

**Abu H AYOB**

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**Education**

Ph.D. Management Science (Strategy), Université Toulouse 1 Capitole, France 2011-2013

MSc in Management, Toulouse Business School, France 2008-2010.

B. Tech. (Hons) ICT, Universiti Teknologi PETRONAS, 2003-2007.

**Academic Positions**

Visiting Academic, Toulouse Business School, 2015

Senior Lecturer, National University of Malaysia, 2014-current

Lecturer, National University of Malaysia, 2010-2014

Visiting Academic, School of Management, Boston University, 2014

Tutor, National University of Malaysia, 2008-2010

Tutor, College of Gemilang, Kuala Lumpur, January-March 2008

**Professional Experience**

Trainee, MATRADE Budapest, January-June 2010

Executive, PROTON Research and Development, 2007-2008

Trainee, TM Research and Development, 2005-2006

**Primary Field**

International Entrepreneurship, International Business

**Conferences/Seminars**

1. 9th International Conference on Business Excellent, Bucharest University of Economic Studies, Romania (2014)
2. 27th Research in Entrepreneurship and Small Business Conference, ISM University of Management and Economics Vilnius, Lithuania (2013)
3. Irish Academy of Management Doctoral Colloquium, National University of Ireland Maynooth (2012)
4. European Council for Small Business and Entrepreneurship Doctoral Seminar on Entrepreneurship and Small Business, EMLYON Business School Lyon, France (2012, *selected paper*).
5. European International Business Academy Doctoral Symposium, University of Sussex, UK (2012, *selected paper*).

**Publications in Referred Journals/Proceedings**

1. “Insights into Public Export Promotion Programs in an Emerging Economy: The Case of Malaysian SMEs,” with Joan Freixanet (2014), Vol. 46, pp. 38-46, *Evaluation and Program Planning*
2. “A Model for Understanding SMEs Internationalization in Emerging Economies,” with Zizah Che Senik, Rosmah Mat Isa and Ridzuan Md Sham (2014), Vol. 41, pp. 25-42, *Jurnal Pengurusan*
3. “Financial Factors and Export Behavior of SMEs in an Emerging Economy” with Shamshubaridah Ramlee and Aisyah Abdul Rahman (2015), Vol. 13. No. 1, pp. 49-66, *Journal of International Entrepreneurship*
4. “Financial Influences on Export Status of Small and Medium-Sized Enterprises in an Emerging Economy” with Sveinn Gudmundsson and Mohd Hasimi Yaacob (2015), Vol. 24, No. 3, pp. 433-454, *International Journal of Entrepreneurship and Small Business*
5. “The Role of Competitive Strategies on Export Market Selection of SMEs in an Emerging Economy” with Zizah Che Senik (2015), Vol. 42, No. 2, pp. 208-225, *International Journal of Business and Globalisation*

1. The Impact of Financial Resources and Risks on Export Intention: Evidence among SMEs in an Emerging Economy” with Zizah Che Senik (2015), *Proceeding of 8th Annual Conference of the Euromed Academy of Business*

**Other Publications**

1. “Internal Factors, Network Linkages and Competitive Internationalization: The Case of Agro SMEs” with Zizah Che Senik, Ridzuan Md Sham (2014), *Proceeding of Annual Tokyo Business Research Conference*

**Papers under Review**

1. “Penilaian Kesan Program Promosi Terhadap Aktiviti Eksport Syarikat Kecil dan Sederhana di Malaysia: Satu Pendekatan Ekonometrik (*Assessment into the Impact of Promotion Programs on Export Activities of SMEs in Malaysia: An Econometric Approach*)” with Hazrul Izuan Shahiri
2. “Product Strategies for Export Ventures: An Empirical Investigation among SMES in an Emerging Economy” with Leo Paul Dana

**Working Papers**

1. “Dynamics in Evaluation Research” with Jonathan Morell

**Awards**

1. Ph.D. scholarship from National University of Malaysia, 2011-2013.
2. Masters scholarship from the Ministry of Higher Education of Malaysia, 2008-2010.
3. Bachelor scholarship (Excellent Student Scheme) from MARA, 2003-2007.
4. Silver medal for an outstanding achievement (academic and co-curriculum) from Faculty of Science and Information Technology, Universiti Teknologi PETRONAS, 2007.

**Research Grants**

1. Research Group Development Scheme 2014-2015, with Hawati Janor, Zizah Che Senik, Zafir Khan Mohamed Makhbul, Mohamad Abdul Hamid, Ruzita Abdul Rahim and Nor Asiah Omar (**RM 10,000**)
2. Young Researcher Scheme 2014-2016 (**RM 20,000**)
3. Fundamental Research Grant Scheme 2014-2016 with Zizah Che Senik, Rosmah Mat Isa, Ridzuan Md Sham and Ratana Jabir (**RM 95,000**)
4. Research Development Scheme 2014-2015 (**RM 40,000**)
5. PTJ Curriculum Fund 2015-2015 with Nor Asiah Omar and Zizah Che Senik (**RM 10,000**)

**Professional Memberships**

European Council for Small Business and Entrepreneurship, European Institute for Advanced Studies in Management, International Council of Small Business Management, Strategic Management Society

**Teaching**

*College of Gemilang*

Web Designing (short course), 2008.

*National University of Malaysia*

Academic Writing (undergraduate), 2014 –

Fundamental to Management (undergraduate, executive), 2015 –

International Business (undergraduate), 2014 –

Introduction to Entrepreneurship and Innovation (undergraduate), 2014 –

Effective Communication (undergraduate), 2014 –

*Northern University of Malaysia*

Strategic Management (undergraduate), 2014 –

**References**

Professor Margaret KYLE Professor Sveinn Vidar GUDMUNDSSON

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