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GERIC website at www.umk.edu.my/geric publishes information, news, articles, commentary, background research and analysis on a broad range of issues, focusing on social, science, economic, strategic entrepreneurship issues.

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Collaboration Partner



Global Entrepreneurship Research & Innovation Centre (GERIC)

“Great Research For Entrepreneurship Endeavor”.

ABOUT GERIC

GERIC is a Centre of Excellence for Entrepreneurship Research and Innovation in UMK. In addition to the Global Entrepreneurship Research, the Centre is involved in human capital development through a joint PhDs or split-site PhDs and post doctoral research; entrepreneurship consultancy and training; support to social innovation and entrepreneurship projects as well as educational outreach activities. It also includes organization of public conferences and research publications. The Centre also acts as a think tank on crucial economic and entrepreneurship issues

GERIC brings together world-leading researchers to work in multidisciplinary teams on real-world issues. It represents scientists, social scientists and entrepreneur coaches whose work is underpinned by scientific rigor, technological expertise, industry connections and community engagement. Driven by a shared vision: Great research for entrepreneurship endeavor.

Researchers at the centre are either research focused or do both research and teaching. Ranging from a broad disciplinary background. not limited to just one field of study.

- **Socialpreneur**
(Social Entrepreneurship & Innovation)
- **Creativepreneur**
(Heritage And Culture)
- **Wealth Management**
(Financial Entrepreneurship)
- **Technopreneur**
(Technology/scientific Entrepreneurship)
- **E-commerce**
(Media Literacy And Online Business)
- **Islampreneur**
(Islamic Entrepreneurship)

As an entrepreneurship COE, GERIC brings creativity and innovation into the core of its research activity through engagement and partnership with community, businesses, public sector and international counterparts. It plays a distinctive role in the development, application and exchange of knowledge globally, regionally and locally.

Mission

To Stimulate Economic Growth of Malaysia by Accelerating, Entrepreneurship Research, Innovation and Commercial, Enhancing Human Capital Development and Providing Entrepreneurship Solutions To The Community, Industry and Government.

Vision

To be a Recognized Leader in Innovative Entrepreneurship Research, Education and Practice.

Objectives

- 1 To provide integrated research solution related to social, technological and scientific entrepreneurs.
- 2 To establish and maintain partnerships with key organizations driving the quality and implementation of our research.
- 3 To conduct at international level significant research that contributes to creating economically, socially and environmentally sustainable business.
- 4 To nurture and attract world class researchers to expand the scale and focus on our research.

Our Programs

- Postgraduate In Entrepreneurship (Master,PHD) by Research
- Postdoctoral Research
- Research Methodology Workshop
- Entrepreneurship program

Our Expert



Prof. Dr. Nik Maheran
Nik Muhammad

Director

- Behaviour Finance
- Wealth Management



Prof. Dr. Naresh Kumar

Head Of Unit (Research And Postgraduate)

- Economics, Business & Management and Organizational Studies
- Entrepreneurship



Assoc. Prof. Dr. Rosli Salleh

Head Of Unit (Training and consultant)

- Marketing and Consumer Behaviour
- E-commerce



Dr. Nik Zulkarnain

Head Of Special Interest Group (Sig)

- ICT
- Creativepreneur



Assoc. Prof. Dr. Wee Yu Gee

Head Of Special Interest Group (Sig)

- Human Resource Management
- Socialpreneur



Assoc. Prof. Dr. Julie Juliwati

Associate Professor

- Earth Science
- Technopreneur