



ASSOC. PROF. DATIN DR. NOR LIZA ABDULLAH

Center of Value Creation and Human Well-being
 Faculty of Economics and Management
 Universiti Kebangsaan Malaysia
 43600 UKM Bangi
 Selangor Malaysia

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PERSONAL INFORMATION

Nationality : Malaysian Sex : Female
 Current position : Chairperson,
 Center for Value Creation and Human Well-being Studies (INSAN)
 Faculty of Economics and Management (FEM), UKM
 Field of specialization : Strategic Management, Knowledge Management, Entrepreneurship
 Current research interest: Business strategy, dynamic capabilities, entrepreneurship, knowledge sharing
 Working experience: Associate Professor, Center for Value Creation and Human Wellbeing Studies, 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

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

No.	Name	Membership No.	Membership Expiry Date
1.	Strategic Management Society, USA	-	2020

AWARD AND ACHIEVEMENTS

No.	Name of Award	Awarding Institution	Year
1.	Silver Award for Teaching and Learning Innovation, Universiti Kebangsaan Malaysia	K-Novasi, UKM	2020
2.	Best Paper Award for Management, Malaysian-Indonesia International Conference for Economics, Management and Accounting	MIICEMA	2019
3.	Best Service Award	Universiti Kebangsaan Malaysia	2016
4.	Best Paper Award for Management, Malaysian-Indonesia International Conference for Economics, Management and Accounting	MIICEMA	2014
5.	Quality Award for Improvement in Publications	Faculty of Economics and Management, UKM	2014
6.	Quality Award for E-Learning	Faculty of Economics and Management, UKM	2013
7.	Best Paper Award for Social Science, UKM Teaching and Learning Congress	Universiti Kebangsaan Malaysia	2012
8.	Best Service Award	Universiti Kebangsaan Malaysia	2012
9.	Selected paper for Global Strategic Management Journal in 7th International Strategic Conference, Paris, France	ISMC	2011
10.	Best Student Award for Master in Business Administration, UKM	Standard Chartered Bank, Malaysia	1997
11.	Best Student Award for Bachelor of Economics, IIUM	Permodalan Nasional Berhad	1993
12.	Best Student Award for Bachelor of Economics, IIUM	Harvard Alumni Club	1993

COURSES TAUGHT

Course Topic	Level
Strategies in Management	PhD
Quantitative Research Method	PhD
Management Theories	PhD
Strategic Management	Undergraduate and MBA
Entrepreneurship Theory	Master in Entrepreneurship
Strategic Thinking for Leaders	Master in Public Administration and Leadership
Global Management	Undergraduate
International Business	Undergraduate
Business Management from Islamic Perspective	Undergraduate

PHD SUPERVISION

1. P41700 Nor Azlina Kamaruddin (DBA), Value Creation in Public Private Partnerships: The Moderating effects of Government Intervention in the Relationship of Commercial and Social Entrepreneurship and Performance, Supervisory Committee, Completed
2. P37045 Farzana Quoquab Habib (DBA), Service Loyalty and Switching Behaviour in Mobile Phone Service Usage, Supervisory Committee, Completed
3. 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)
4. 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.
5. 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.
6. 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).
7. P61235 Hamidreza Jafaridehkordi (PhD Accounting), The Effects of Intellectual Capital Efficiency (ICE) on Investment Opportunity Set (IOS), Supervisory Committee, Completed
8. P57016 Sharul Effendy bin Janudin (PhD Accounting), Performance Measurement System, Employee Satisfaction, Psychological Model and Academician Performance (BM), Supervisory Committee, Completed.
9. 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.
10. P79573 Khairul Naziya binti Kasim (PhD), Kesan Penyepaduan Sistem Pengukuran Prestasi Strategik, Kapasiti Penyerapan dan Ketangkasan Organisasi Ke Atas Prestasi Firma Perkhidmatan, Supervisory Committee, Completed.
11. ZP03147 Perengki Susanto (PhD), Entrepreneurial orientation and performance of Small and Medium Enterprises: The roles of market orientation environmental factors, and social media strategic capability, Competed (GOT)
12. P90274 Maran A/L Kaliannan (PhD), Hubungan Antara Budaya Keselamatan Dan Prestasi Keselamatan. Kesan Keselamatan Sebagai Kesan Pengantara, In Progress
13. P92177 Badaruzaman bin Ali (PhD), The Relationship Between Intellectual Capital, Innovation and Risk Management on Competitive Advantage: An Integrated Strategic Management Approach, In Progress
14. P92889 Mansoor Ahmed Soomro (PhD), Industry 4.0 Readiness Model, In Progress
15. P93409 Nor Syamaliah Ngah (PhD), Kepimpinan dan Organisasi Bukan Keuntungan, In Progress
16. P96474 Mohd Ariff Bin Kamaludin (PhD), Meneroka Pelaksanaan Strategi 'Coopetition' Dan Kesannya Kepada IKS, In Progress
17. P100303 Mohamad Rohieszan Bin Ramdan (PhD), Platform digital dan Keupayaan Dinamik, In Progress

PUBLICATIONS: JOURNAL

1. Mansoor Ahmed Soomro, Mohd Hizam Hanafiah, & **Nor Liza Abdullah** (2020), Digital readiness models: a systematic literature review, *COMPUSOFT: An International Journal of Advanced Computer Technology*, 9(3), p. 3596-3605
2. Sh. Usman Yousaf, Mohd Hizam Hanafiah, Rosmah Mat Isa, **Nor Liza Abdullah**, Zizah Che Senik, Bushra Usman (2020), Mediating effects of entrepreneurs' work performance on the relationship between their psychological capital and growth intentions a study on Malaysian entrepreneurs *The South East Asian Journal of Management*, 14(1), 63-78
3. Husnil Khatimah, Perengki Susanto, **Nor Liza Abdullah** (2019), Hedonic motivation and social influence on behavioral intention of e-money: the role of payment habit as mediator, *International Journal of Entrepreneurship*, 23(1), p.1-9
4. Perengki Susanto, **Nor Liza Abdullah**, Yunia Wardi (2019), Entrepreneurial Orientation: Prioritising and Mapping in the Context of Small and Medium Sized Enterprises, *Polish Journal of Management Studies*, 23(1), p.429-446
5. Farzana Quoquab, Jihad Mohammad, Norjaya Md. Yasin, **Nor Liza Abdullah** (2018), Antecedents of switching intention in the mobile telecommunications industry: a partial least square approach, *Asia Pacific Journal of Marketing and Logistics*, p.1087-1111
6. Norhafizah Abu Hasan & **Nor Liza Abdullah** (2018), Relationship between intellectual capital and innovative capabilities: Evidence from Malaysian SMEs, *International Journal of Business and Management Science*, p.439-460.
7. Yunia Wardi, Perengki Susanto, Abror Abror, **Nor Liza Abdullah** (2018), Impact of entrepreneurial proclivity on firm performance: the role of market and technology turbulence, *Pertanika Journal of Social Sciences and Humanities*, p.241-250
8. Yunia Wardi, Perengki Susanto & **Nor Liza Abdullah** (2017) Orientasi kewirausahaan pada kinerja usaha kecil dan menengah(UKM) Sumatera Barat: Analisis peran moderasi dari intensitas persaingan, turbulensi pasar dan teknologi, *Jurnal Manajemen Teknologi*, p. 46-61
9. Rasidah Arshad, Rosmah Mat Isa & **Nor Liza Abdullah** (2017) Pemenuhan kontrak psikologi dan perkongsian pengetahuan: Peranan kepercayaan, timbal balas dan iklim kolaboratif, *Jurnal Pengurusan*, p. 1-13
10. Perengki Susanto, **Nor Liza Abdullah**, Iskandar Zainuddin Rela & Yunia Wardi (2017) Understanding e-money adoption: Extending the unified theory of acceptance and use of technology (UTAUT), *International Journal of Applied Business and Economic Research*, p. 335-345
11. Mohd. Hizam Hanafiah, Mhd Suhaimi Ahmad, & **Nor Liza Abdullah** (2016) The effectiveness of business simulation: a longitudinal study, *Jurnal Personalia Pelajar*, p. 27-40
12. 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.
13. 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
14. 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
15. 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.
16. Farzana Quoquab & **Nor Liza Abdullah** (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.
17. 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

18. 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)
19. 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
20. **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
21. 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
22. 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.
23. **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)
24. 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
25. **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
26. **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
27. 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.
28. 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
29. 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
30. 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

1. 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
2. **Nor Liza Abdullah**, Zizah Che Senik & Farhana Sidek (2014): Chapter 3: Opportunity Recognition; *Fundamentals of Entrepreneurship and Innovation*; CESMED, 56-72
3. 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
4. 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

RESEARCH

- 1 **P-2019-004**
Impacts of Food, Safety Practices and Initiatives on Food Business Supply Chain, Co-researcher, In Progress.
- 2 **EP-2019-014**
Industry 4.0 Readiness Model for Technologies Companies in Malaysia, Co-researcher, In Progress.
- 3 **FRGS/1/2018/SS01/UKM/02/3**
Pembentukan Sistem Pengukuran Prestasi Strategik sebagai Keupayaan Integrasi bagi Menyokong Pembangunan Ketangkasan Organisasi, Co-researcher, In Progress.
- 4 **GGP-2019-003**
A Holistic Model for Wellbeing of B40 Retirees, Co-researcher, In Progress.
- 5 **GGPM-2018-002**
Knowledge Management Strategy Framework Development for Malaysian SMEs, Co-researcher, In Progress.
- 6 **KRA-2018-014**
Pembangunan Model Analitik dan Alat Risikan Bisnes Untuk Pengurusan Staf UKM, Co-researcher, In Progress.
- 7 **EP-2017-052**
The Awareness and Economic Impacts of Geospatial Information and Technologies Application in Malaysian Palm Oil Industry, 2017-2019, Lead Researcher, Completed
- 8 **PRGS/2/2015/SS02/UKM/02/1**
Development of Entrepreneurship Simulation Application for Entrepreneurship Education in Malaysian Public Universities, 2015-2018, Lead Researcher, Completed
- 9 **EP-2015-004**
Case Study: Seeking A Cure for Interstellar Corporation, 2015-2016, Lead Researcher, Completed
- 10 **EP-2015-021**
Innovation Capabilities, Capabilities and Entrepreneurship Intention: Are Business Students Different from Non-business Major Students? 2015-2016, Co-researcher, Completed.
- 11 **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, Completed.
- 12 **FRGS/1/2014/SS05/UKM/02/3**
Developing A Framework of Social Media in Entrepreneurship Performance and Sustainability, 2014 – 2016, Co-researcher. Completed.
- 13 **GGPM-2013-030**
Integrating Electronic Commerce Applications in Small-Medium Enterprises in Malaysia, 2013-2015, Co-researcher, Completed.
- 14 **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, Completed
- 15 **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, Completed
- 16 **FRGS/1/2011/SS/UKM/02/4**
Developing a Framework of Work-Life Balance and Social Capital, 2011-2014, Co-researcher, Completed
- 17 **PHI-2013-002**
The Development of Training and Development Training Module for Franchise Industry in Malaysia, 2013-2014, Co-researcher, Completed.
- 18 **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

- 19 **PENDAFTAR-2012-001**
Analisis Pekerjaan Kakitangan Pelaksana UKM, 2012-2013, Co-researcher, Completed
- 20 **UKM-GSB-05-FRGS0080-2010**
Developing A Framework of Effective Knowledge Sharing in Malaysian SMEs Network, 2010-2013, Co-researcher, Completed
- 21 **UKM-GGPM-CMNB-022-2010**
The Importance of Absorptive Capacity in Strategy-Learning Relationship in Innovative Firms, 2010-2012, Research leader, Completed
- 22 **UKM-DIPM-059-2011**
The Role of Social Capital and Absorptive Capacity in Internal Recombination of Knowledge Within Firms, 2011-2012, Research leader, Completed
- 23 **UKM-PTS-029-2010**
Simulating Reality for Teaching Strategic Management Course Through Case Studies and Simulation Games, 2010-2012, Research leader, Completed
- 24 **UKM-PTS-031-2010**
Producing Global Workforce: The Effectiveness of International Business Course, 2010-2011, Co-researcher, Completed
- 25 **GSB-022-2010**
Human Capital and Tacit Knowledge Sharing in Creating Innovation Among Malaysian Manufacturing SMEs, 2010-2012, Co-researcher, Completed
- 26 **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
- 27 **UKM-GPP-PPKK-26-2009**
Pemeriksaan dan Autonomi Pengurusan: Pengurusan Bakat (*Empowerment and Autonomy in Management: Talent Management*), 2009-2010, Co-researcher, Completed
- 28 **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
- 29 **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. Co-consultant for The National Geospatial Master Plan (Economic Case Studies), Ministry of Natural Resources and Environment (MNRE), August 2017 – May 2018.
2. Lead consultant for The Assessment of Digital Economy Satellite Account (DESA) Secondary Indicators, November 2015 – March 2016
3. Co-consultant for The Study on The Impact of Digital Malaysia, Multimedia Development Corporation (MDEC), December – January, 2015
4. Co-consultant for Case Study Gloria Jeans Coffeee Malaysia, June 2015- December 2015.
5. Co-consultant for The Study on The Impact of Netbook 1Malaysia, Malaysian Communication and Multimedia Commission, Feb – May, 2014
6. Co-consultant for Feasibility Study on the Establishment of Malaysian National Oceanography Institute, Ministry of Science, Technology and Innovation, Sept – Dec, 2013
7. Facilitator for Entrepreneurship Development, Universiti Negeri Padang: Training of trainers, 28-30 April 2015

8. Panel assesor for Entrepreneurship Program, Education Faculty, UKM in Cyberview Lodge Resort & Spa, Putrajaya, 22-23 August 2013
9. 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. Chair, Center of Value Creation and Human Well-being, FEP, UKM. June 2018 – May 2021
2. Head of Programme, Management, Marketing & International Business, School of Management, FEP, UKM, July 2016 – March 2018
3. Managing Editor, Jurnal Pengurusan, June 2016 - present
4. Chief Editor, Jurnal Pengurusan, July 2014 – June 2016
5. Head, Case Study Unit, School of Management, FEM from 1 October 2013 - 30 September 2015.
6. Editorial Board, Jurnal Pengurusan (*UKM Journal of Management*), 1 August 2011 – 30 September 2014
7. Associate Fellow, UKM-CESMED – Center for Entrepreneurship and SMEs Development, 2010 - present
8. Member, Center for Human Resource Studies, UKM, 2011- present
9. Head, Management Organization Group, School of Management, FEM, UKM, 2012 - present
10. Committee member for FEM Conference Committee, UKM, 2011 – 2014
11. Project leader for new program proposal for Doctor in Management and Master in Organizational Management, School of Management, FEM, UKM, February 2016-2019
12. E-learning Coordinator for FEM, 1 June 2010 – 31 May 2013
13. Committee member, Quality Management Committee, FEM, 1 December 2010 – 30 November 2012
14. Committee member, Information Technology Committee, FEM, 24 September 2008 – 23 September 2011

NETWORKING AND EXTERNAL RELATIONS

1. Member of The Strategic Management Society (2013-2020)
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. Facilitator and judge for Business Simulation Competition, The Malaysian Institute of Certified Public Accountants (MICPA), 2010 – present