



RHB-UKM ENDOWMENT FUND

2021 RHB-UKM RESEARCH GRANT SCHEME CALL FOR PROPOSALS

Eligibility

- All researchers from UKM are eligible to apply.
- Principal Investigator/Researcher applying for the grant must have and earned doctorate in an academic discipline.

Time Frame

- The proposed research project is to be completed within 12-24 months time frame.

Research Output

- Research output must be restricted to the CRIM, UKM criteria.
- 2-3 ISI/Scopus related journals.
- 1-2 Conference papers.
- All outputs need to indicate the research funded by the RHB-UKM Endowment Fund.

- The grant scheme foster research that examine current or emerging topics related to the domestic or international financial services in the context of economics, business, social or cultural issues.
- Interdisciplinary collaborations UKM and other institutions are encouraged.
- The maximum budget should not be more than RM40,000.00 for each project.
- Research proposals must be related to key areas of research.

Focus Areas: IT Driven Services in Financial & Banking Sector



Technological

- Fusion of technologies: AI, Blockchain, Cloud Computing, Chatbots
- Rising Cyber Security and Privacy Risks
- Financial technology (Fintech)



Customer Centric & Demographic

- Big Data
- Aging Population & Millennials as well as Generation Z Behaviour
- Rising Customer Expectation & Experience
- Data Mining
- Value Co Creation in Digital Services



Changes of Political & Economic Situation

- Emerging Competitive & Collaborations
- Regulations
- Employer Behaviour in Services



DEADLINE: 17th May 2021 (Monday)

Please submit the proposal to shahmie@ukm.edu.my

Any enquiries, please contact RHB-UKM Research Secretariat, 03-8921 4960 (Mr. Shahmie Aiman)