

# Innovation, Convergence and the Disenfranchised: Investigating the Inclusiveness of Convergence in Malaysia

Kamarulzaman Ab. Aziz\*

\*Faculty of Management, Multimedia University, Persiaran Multimedia, Cyberjaya 63100, Selangor, Malaysia

[kamarulzaman.aziz@mmu.edu.my](mailto:kamarulzaman.aziz@mmu.edu.my)

*(Pt9)Abstract*— This study proposes to explore the level of inclusive innovation adoption in converged telecommunications as perceived by industry players in Malaysia as well as their attitudes towards the idea using Ajzen's theory of planned behavior (TPB). The paper shares the findings of the pilot study conducted in a focus group of Malaysian telecommunications industry players. Discussions on the robustness of the tool developed, some descriptive statistics, preliminary findings and recommendations for the communications sector are given as well as implications for next stages of the work. In general, the findings indicated that the Malaysian communications industry players moderately agreed on the inclusiveness of the convergence goods currently available in the markets. However, the findings also indicated more can be done to enhance the level of inclusiveness. Furthermore, there appear to be certain differences in attitude towards inclusive innovation according to gender and generation.

*(Pt9)Keyword*— Convergence, Disenfranchised, ICACT2016, Inclusive, Innovation



**Kamarulzaman Ab. Aziz** is currently an associate professor and the Director of the Entrepreneur Development Centre at Multimedia University, member of the Centre of Excellence for Business Performance (CeBP) and the Centre for Knowledge & Innovation Management (CEKIM), and was the Deputy Dean (R&D) of the Faculty of Management, Multimedia University. He was also the founding president of the AKEPT Young Researchers Circle (AYRC). His research interest includes Cluster Development, Technology and Innovation Management, Entrepreneurship and Commercialization.