

# Webinar Talk on “How Do Project Managers Read the Future in Emerging Technology Trends through Patent Analytics?”

**Date** : 04 May 2026 (Monday)  
**Time** : 10.00 am - 12.00 pm  
**Speaker** : Ts. Dr. Zulhasni Bin Abdul Rahim  
**Platform** : Zoom

BEM APPROVED CPD: Applying REF NO: Applying

## Registration fee:

- Student Member: Free
- IEM Member: RM15.00
- Non-Member: RM70.00

## Synopsis

This presentation explores how project managers can leverage patent analytics as a strategic foresight tool to detect emerging technology trends and anticipate technological disruption. It positions patents as structured, legally protected, and data-rich documents that reflect real R&D commitment and innovation direction. By integrating patent analytics with TRIZ (Theory of Inventive Problem Solving), the framework simplifies complex patent information through anatomisation and schematisation strategies in enabling systematic extraction of contradictions, functional insights, and evolution patterns. This enables project managers to move beyond descriptive analysis towards predictive insight.

The approach supports competitor intelligence, freedom-to-operate assessment, opportunity scouting, and cost-reduction initiatives. Industrial case studies, including automotive systems, demonstrate how TRIZ-based patent analysis facilitates innovation, circumvention strategies, and commercialization impact. Overall, the model transforms patent databases into actionable business intelligence, aligning technology forecasting, strategic decision-making, and sustainable competitive advantage across industries. Ultimately, this model equips project managers with a forward-looking analytical capability, transforming global patent repositories into actionable strategic foresight.



Ts. Dr. Zulhasni bin Abdul Rahim is a senior lecturer and TRIZ innovation specialist at the Malaysia-Japan International Institute of Technology (MJIIT), Universiti Teknologi Malaysia, where he coordinates postgraduate programmes in technology and innovation management. He conducts research in engineering physics, automotive systems, systematic innovation, and patent analytics, with extensive publications and industry collaborations.

## Speaker

**Ts. Dr. Zulhasni  
Bin Abdul Rahim**

Dr. Zulhasni is renowned nationally for advancing TRIZ methodology in academia and industry, particularly automotive innovation and cost-reduction frameworks. He also serves as a course coordinator and contributes to engineering education and applied research in systematic problem solving.