Dear Naziaty Mohd Yaacob,

Thank you for your paper submission for the AASA 9th International Conference: Project to Practice; Innovating Architecture. As we had a large group of late submissions, the review group has only now reviewed papers as a whole and provided feedback.

I’m delighted to let you know your paper “Between Teaching and Practice; A case study of a universal design start-up in a Malaysian University” was reviewed by the paper review group and has been recommended for inclusion in the conference.

Please take the opportunity to confirm your attendance and presentation at the conference by registering at the website. Only registered delegates are eligible to present.

Once you have read the reviewers comments, you can then submit a final proceedings ready paper (.doc format) before the 21st of September to innovationarchitecture@uts.edu.au for inclusion in the electronic proceedings which will be available to the conference delegates at the conference.

The reviewers comments for your paper are copied below.

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This paper is accepted with suggestions for minor amendments or clarifications.

The paper offers an overview of practice models and the introduction of incubator programs in the context of Malaysia and the appropriate balance for academics being encouraged to move towards incubating practices in the academy. The authors first hand experience is valuable, but does at times cloud the impact of the paper. The author in this sense should seek to maintain an objective view of the model and its successes and problems for academics. For a non-Malaysian readership, some of the terms may need further clarification. A clear link to innovation literature or positioning would help to strengthen an understanding of the context and implications for the paper within academic contexts.

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ASSOCIATION OF ARCHITECTURE SCHOOLS OF AUSTRALASIA

Project to Practice: Innovating Architecture
AASA 9th International Conference

Saturday 1st October

10:30am  // Morning Tea

Session 6  Can you Teach Innovation?
Managing Design Education
// Raimondo Pompilio
Evaluating for Design Teamwork: What do students think of current teaching practice?
// Nicola Aspden and Richard Walker
Studio Pedagogic's Operative Framework for the 4th Industry Revolution
// Jeremy Limer
Response AACA
// Alex Dove

// Lunch

Session 7a  Prototyping practice
Performativity of Architectural Practice: Building Collaboration Platforms for Multidisciplinary Architecture Business
// Sharmila Ahers, SN, Katherine Mather
Between Teaching and Practice: A case study of a Universal Design Start up in a Malaysian University
// Katelyn Dean
The innovator's mindset and new models for entrepreneurship education
// Dr. Alvin Sin, Director, MFA in Entrepreneurship, UTS Business School

Session 7b  Innovation in-situ
arc/sec::digital Spatial Operations
// Ann Flegg
On Site Plus: Rethinking the Site Visit in Construction Education
// Jee Van Lannegren and Elke Renard
Reusing Rumours: A Review of Research Citing barriers to Adaptive Reuse: Stenning from Building Codes
// Richard Armstrong

// Afternoon tea

Session 8  What's the value?
Testing Till's Tripartite Models for Architectural Research
// Sarah Morley
Innovation and Modernism: Architectural production within late capitalism
// Michael Chapman
A Danish Perspective, Aarhus School of Architecture
// Thomas Due-Pedersen

Session 9  Unknown unknowns - Wrap up/ plenary
moderated by Gerard Reimruth
// Rachel Love
// Penny A
// Special Guest
Between Teaching and Practice
A case study of a Universal Design start-up in a Malaysian university

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Abstract—The study is to examine the risks and problems encountered when starting a social entrepreneur venture. The study is to examine the risks and problems a full time academic in the field of architecture encountered when starting a social entrepreneur venture. Universities in Malaysia are encouraging academics to create start-ups by some universities giving support to the entrepreneur eco-system in terms of seed money, mentoring advice, office space and administrative matters. Based on a case study and using the participant observation method conducted from September 2015 to July 2016, by the founder of the business that focus on the product development of universal design products, firstly, a bus stop and secondly hospital toilets, the findings show the problems that an academic faces in the beginning, where commitment, finance and sustaining the start-up were the fundamental issues. Other problems are of working with the construction industry and also how to manage a start-up in an academic environment in Malaysia.

Keywords—academic; architect; social entrepreneur; start up; university

I. INTRODUCTION
The study focused on the risks and problems the author, as an academic experienced and may encounter in the future when starting a business while being in full time employment in a public institution of higher learning in the Malaysian context. The university where the case study subject, the academic is employed, as quoted in the website, established the ‘entrepreneur eco-system’, encouraging all academic staff members to be able to create start-ups. The paper provides a

II. BACKGROUND OF THE UNIVERSITY AND ENTREPRENEUR ENVIRONMENT

A. The University
Public universities funded by the Government of Malaysia were encouraged to administer autonomously since corporatisation exercises were introduced in the mid 1990s. However only recently in 2015, the operational aspects were drawn up in the Ministry of Higher Education Blueprint 2015-2025. The universities were required to formalise the setting up of an ‘innovation ecosystem’ by establishing innovation and commercialisation centres usually linked with the university’s research and development office of the main administrative centre of the university. The ‘transformation of the higher education system is a priority’ (Ministry of Higher Education, 2015) and based on this blueprint, ‘shift number 7’ which relates to the case study of this paper where the start-up is based on the ‘focus on creating scale and growth’ and ‘commercialisation of ideas’ (Ministry of Higher Education, 2015) is explained in this study.

An initial inquiry of the four public universities in Malaysia showed that there is an architect and design driven academic