

Collaboration, Communities, Well-being and Information System

**Abdul Rahman Bin Ahmad Dahlan
Muhd Rosydi Bin Muhammad**



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ABSTRACT

The environmental issues are always being discussed, alternatives are formulated and solutions are proposed for a sustainable eco-friendly environment, with the desired end result is a better and improved life. One of the solutions proposed is by using eco-friendly products or green products. The purpose of this research paper is to identify what are the perspectives of students, as consumers, about eco-friendly products in the market. This study would also gauge students' awareness on eco-friendly products. A random survey was carried out at the Kulliyah of Economics and Management Sciences, IIUM. In creating the awareness and to sustain the importance of eco-friendly products amongst consumers and public, the adoption of Open Innovation through the Quadruple Helix Model (QHM) collaborations is deemed necessary. QHM's premise is that all four (4) actors, namely Government, Academia, Industry and Citizen, have equal roles in creating the awareness and sustaining the importance of environmental-friendly products. When all four parties work in synchronicity, the multiplier factor of innovation in sustaining the importance of eco-friendly environment kicks in.

15.1 INTRODUCTION

As a human, we could see the beautiful world and environment that Allah has created for us, the human. But, the negligent of human on environment has harmed us in general. The greediness of human to get