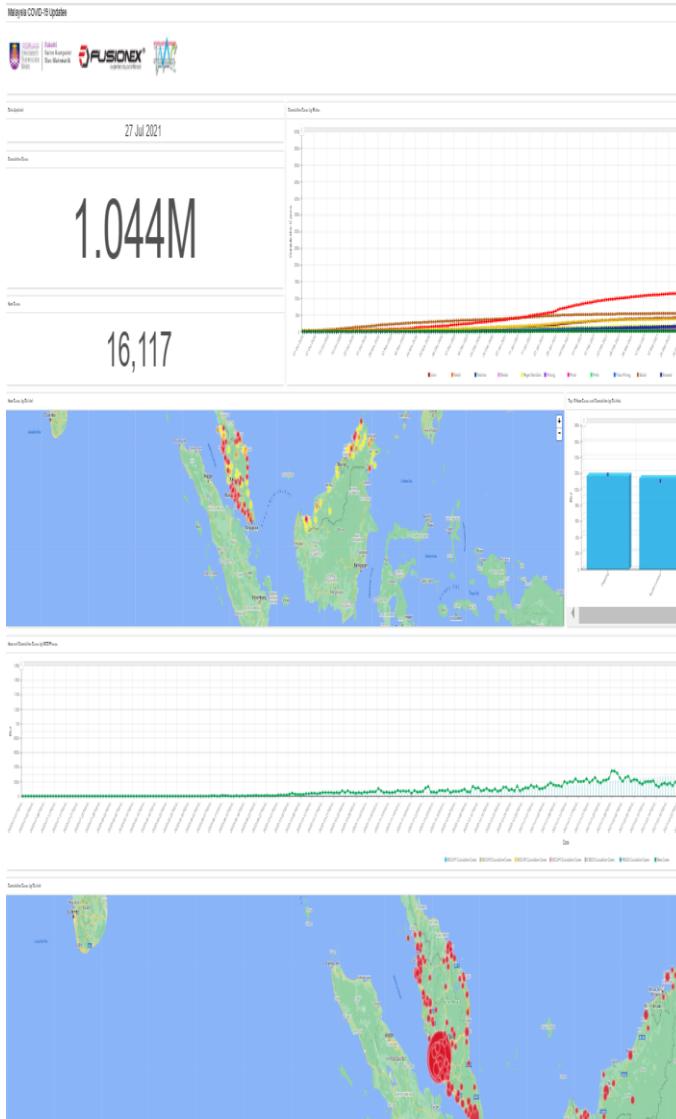
Hasil penyelidikan iPROMISE, di ketuai oleh Prof Dato Mohd Zaki Salleh

Education kits



Sample current research

Malaysia Covid-19 Updates dashboard



MAKLUMAT PROJEK

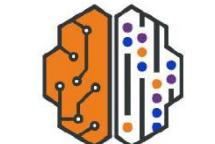
| | | | |
|--|---|---|---|
| Tajuk Projek | Enhancing Future Food Security Through Sustainable Aquaponics System in Rural Environment | | |
| Organisasi Pemohon | Universiti Teknologi MARA (UiTM) 40450 Shah Alam Selangor, Malaysia | | |
| Ketua Projek | Ts Dr Saiful Farik Bin Mat Yatin | | |
| Kuantum (RM) | MYR 300,000 | | |
| Kolaborator (Jika ada) | ANGKATAN KOPERASI KEBANGSAAN MALAYSIA BERHAD (ANGKASA) PAYER MAJU ENTERPRISE | | |
| Lokasi Projek <i>(lokasi projek akan dilaksanakan)</i> | Kg Lompat, Mukim Songsang 28000 Temerloh Pahang Darul Makmur | | |
| Tempoh Pelaksanaan Projek <i>(tidak melebihi 12 bulan)</i> | 12 bulan | | |
| Bidang Projek | <input type="checkbox"/> Tenaga <input type="checkbox"/> Perkhidmatan Perniagaan & Kewangan <input type="checkbox"/> Kebudayaan, Keseniaan & Pelancongan <input type="checkbox"/> Perubatan & Penjagaan Kesihatan <input checked="" type="checkbox"/> Teknologi Sistem Pintar | <input type="checkbox"/> Bandar Pintar & Pengangkutan Air & Makanan <input type="checkbox"/> Pertanian & Perhutanan <input type="checkbox"/> Pendidikan <input type="checkbox"/> Alam Sekitar & Biodiversiti | 2 |

GAMBAR PRODUK/ TEKNOLOGI

Aquaponics Rafting System



جامعة تكنولوجيا مارا
UNIVERSITI
TEKNOLOGI
MARA



IBDAAI
Institute for Big Data Analytics
and Artificial Intelligence



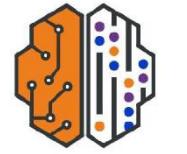
Ts Dr Saiful Farik Bin Mat Yatin
Felo IBDAAI, UiTM
&
Fakulti Pengurusan Maklumat

A PROTOTYPE OF INTELLIGENT DATA DRIVEN PREDICTIVE MAINTENANCE FOR OIL & GAS

Industry Project with CeRDAS, UTP



جامعة تكنولوجيا مارا
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IBDAAI
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and Artificial Intelligence

Big Data Analytics



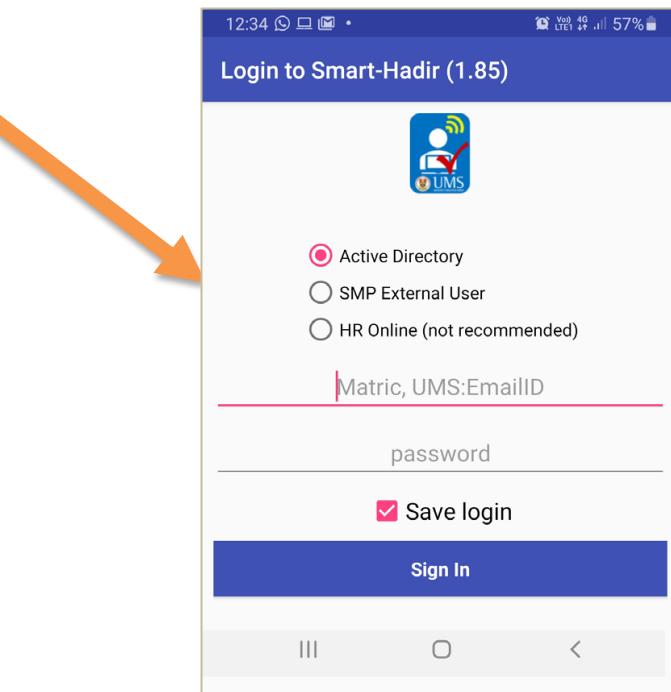
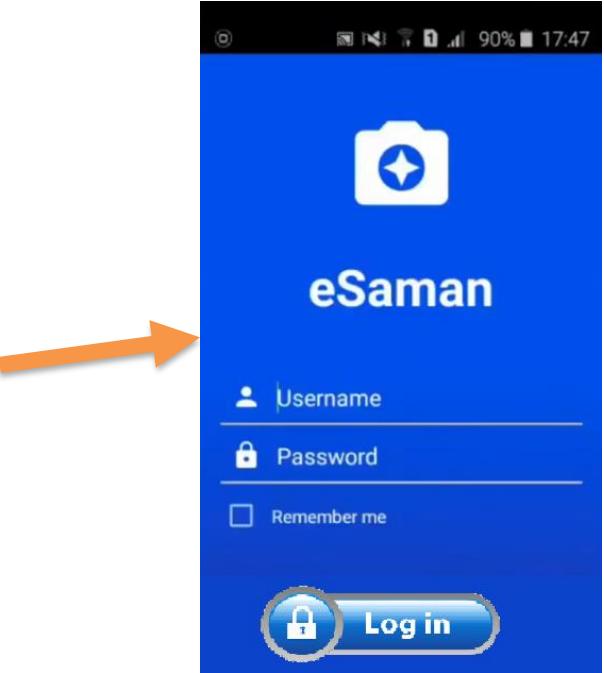
www.ibrdaai.com



PM. Ts. Dr. Chin Kim On
Faculty of Computing and Informatics
Universiti Malaysia Sabah
kimonchin@ums.edu.my

Extended project
PRGS0013-ICT-1/2020
(RM 58,450)

Applied Science
e-Science 01-01-10-sf0235 (2016)
(RM 246,800)



e-Saman UMS
- Android
based Summon
System using
Image
Processing and
Neural
Networks

Output – 1
paten filing
in progress

**Smart-
Hadir -
Mobile
based
Attendance
Manage-
ment System**

Output – 1
Scopus Q2
paper, 1
bronze
award, 1
copyright
filling in
progress



Smart Sensing & Monitoring



Smart Analytics & Cloud Computing

[Computing](#). 2021 Jan 8 : 1–39.

doi: [10.1007/s00607-020-00877-8](https://doi.org/10.1007/s00607-020-00877-8) [Epub ahead of print]

PMCID: PMC7791158

An intelligent healthcare system for predicting and preventing dengue virus infection

Sandeep Kumar Sood,¹ Vaishali Sood,² Isha Mahajan,² and Sahil³

► Author information ► Article notes ► Copyright and License information ► [Disclaimer](#)

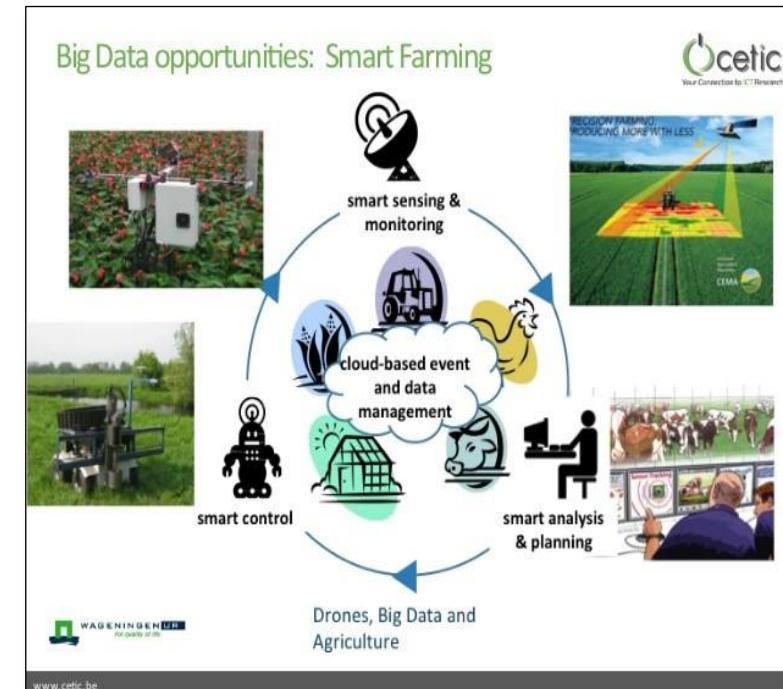
Abstract

Go to:

Dengue is a mosquito-borne pandemic viral infection, which transmits to humans from Female Aedes albopictus or Aedes aegypti mosquitoes. It progressively deteriorates the health of infected individuals and poses a high threat of human morbidity and mortality. This paper proposes an intelligent healthcare system which identifies, monitors, and alerts dengue virus (DeV) infected individuals and other stakeholders in real-time and control the DeV infection outbreak using cloud computing, internet of things and fog computing paradigms. The proposed system uses Naive Bayesian Network (NBN) for diagnosing the possibly DeV infected individuals and generating real-time alerts for suggesting and alerting the concerned stakeholders for taking on-time necessary actions at the fog subsystem. The proposed system also uses Social Network Analysis at the cloud subsystem, to provide Global Positioning Systems (GPS)-based global risk assessment of the DeV infection on Google Maps (Google-based web map service) and control DeV infection outbreak. The analysis of the experimental results acknowledges the efficiency of the NBN-based DeV infection diagnosis, alert generation, and GPS-based risk assessment functionality, of the proposed system, via various statistical measures and experimental approaches.

Keywords: Dengue virus, Cloud computing, Fog computing, Internet of things (IoT), Naive Bayesian network (NBN), Global positioning system (GPS), Social network analysis (SNA)

IOT, Big Data & Cloud Computing



Push-Pull and Key Success Factors

Push factors

- ✓ Leadership:
Top-Down
- ✓ Organizational
environment
- ✓ University
research
ecosystem

Pull factors

- ✓ Funding
- ✓ Promotion
- ✓ Recognition
- ✓ Commercialization
support

Key Success Factors

- ✓ Good leadership
- ✓ Good project
management
- ✓ Good reward
system/practices
- ✓ Talent
Development
- ✓ Smart partnership

Conclusion

- New generation of researchers with **inter- and trans-disciplinary skills**.
- **Data-intensive research-** support upskilling of lecturers.
- New **incentives and measures** for evaluating and rewarding both **individual and collective contributions** to research
- Good **ecosystem** for well co-ordinated research strategies, incentives, and monitoring to ensure successful outputs.



Passion is the catalyst for perseverance and achievements

Ackowledgement

My sincere thanks to:

- ❖ YBhg Prof Dr Mohamad Abdullah Hemdi (Rektor UiTM, Cawangan Kedah)
- ❖ ICMS2021 Conference Committee (Dr Ida Normaya Mohd Nasir, Puan Norashikin Nasaruddin, En Kamarul Ariffin Mansor)
- ❖ Prof. Dr Mohd Nazip Suratman, TNCPI, UiTM
- ❖ Prof. Dato' Dr Abu Bakar Abdul Majeed-Pengarah RMC,UiTM
- ❖ Prof. Dr Nooritawati Md Tahir, Pengarah ReNeU, UiTM
- ❖ Prof. Madya Ir. Ts. Dr Syed Shatir Asghrar Syed Hasan, Pengarah BITCOM
- ❖ Prof. Dr. Haryani Haron-Dean, FSKM, UiTM
- ❖ Prof. Dr Jasni Mohamad Zain, Pengarah IBDAAI, UiTM
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