

INTELLECTUAL CAPITAL MANAGEMENT AND RESEARCH INITIATIVES IN MALAYSIAN UNIVERSITIES

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ABSTRACT

It is evident from the literature that the importance of intellectual capital (IC) has heightened. IC has become an important strategic driver of innovation. Universities being the builders of innovation, it is crucial to emphasize on IC in improving research initiatives (RI).

Consequently, the purpose of this study is to explore the structural relationships among IC elements and RI in Malaysian Universities. This study classifies IC into three elements: human capital (HC), structural capital (SC), and relational capital (RC). The significance of IC in the education industry has been identified in the literatures. However, this has not been fully investigated in the context of Malaysian Universities.

Therefore, the overarching objective of the study will be to examine the impact of IC and its elements on RI in Malaysian Universities. To achieve this objective, quantitative approach will be used with questionnaire as a tool. SPSS software was used for descriptive analysis and PLS estimation software was used to test the relationship among constructs.

The result of the research indicates that HC and SC have a positive effect on RI, SC has a direct effect on HC, and HC and RC have an indirect effect on RI. It contributes to existing literature by giving new insights into the IC of universities and its relationship with RI.