

**Brief CV**  
**PROF DR SAMSILAH ROSLAN**  
**S.M.S., RTTP**



As an expert in applied psychology, Samsilah Roslan specializes in the application of psychosocial profiling in creating efficient and productive educational, social and work environments. Her work involves identifying factors, developing structural psychosocial profile models for various groups and suggesting the best intervention, programme or blueprint towards enhancement of learners potentials, successful group dynamics and congruent work environment. She has worked with various categories of learners including those with special needs to document their psychosocial profiles and test the efficiency of psychosocial-based interventions to improve learning, behaviour, psychological well-being and socialisation. Her most notable work being the effectiveness of differentiated learning approaches in helping diverse groups of learners attain their educational goals. She has worked with California Association for the Gifted to conduct training for Malaysian teachers on the differentiated learning methodology and Kyushu Institute of Technology to develop and research on the experimental concept of community therapy and fusion lab.

Her expertise on psychosocial profiling was also sought after by FELDA to lead a special project in 2015 on the development of FELDA's blueprint for their new generation of youth. Upon completion of the project, she has been on FELDA's advisory panel for various community transformation programs until now. In 2023, Samsilah is appointed by FELDA to lead a study on the Well-being Index of FELDA settlers in Malaysia. Samsilah was also part of the Psychology Think Tank Committee at the Ministry of Youth and Sports, utilizing her psychosocial profiling expertise to provide the Malaysian Youth Indexes and propose suggestions to policy makers based on this information. In overcoming the threat of radicalism among youth, she was commissioned to conduct a study on the psychosocial profile of ISIS prisoners and develop guidelines for the ministry to curb the spread of this ideology in Malaysia.

Another area where she has implemented psychosocial profiling is in the challenging task of developing university innovations into commercialisable products. Appointed as the Deputy Director and then the Director of Putra Science

Park UPM, between 2009-2019, Samsilah has led more than 300 negotiations with multinationals, large corporations and SMEs locally and internationally. Realizing that the most common issue is the failure of people from very diverse background and work culture to discuss and work together, she has implemented psychosocial profiling and personality-environment congruence concepts to provide conducive and facilitative platforms for researchers, industries, intellectual property lawyers, venture capitalist and technopreneurs to find common interests and work as a team to develop the technology development blueprint and technology transfer plans and execute them. The creation of congruent teams with positive group dynamics has proven to be effective in helping UPM champion the commercialisation of university innovations. Apart from commercialisation achievements, UPM was named six times winner of national best organization in intellectual property management by MyIPO. Samsilah was also involved in the setting up of Innovation and Technology Managers Association (ITMA) in Malaysia, and is currently the president. She and her team from ITMA have conducted trainings to more than 500 innovation and technology managers from Malaysian public and private universities, polytechnics, as well as other local agencies. She has also conducted international trainings funded by IDB which was attended by participants from various OIC countries.

In 2016, she was appointed as consultant to the Ministry of Education Malaysia on the OIC Collaborative Effort in Commercialization and Entrepreneurship Education (OIC-CECE). She was also appointed by the Ministry of Science, Technology and Innovation (MOSTI) as the Head of National TechVenture Blueprint for Malaysia (2019), scientific committee member of *International Teleconference on Technology and Policy for Supporting Implementation of COVID-19 Recovery Plan in Southeast Asia (ITTP-COVID19) 2021*, steering committee of Malaysia Social Innovation Accelerator Programme (MySIAP) 2021, member of working group, Human Capital & Research Pillar, Global Innovation Index (2021-2025), Research, Development, Innovation, Commercialisation and Economy (RDICE) Roadmap Study (2022), Malaysia Open Science Platform (MOSP) Policy and Guideline 2021, member, member of Board of Governance (BoG) for Malaysia Laboratories for Academia-Business Collaboration (MyLAB) 2018-2022, Head of the Malaysian team in A Consortium to Conduct A Study on the Development of a National Science and Technology Park at the National University of Science and Technology, Pakistan (2021), Head of the study on Commercialisation Metrics and Enhancement of Technology Transfer Professionals in Malaysian IHLs and GRIs (2023), and Head of the Malaysian Consultants for the University Innovation Hub Management Project under the Hi-Tech Park Authority, of the People's Republic of Bangladesh, funded by World Bank (2023). Samsilah also underwent training in the economics of education and cost analysis programme, Return of Investment (ROI) calculation method by ROI Institute and has conducted several top down ROI research for Ministry of Higher Education Malaysia (MOHE) which were used to develop policies and cabinet papers. She was

also the head of the Local Technology Based Industry Sub Group under the Baseline Study for the Science, Technology and Innovation Policy funded by the Ministry of Science, Technology and Innovation (MOSTI), totaling RM1.5mil.

In addition, Samsilah has also been working on developing Community Therapy through an initiative called Fusion Lab, in collaboration with Kyushu Institute of Technology, Japan. This intervention involves understanding matching psychosocial profiles and using this information in coaching the community (volunteers, university students, gifted students) to interact with autistic, ADHD and Down Syndrome students using the platform of music and theater and staging performances. This program also aims to educate the public on how this synergy can be emulated in everyday life. In addition to significant improvements in social skills and confidence among the students with special needs, participants from the community in this lab reported an increase in the sense of satisfaction and psychological well-being. Samsilah was also involved in the eDU-PARK® programme at UPM, an initiative using experiential learning concepts to portray various learning disciplines at the university to school students and the public in fun and exciting ways. This programme has received interests from local and international visitors since it was launched in 2013. Between 2019 and 2021, Samsilah served as the Dean of Faculty of Educational Studies, UPM.

Samsilah Roslan has received the Vice Chancellor Fellowship Award (Excellence in Research) 2021, Vice Chancellor Fellowship Award (Excellence in Professional Services) 2019, the Vice Chancellor Fellowship Award (Excellence in Teaching) in 2010, PUTRA Excellence Teaching Award 2018, Young Researcher (in Social Science) Award 2005 and the National Book Award for "With Knowledge We Serve" 2014. She was also conferred the Darjah Setia Mahkota Selangor (S.M.S.) by *His Royal Highness Sultan* Sharafuddin Idris Shah Al-Haj ibni Almarhum *Sultan* Salahuddin Abdul Aziz Shah Al-Haj in 2020.

1. **Full Name:** Professor Dr. Samsilah Roslan
2. **Department:** Department of Foundations of Education
3. **Faculty:** Faculty of Educational Studies
4. **Field of Expertise:** Educational Psychology, Innovation and Commercialisation, Technology Transfer, Return on Investment (ROI), Technopreneurship, Higher Order Thinking Skills
5. **Email** samsilah@upm.edu.my
6. **Phone Number:** Office : 03-9769 8194  
Mobile : 019-2785705
7. **Date of Commencement of Service at UPM:** 22nd February 2001
8. **Education Background:**  
PhD Educational Psychology  
(Universiti Putra Malaysia, Serdang)  
Dip. Education (International Islamic University Malaysia, Gombak)  
B.A. (Hons.) (El-Azhar University, Cairo, Egypt)  
Cert., Licensing and Technology Transfer, Licensing Acedemy, University of California Davis.  
Registered Technology Transfer Professional (RTTP), Alliance of Technology Transfer Professionals, Netherlands.  
Certificate in TOT for Innovation Champions, Stanford Research International, California

## 1. Experience :

### International involvements

1. **Council Member**, *Alliance of Technology Transfer Professionals (ATTP)*, Netherlands, 2019 – now.
2. **Chairperson**, *Protem Committee, ASEAN University Network for IP Management Consortium, (AUN-IP)*, (2020 – now).
3. **Malaysian Representative**, *Sub-regional Committee for the Association of University Technology Managers (AUTM ASEAN)*. (2019 – now)
4. **Malaysian Representative**, *World Intellectual Property Organisation (WIPO) Project on National Technology Transfer Association and Metrics*. (2019 – now)
5. **Malaysian Representative**, *WIPO-AUTM International Knowledge and Technology Transfer Leadership Summit 2022* di Ibu Pejabat WIPO, Geneva, 13-14 Oktober 2022.
6. **Expert panel**, *British Council Newton Ungku Omar Project (Governance, Regulatory Framework and Policy Support Issues)* (2019- now).
7. **Consultant**, *Development of Curriculum for OIC Collaborative Effort in Commercialization and Entrepreneurship Education (OIC- CECE)* (2008-now).
8. **Member, Executive Council**, *Islamic Network on Science and Technology Parks (INSTP) Executive board. OIC Standing Committee on Scientific & Technological Cooperation (COMSTECH-IDB-INSTP)* (2017 – 2020)
9. **Scientific Panel**, *International Teleconference on Technology and Policy for Supporting Implementation of Covid-19 Recovery Plan in Southeast Asia* (2021-now)
10. **Consultant**, *National University of Science and Technology Pakistan (NUST) National Science and Technology Park*, 2021-2022.
11. **Keynote Speaker**, *"Fusion Lab as Innovative Approach in the Education of Students with Special Needs"*, *International Conference on Education 2015 (ICOED2015)*: Bali, Indonesia. 2-4 June 2015
12. **Keynote Speaker**, *"Commercialisation: Role of Innovation Manager sand Technology Transfer Professionals"*: *Association of University Technology Managers (AUTM) Asian Conference*, KLCC; Malaysian Technology Development Corporation (MTDC), 8 Apr 2015

13. **Keynote Speaker**, Malaysia-CLMV (Cambodia, Laos, Myanmar, Vietnam) Regional Cooperation in Technology Transfer and R&D Commercialisation: UKM & Ministry Of Education, 14-16 Oct 2014
14. **Speaker**, for Masterclass Session At Malaysia International Tech Summit (MITS) 2021, Sustainable Development: Role Of Science, Technology, And Innovation, 5 October 2021 (Tuesday), Dubai Marina, Dubai, Ministry of Science, Technology and Innovation
15. **Forum Speaker**, to LIF Malaysia Webinar "Prototyping and Production Strategies for Innovation" Forum 4: Industry-Academia Partnership in Driving Innovation through Prototype Development and Production Strategies, Date & time: Wed, 25th August 2021, by Leaders in Innovation Fellowships (LIF) Community Grant 2021
16. **Panel**, Workshop On Entrepreneurship in World Forum For Women In Science 2022 (WFWIS 2022)
17. **Keynote speaker**, 2nd Asia Pacific School Psychology International Conference on 20th and 21st March 2021, "VUCA Proof Attributes and Skill Set for Educators" <https://www.sites.google.com/view/apspic2/home>
18. **Keynote Speaker**, Psychological Well-Being of Educators in Multi-Risk VUCA Conditions, International Virtual Conference on Quality of Life in Society, Psychology and Education, organized by Universiti Malaysia Sabah, 14<sup>th</sup> of July 2021.
19. **Keynote Speaker**, 3rd Conference for Innovation in Biomedical Engineering and Life Sciences (ICIBEL2019) 2019 conference, 7th Dec 2019, KLCC and Traders hotel.
20. **Keynote Speaker** "Sharing of Experience of Malaysia for Commercialization and Transfer of Technology" Broker Expo 2016, Tehran, 15<sup>th</sup> of Dec 2016-International
21. **Panel**, Conference Global Innovation Index (GII), Intellectual Property Corporation of Malaysia (WIPO), 2017.

#### **National:**

22. **President**, Innovation and Technology Managers Association Malaysia (ITMA Malaysia), 2016-2017, 2018-now
23. **Head of the Expert Panel**, National Technology Venture Blueprint (TechV) and Assessment of Technology Transfer (AoTT) Malaysia , Ministry of Scienc, Technology and Innovation Malaysia, 2019-2020.

24. **Deputy Chairperson**, Panel of Judges for the Selection of the winner for the National Academic Award (Innovation and Commercialisation) 2022.
25. **Co-Chairperson**, *Science Outlook RDC Sub-Working Group: National Commercialization Efficacy & Strategy Evaluation*, 2016.
26. **Subject Matter Expert (SME) Accelerated Dean's Leadership (ADeL) Program, Utm-Akept, 2023-2024.**
27. **Panel of the Evaluation Committee**, for Fundamental Research Grant Scheme Application under the Ministry of Higher Education Malaysia, 2023.
28. **Committee Member, Impact Study of the** Malaysia Commercialisation Year (MCY) 2016-2020, MOSTI, 2022-2023.
29. **Committee Member, Coordination of the National Biotechnology Policy 2.0**, Ministry of Science, Technology and Innovation Malaysia, 2023- now.
30. **Member**, *Malaysia Open Science Platform (MOSP) WORKING GROUP 1: GUIDELINES*, 2022.
31. **Member**, *Policy Working Group under the Malaysia Open Science Alliance* 2020, ,the Academy of Sciences Malaysia (2020-2021)
32. **Member**, *Board of Governance (BOG) Malaysia Laboratories for Academia-Business Collaboration (MyLAB)*, Ministry of Higher Education Malaysia. 2018 – now
33. **Committee Member**, *Human Capital And Research Pillar, Global Innovation Index (GII) Competetiveness Inter-Agency Monitoring Committee*, MOSTI (2021-2025)
34. **Member**, *Research, Development, Innovation, Commercialisation and Economy (RDICE) Roadmap Study Working Group*, ASM (2021-2022)
35. **Member, Steering Committee**, *Malaysia Social Innovation Accelerator Programmes (MySIAP)* (2021-now)
36. **Member, Steering Committee of Rural Transformation in the state of** Pahang Darul Makmur (2021-now)
37. **Member**, *Guideline for Technology Commercialisation Committee* (2018-2019), SIRIM
38. **Member**, *Steering Committee, Malaysia Commercialization Year* (MCY), 2016 – now.
39. **Panel**, Program Keusahawanan Belia Bestari (B-Best). *Institute for Youth Research Malaysia (IYRES)*, Ministry of Youth and Sports,

- 2018.
40. **Panel**, Webinar Session, National Intellectual Property Day 2021, 26 April 2021 organised by MyIPO, titled: *IP & SMEs: Taking Your Ideas to Market*.
  41. **Invited Speaker**, Malaysia Commercialisation Year 2023 programme, titled "Technology Transfer and Commercialisation Metrics: An Overview", under the National Innovation and Technology Sandbox (NTIS), 3 August 2023, Connexion Conference & Event Centre, Bangsar South.
  42. **Invited Speaker**, Innovation Commercialisation Management Workshop for SIRIM titled "Managing Innovations". 6 September 2021.
  43. **Keynote Speaker 2**, *Innovation And Technology Management Conference 2019 (ITMC)*, Title : *IP Monetization and Technology Transfer : Successful Models*, Perpustakaan Tunku Tun Aminah, UTHM, 22 - 23 September 2019.
  44. **Keynote Speaker**, "Startups and IP" ; Ustart Conference Malaysia 2016, 22 hingga 23 September 2019, Research Management & Innovation Complex University of Malaya, on 22-23 Nov 2016, –National
  45. **Keynote Speaker**, "Commercialization of Innovation: Sharing of Experience", UNISZA's Research Week and Innovation Competition 2016, UNISZA, 16 March 2016

## University

46. **Dean**, Faculty of Educational Studies, UPM, 2019 – 2021.
47. **Director**, Putra Science Park, UPM, 2013-2019.
48. **Deputy Director**, Putra Science Park UPM, 2010-2013.
49. **Deputy Director**, Research Management Center UPM, 2008-2009.
50. **Member**, University Senate, UPM, 2013 – 2022.
51. **Inventor**, Innohub<sup>TM</sup>, 2012.
52. **Chairperson**, *University Research Sub-Committee on Commercialisation and Innohub*, 2016.
53. **Panel**, *Intellectual Property Evaluation Committee* UPM. 1 April 2017 until now.
54. **Advisor**, UPM *Edu-Tourism Product Development Committee*, 2016- 2018
55. **Member**, Organising Committee, *Mustafa Prize Program and Specialized Scientific Meeting*, UPM 2016.



List of Publications

Scopus



Google Scholar

