

**CURRICULUM VITAE**



**DR. ABU HANIFAH BIN AYOB**

**Name**  Abu Hanifah Bin Ayob

**Date and Place of Birth** 18 November 1985, Kuala Lumpur

**IC Number** 851118-14-5295

**Gender**  Male

**Nationality** Malaysia

**Marital Status** Married

**Corresponding Address** Center of Global Business and Digital Economy, Faculty of Economics and Management, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor, MALAYSIA

**Telephone** 03-89215612

**E-mail** [abuhanifah.ayob@ukm.edu.my](mailto:abuhanifah.ayob@ukm.edu.my)

**Current Designation** Senior Lecturer (DS51)

**Research Areas** International Entrepreneurship and Business

**Educational Background** 2010–2013, PhD (Management Science), Universite Toulouse 1 Capitole, FRANCE

2008–2010, MSc (Management), Toulouse Business School, FRANCE

2003–2007, BTech (ICT), Universiti Teknologi Petronas, MALAYSIA

2001-2002, MARA Junior Science College Kuantan, MALAYSIA

**Awards** Best Presentation, International Colloquium on Research, Innovation & Social Entrepreneurship 2019

UKM Excellent Service Award 2019

Silver Medal, Melaka International Intellectual Exposition 2019

Bronze Medal, i-CIPTA 2019

Bronze Medal, International Science and Social Science Innovation Competition 2019

Faculty of Economics and Management Publication Award 2015

**Career History** 2016-2017 – Post-doctoral Researcher, Toulouse Business School

2015-2016 – Post-doctoral Researcher, Copenhagen Business School

2014 – Visiting Scholar, School of Management, Boston University

October 2014 – Present, Senior Lecturer (DS51)

July 2010 – October 2014, Lecturer (DS45)

March 2008 - July 2010, Tutor (DS41)

**ADMINISTRATION POSTS**

|  |  |  |
| --- | --- | --- |
| **No.** | **Position** | **Period** |
| 1 | Coordinator, International Program  Faculty of Economics and Management | February 2015 – February 2016 |
| 2 | Coordinator, Student Affairs  Faculty of Economics and Management | March 2018 – February 2021 |
| 3 | Head of Cluster, Big Data and Emerging Technology  Center of Global Business and Digital Economy  Faculty of Economics and Management | September 2018 – May 2021 |
| 4 | Head of Business Administration Undergraduate Program  Faculty of Economics and Management | May 2021 – April 2024 |

**SHORT COURSES/WORKSHOPS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Name** | **Organizer** | **Role** |
| 2020 | Bengkel Pemurnian Artikel Jurnal Berimpak Tinggi dan Berindeks | FEP, UKM | Participant |
| 2020 | Research Methodology Tools for Big Data | FEP, UKM | Participant |
| 2019 | Hala Tuju Jurnal Pengurusan | FEP, UKM | Participant |
| 2019 | Web of Science and Journal Citation Report Training | FEP, UKM | Participant |
| 2019 | Book Writing Technique | FEP, UKM | Participant |
| 2019 | Write To Publish | GSB, UKM | Speaker |
| 2019 | Training Of Trainers Digital Marketing And Big Data | FEP, UKM | Participant |
| 2019 | Bengkel Pengenalan kepada Indeks Jurnal | FEP, UKM | Speaker |
| 2019 | Kemajuan Penyelidikan Dana Cabaran | CESMED, UKM | Participant |
| 2018 | Sanggar Kerja Pusat Perniagaan Global dan Ekonomi Digital | FEP, UKM | Participant |
| 2018 | Blockchain As Business Innovative Technology | FEP, UKM | Participant |
| 2018 | Pewasitan dan Pemurnian IJBMS | FEP, UKM | Participant |
| 2018 | Bengkel Jawatankuasa Antarabangsa | FEP, UKM | Participant |
| 2018 | Sanggar Kerja Sekretariat Jaringan Industri | Participant | Participant |
| 2018 | Pengemaskinian Dokumen Semak Semula Sarjanamuda Pentadbiran Perniagaan dan Ekonomi | FEP, UKM | Participant |
| 2018 | Lecture Series on Issues in Banking And Finance in the Era of Digital Economy | FEP, UKM | Participant |
| 2018 | Penyediaan Proposal Penyelidikan dan Perkongsian Awal Geran Penyelidikan MPOB-UKM | FEP, UKM | Participant |
| 2016 | Penambahbaikan Semak Semula Sarjanamuda Pentadbiran Perniagaan dan iCGPA | FEP, UKM | Participant |
| 2015 | Program Transformasi Minda | Profesional-UKM | Participant |
| 2015 | Pemantapan Penyelidikan dan Penerbitan | Profesional-UKM | Participant |
| 2015 | Pengajaran dan Pembelajaran Efektif di IPT | Profesional-UKM | Participant |
| 2015 | Perancangan Strategi Jangka Panjang dan Belanjawan | FEP, UKM | Participant |
| 2015 | Kemaskini Hasil Pembelajaran Kursus-Kursus Tahun Satu | FEP, UKM | Participant |
| 2015 | Perlaksanaan Program Prasiswazah Pentadbiran Perniagaan | FEP, UKM | Participant |
| 2015 | Training of Trainers LMCW1022 | CITRA, UKM | Participant |
| 2015 | Bengkel Penyelidikan | FEP, UKM | Participant |
| 2014 | Bengkel Bidang Keberhasilan Utama | FEP, UKM | Participant |
| 2014 | Perancangan Halatuju Kumpulan Penyelidikan dan Pemurnian Makalah | FEP, UKM | Participant |
| 2014 | Bengkel Penggunaan Kes Dalam Kuliah | FEP, UKM | Participant |
| 2014 | Semakan Semula Program dan Penulisan HPP | FEP, UKM | Participant |
| 2014 | Penyediaan dan Pembangunan Proposal Penyelidikan | FEP, UKM | Participant |
| 2014 | Pemurnian Cadangan Penyelidikan Geran IPPBM | FEP, UKM | Participant |
| 2014 | Penawaran Program Latihan Akademik | Profesional-UKM | Participant |
| 2014 | Bengkel Jurnal Terindeks dan Sistem E-Repositori Penerbitan | PTSL, UKM | Participant |

**COURSES TAUGHT**

|  |  |  |  |
| --- | --- | --- | --- |
| **Semester/Session** | **Code/Title** | **Level** | **Credit Hours** |
| 3/2013-14 | EPPM2033  International Business | Undergraduate | 3 |
| 1/2014-15 | EPPM2033  International Business | Undergraduate | 3 |
| 1/2014-15 | LMCK1331  Effective Communication | Undergraduate | 1 |
| 2/2014-15 | EPPM2033  International Business | Undergraduate | 3 |
| 2/2014-15 | LMCK1421  Critical Thinking and Problem Solving | Undergraduate | 1 |
| 2/2014-15 | LMCK1621  Ethics and Professionalism | Undergraduate | 1 |
| 2/2014-15 | LMCK1022  Introduction to Entrepreneurship and Innovation | Undergraduate | 1 |
| 3/2014-15 | EPPM2033  International Business | Undergraduate | 3 |
| 1/2015-16 | EPPM2033  International Business | Undergraduate | 3 |
| 1/2015-16 | EPPM1053  Fundamental of Management | Undergraduate | 3 |
| 2/2017-18 | EPPM3043  Change and Innovation Management | Undergraduate | 3 |
| 2/2017-18 | EPPM4014  Strategic Management | Undergraduate | 4 |
| 2/2017-18 | ZCMA6052  Organization and Human Resource Management | MBA | 2 |
| 3/2017-18 | EPPM3043  Change and Innovation Management | Undergraduate | 3 |
| 1/2018-19 | EPPM2033  International Business | Undergraduate | 3 |
| 1/2018-19 | ZCMA6052  Organization and Human Resource Management | MBA | 2 |
| 1/2018-19 | ZCMD6221  Global Marketing Strategy | MBA | 1 |
| 2/2018-19 | EPPM2033  International Business | Undergraduate | 3 |
| 2/2018-19 | EPPM3043  Change and Innovation Management | Undergraduate | 3 |
| 2/2018-19 | ZCMD6221  Global Marketing Strategy | MBA | 1 |
| 3/2018-19 | EPPM3043  Change and Innovation Management | Undergraduate | 3 |
| 1/2019-20 | EPPM1053  Fundamental of Management | Undergraduate | 3 |
| 1/2019-20 | EPPM2033  International Business | Undergraduate | 3 |
| 1/2019-20 | EPPM2133  Business Research | Undergraduate | 3 |
| 2/2019-20 | EPPM2133  Business Research | Undergraduate | 3 |
| 2/2019-20 | EPPM3043  Change and Innovation Management | Undergraduate | 3 |
| 2/2019-20 | EPPM3414  Cross Cultural Management | Undergraduate | 3 |
| 2/2019-20 | ZCZD8773  Hospitality Marketing Research and Theory | DBA | 3 |
| 3/2019-20 | EPPM3043  Change and Innovation Management | Undergraduate | 3 |
| 1/2020-21 | EPPM2033  International Business | Undergraduate | 3 |
| 1/2020-21 | LMCW2022  Data Analytics and Management | Undergraduate | 2 |
| 2/2020-21 | EPPM2033  International Business | Undergraduate | 3 |
| 2/2020-21 | EPPM3414  Cross Cultural Management | Undergraduate | 3 |

**LIST OF PHD STUDENTS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Name** | **Title** | **Role** | **Status** |
| 1 | Yuhanis Binti Mohamed Noor | The Model of Internationalization among Youth Entrepreneurs | Main | Ongoing |
| 2 | Rico Saktiawan Jang Jaya | Academic Entrepreneruship | Main | Ongoing |
| 3 | Siti Daleela Binti Mohd Wahid | Diaspora Entrepreneurship and Network Dynamic among the Least Develop Countries | Co-SV | Completed |
| 4 | Ugur Choban | Managerial the Opportunity Capture and Firm Performance in Small Firms: The Case Of Kazakhstan | Co-SV | Completed |
| 5 | **Mohd Iqhsan Shahfarie Bin Hj Ibrahim** | Hubungan Stres Pekerjaan Dengan Niat Untuk Berhenti Dalam  Kalangan Pegawai Polis : Kecedasan Emosi Sebagai Peyederhana | Co-SV | Ongoing |
| 6 | Md Najib Bin Mo`Min | Impak Ekosistem Keusahawanan ke atas Pertumbuhan Startup | Co-SV | Ongoing |
| 7 | Mohammad Naim Bin Ismail | Determinant Factors of Entrepreneurial Intention among Non-Business Major Undergraduates: A Cross-Cultural Approach | Co-SV | Ongoing |
| 8 | Mohd Sharif Bin Mohamad | Hubungan antara Stigma, Kesejahteraan dan Keputusan  Persaraan: Peranan Motivasi sebagai Penyederhana | Co-SV | Ongoing |
| 9 | **Azeyan Binti Awee** |  | Co-SV | Ongoing |
| 10 | Nur Aqilah Hazirah Binti Mohd Anim | The Effect of Website Features, Gamification, Experience and Trust on Intention to Donate using Crowdfunding Platform | Co-SV | Ongoing |

**LIST OF UNDERGRADUATE STUDENTS**

**(ACADEMIC WRITING UNDER SUPERVISION)**

|  |  |  |
| --- | --- | --- |
| **No.** | **Semester/Session** | **Name** |
| 1 | 2/2020-21 | Cheng Xiao |
| 2 | 2/2020-21 | Shi Rong |
| 3 | 1/2020-21 | Amirul Farhan B. Ismadi |
| 4 | 1/2020-21 | Nurul Umairah Binti A.Halim |
| 5 | 1/2020-21 | Nor Widiya Wati Binti Fandi |
| 6 | 1/2020-21 | Nur Shahirah Binti Bukhori |
| 7 | 1/2020-21 | Xiong Wen Wei |
| 8 | 1/2020-21 | Zhao Jiayuan |
| 9 | 1/2020-21 | Zong Rui Shi |
| 10 | 1/2019-20 | Muhamad Aqil Bin Shuhaimi |
| 11 | 1/2019-20 | Nor Iliyana Binti Wahidudden |
| 12 | 1/2019-20 | Nur Nisa Binti Mohd Hisham |
| 13 | 1/2019-20 | Chen Dong Peng |
| 14 | 1/2019-20 | Zhou Tian Hu |
| 15 | 1/2018-19 | Nurmulhayati Binti Maksalmina |
| 16 | 1/2018-19 | Muhamad Zafri Bin Abd Samad |
| 17 | 1/2018-19 | Maizatul Akmalia Binti Mohd Salleh |
| 18 | 1/2018-19 | Intan Nur Syafika Binti Mohd Noor |
| 19 | 1/2015-16 | Owi Jee Hao |
| 20 | 1/2015-16 | Nurfakhira Binti Ahmad Fironus @ Firdaus |
| 21 | 1/2015-16 | Nur`Asyikin Binti Ahmad Mudahir |
| 22 | 1/2015-16 | Noor Syamimi Binti Kassim |
| 23 | 1/2015-16 | Haziqah Binti Hamdan |
| 24 | 1/2014-15 | Norshafiqah Binti Sulaiman |
| 25 | 1/2014-15 | Suhada Binti Salim |
| 26 | 1/2014-15 | Ainaa Diyana Binti Ramli |
| 27 | 1/2014-15 | Nur Atikah Binti Zulfikar Jhonny |
| 28 | 1/2014-15 | Siti Khadijah Binti Sazali |
| 29 | 1/2014-15 | Fatin Afiqah Binti Mohamad Pirdaus |
| 30 | 1/2014-15 | Nurul Shaheda Binti Mohd Rosli |
| 31 | 1/2014-15 | Indra Islami |

**PHD THESIS EXAMINERS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Name** | **Title** | **Year** | **Institution** |
| 1 | Sh M Usman Yousaf Khain | Relationships among Entrepreneurs’ Psychological Capital, Personal Goals Attainment and Growth Intentions: A Study of SME Entrepreneurs in Malaysia | 2015 | GSB, UKM |
| 2 | Yew Kok Onn | Examining the Performance of Multibusiness Strategy for Business Groups | 2017 | GSB, UKM |
| 3 | Zainab Ali Ahmad Rawshdeh | The Influence of Perceived Socially Responsible-HRM on Talent Retention: The Mediating Effect of Trust and Motivation and the Moderating Effect of Other-Regarding Value Orientation | 2019 | GSB, UKM |
| 4 | Mahmood A Husain | The Mediation Effect of Students Commitment and Students Satisfaction on Higher Education Service Quality and Students Retention in the Private Universities in the Kingdom of Bahrain | 2020 | GSB, UKM |
| 5 | Fahad A A Sawaean | The Impact of Entrepreneurial Leadership and Learning Orientation on Organizational Performance of SMEs in Kuwait: The Mediating Role of TQM Practices and Innovation Management | 2021 | GSB, UKM |

**RESEARCH GRANTS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **Title** | **Funder** | **Amount** | **Role** | **Status** |
| 1 | An Integrated Assessment on Palm Oil Biodiesel Production in Malaysia | Geran Kursi Endowmen MPOB-UKM  EP-2015-061 | RM25,000 | Leader | Completed |
| 2 | Product Strategies in Export Ventures: An Empirical Investigation Among SMEs in Malaysia | Tabung Kokurikulum PTJ  EP-2015-028 | RM10,000 | Leader | Completed |
| 3 | Export Strategies and Market Selection of SME Exporters In Malaysia | Geran Galakan Penyelidik Muda  GGPM-2014-003 | RM20,000 | Leader | Completed |
| 4 | Modelling Integrated Multi-Level Determinants of Student Entrepreneurship | Skim Geran Penyelidikan Fundamental  FRGS/1/2018/SS03/UKM/02/7 | RM57,600 | Leader | Ongoing |
| 5 | Kajian Pengaruh Agama dalam Aktiviti Keusahawanan di ASEAN | Tabung Kokurikulum PTJ  EP-2019-036 | RM10,000 | Leader | Ongoing |
| 6 | Predicting Career Choice using Psychological and Cultural Framework: Evidence in Local and Global Context | Geran Inisiatif Penyelidikan  EP-2020-045 | RM5,000 | Leader | Ongoing |
| 7 | Enhancing Management Towards Organizational Strategy Implementation Success | Dana Pembangunan Penyelidikan Kumpulan Penyelidikan  DPP-2015-008 | RM5,000 | Member | Completed |
| 8 | Innovation Management Software – Analyzing Outcome Innovation from UKM | Skim Dana Penyelidikan ETP  ETP-2014-008 | RM100,000 | Member | Completed |
| 9 | Modelling of Internationalization Intelligence Framework for Born-Global High-Tech Firms in Selected ASEAN Countries | Skim Geran Penyelidikan Fundamental  FRGS/2/2014/SS05/UKM/02/5 | RM95,000 | Member | Completed |
| 10 | Contemporary Issues in Organization Strategic Management | Dana Pembangunan Penyelidikan Kumpulan Penyelidikan  DPP-2014-167 | RM10,000 | Member | Completed |
| 11 | Pemerkasaan Inovasi Dan Kreativiti Usahawan Kecil Dan Sederhana ASEAN Menerusi Perpindahan Ilmu Pengetahuan dan Teknologi. | Dana Cabaran Perdana  DCP-2017-017/3 | RM85,000 | Member | Ongoing |
| 12 | Pembangunan Model Modal Kerohanian: Kajian ke Atas Isi Rumah Mudah Terjejas | Skim Geran Penyelidikan Fundamental  FRGS/1/2018/SS08/UKM/02/2 | RM79,700 | Member | Ongoing |
| 13 | A Development of Sustainable Food Security Model for Halal SEMs Under Belt and Road Initiatives | Skim Geran Penyelidikan Fundamental  FRGS/1/2018/SS03/UKM/02/1 | RM79,000 | Member | Ongoing |
| 14 | Towards a Model of Transnational Entrepreneurship | Korean Studies Grant Program  EP-2020-011 | RM37,158 | Member | Ongoing |
| 15 | Developing a Model on Brand Communication Strategy for Sustainable Malaysian Palm Oil Industry | Geran Kursi Endowmen MPOB-UKM  EP-2019-051 | RM25,000 | Member | Ongoing |
| 16 | Evaluating Knowledge Sharing using Fuzzy Logic Method | Tabung Kokurikulum PTJ  EP-2019-034 | RM10,000 | Member | Ongoing |
| 17 | Pembentukan Model Niat untuk Berhenti Kerja Berdasarkan Faktor Keterikatan Kerja dan Sumber Stres Kerja | Geran Universiti Penyelidikan  GUP-2020-001 | RM60,000 | Member | Ongoing |
| 18 | Development of New Cryptocurrency Scammer Prediction Framework Refining Rule-Based Machine Learning for Investor Self Protection | Skim Geran Penyelidikan Fundamental  FRGS/1/2020/SS01/UKM/03/1 | RM75,300 | Member | Ongoing |
| 19 | A Context-Sensitive Model of Transnational Entrepreneurship to Leverage Malaysian Entrepreneurial Diaspora | Skim Geran Penyelidikan Fundamental  FRGS/1/2020/SS01/UKM/02/2 | RM64,000 | Member | Ongoing |
| 20 | Pembentukan Model Asas Prestasi Keselamatan Pekerja Dalam Organisasi Berdaya Saing | Skim Geran Penyelidikan Fundamental  FRGS/1/2020/SS01/UKM/01/2 | RM70,600 | Member | Ongoing |
| 21 | Dynamic Analysis of Human Computer Interaction and Digital Assistance Features for Digital Transformation Strategy of Crowdfunding In Malaysia | Geran Inisiatif Penyelidikan  EP-2020-046 | Member | Ongoing | Ongoing |
| 22 | A Context-Sensitive Model of Transnational Entrepreneurship for Malaysian Transnational Entrepreneurs | Geran Inisiatif Penyelidikan  EP-2020-070 | RM5,000 | Member | Ongoing |
| 23 | Pengurusan Kewangan Program Pekebun Komuniti Dalam Bandaraya Subang Jaya: Kajian Kualitatif dan Latihan Berstruktur | Geran Kajian Tindakan  EP-2020-080 | RM5,000 | Member | Ongoing |

**CONSULTATION PROJECT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Period** | **Name** | **Client** | **Role** |
| 1 | 2015-2016 | The Assessment Of Digital Economy Satellite Account Secondary Indicators | MDEC | Consultant |

**JOURNAL PUBLICATIONS**

***Social Science Citation Index***

1. **Ayob, A.H.** and Freixanet, J., 2014. Insights into public export promotion programs in an emerging economy: The case of Malaysian SMEs. *Evaluation and Program Planning*, 46, pp.38-46.

**(Q1, IF: 0.969)**

1. **Ayob, A.H.** and Morell, J.A., 2016. The historical path of evaluation as reflected in the content of Evaluation and Program Planning. *Evaluation and Program Planning*, 58, pp.20-27.

**(Q2, IF: 1.137)**

1. **Ayob, A.H.**, 2019. Entrepreneurship education, institutions and student entrepreneurship: a cross-country analysis. *Compare: A Journal of Comparative and International Education*, pp.1-19.

**(Q2, IF: 1.607)**

1. Nazri, M. A., Omar, N. A., Aman A., Ramli, N. A. and **Ayob, A.H.**, 2020. Corporate Social Responsibility and Business Performance in an Islamic  
   Insurance (Takaful) Agencies: The Moderating Role of Objective Environment. *Sustainability*, 12(8291), pp.1-18. **(Q2, IF: 2.592)**
2. **Ayob, A.H.** and Saiyed, A.A., 2020. Islam, institutions and entrepreneurship: evidence from Muslim populations across nations. *International Journal of Islamic and Middle Eastern Finance and Management,* 13(4), pp.635-653.**(Q3, IF: 1.206)**
3. **Ayob, A.H.**, 2020. An exploratory study of societal values in social participation across nations. *The Social Science Journal*, 57(3), pp.310-325. **(Q3, IF: 1.033)**
4. **Ayob, A.H.**, 2020. Institutions and student entrepreneurship: the effects of economic conditions, culture and education. *Educational Studies*, pp.1-19. **(Q4, IF: 0.814)**
5. **Ayob, A.H.** and Shahiri, H., 2021. Religiosity, Government Favoritism and Entrepreneurship: Empirical Evidence in Malaysia. *SAGE Open* **(Q4, IF: 0.715)**
6. Abd Hamid, H., **Ayob, A.H.** and Farhana Sidek. 2021. Capturing Transnational Entrepreneurial Opportunities through Dual Identification: Immigrant Entrepreneurs and Transnational Activities. *Entrepreneurship Research* Journal **(Q4, IF: 1.643)**

***Emerging Sources Citation Index***

1. **Ayob, A.H.** and Makhbul, Z.K.M., 2020. The effect of personality traits on collaborative consumption participation. *Geografia-Malaysian Journal of Society and Space*, 16(2), pp.205-214.
2. **Ayob, A.H.**, 2021. E-commerce Adoption in ASEAN: Who and Where? *Future Business Journal*, 7(1), pp.1-11.
3. **Ayob, A.H.**, Omar, N. A. and Makhbul, Z.K.M. 2021. Diversity, Culture and Membership in Social Organizations. *International Journal of Happiness and Development*.

***SCOPUS Index***

1. **Ayob, A.H.**, Mohd Wahid, S. D., and Omar, N. A. 2021. Does Personality Influence the Frequency of Online Purchase Behavior? *International Journal of Internet Marketing and Advertising*
2. **Ayob, A.H.**, Yakob, N. A., and Ja’far, R. 2021. E-commerce Adoption in ASEAN: Testing on Individual and Country-level Drivers. *International Journal of Business Environment*, 12(1), pp.18-36.
3. **Ayob, A.H.**, Md Musadek, B. F., and Wan Hussain, W.M.H. 2021. Measuring the Effectiveness of E-Government in Malaysia: Does Information Literacy Matter? *International Journal of Sustainable Society*
4. Mohd Wahid, S. D., **Ayob, A.H.**, and Wan Hussain, W.M.H. 2021. Examining the Antecedents of Social Entrepreneurship Intention: An Empirical Evidence from Malaysia*. International Journal of Business and Globalisation*
5. Siti Daleela Mohd Wahid, Annuar Aswan Mohd Noor, Muhammad Fareed, Wan Mohd Hirwani Wan Hussain, and **Ayob, A. H.,** 2021. Enriching Student's Social Entrepreneurship: Intention: A Measurement Model. *Academy of Entrepreneurship Journal*, 27(4), pp.1-13.
6. **Ayob, A.H.**, 2020. Diversity, Institutions and Entrepreneurship. *Journal for International Business and Entrepreneurship Development*, 12(4), pp.298-315.
7. **Ayob, A.H.** and Wan Hussain, W.M.H., 2018. Religion and social entrepreneurship: A cross-country Analysis. *International Journal of Business & Management Science*, *9*(3), pp.467-479.
8. **Ayob, A.H.**, 2018. Diversity, trust and social entrepreneurship. *Journal of Social Entrepreneurship*, *9*(1), pp.1-12.
9. Mohd Wahid, S.D., **Ayob, A.H.** and Wan Hussain, W.M.H., 2018. The Formation of Community Heroes in Malaysia: An Extended Theory of Planned Behavior. *International Journal of Business & Management Science*, *8*(2), pp.495-509.
10. **Ayob, A.H.** and Dana, L.P., 2017. Product strategies for export ventures: An empirical investigation among SMEs in an emerging economy. *Jurnal Pengurusan*, *50*, pp.25-33.
11. **Ayob, A.H.**, Shahiri, H.I. and Yaacob, M.H., 2016. Kesan Program Promosi Terhadap Aktiviti Eksport Syarikat Kecil dan Sederhana di Malaysia: Satu Pendekatan Ekonometrik. *Jurnal Pengurusan*, *46*, pp.3-12.
12. **Ayob, A.H.** and Hussain, W.M.H.W., 2016. Buying Local or Imported Goods? Profiling Non-income Consumers in Developing Countries. *International Review of Management and Marketing*, *6*(4), pp.688-695.
13. **Ayob, A.H.**, Ramlee, S. and Rahman, A.A., 2015. Financial factors and export behavior of small and medium-sized enterprises in an emerging economy. *Journal of International Entrepreneurship*, *13*(1), pp.49-66.
14. **Ayob, A.H.**, Gudmundsson, S.V. and Yaacob, M.H., 2015. Financial influences on export status of small and medium–sized enterprises in an emerging economy. *International Journal of Entrepreneurship and Small Business*, *24*(3), pp.433-454.
15. **Ayob, A.H.** and Senik, Z.C., 2015. The role of competitive strategies on export market selection by SMEs in an emerging economy. *International Journal of Business and Globalisation*, *14*(2), pp.208-225.
16. Senik, Z.C., Isa, R.M., Sham, R.M. and **Ayob, A.H.**, 2014. A model for understanding SMEs internationalization in emerging economies. *Jurnal Pengurusan*, *41*, pp.25-42.

**PROCEEDINGS**

* + - 1. **Abu H. Ayob** and Zizah Che Senik, 2018. Diversity, institutions and social organisations. Proceeding: International Conference on Business, Humanities and Education
      2. **Abu H. Ayob** and Mohd Helmi Ali, 2018. Fractionalizations, macro determinants and entrepreneurial entry. Proceedings of the International Conference on Economy, Entrepreneurship and Humanities
      3. **Abu H. Ayob**, 2018. Fractionalizations, macro determinants and entrepreneurial entry. Proceedings of the 9th International Management and Accounting Conference
      4. **Abu H. Ayob**, 2018. Macro determinants of student entrepreneurship Evidence from Global University Entrepreneurial Spirit Students Survey. International Council for Small Business Congress Proceedings
      5. **Abu H. Ayob**, 2018. Revolutionising sustainable management and governance for industry 4.0. The 9th International Management and Accounting Conference Proceedings
      6. **Abu H. Ayob**, 2018. Societal conditions for social participation: A cross-country analysis. Proceedings of the 3rd Chrest International Conference
      7. Siti Daleela Mohd Wahid, **Abu H. Ayob** and Wan Mohd Hirwani Wan Hussain, 2017. Understanding social entrepreneurship intention in Malaysia. Proceeding of Business Management Frontiers
      8. **Abu H Ayob**, 2015. Export strategies for SMEs: active or reactive move?  
         Proceedings of the 16th Malaysia-Indonesia International Conference on Economics, Management and Accounting
      9. Zizah Che Senik, Ridzuan Md Sham, Ratana Jabir, Shifa Mohd Nor and **Abu H. Ayob**, 2015. Globalization of engineer-entrepreneurs: international entrepreneurship orientations perspective. Proceedings of the International Conference on Engineering Education and Research
      10. **Abu H. Ayob** and Zizah Che Senik, 2015. The impact of financial risks and resources on export intention: evidence among SMEs in an emerging economy. Proceedings of the 8th Annual Conference of the EuroMed Academy of Business
      11. Zizah Che Senik, Ridzuan Md Sham and **Abu H. Ayob**, 2014. Internal factors, network linkages, and competitive internationalization: the case of agro SMEs. Proceeding of Annual Tokyo Business Research Conference

**CONFERENCE PRESENTATIONS**

Psychological needs and career choice: Does cultural context condition the relationship?, at Persidangan Kebangsaan Ekonomi Malaysia conference

Religion and social entrepreneurship: A cross-country analysis, at the 2020 Australia and New Zealand International Business Academy Conference

E-commerce adoption in ASEAN: Testing on individual and country-level drivers, at the 2019 International Council for Small Business Paris Conference

Religiosity, government favoritism and entrepreneurship: Empirical evidence in Malaysia, at the 2019 6th International Conference on Management and Muamalah

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The impact of financial risks And resources on export intention: Evidence among SMEs in an emerging economy, at the 2015 8th Annual Conference on the Euromed Academy of Business

Export strategy for SMEs: Active or reactive move?, at the 2015 Malaysia-Indonesia International Conference on Economics, Management and Accounting

Do competitive advantage in the local market encourage firms to export?, at the 2014 International Conference on Business Excellence

**EDITORIAL BOARDS**

1. Jurnal Pengurusan, June 2019 – May 2021
2. Jurnal Penyelidikan Sains Sosial, January 2019 – December 2019

**JOURNAL REFEREES**

Basic and Applied Social Psychology, Evaluation and Program Planning, Frontier in Pshychology, International Journal of Comparative Sociology, Journal of Social and Personal Relationships, Management Decision, Science and Public Policy, Social Science Journal, Asia Pacific Management Review, International Journal of Behavioural Accounting and Finance, International Journal of Business and Globalisation, International Journal of Entrepreneurship and Small Business, International Journal of Sustainable Society, Journal of International Entrepreneurship, Journal of Social Entrepreneurship, Jurnal Pengajian Melayu, Jurnal Pengurusan, Pertanika Journal of Social Sciences and Humanities.

**PROCEEDINGS REFEREES**

CHREST International Conference, European Conference of Innovation and Entrepreneurship, International Conference of Social Science, Humanities and Regional Economy, Malaysia-Indonesia International Conference in Economics, Management and Accounting, Persidangan Kebangsaan Ekonomi Malaysia.