

**Dr. Abu Hanifah 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**

Lecturer, National University of Malaysia, 2010-current

Visiting Researcher, School of Management, Boston University, January-March 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

**Conferences/Seminars**

2014

1. 9th International Conference on Business Excellent, Bucharest University of Economic Studies, Romania

2013

1. Strategic Management Society Special Conference, Indian School of Business Mohali, India
2. 27th Research in Entrepreneurship and Small Business Conference, ISM University of Management and Economics Vilnius, Lithuania

2012

1. Irish Academy of Management Doctoral Colloquium, National University of Ireland Maynooth.
2. European Council for Small Business and Entrepreneurship Doctoral Seminar on Entrepreneurship and Small Business, EMLYON Business School Lyon, France (*selected paper*).
3. European International Business Academy Doctoral Symposium, University of Sussex, UK (*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* (**ISI, Q1**)
2. “A Model for Understanding SMEs Internationalization in Emerging Economies,” with Zizah Che Senik, Rosmah Mat Isa and Ridzuan Md Sham (2014), Vol. 41, Jurnal Pengurusan (**Scopus**)
3. “Financial Influences on Export Status of Small and Medium-Sized Enterprises in an Emerging Economy” with Sveinn Gudmundsson and Mohd Hasimi Yaacob (2014), International Journal of Entrepreneurship and Small Business (**Scopus**)
4. “The Role of Competitive Strategies on Export Market Selection of SMEs in an Emerging Economy” with Zizah Che Senik (2014), International Journal of Business and Globalisation (**Scopus**)
5. “Do Competitive Advantages Encourage Firms to Export?” with Mohd Hasimi Yaacob (2014), Business Excellent Research 2014 Conference Proceedings (**ISI**)

**Papers under Review**

1. “Financial Factors and Export Behavior of SMEs in an Emerging Economy” with Shamshubaridah Ramlee and Aisyah Abdul Rahman, revised and resubmitted to *Journal of International Entrepreneurship* (**Scopus**)

**Working Papers**

1. “Kesan Program Promosi Terhadap Aktiviti Eksport Syarikat Kecil dan Sederhana di Malaysia” with Hazrul Izuan Shahiri and Mohd Hasimi Yaacob, to be submitted to *Jurnal Pengurusan* (**Scopus**)
2. “Competitive Advantages and Exporting Decisions: A Case of Domestic SMEs in an Emerging Economy”

**Awards**

1. Thesis award from Université Toulouse 1 Capitole, France, 2014.
2. Ph.D. scholarship from the National University of Malaysia, 2011-2013.
3. Masters scholarship from the Ministry of Higher Education of Malaysia, 2008-2010.
4. Bachelor scholarship (Excellent Student Scheme) from the Council of Trust for Indigenous People of Malaysia (MARA), 2003-2007.
5. Silver medal for an outstanding achievement (academic and co-curriculum) from Faculty of Science and Information Technology, Universiti Teknologi PETRONAS, 2007.

**Research Grants**

1. Dana Pembangunan Penyelidikan Kumpulan Penyelidikan 2014-2015, with Hawati Janor, Zizah Che Senik, Zafir Khan Mohamed Makhbul, Mohamad Abdul Hamid, Ruzita Abdul Rahim and Nor Asiah Omar (**RM10000**)
2. Geran Galakan Penyelidik Muda 2014-2016 (**RM20000**)

**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

**Refereeing**

*International Journal of Behavioural Accounting and Finance (IJBAF)*

*Malaysia-Indonesia International Conference on Economics, Management and Accounting 2014 - Management and Economics*

**Teaching**

*College of Gemilang*

Web Designing (short course), 2008.

*National University of Malaysia*

International Business, 2014 –

Academic Writing, 2014 –