



DSRG
DIGITAL SOCIETY RESEARCH GRANT

DIGITAL SOCIETY RESEARCH GRANT CYCLE 1, 2025

INFO SESSION

11 MARCH 2025, TUESDAY | 10:00 - 11:00 AM



LIVE
WEBINAR

CONTENTS

1. **MCMC at a Glance**
2. **National Plans**
3. **About DSRG**
4. **DSRG Collaborative Framework**
5. **Dissemination of Findings**
6. **DSRG 2025/Cycle 1: Focus Areas & Research Titles**
7. **DSRG 2025/Cycle 1: Process Overview**
8. **DSRG 2025/Cycle 1: Submission**
9. **DSRG 2025/Cycle 1: Evaluation**
10. **DSRG 2025/Cycle 1: Selection**
11. **Q&A Session**
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13. **Contact Us**

Scan Me
for Application Guideline

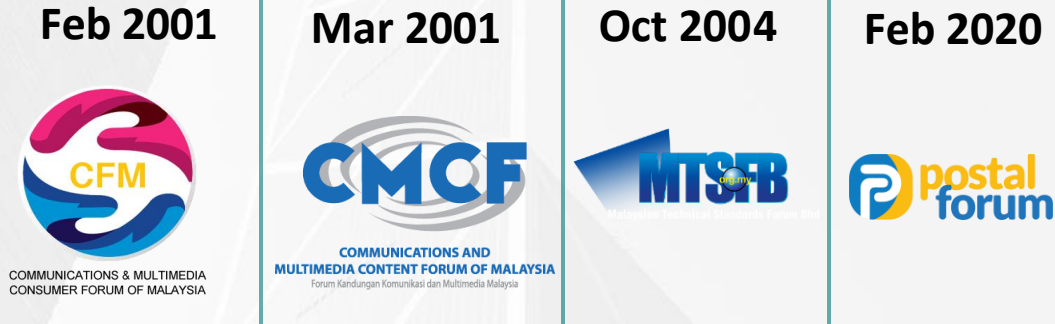


MCMC AT A GLANCE

MCMC

1. Established and governed by the Malaysian Communications and Multimedia Commission Act 1998 (Act 589)
2. Effective from 1 November 1998
3. Multi-Sectoral Regulator:
 - Communications and Multimedia Act 1998 (Act 588)
 - Digital Signature Act 1997 (Act 562)
 - Postal Services Act 2012 (Act 741)
 - Strategic Trade Act 2010 (Act 708)

Industry Self Governance Industry Forums under the CMA '98



Wide-ranging Regulatory and Developmental Roles



NATIONAL PLANS



1. Drive digital transformation in the public sector.
2. Boost economic competitiveness through digitalisation.
3. Build enabling digital Infrastructure.
4. Build agile and competent digital talent.
5. Create an inclusive digital society.
6. Build a trusted, secure and ethical digital environment



1. Equip the Rakyat with 4IR knowledge and skill sets.
2. Forge a connected nation through digital infrastructure development.
3. Future-proof regulations to be agile with technological changes.
4. Accelerate 4IR technology innovation and adoption.



1. Themes
 - Resetting the economy
 - Strengthening security, wellbeing and inclusivity
 - Advancing sustainability
2. Policy Enablers
 - Developing future talent
 - Accelerating technology adoption and innovation
 - Enhancing connectivity & transport infrastructure
 - Strengthening the public service



- Digital Connectivity
 - Second 5G Network
 - Asean 5G Showcase
 - Enhance Internet Coverage to public HEIs, schools, army camps and MARA Institutions
 - JENDELA Point of Presence projects
- Digitalisation & Automation
 - National Information Dissemination Centres (NADI) as a community platform to increase income through online entrepreneurial activities
- Cybersecurity
 - Supporting regulatory oversight via Special Task Force to Combat Cyber Crimes
- Language and Creative Works
 - MADANI Community Creative Youth programme

ABOUT DSRG



Aims: To grow evidence base necessary to optimise the advancements made in communications infrastructure and service deployment.



- **Launched on 3 July 2020**
- **Two cycles of Call for Proposals/year**



- **Maximum RM10,000/grant**
- **Research duration of up to 6 months**

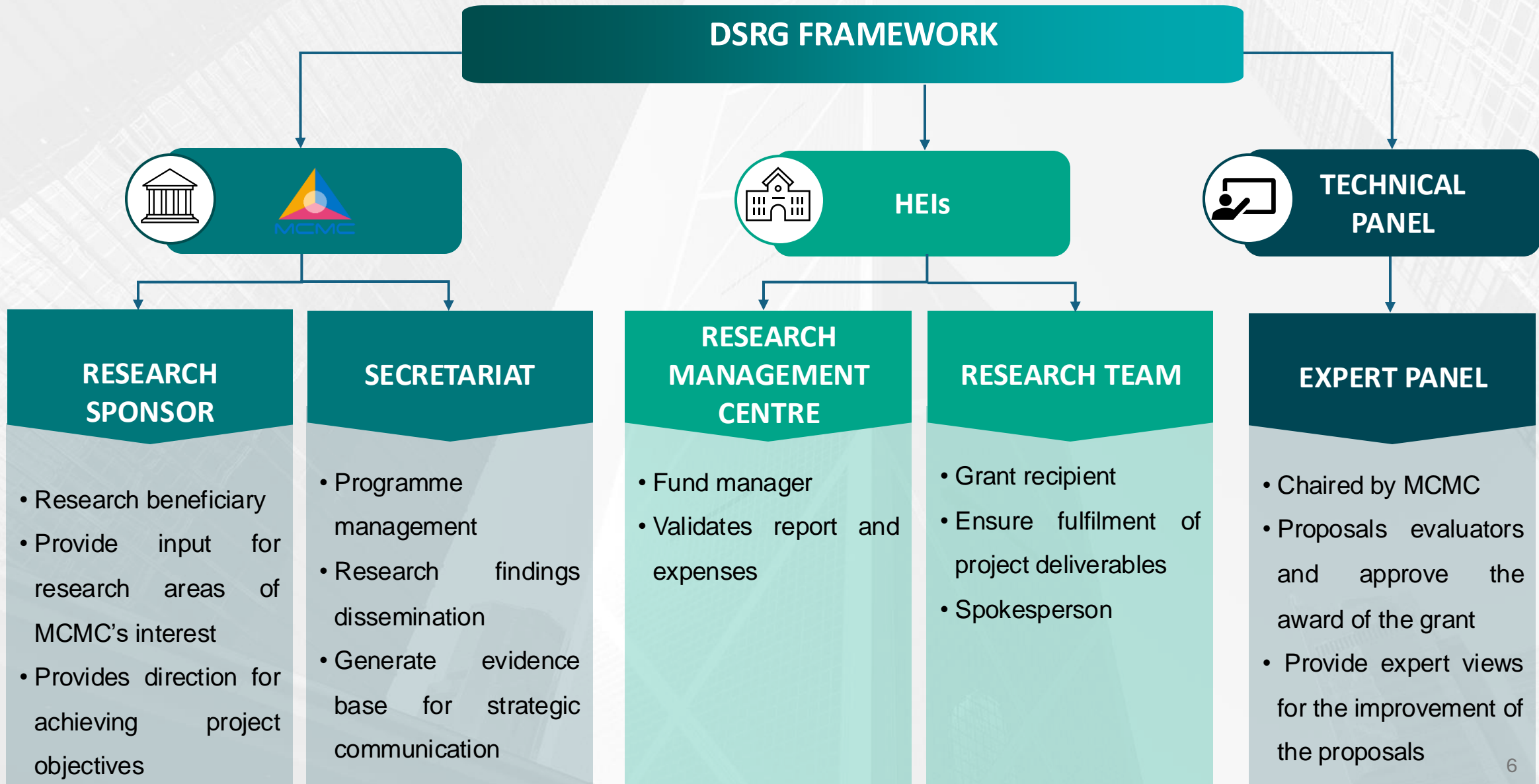


**FOCUS AREA 1:
DIGITAL CITIZENSHIP & CYBER WELLNESS**



**FOCUS AREA 2:
DIGITAL INCLUSION**

DSRG COLLABORATIVE FRAMEWORK



DISSEMINATION OF FINDINGS

Media Matters



<https://www.mcmc.gov.my/en/resources/research/publications>

Communicate@MCMC

COMMUNICATE@MCMC AND BROADCAST TALK SERIES 1/2024

"INSIGHTS INTO MALAYSIAN TELEVISION CONSUMPTION"

30 APRIL 2024 **10:00AM-12:00 PM**

SCAN HERE TO REGISTER **Online Via zoom**

EN. MOHAMED REDZWAN YAHYA
MODERATOR, MCMC

DR. MOKHTARRUDIN AHMAD
PANELLIST, MMU

ASST. PROF. DR. WAN NORSHIRA WAN MOHD GHAZALI
PANELLIST, UNISZA

DR. NORHAYATI MOHAMAD HUSSAIN
PANELLIST, UUM

DR. KAVITHA BALAKRISHNAN
PANELLIST, MMU

Research Symposia

PANEL SESSION 2
Tech Horizons: Bridging Sectors and Empowering Lives

MODERATOR
Dr. Andrew Lau
Director, Strategic Programmes
Microsoft Malaysia

PANEL 1
Dr. Nur'aina Daud
Universiti Tunku Abdul Razak
Digitalisation Technology Acceptance and Adoption within the Oil Palm Plantation Sector

PANEL 2
Ts. Dr. Chang Jing Jing
Universiti Tunku Abdul Razak
Digital Healthcare Adoption by Malaysian Senior Citizens: Its Challenges, Needs and Future Action

PANEL 3
Assoc. Prof. Dr. Nur Hani Hani
Universiti Tunku Abdul Razak
Digitalisation Technology Acceptance and Adoption within the Oil Palm Plantation Sector



DSRG 2025/CYCLE 1: FOCUS AREAS & RESEARCH TITLES



FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBER WELLNESS

**GUIDED
RESEARCH**

No.	Code	Research Title	Research Category and Gap/Developmental Area	Research Sponsor
1.	DCC-1	Integrating Data Governance Framework in MCMC Operations: Benefits for Stakeholders and Enhancing MCMC's Regulatory Role in the Communications and Multimedia Industry	This study falls under the Guided Research Category of Digital Citizenship and Cyberwellness. It aims to generate evidence that will aid in the development of internal MCMC policies, specifically focusing on the integration of data governance within the Commission.	Corporate Planning Department Strategic Planning Division
2.	DCC-2	Smart City Capacity Building – Current and Future Skill Needs	This study falls under the Guided Research Category of Digital Citizenship and Cyberwellness. It aims to generate evidence to establish the availability of current skills, competencies and requirements to meet and sustain Malaysia's Smart City planning and development.	Public Sector Development Department Emerging Technologies Development Division
3.	DCC-3	Malaysia's Telecommunications Industry Supply Chain: Policy Implications and Economic Impact	This study falls under the Guided Research Category of Digital Citizenship and Cyberwellness. It aims to investigate the role of government policies and regulatory frameworks in shaping the supply chain ecosystem's impact on Small and Medium Enterprises (SMEs) within Malaysia's telecommunications industry.	Procurement Governance Department Procurement Division

FOCUS AREA 1: DIGITAL CITIZENSHIP & CYBER WELLNESS

**GUIDED
RESEARCH**

No.	Code	Research Title	Research Category and Gap/Developmental Area	Research Sponsor
4.	DCC-4	Impact and Reach of Public Service Announcements on Malaysian Television and Radio Audiences	This study falls under the Guided Research Category of Digital Citizenship and Cyberwellness. It aims to investigate the impact and reach of PSAs on Malaysian broadcast audiences.	Content Regulation Department Content Platform Management Division
5.	DCC-5	Artificial Intelligence (AI) Powered Talent Development: A People-Process-Technology (PPT) Framework for Future Workforce Readiness	This study falls under the Guided Research Category of Digital Citizenship and Cyberwellness. It aims to investigate factors contributing to the proliferation and development of Malaysian AI-powered talent development.	Industry Capacity Development Department MCMC Academy Division
6.	DCC-6	ASEAN 5G Skills Framework: Competency Mapping, Training Strategies, and Certification Model	This study falls under the Guided Research Category of Digital Citizenship and Cyberwellness. It aims to develop a structured capacity-building and certification framework that addresses 5G workforce competency gaps in ASEAN.	Industry Capacity Development Department MCMC Academy Division

FOCUS AREA 2: DIGITAL INCLUSION

**GUIDED
RESEARCH**

No.	Code	Research Title	Research Category and Gap/Developmental Area	Research Sponsor
7.	DI-1	PAKEJ+ Initiative: Enhancing Sustainability and Growth in Malaysia's Postal and Courier Industry	This study falls under the Guided Research Category of Digital Inclusion. It aims to generate evidence that will aid in evaluating and identifying developmental gaps to ensure the long-term sustainability and viability of the PAKEJ initiative.	Central Monitoring Office 2 Department Central Monitoring Division
8.	DI-2	Evaluating KM's Efficacy in MCMC: Enhancing User Engagement and Awareness	This study falls under the Guided Research Category of Digital Inclusion. It aims to generate evidence that addresses the gap areas of KM organisational role, framework, efficacy and measurement metrics within MCMC and improvement strategies.	Knowledge Management and Resource Centre MCMC Academy Division
9.	DI-3	Redefining Connectivity: Measuring Meaningful Connectivity in Malaysia	This study falls under the Guided Research Category of Digital Inclusion. It aims to generate evidence that addresses the gap areas related to the adoption of potential Quality of Experience (QoE) standards and measurements of communications services.	Corporate Strategy and Performance Department Strategy Planning Division

FOCUS AREA 2: DIGITAL INCLUSION

**GUIDED
RESEARCH**

No.	Code	Research Title	Research Category and Gap/Developmental Area	Research Sponsor
10.	DI-4	Exploring Stakeholders' Perceptions of Effective Telecoms Regulation: A Case Study on Digital Inclusion	This study falls under the Guided Research Category of Digital Inclusion. It aims to generate evidence to complement traditional quantitative metrics with qualitative insights to provide a holistic evaluation of regulatory effectiveness, addressing issues such as affordability, inclusivity, and trust.	Corporate Strategy and Performance Department Strategy Planning Division
11.	DI-5	Exploring Audience Preferences and Business Cases for AI-Generated Content in Malaysia's Broadcast Ecosystem	This study falls under the Guided Research Category of Digital Inclusion. It aims to understand Malaysian broadcast audience's preferences and perceptions of AI-generated content, helping broadcasters, content creators, and advertisers use AI to improve viewer engagement and develop effective business strategies.	Broadcast Development Department Emerging Technologies Development Division
12.	DI-6	Assessing the Impact of Newly Established 4G Network Connectivity on Digital Literacy and Socio-Economic Development of Rural and Orang Asli Communities in Perak	This study falls under the Guided Research Category of Digital Inclusion. It aims to understand the initial digital literacy and socio-economic implications of the availability of 4G network connectivity in Orang Asli Communities in Perak.	Perak State Office Northern Regional Office

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

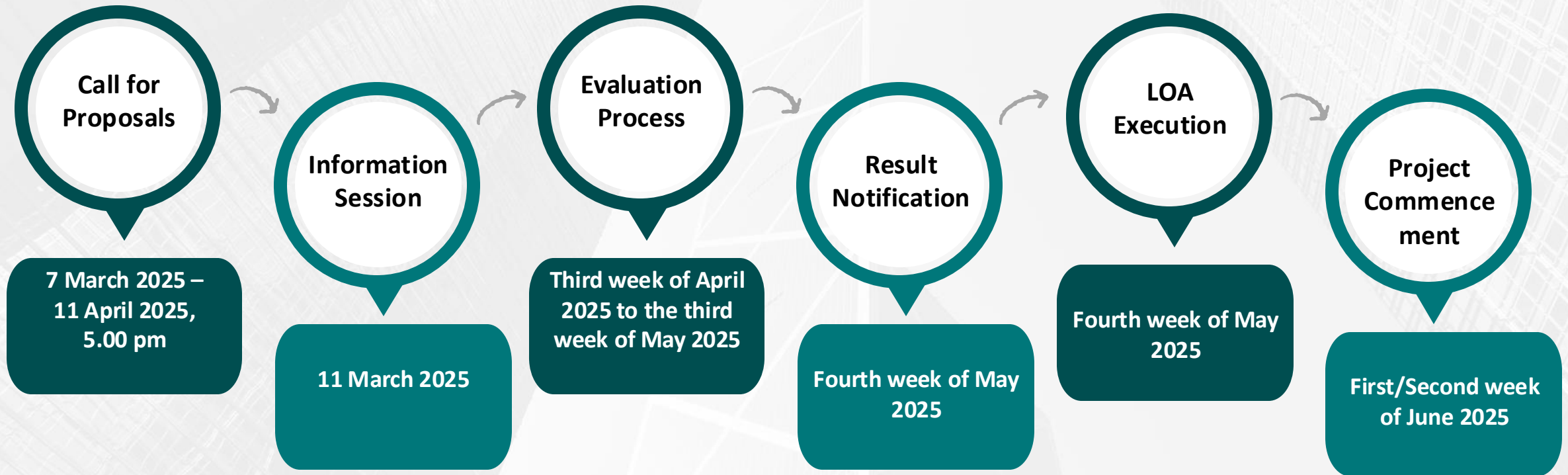
FOCUS AREA 2: DIGITAL INCLUSION

**GUIDED
RESEARCH**

No.	Code	Research Title	Research Category and Gap/Developmental Area	Research Sponsor
13.	DI-7	The Impact of Mobile Network Sharing in Bridging the Digital Divide in Malaysia	This study falls under the Guided Research Category of Digital Inclusion. It aims to investigate the financial and socio-economic implications of telecommunications providers' mobile network-sharing practices related to JENDELA network rollouts.	Central Experience Monitoring Department Central Monitoring Division
14.	DI-8	The Financial and Operational Impact of Monsoon-Induced Disruptions on Telecommunications Services During the North-East Monsoon (Monsun Timur Laut) 2022-2025	This study falls under the Guided Research Category of Digital Inclusion. It aims to investigate the financial implications of telecommunications downtime and outages in affected areas and propose mitigation strategies to enhance infrastructure reliance.	State Planning and Coordination Department Regional & State Coordination Division
15.	DI-9	Optimising Malaysia's Parcel Delivery Resources through a Work-Sharing Model: An Industry Readiness Survey	This study falls under the Guided Research Category of Digital Inclusion. It aims to explore the potential of a Work-Sharing model to optimise parcel delivery.	Central Monitoring Office 2 Central Monitoring Division
16.	DI-10	Transforming HR Onboarding with MetaHRise – A Case Study of MCMC's Digital Induction Programme	This study falls under the Guided Research Category of Digital Inclusion. It aims to evaluate the effectiveness, challenge and future potential of the MetaHRise multiplayer induction programme in enhancing employee engagement, knowledge retention and onboarding efficiency.	Employee Relations Department Human Capital Division

GUIDED RESEARCH - Predetermined Research Objectives to be achieved with requirements for researchers to recommend suitable research design

DSRG 2025/CYCLE 1: PROCESS OVERVIEW



The timeline may be affected by public holidays

RESOURCES LINKS

- 1. DSRG 2025 Cycle 1 Application Guideline**
https://www.mcmc.gov.my/skmmgovmy/media/General/DSRG_2025/2025_DSRG_Guideline_Cycle-1.pdf
- 2. DSRG 2025 Cycle 1 Proposal Submission Form**
https://www.mcmc.gov.my/skmmgovmy/media/General/2025_DSRG-Proposal-Submission-Form_Cycle-1.docx
- 3. FAQs**
https://www.mcmc.gov.my/skmmgovmy/media/General/2025_DSRG_FAQ_Cycle-1.pdf

DSRG 2025/CYCLE 1: SUBMISSION

Download the Proposal Application Form & Guidelines*



Develop a proposal as required under the DSRG 2025 Cycle 1 Application Guideline. The requirement on qualification must be complied with Section 2



Submit the prepared documents to dsrg@mcmc.gov.my before **11 April 2025, 5.00pm.**



Prepare the necessary documents

Documents that need to be submitted



Proposal Submission Form (in pdf and word.doc)



CVs of all research team members



Certified copies of the highest academic qualification

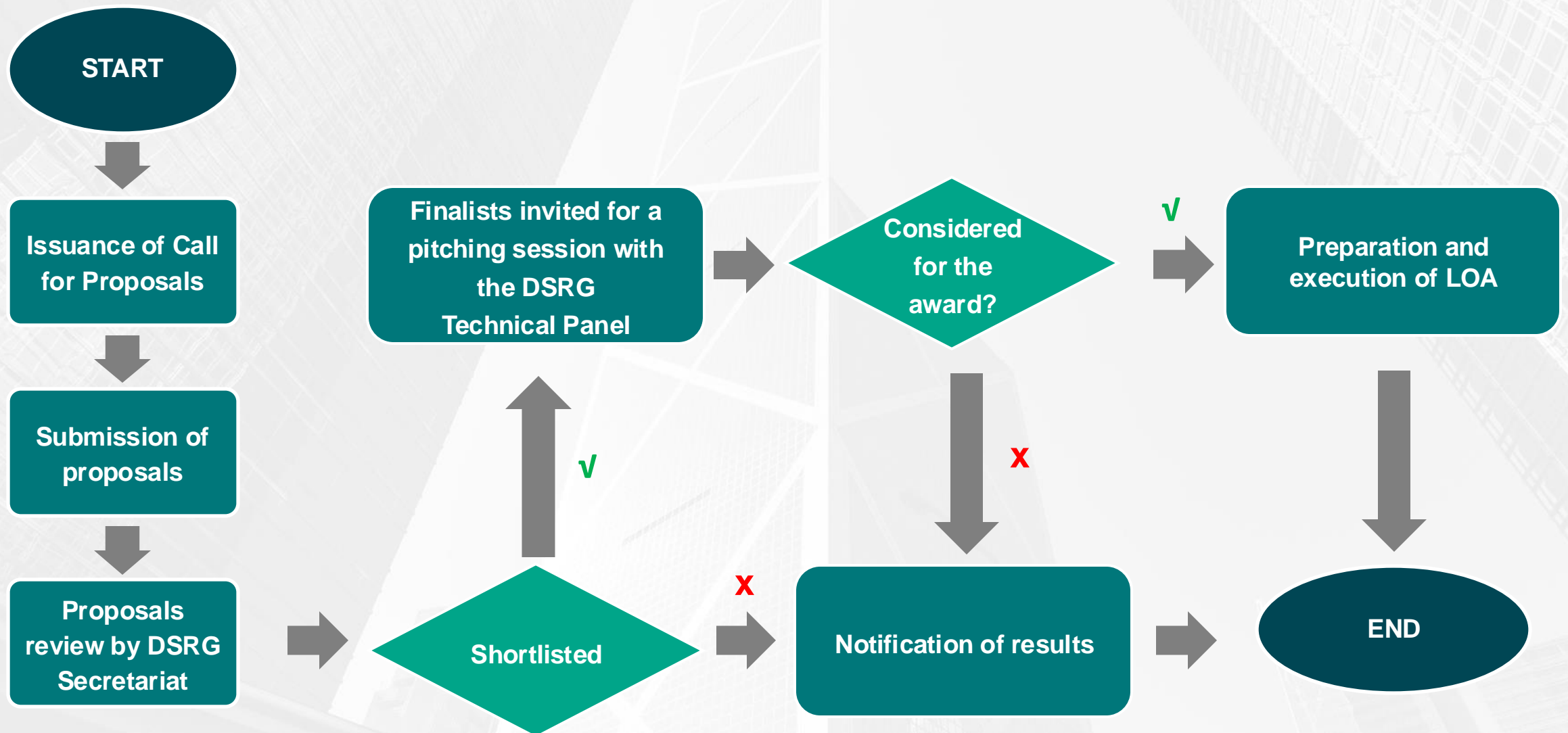


A copy of the latest published research paper or article by the Lead Researcher



Other relevant materials to support the proposal

DSRG 2025/CYCLE 1: EVALUATION



DSRG 2025/CYCLE 1: SELECTION (1/2)

Key Criteria For Selection Process

1

The researcher must demonstrate a **sound understanding** of MCMC's roles and functions.

2

The researcher's experience and expertise are demonstrated through **prior research work** and **publication** in the proposed field.

3

The proposed research provides **new insights, value** or **knowledge** on the existing body of research.

4

The feasibility of the research scope must be commensurate with the **grant amount and duration**.

5

The proposal must address the outlined **Research Problem** and exclude the development of prototypes or applications.

6

The proposal must meet **submission and evaluation criteria**.

7

The proposal must be written in an **understandable, concise** and **straightforward manner**.

DSRG 2025/CYCLE 1: SELECTION (2/2)

Qualifying Criteria

1

QUALITY

- Rationale and justification are presented **coherently** and **logically**.
- Falls within the context of the **research focus**.
- **Ethical considerations** have been identified and addressed.

2

IMPACT

- Provides opportunity to contribute to the implementation or evolution of **MCMC's policies / initiatives**.
- Potentially significant for offering **new insights** in the subject area.

3

ALIGNMENT

- The need and relevancy of the research in contributing towards **departmental specific works**.
- Potentially provides useful and relevant data for **knowledge base**.

4

SUITABILITY

- The researcher have the **expertise, skills and knowledge** in the proposed area of research, and with the proposed methodology to **accomplish the research objectives**.

5

FEASIBILITY

- The **appropriateness** of the proposed activities, methods, and resources to accomplish the project within the stated **timeframe**.



Q&A SESSION

Please type in your questions in the Q&A box

FEEDBACK FORM

Scan the QR Code to fill in the Feedback Form



THANK YOU

CONTACT US

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