**NOR LIZA ABDULLAH**

School of Management

Faculty of Economics and Management

Universiti Kebangsaan Malaysia

43600 UKM Bangi

Selangor Malaysia

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**Personal Information**

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| --- | --- | --- | --- |
| Nationality : | Malaysian | Sex : | Female |
| Current position : | Assocociate ProfessorSchool of ManagementFaculty of Economics and Management (FEM), UKM |
| Areas of research : | Strategic Management, Knowledge Management, Entrepreneurship |
| Working experience : | Associate Professor, School of Management, FEM, UKM | 2014 - present |
|  | Senior Lecturer, School of Management, FEM, UKM | 1997 - 2014 |
|  | Lecturer, Department of Economics, Universiti Teknologi Mara, Segamat, Johor, Malaysia | 1994 - 1995 |
|  | Consultant Officer, Malaysian Productivity Corporation, Petaling Jaya, Selangor, Malaysia | 1993 – 1994 |

**ACADEMIC QUALIFICATION**

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| --- | --- | --- |
| **Year** | **Institution** | **Degree** |
| 2013 | University of Cambridge, UK | Post-Graduate Diploma in Entrepreneurship |
| 2010 | Universiti Malaya, Malaysia | Doctor of Philosophy (Strategic Management) |
| 1997 | Universiti Kebangsaan Malaysia | Master in Business Administration |
| 1993 | International Islamic University, Malaysia | Bachelor in Economics |

**AWARD AND ACHIEVEMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Name of Award** | **Awarding Institution** | **Year** |
| 1. | Best Service Award | Universiti Kebangsaan Malaysia | 2016 |
| 2. | Best Paper Award for Management, Malaysian-Indonesia International Conference for Economics, Management and Accounting  | MIICEMA | 2014 |
| 3. | Quality Award for Improvement in Publications | Faculty of Economics and Management, UKM | 2014 |
| 4. | Quality Award for E-Learning | Faculty of Economics and Management, UKM | 2013 |
| 5. | Best Paper Award for Social Science, UKM Teaching and Learning Congress  | Universiti Kebangsaan Malaysia | 2012 |
| 6. | Best Service Award | Universiti Kebangsaan Malaysia | 2012 |
| 7. | Selected paper for Global Strategic Management Journal in 7th International Strategic Conference, Paris, France | ISMC | 2011 |
| 8. | Best Student Award for Master in Business Administration, UKM  | Standard Chartered Bank, Malaysia | 1997 |
| 9. | Best Student Award for Bachelor of Economics, IIUM  | Permodalan Nasional Berhad | 1993 |
| 10. | Best Student Award for Bachelor of Economics, IIUM  | Harvard Alumni Club | 1993 |

**COURSES TAUGHT**

|  |  |
| --- | --- |
| **Course Topic** | **Level** |
| Strategies in Management | PhD |
| Strategic Management | Undergraduate and MBA |
| Entrepreneurship Theory | Master in Entrepreneurship |
| Global Management | Undergraduate |
| International Business | Undergraduate |
| Business Management from Islamic Perspective | Undergraduate |
| Managerial Economics | Undergraduate and Masters |

**PHD SUPERVISION**

|  |  |
| --- | --- |
|  | P41700 Nor Azlina Kamaruddin (DBA), Value Creation in Public Private Partnerships: The Moderating Affects of Government Intervention in the Relationship of Commercial and Social Entrepreneurship and Performance, Supervisory Committee, Completed |
|  | P37045 Farzana Quoquab Habib (DBA), Service Loyalty and Switching Behaviour in Mobile Phone Service Usage, Supervisory Committee, Completed |
|  | ZP00997 Rana Amir Abdul Basit (PhD), Expressing the Real Self at Work: Trust-Engagement Relationship and the Mediating Roles of Psychological Safety and Felt Obligation, Supervisory Committee, Completed (GOT) |
|  | ZP00338 Indraah A/P Kolandaisamy (DBA), Perceived Supports and Organizational Citizenship Behaviour: The Mediating Effect of Role Breath Self-Efficacy, Co-supervisor, Completed. Received Best Thesis Award. |
|  | Mohd Nor Zamri bin Mat Amin (PhD), Product adaptation, Export Market Orientation, Market Performance and New Customer Acquisition in Furniture Industry (BM), Co-supervisor, Completed. |
|  | ZP01051 Mohd Zabri bin Yusoff (PhD), The relationship between community of practice and indivial work performance: The Role of Expected Outcome and Social Capital as moderator and Knowledge Sharing as Mediator (BM), Co-supervisor, Completed. Received Anugerah kesarjanaan UKM-GSB 2015 (GOT). |
|  | P61235 Hamidreza Jafaridehkordi (PhD Accounting), The Effects of Intellectual Capital Efficiency (ICE) on Investment Opportunity Set (IOS), Supervisory Committee, Completed |
|  | P57016 Sharul Effendy bin Janudin (PhD Accounting), Performance Measurement System, Employee Satisfaction, Psychological Model and Academician Performance (BM), Supervisory Committee, Completed. |
|  | ZP01274 Sh. M. Usman Yousaf (PhD), The Influence of Personal Goal Attainment and Religious Orientation on Business Outcome and Life Satisfaction: A study of SME Entrepreneurs in Malaysia, Supervisory Committee, Completed. |
| 9. | P79573 Khairul Naziya binti Kasim (PhD), Kesan Penyepaduan Sistem Pengukuran Prestasi Strategik, Kapasiti Penyerapan dan Ketangkasan Organisasi Ke Atas Prestasi Firma Perkhidmatan, Supervisory Committee, In Progress. |
| 10. | ZP01031 Farha Zafira bt. Agos Lokman (PhD), The Relationship Between Job Satisfaction and Job Performance: The Role of Innovative Work Behaviour as Mediator and Tacit Knowledge as Moderator of Knowledge Workers in Malaysia, Supervisory Committee, In Progress. |
| 11. | ZP01364 Abdul Fareas Noew Hanzah (PhD), The Influence of Personel Goal Attainment and Religious Orientation on Business Outcome & Life Satisfaction: A Study of SME Entrepreneurs in Malaysia, Main supervisor, In Progress. |

**PUBLICATIONS: JOURNAL**

|  |  |
| --- | --- |
|  | Farzana Quoquab, Nor Liza Abdullah & Jihad Mohammad (2016) Investigating the Effects of Consumer Innovativeness, Service Quality and Service Switching Costs on Service Loyalty in the Mobile Phone Service Context, Gadjah Mada International Journal of Business, 18(1), pp. 21-53.  |
|  | Sharul Effendy Janudin, Ruhanita Maelah, Amizawati Mohd Amir & **Nor Liza Abdullah** (2015).Performance measurement system and lecturers` performance: Testing the mediation role of competency in Malaysian research universities, International Business Education Journal, 8(1), pp. 105-120 |
|  | Noor Azuan Hashim, **Nor Liza Abdullah**, Rosmah Mat Isa & Hawati Janor (2015). WhatsApp Messenger Application among Business Students In Malaysia An Exploration, Jurnal Personalia Pelajar, 18(2), pp. 130-142 |
|  | Mohd Zabri Yusof, Rosmah Mat Isa & **Nor Liza Abdullah** (2015). Pemahaman Hubungan Antara Modal Sosial dan Perkongsian Pengetahuan dalam *Community of Practice* di Sektor Awam: Kesan ke atas Prestasi Kerja individu, Jurnal Pengurusan, 44. |
|  | Farzana Quoquab & **Nor Liza Abdulah** (2015). Epicureanism and Global Consumerism in Shaping Muslim Buyers’ Consumption Pattern: An Islamic Perspective. International Journal of Business Innovation and Strategy, 3(1), pp.1-12. |
|  | Noor Azuan Hashim & **Nor Liza Abdullah** (2014).Catastrophe of E-Commerce Among Malaysian SMEs - Between Its Perceived and Proven Benefits. Jurnal Pengurusan, 42, pp.145-157  |
|  | Noor Azuan Hashim, **Nor Liza Abdullah** & Zafir Mohd Makhbul (2013). Website for Online Selling Implementation among SMEs in Malaysia, *IADIS International Journal on WWW/Internet*, 11(3) |
|  | Noor Azuan Hashim, **Nor Liza Abdullah** & Mohd Hizam Hanafiah (2013), Government ICT Assistance Programs: A Website Analysis of Malaysian SMEs, *Journal of Contemporary Issues and Thought*, 3  |
|  | **Nor Liza Abdullah,** Noradiva Hamzah, Rosmah Mat Isa, Rasidah Arshad & Noor Azuan Hashim (2013), Knowledge Management Strategy and Human Capital Management in Hotel Industry, *Jurnal Pengurusan*, 38, pp.3-14  |
|  | Zafir Mohd Makhbul, **Nor Liza Abdullah**, Zizah Che Senik (2013), Ergonomics and Stress at Workplace: Engineering Contributions to Social Sciences, *Jurnal Pengurusan,* 37, pp.125-131  |
|  | Zafir Mohd Makhbul, **Nor Liza Abdullah** & Noor Azuan Hashim**,** (2013). Stres di Tempat Kerja: Isu Global Dalam Melestarikan Organisasi (Stress at Workplace: A Global Issue in Organizational Sustainability), e-Bangi, *Journal of Social Sciences and Humanities*, 8(1), pp.41-59. |
|  | **Nor Liza Abdullah**, Mohd Hizam Hanafiah & Noor Azuan Hashim (2013), Developing Creative Teaching Module: Business Simulation in Teaching Strategic Management*, International Education Studies*, 6(6) (published online 29th May 2013) |
|  | Noor Azuan Hashim, Zizah Che Senik, **Nor Liza Abdullah**, & Rosmah Mat Isa (2011), SME Characteristics of E-Commerce Adopters: The Malaysian Case*. Journal of Management and Science*, 9(2), 67-82 |
|  | **Nor Liza Abdullah**, Noradiva Hamzah, Rosmah Mat Isa, Rasidah Arshad, & Rohayu Abdul-Ghani (2011), Psychological Contract and Knowledge Sharing among Academicians: Mediating Role of Relational Social Capital*, International Business Research*, 4(4), 231-241 |
|  | **Nor Liza Abdullah** & Abdul Latif Mohd Salleh (2011). To continue prospecting: Performance Implications of Combinative Capabilities and Explorative Learning, *Journal of Global Strategic Management*, 10, 60-75 |
| 16. | Rosmah Mat Isa, **Nor Liza Abdullah**, & Zizah Che Senik (2010). Social Capital Dimensions For Tacit Knowledge Sharing: Exploring The Indicators, *Jurnal Pengurusan*,30, 75-91. |
| 17. | Rosmah Mat Isa, **Nor Liza Abdullah**, Noradiva Hamzah, & Rasidah Arshad (2008). The Typology of Intellectual Capital and Knowledge Management in Malaysian Hotel Industry, *The Journal Of Human Resource and Adult Learning*, 4(2), 103-114 |
| 18. | Rozhan Othman, Ahmad Khairy Ahmad Domil, Noradiva Hamzah, **Nor Liza Abdullah** & Zizah Che Senik (2006), A Case Study of Balanced Scorecard Implementation in a Malaysian Company, *Journal of Asia Pacific Business*, 7(2), 55-72  |
| 19.  | Mohd Hizam Hanafiah & **Nor Liza Abdullah**, (2004). The Influence of Demographic Factors and Effectiveness using Case Analysis Method in Teaching Business Courses. *Jurnal Pendidikan Malaysia*, 29, 37 – 50 |

**PUBLICATION: CHAPTER IN BOOKS**

|  |  |
| --- | --- |
|  | Zizah Che Senik, Rosmah Mat Isa, **Nor Liza Abdullah**, Ridzuan Md Sham & Wan Fauziah Wan Yusoff (2014): Bahagian 2: Keusahawanan Antarabangsa bagi Enterpris Kecil dan Sederhana Melayu: Peranan Jaringan dalam Penerokaan ke Pasaran Global; *Usahawan Kecil Melayu: Isu dan Penyelesaian*; Penerbit UMK, pp. 116-135 |
|  | **Nor Liza Abdullah**, Zizah Che Senik & Farhana Sidek (2014): Chapter 3: Opportunity Recognition; *Fundamentals of Entrepreneurship and Innovation*; CESMED, 56-72 |
|  | Rosmah Mat Isa, **Nor Liza Abdullah**, Noradiva Hamzah & Rasidah Arshad (2012): Bab 6: Modal intelek dan Pengurusan Pengetahuan: Industri perhotelan di Malaysia; *Teori, Penyelidikan dan Praktis dalam Pengurusan Perniagaan*; Penerbit UKM, pp. 131 – 155*Chapter 6: Intellectual Capital and Knowledge Management: The Hotel Industry in Malaysia; Theory, Research and Practice in Business Management, UKM Publisher.* |
|  | Rosmah Mat Isa, Zizah Che Senik & **Nor Liza Abdullah** (2012): Bab 7: Modal sosial dan perkongsian pengetahuan tasit: Syarikat telekomunikasi di Malaysia; *Teori, Penyelidikan dan Praktis dalam Pengurusan Perniagaan*; Penerbit UKM, pp. 156 – 169 *Chapter 7: Social Capital and Tacit Knowledge Management: Telecommunication companies in Malaysia; Theory, Research and Practice in Business Management, UKM Publisher.* |

**PUBLICATION: PROCEEDINGS**

|  |  |
| --- | --- |
|  | **Nor Liza Abdullah**, Rosmah Mat Isa, Rasidah Arshad, Noradiva Hamzah, Noor Azuan Hashim, Hazrul Izuan Shahiri & Liew Chei Siang (2015), Brain gain vs. Brain drain: rebalancing human capital mobility from the macro and micro perspectives Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA 2015) |
|  | Sharul Effendy Janudin, Ruhanita Maelah, Amizawati Mohd Amir & **Nor Liza Abdullah** (2014), Performance measurement system in Malaysia public research university: is it contemporary? International Management Accounting Conference (IMAC) VII, Fakulti Ekonomi dan Pengurusan UKM |
|  | Mohd Hizam Hanafiah, Sh Usman Yousaf, Noor Azuan Hashim & **Nor Liza Abdullah** (2014), Does goal attainment influence intention to remain in the business? A study of small business owner in Malaysia, Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) 2014 UKM |
|  | **Nor Liza Abdullah**, Rasidah Arshad, Rosmah Mat Isa, Noradiva Hamzah & Rohayu Abdul Ghani (2013), Social capital as a mediator in psychological contract: knowledge sharing relationship, 1st CHREST International Conference on Labour Market Transformation & Human Resource Development, FEP UKM |
|  | Ruzita Abdul Rahim, Hamidreza Jafaridehkordi, **Nor Liza Abdullah** & Noradiva Hamzah (2013), Intellectual capital in advanced technology companies in Malaysia, International Congress on Interdisciplinary Behavior and Social Science 2013 (ICIBSoS 2013) |
|  | Rosmah Mat Isa, **Nor Liza Abdullah**, Noradiva Hamzah & Rasidah Arshad (2013), Developing a typology of human capital management practices in Malaysian hotel industry, 1st CHREST International Conference on Labour Market Transformation & Human Resource Development, FEP UKM |
|  | **Nor Liza Abdullah**, Amin Gharooni & Rosmah Mat Isa (2013), Contextual ambidexterity and performance: Importance and Implications, 1st CHREST International Conference on Labour Market Transformation & Human Resource Development, FEP UKM |
|  | **Nor Liza Abdullah**, Zizah Che Senik, Abdullah Sanusi Othman & Mohd Hizam Hanafiah (2012), Developing Creative Teaching Module: Business Simulation In Teaching Strategic Management Kongres Pengajaran dan Pembelajaran UKM 2012 |
|  | Rasidah Arshad, Rosmah Mat Isa, **Nor Liza Abdullah** & Noradiva Hamzah (2012), Psychological contract fulfillment and knowledge sharing: The mediating role of trust, collaboration and reciprocity The Sixth National Human Resource Management Conference 2012, UUM |
|  | Farzana Q. Habib, Aliah Hanim M. Salleh & **Nor Liza Abdullah** (2011), Service switching behavior among mobile phone users, The 2nd International Research Symposium in Service Management: Service Imperatives in The New Economy, Yogyakarta, Indonesia |
|  | Nor Azlina Kamaruddin, Mohd Tusirin Mohd Nor, Rosmah Mat Isa & **Nor Liza Abdullah** (2011), Value creation in Public Private Partnership: Effect of commercial and social entrepreneurship on performance 2nd International Conference on Business and Economic Research, Langkawi, Kedah |
|  | **Nor Liza Abdullah** & Rosmah Mat Isa (2011), The antecedents of absorbtive capacity in innovative firms International Conference on Business and Information (BAI 2011) |
|  | **Nor Liza Abdullah** & Abdul Latif Salleh (2011), To continue prospecting: performance implications of combinative capabilities and explorative learning 7th International Strategic Management Conference; Paris |
|  | Noradiva Hamzah, **Nor Liza Abdullah**, Rohayu Abd. Ghani, Zizah Che Senik, Rasida Arshad & Rosmah Mat Isa (2010), The role of social capital in enhancing intelligence among gifted children, International Conference of Education, Research and Innovation - ICERI2010 |
|  | Noor Azuan Hashim, Rasidah Arshad, **Nor Liza Abdullah**, Noradiva Hamzah & Zizah Che Senik (2010), SME characteristics of e-Commerce adopters: the Malaysian case, Malaysia-Indonesia International Conference on Economics, Management and Accounting, (MIICEMA) 2010: Regional Development in an Era of Global Innovation Economy, UKM |
|  | **Nor Liza Abdullah**, Noradiva Hamzah, Rosmah Mat Isa & Rasidah Arshad (2009), The typology of human capital and knowledge management in Malaysian hotel industry, Business Management Seminar 2009, UKM |
|  | Rosmah Mat Isa, **Nor Liza Abdullah** & Zizah Che Senik (2009), *Social capital indicators for Tacit knowledge sharing in organizational project*, Business Management Seminar 2009 "Managing Business in Turbulent Environment" The Royale Bintang Seremban, Negeri Sembilan. |
|  | **Nor Liza Abdullah** (2009) The importance of combinative capabilities in strategy-learning relationship: Malaysia evidence, Business Management Seminar 2009 "Managing Business in Turbulent Environment" The Royale Bintang Seremban, Negeri Sembilan |
|  | **Nor Liza Abdullah** & Rosmah Mat Isa (2009), The mediating role of combinative capabilities in strategy-learning relationship: The case of manufacturing firms in Malaysia, International Conference on Business And Information 2009 July 6-8, 2009, Parkroyal Hotal Kuala Lumpur, Malaysia |
|  | **Nor Liza Abdullah** (2007), The Relationship Between Explorative/ExploitativeLearning and Organizational Structure, UIBM International Business Management Conference: Human Capital Optimisation. |
|  | Raja Azimah Raja Omar Ainuddin & **Nor Liza Abdullah** (2002), Board Characteristics and Corporate Performance of Public Listed Companies in Malaysia, International Conference on Corporate Governance: Trends and Challenges in the Millennium. |
|  | Rasidah Arshad, **Nor Liza Abdullah** & Rosmah Mat Isa (2002), Tanggapan Staf Akademik Sekolah Perniagaan Terhadap Peranan Etika dan Tanggungjawab Sosial dalam Mencapai Keberkesanan Organisasi, Business Management Conference: Issues and Challenges in the K-Economy, Universiti Tenaga Nasional |
|  | Rosmah Mat Isa, Rasidah Arshad & **Nor Liza Abdullah** (2001), E-Pembelajaran: Isu dan Cabaran Perlaksanaan di Malaysia, International Conference and Vocational Technical Education, Fakulti Pendidikan, UKM |
|  | Mohd Hizam Hanafiah & **Nor Liza Abdullah** (2000), Business Simulation in Strategic Management Course: Experience of Faculty of Business Management, UKM, International Conference on Teaching and Learning, UUM |
|  | **Nor Liza Abdullah** & Mohd Hizam Hanafiah (2000), Case Study Approach in Business Management Program: A Case Study on Strategic Management Course, UKM, International Conference on Teaching and Learning, UUM |

**RESEARCH**

|  |  |
| --- | --- |
|  1. | **PRGS/2/2015/SS02/UKM/02/1**Development of Entrepreneurship Simulation Application for Entrepreneurship Education in Malaysian Public Universities, 2015-2017, In progress |
| 2. | **EP-2015-004**Case Study: Seeking A Cure for Interstellar Corporation,2015-2016, Lead Researcher, In Progress. |
| 3. | **EP-2015-021**Innovation Capabilities, Capabilities and Entrepreneurship Intention: Are Business Students Different From Non business Major Students? 2015-2016, Co-researcher, In Progress. |
| 4. | **FRGS/1/2014/SS05/UKM/02/2**A New Framework for Human Capital Mobility: Brain Gain from Professional Expatriates in Malaysia, 2014-2016, Lead Researcher, In Progress. |
| 5. | **FRGS/1/2014/SS05/UKM/02/3**Developing A Framework of Social Media in Entrepreneurship Performance and Sustainability, 2014 – 2016, Co-researcher. In progress. |
| 6. | **GGPM-2013-030**Integrating Electronic Commerce Applications In Small-Medium Enterprises In Malaysia, 2013-2015, Co-researcher, In progress. |
| 7. | **PTS-2013-080**Learning 2.0: Improve Case Study Teaching and Learning Effectiveness Using Web 2.0 Tools for Brainstorming and Collaboration, 2013-2015, Co-researcher, In progress |
| 8. | **GGPM-2013-001**The Influence of Personal Goal Attainment and Religious Orientation on Business Outcome and Life Satisfaction: A Study of SME Entrepreneurship in Malaysia, 2013-2015, Co-researcher, In progress |
| 9. | **FRGS/1/2011/SS/UKM/02/4**Developing a Framework of Work-Life Balance and Social Capital, 2011-2014, Co-researcher, In progress |
| 10. | **PHI-2013-002**The Development of Training and Development Training Module for Franchise Industry in Malaysia, 2013-2014, Co-researcher, Completed. |
| 11. | **DPP-2013-132**Agenda Penyelidikan dan Penerbitan Dalam Era Transformasi Ekonomi (*Research and Publication Agenda in the Era of Economic Transformation*), 2013-2013, Co-researcher, Completed |
| 12. | **PENDAFTAR-2012-001**Analisis Pekerjaan Kakitangan Pelaksana UKM, 2012-2013, Co-researcher, Completed |
| 13. | **UKM-GSB-05-FRGS0080-2010**Developing A Framework of Effective Knowledge Sharing in Malaysian SMEs Network, 2010-2013, Co-researcher, Completed |
| 14. | **UKM-GGPM-CMNB-022-2010** The Importance of Absorptive Capacity in Strategy-Learning Relationship in Innovative Firms, 2010-2012, Research leader, Completed |
| 15. | **UKM-DIPM-059-2011** The Role of Social Capital and Absorptive Capacity in Internal Recombination of Knowledge Within Firms, 2011-2012, Research leader, Completed |
| 16. | **UKM-PTS-029-2010**Simulating Reality for Teaching Strategic Management Course Through Case Studies and Simulation Games, 2010-2012, Research leader, Completed |
| 17. | **UKM-PTS-031-2010**Producing Global Workforce: The Effectiveness of International Business Course, 2010-2011, Co- researcher, Completed |
| 18. | **GSB-022-2010**Human Capital and Tacit Knowledge Sharing in Creating Innovation Among Malaysian Manufacturing SMEs, 2010-2012, Co- researcher, Completed |
| 19. | **GSB-005-2010**Value Creation in Public-Private Partnership: The Moderating Effect of Commercial and Social Entrepreneurship and Sustainable Performance, 2011-2012, Co- researcher, Completed |
| 20. | **UKM-GPP-PPKK-26-2009**Pemerkasaan dan Autonomi Pengurusan: Pengurusan Bakat (*Empowerment and Autonomy in Management: Talent Management*), 2009-2010, Co- researcher, Completed |
| 21. | **UKM-GUP-EP-07-18-030**The Changing Nature of Employment Relationship: It’s Effect on Social Capital, Commitment, Loyalty and Turnover Intention, 2007-2010, Research leader, Completed |
| 22. | **EP-011-2007**Stres di Tempat Kerja: Implikasi Terhadap Fisiologi, Psikologi dan Gelagat dan Kepentingan Stesenkerja Ergonomik Terhadap Kesihatan Pekerjaan di Malaysia (*Stress at the Workplace: Implication to Physiology, Psychology and Behaviour and Importance of Ergonomic Workstation to Employees Health in Malaysia*), 2007-2008, Co- researcher, Completed |

**CONSULTATION AND DEVELOPMENT**

|  |  |
| --- | --- |
| 1. | Lead consultant for The Assessment of Digital Economy Satellite Account (DESA) Secondary Indicators, November 2015 – March 2016 |
| 2. | Co-consultant for The Study on The Impact of Digital Malaysia, Multimedia Development Corporation (MDEC), December – January, 2015 |
| 3. | Co-consultant for Case Study Gloria Jeans Coffeee Malaysia, June 2015- December 2015. |
| 4. | Co-consultant for The Study on The Impact of Netbook 1Malaysia, Malaysian Communication and Multimedia Commision, Feb – May, 2014 |
| 5. | Co-consultant for Feasibility Study on the Establishment of Malaysian National Oceanography Institute, Ministry of Science, Technology and Innovation, Sept – Dec, 2013 |
| 6. | Facilitator for Entrepreneurship Development, Universiti Negeri Padang: Training of trainers, 28-30 April 2015 |
| 7. | Panel assesor for Entrepreneurship Program, Education Faculty, UKM in Cyberview Lodge Resort & Spa, Putrajaya, 22-23 August 2013 |
| 8. | Panel presenter in Seminar on Contemporary Research Methods in Universitas Negeri Padang, Indonesia, 3-4 July 2013 |

**ADMINISTRATIVE ROLE AND CONTRIBUTIONS TO DEPARTMENT/FACULTY/UKM**

|  |  |
| --- | --- |
| 1. | Head of Programme, Management, Marketing & International Business, School of Management, FEP, UKM, July 2016 – June 2019 |
| 2. | Managing Editor, Jurnal Pengurusan, June 2016 - present |
| 3. | Chief Editor, Jurnal Pengurusan, July 2014 – June 2016 |
| 4. | Head, Case Study Unit, School of Management, FEM from 1 October 2013 - 30 September 2015. |
| 5. | Editorial Board, Jurnal Pengurusan (*UKM Journal of Management*), 1 August 2011 – 30 September 2014 |
| 6. | Associate Fellow, UKM-CESMED – Center for Entrepreneurship and SMEs Development, 2010 - present |
| 7. | Member, Center for Human Resource Studies, UKM, 2011- present |
| 8. | Head, Management Organization Group, School of Management, FEM, UKM, 2012 - present |
| 9. | Committee member for FEM Conference Committee, UKM, 2011 – 2014 |
| 10. | Project leader for new program proposal for Doctor in Management and Master in Organizational Management, School of Management, FEM, UKM, February 2013 – present  |
| 11. | E-learning Coordinator for FEM, 1 June 2010 – 31 May 2013 |
| 12. | Committee member, Quality Management Committee, FEM, 1 December 2010 – 30 November 2012 |
| 13. | Committee member, Information Technology Committee, FEM, 24 September 2008 – 23 September 2011 |

**SOCIAL SERVICES**

|  |  |
| --- | --- |
| 1. | Advisor for UKM team for Franchise Business Challenge Competition, 2015 |
| 2. | Fasilitator, MICPA-CAANZ Accountancy Week 2015 Business Simulation Game Challenge, 2015 |
| 3. | Committee, International Management and Accounting Conference 2016 |
| 4. | Treasurer, The 2nd International CHREST Conference on Human Capital, Kuala Lumpur, 2015  |
| 5. | Panel interviewer, Malaysian International Scholarships (MIS) dan Malaysian Technical Cooperation Programme (MTCP) Asean Masters Scholarships 2015  |
| 6. | Advisor for UKM team for Solbridge University Case Study Competition, 2014 |
| 7. | External Examiner for GSB PhD Student, Abdallatif M.A Abuowda (ZP01021), 2014 |
| 8. | Committee member, Malaysian Indonesia International Conference for Economics, Management and Accounting (MIICEMA), Kuala Lumpur, 2014. |
| 9. | Facilitator and judge for Business Simulation Competition, UKM-MICPA Accountancy Week from 2010-2013 |
| 10. | Reviewer for International Agribusiness Marketing Conference 2013 (IAMC2013), 2013 |
| 11.  | External examiner for PhD UKM-GSB ZP00151 Ramesh A/L Krishnan, 2013 |
| 12. | Pewasit artikel untuk Management Research Review, 2010-2013 |
| 13. | Article reviewer for Journal of Business Research, 2012 |
| 14. | Facilitator for Feasibility Study Competition for Setting Up Passanger Vehicle Service Center in UKM Bangi, Dec 2011 –Feb 2012 |
| 15. | Advisor committee for Marketing group Perodua Eco Challenge 2012 – Litar Motorsport Melaka (MIMC), Dec 2011 –Feb 2012 |
| 16. | Advisor for SME-University Internship Program and Competition, 2009 - 2012 |
| 17. | External examiner for Master Program UUM 803151 Ili Salsabila Abdul Razak, October 2010 |
| 18. | Represent Social Science Cluster in Staff Sport Tournament 2010 (table tennis), 7-12 May 2010 |
| 19. | Article reviewer for International Journal of Economics and Management UPM, Februari 2010 |
| 20. | Committee Member for MIICEMA Malaysian Indonesia Conference on Economics, Management and Accounting, 2011 |
| 21. | Committee Member for Business Management Seminar (BMS2009) |
| 22. | Advisor for Critical Thinking in Business Crisis Competition, 12 Mac 2009 |

**NETWORKING AND EXTERNAL RELATIONS**

|  |  |
| --- | --- |
| 1. | Member of The Strategic Management Society (2013-2016) |
| 2. | Facilitator for training and development program, Malaysian Franchise Association, 2013 |
| 3. | Member of Business and Professional Women Malaysia Association (BPWM), 2013 |
| 4. | Student group advisor for SME-University Internship Program, SME Corp Malaysia, 2009 - present |
| 5. | Fasilitator and judge for Business Simulation Competition, The Malaysian Institute of Certified Public Accountants (MICPA), 2010 – present |