

Research Cluster 4: Creative Performance& Events Management

Research Mentor: Prof Noria Tugang

Cluster Leader: Dr Alexander ak Chelum

Overview

Cluster 4: Creative Performance & Events Management explores the creation, production, and management of live and digital performances, focusing on innovation, audience engagement, cultural impact, and sustainable event practices.

Aim

To advance innovative practices in performance and events management through creative production, audience engagement, and sustainable, culturally relevant approaches.

Objectives

- i. To explore contemporary methods in live and digital performance creation and delivery.
- ii. To develop effective, sustainable strategies for planning and managing cultural and creative events.
- iii. To foster interdisciplinary collaboration and community engagement in performance and event contexts.

List of Experts and Active Grants

Cluster 4 Creative Performance& Events Management	Active Grant Title/ Completed Projects	Duration/ Status of the grant
Cluster Leader: Dr Alexander ak Chelum	Variasi Serantau Ngepan Asal: Kajian Pemeliharaan Identiti Visual dan Warisan Budaya Iban di Sarawak	01 February 2025 - 31 January 2027
Muhammad Azri Ali	Documentary Northland of The Hornbills	01 January 2024 - 01 January 2026
Mawar Suhaila Ab Razak	Inovasi Digital dalam Memelihara Lirik Dikir Burdah: Penyatuan dan Perpaduan Masyarakat Melayu di Sri Aman, Sarawak	01 February 2025 - 31 January 2027
Dr Nur Qasdina Jeeta Abdullah	A Retrospective of Theatre Companies in Kuching	Completed
Dr Connie Lim Keh Nie	Ethnomusicology Study of the Lengilo People of Sarawak	01 October 2023 - 30 September 2026
Shaik Azahar b Shaik Hussain	Willingness to Share Malay Cultural Heritage towards the Sarawak Museum Collection	Completed
Badrolhisham b Mohamad Tahir	Galeri Seni UNIMAS sebagai model galeri penyelidikan dan peranannya kepada perkembangan Seni Kontemporari Malaysia	Completed

Karen Audrey Samy	NIL	
Mohd Fahmi b Yahaya	Constructing Audience's Engagement in Digital Arts Exhibition Towards Behavioral Intention	Completed
Mohd Sharizam bin Hamzah	Issue and Challenges on Sustaining Parap as Oral Traditional Practices towards Younger Generation of Indigenous Kenyah	Completed
Madzlan b Abet	Documenting Kayan Folklore in Tekna Parap at Uma Balui Liko, Belaga into a Stage Musical Script	Completed
Nur Fardilla Nadia Abu Bakar	From the Silver Screen to the Concert Hall: Developing a Framework on P. Ramlee Songs for Western Classical Audience	01 February 2025 - 31 January 2027
Ng Sie Ai	The Musical Styles of the Berawan People in the Upper Reaches of Sungai Bunut, Sarawak East Malaysia	Completed
Kiew Zheng Wei	Exploring the Role of Intrinsic Motivation in Music Performance Anxiety Among String Music Students in Kuching, Sarawak	01 February 2025 - 31 January 2027
Muhammad Qawiem bin Hamizan	Pendokumentasian Tradisi Lisan Cerita Rakyat Kaum Melayu Sarawak untuk Persembahan Teater	Completed
Yow Chong Lee	Strategi Pemasaran Mini Film Festival	Completed
Ezra Alfandy M Duin	Muzik Tradisional Melayu Sarawak: Eksplorasi Seni Persembahan Muzik	Completed
Prof Dr Hasnizam Abd Wahid	Study and Documentation of Traditional Ethic Musical Instrument in Sarawak	03 February 2025 – 30 July 2027
Dr Laura Prati ak Tutom	Pelestarian Identiti Seni Muzik Tradisional Kaum Berawan di Tutoh, Baram Miri	Completed
Dr Rahah Hasan	Fahaman dan Falsafah Islamik dalam Rekaan Motif Sulaman pada Keringkam Melayu Sarawak	Completed
Syarafina bt Abdullah	Parap: The Digital Preservation of the Kayan's Intangible Heritage	Completed
Prof. Dr. Noria anak Tugang	Meneroka Legasi Kearifan Tradisi Seni Ngepan Asal Iban Sebagai Ikon Budaya Iban di Sarawak	01 October 2023 - 30 September 2025