



Center of Global Business and Digital Economy, Faculty of Economics & Management,  
Universiti Kebangsaan Malaysia, UKM Bangi 43650 Selangor, Malaysia.

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## **PERSONAL RECORD**

### **Education - Universities attended**

- 2001 Manchester Business School, University of Manchester, UK
- 1993 Manchester Business School, University of Manchester, UK
- 1989 Krannert Business School, Purdue University. Indiana, USA
- 1987 State University of New York, Buffalo, USA

### **Qualifications**

- 2006 Post-Doctoral (Research in Accounting Offshoring UK, Europe, India)
- 2001 - 2005 PhD in Accounting Information System
- 1993 - 1995 Master of Business Administration
- 1989 - 1991 BSc in Accounting
- 1987 - 1989 Diploma in Arts (Business Administration),

### **Previous appointment**

- 2018 – Now Professor, Universiti Kebangsaan Malaysia
- 2009 - 2017 Associate Professor, Universiti Kebangsaan Malaysia
- 2016 Visiting Professor at Loughborough University, UK
- 2006 Post-Doctoral / Research Fellow, University of Manchester, UK

2000-2009 Senior Lecturer, Universiti Kebangsaan Malaysia

1993-1999 Lecturer, Universiti Kebangsaan Malaysia

1998 Visiting Professor, Tashkent State Technical University, Uzbekistan

1993 Assistant Credit Manager, Apex Securities Bhd, Malaysia

1992 Audit Assistant, Moore & Stephen

## **SERVICES & ADMINISTRATION**

### **Administrative Positions**

2018 – 2021 Chair, Global Business and Digital Economy Center

2012 – 2014 Timbalan Pengarah, UKM-Pusat Pembangunan Keusahawanan & EKS (UKM-CESMED)

Head of UKM-YUNUS Social Business Centre

2011 - 2012 Webmaster, Fakulti Ekonomi dan Pengurusan

### **Committee Members**

2015- now Global Business Services Forum 2015, Antarabangsa, Ketua Pakar Rujuk,  
Global Business Service Course - Train and Place, Antarabangsa Ketua Pakar Rujuk

2nd Finance Focus Group meeting 2015 Antarabangsa Ketua Pakar Rujuk

Talent Structure Dialogue Antarabangsa Ketua Pakar Rujuk

Smart Sourcing Summit 2015 Antarabangsa Ketua Pakar Rujuk

MSC Malaysia Academia Forum 2015 Antarabangsa Ketua Pakar Rujuk

Pensyarah / Profesor Pelawat School of Business and Economics Antarabangsa  
Ketua Pakar Rujuk

Talent Roundtable Antarabangsa Ketua Pakar Rujuk

Finance Focus Group Outsourcing and Shared Services Antarabangsa Ketua

Pensyarah / Profesor Pelawat UKM GSB Kebangsaan Ketua

Advisory Role Antarabangsa Ketua Pakar Rujuk

Pensyarah / Profesor Pelawat Centre of Global Sourcing Services Seminars  
Antarabangsa Ketua Pakar Rujuk

2014 Pakar Rujuk Smart Sourcing Summit 2014 Antarabangsa Ahli

Jurulatih Fasilitator Penulisan Kajian Kes Kebangsaan Ahli

Jawatankuasa Jawatankuasa Jaringan dan Pengantarabangsaan, Pusat Pengajian  
Perakaunan Pusat Pengajian / Jabatan / Pusat Penyelidikan / Unit AJK

Jawatankuasa Jawatankuasa Jaringan dan Pengantarabangsaan Kebangsaan  
AJK

Pakar Rujuk The Development of Jordan Customs Antarabangsa Ketua

Pakar Rujuk Sesi Kongsi Ilmu @ FEP 1/2014 - Towards Sustainable Business  
Performance Kebangsaan Ahli

Pakar Rujuk CIMA COE SEA Research Workshop Antarabangsa Ketua

Pensyarah / Profesor Pelawat Penceramah Literasi Kewangan Usahawan Wanita  
Kebangsaan Ahli

Jawatankuasa Jawatankuasa Penerbitan Fakulti Ekonomi dan Pengurusan Fakulti  
/ Institut / Pusat Perkhidmatan AJK

2012 Judge for IIUM Research, Invention and Innovation Exhibition 2012  
Kebangsaan

2009 - 2010 Penaksiran Kertas Soalan Peperiksaan Semester 1 & 2 Sesi

- 2008 – 2012 Jawatankuasa bagi Kelompok Sistem Maklumat Perakaunan, **Pengerusi Jawatankuasa**, Fakulti/ Pusat/ Institut
- 2009 Jawatankuasa Kecil Penyediaan Kertas Penjenamaan Semula Fakulti Ekonomi dan Perniagaan, **Ahli Jawatankuasa**, Fakulti/ Pusat/ Institut
- 2009 – 2012 Jawatankuasa Penulisan Kes EPPA4716 Kajian Kes Integrasi, **Pengerusi Jawatankuasa**, Fakulti/ Pusat/ Institut
- 2008 – 2010 Jawatankuasa Kertas Diskusi, **Ahli Jawatankuasa**, Fakulti/ Pusat/ Institut
- 2007 – 2010 Jawatankuasa Persidangan, **Pengerusi Jawatankuasa**, Jabatan/ Pusat Pengajian/ Bahagian/ Program
- 2007 – 2010 Jawatankuasa Penerbitan, **Ahli Jawatankuasa**, Fakulti/ Pusat/ Institut
- 2007 – 2010 Jawatankuasa Penyelidikan, **Ahli Jawatankuasa**, Jabatan/ Pusat Pengajian/ Bahagian/ Program
- 2007 – 2010 Jawatankuasa Pengurusan Teknologi Maklumat, **Ahli Jawatankuasa**, Fakulti/ Pusat/ Institut
- 2007 – 2008 Jawatankuasa Hubungan Luar dan Industri, , **Pengerusi Jawatankuasa**, Fakulti/ Pusat/ Institut

### **Industry Engagement**

- 2010 - Now MDeC-Industry Finance Shared Services & Outsourcing Working Committee , Panel of Advisors
- 2007 - Now MAICSA (The Malaysian Institute Of Chartered Secretaries And Administrators) - UKM Student Conference, Panel of Advisors
- 2000 – 2010 Financial Accounting & Audit Committee at Malaysian Institute of Accountant (MIA)
- 1998 – 2010 Ahli Panel Penilai Lembaga Akreditasi Negara
- 1997 – 2012 Ahli Persatuan Penulis-penulis Kes Malaysia (CWAM)

### **Community Engagement**

- 2015 – Now                    Head, Global Business Services Research Network
- 2012 – 2014                    Kursus Technocount, Kebangsaan, Ketua Projek
- 2012 – 2014                    Projek Pembangunan Semula Homestay Kg. Pelegong, Kebangsaan, Ketua Projek

### **Awards**

- 2019    Emerald Literati Award 2019 Highly Comanded Paper  
           Anugerah Ketua Penyelidik Dana Penyelidikan Tertinggi, Fakulti Ekonomi dan Pengurusan, UKM  
           Anugerah Peningkatan Penerbitan Tertinggi, Fakulti Ekonomi dan Pengurusan, UKM
- 2018    Anugerah Malim Penyelidikan 2018 Fakulti Ekonomi dan Pengurusan, UKM
- 2017    Anugerah Kertas Kerja Terbaik, ICAS 2017
- 2016    Anugerah Kualiti Ketua Penyelidik Dana Penyelidikan Tertinggi, Fakulti Ekonomi dan Pengurusan, UKM  
           Anugerah Jaringan Industri, Fakulti Ekonomi dan Pengurusan, UKM
- 2015    Anugerah Perkhidmatan 20 Tahun  
           Anugerah Dana Penyelidikan Tertinggi, Fakulti Ekonomi dan Pengurusan, UKM  
           Anugerah Jaringan Industri, Fakulti Ekonomi dan Pengurusan    UKM
- 2014    Malaysia Entrepreneurship Award by Ministry of Education – Technocount Program  
           Anugerah Penerbitan, Fakulti Ekonomi dan Pengurusan, UKM
- 2011    Anjakan Gaji, UKM , Universiti Kebangsaan malaysia  
           Anugerah Kertas Terbaik, Kongres Pengajaran dan Pembelajaran UKM  
           Pingat Perak Pertandingan Poster Penyelidikan CRIM UKM  
           Anugerah Collegiality, Fakulti , Fakulti Ekonomi dan Pengurusan, UKM
- 2009    2<sup>nd</sup> Price, Case Writing Competition, 2009, Kebangsaan, Case Writing Association Malaysia (CWAM)  
           Anjakan Gaji Tahun
- 2008 – 2014    Ganjaran Penerbitan Buku dan Makalah

### **TEACHING & LEARNING**

## Courses Thought

*“Prof Aini is really qualified lecturer with lots of knowledge and experience and the most important part is she is willing to share it with students”. MBA students, Class ZCZA6103 Accounting for Decision Making; Set 2 Sem 1 2014/15*

Bilangan Kursus Berbeza = 14, Bilangan Kursus Siswazah = 14

Purata Markah Sistem Penilaian Pengajaran & Pembelajaran = 4.44 / 5.00

Se m	Sesi	Kod Kursus	Tahap	Bil Pelaj ar	Mark ah SPPP
1	201620 17	EPPA3043 Accounting Information System and Control	Prasiswaz ah	42	-
1	201520 16	LMCR1423 Global Business Services	Prasiswaz ah	25	4.57
3	201420 15	ZCZA6103 Accounting for Decision Making	Sarjana	22	4.14
2	201420 15	EPPA4716 Integrated Case Study	Prasiswaz ah	24	4.68
2	201420 15	ZCZA6103 Accounting for Decision Making	Sarjana	14	3.80
2	201420 15	EPPA6613 Seminar on Accounting Information System	Sarjana	2	5.00
1	201420 15	EPPA3613 System Application and Development	Prasiswaz ah	16	4.31
1	201420 15	ZCZA6103 Accounting for Decision Making	Sarjana	15	4.48
3	201320 14	CMIE3033 Kajian Kes Keusahawanan	Prasiswaz ah	19	-
2	201320 14	EPPA8033 Research Seminar on Accounting Information System	Doktor Falsafah	2	5.00
2	201320 14	ZCZA6103 Accounting for Decision Making	Sarjana	26	4.38
2	201320 14	EPPA6613 Seminar on Accounting Information System	Sarjana	8	4.10
1	201320 14	HHHC9701 Pengurusan dan Keusahawanan	Prasiswaz ah	22	-
1	201320 14	EPPA8033 Research Seminar on Accounting Information System	Doktor Falsafah	2	5.00

1	201320 14	EPPA6613 Seminar on Accounting Information System	Sarjana	5	4.40
3	201220 13	CMIE3033 Kajian Kes Keusahawanan	Prasiswaz ah	6	-
3	201220 13	CMIE2036 Rundingcara EKS	Prasiswaz ah	19	-
2	201220 13	EPPA6613 Seminar on Accounting Information System	Sarjana	4	5.00
1	201220 13	EPPA3613 System Application and Development	Prasiswaz ah	30	4.44
1	201220 13	EPPA6613 Seminar on Accounting Information System	Sarjana	12	4.80
1	201220 13	CMIE3016 Usahaniaga Lanjutan	Prasiswaz ah	45	5.00
2	201120 12	EPPA4716 Integrated Case Study	Prasiswaz ah	13	4.13
2	201120 12	EPPA3043 Accounting Information System and Control	Prasiswaz ah	23	4.10
1	201120 12	EPPA3613 System Application and Development	Prasiswaz ah	60	4.06
1	201120 12	EPPA6613 Seminar on Accounting Information System	Sarjana	9	4.89
2	201020 11	EPPA4713 Integrated Case Study	Prasiswaz ah	26	4.60
2	201020 11	EPPA6613 Seminar on Accounting Information System	Sarjana	10	4.91
1	201020 11	EPPA3613 System Application and Development	Prasiswaz ah	40	4.26
3	200920 10	ZCZA6223 Accounting Information System	Sarjana	2	4.50
2	200920 10	EPPA3613 System Application and Development	Prasiswaz ah	38	4.21
2	200920 10	ZCZA6223 Accounting Information System	Sarjana	13	4.69
1	200920 10	ZCZB6513 Management Information System	Sarjana	30	4.23
1	200920 10	EPPA3613 System Application and Development	Prasiswaz ah	36	4.24
1	200920 10	EPPA3043 Accounting Information System and Control	Prasiswaz ah	34	4.36

3	200820 09	ZCZB6513 Management Information System	Sarjana	30	4.33
2	200820 09	ZCZB6513 Management Information System	Sarjana	9	3.40
2	200820 09	EPPA3613 System Application and Development	Prasiswaz ah	26	4.16
2	200820 09	EPPA3043 Accounting Information System and Control	Prasiswaz ah	50	4.22

## **Innovation & Curriculum Development**

- 2019 Develop Module for Global Business Services Course 2.0 extended to public and private university.
- 2018 Initiate Virtual Accountant Training Center, partnership with Cheng & Co Public Accounting Firm
- 2016 Develop module LMCR1423 Global Business Services and extending the course to other private and public universities.
- 2015 Introduce LMCR1423 Global Business Services course – A Citra Elective Course that create awareness of Global Business Services (GBS) Industry in Malaysia and contribute to talent pool for GBS Industry. 90% of the course requires industry engagement.
- Initiate Impact Sourcing Lab – a training lab where students work under GBS firms’ supervision. While earning extra income, students can gain real experience working in GBS context, hence increase their employability after graduation.
- 2013 Introduce Technocount as a short course for Accounting students to gain practical experience in preparing financial accounting report for SMEs.
- 2012 Introduce CMIE3033 Kajian Kes Keusahawanan (Case Study in Entrepreneurship) – a course offered by CESMED-UKM. This course provides opportunity to students and lecturers to learn challenges and opportunities faced by Small and Medium Enterprises (SMEs)
- 2010 Design EPPA4716 Integrated Case Study Course to be implemented by School of Accounting. This course requires students to solve selected case studies, hence improve their analytical and problem solving skills.



## Supervisions

### On-going Supervision

Dahlia Fernandez Bt Mohd Farid Fernandez Doktor Falsafah Perakaunan Robotic Automation in Finance & Accounting Shared Service – Case Studies of Shell Business Services, Expected Graduation 2020 Main Supervisor

Norazlisham Bin Mohd Amin, Doktor Falsafah Perakaunan, Auditech in the era of digital economy: A case study of audit engagement in audit firm, Expected Graduation 2020 Main Supervisor

Zarith Nurzafirah Khairuddin. Doktor Falsafah Perakaunan Business Process Improvement Methodology Adoption For Improving Service Quality Of Finance & Accounting Shared Service Outsourcing, Expected Graduation 2019 Main Supervisor

Nuraishah Binti Raimee Doktor Falsafah Perakaunan Expected Graduation 2019 Main Supervisor

### Graduated

2018 Nori Yani Binti Abu Talib Doktor Falsafah Perakaunan The Organizational Readiness Toward A Standardised Accounting And Reporting For Waqaf: A Case Study Of Sircs In Malaysia Expected **Graduated 2018** Co-Supervision.

Ramyadevi A/P Arumugham Sarjana Perakaunan Separuh Masa Sistem Pengukuran Prestasi Di Syarikat Berkaitan Kerajaan **Graduated 2018** Co-Supervisor

2017 Saeed Abdullah Nasser, Master in Accounting, Full-Time Internal Audit Outsourcing, **Graduated 2017**. Main Supervisor.

2016 Tariq Abdullah Ali Al-Shbail Doktor Falsafah PHD, Enhancing Accountability in Public Organization Through E-Government: A Case Study of Jordan Customs – **Graduated 2016**. Main Supervisor

Yusasniza Mohd Yunus Doktor Falsafah PHD, The Role and Impact of Mindfulness in Optimising the Benefits of Information System – **Graduated 2016**. Co-Supervisor

Nurulfadhilah Binti Mohd Taif Sarjana Perakaunan, Kajian Perbandingan Dua Kes Isu Kualiti Maklumat dan Isu Kualiti Sistem di Institusi Pengajian Tinggi Swasta – **Graduated 2016**. Main Supervisor

Hamsidah Abu Hassan Sarjana Perakaunan, Cabaran Aplikasi Perisian Perakaunan Dalam Pengurusan Kewangan Koperasi Sekolah – **Graduated 2016** Main Supervisor.

2015 Naharriah Binti Mohamed Sarjana Perakaunan, Challenges of Cloud Accounting As Accounting Information System (AIS): Case of Accountant General's Department Malaysia (AGDM) – Graduated 2015. Main Supervisor

2014 Maryam Eslami Sarjana Perakaunan Managing Attrition In Finance And Accounting Shared Services Industry In Malaysia – Graduated 2016. Main Supervisor

2011 Engku Zaidah Engku Abdul Rahman Sarjana Perakaunan  
Penyerahan Tesis untuk Pemeriksaan, Pengurusan Risiko Hubungan dalam Penyumberan-Luar Perakaunan - Graduated 2011. Main Supervisor

Rosma Nadianti Risman Sarjana Perakaunan, Pengurusan Pengetahuan dalam Penyumberan Luar Perakaunan - Graduated 2011. Main Supervisor

2000 Fahmi Natigor Nasution, Sarjana Perakaunan, Penerapan Penilaian Prestasi Balanced Scorecard dan Hubungannya dengan Sistem Pembaikan yang Berterusan: Kajian Kes di PT Monopoli Raya Group Medan Indonesia, Main Supervisor

Kamarulbaraini Bt Keliwon, Sarjana Perakaunan, Faktor-faktor yang Mempengaruhi Prestasi Sistem Maklumat Perakaunan di Malaysia, Main Supervisor

### **Examiner & Leadership**

2019 External Examiner USIM PhD Zainab Mohamad. M. Mhemed The Influence of Management Accounting Practices on Small and Medium Enterprises Performance: Evidence from Libya

2018 External Examiner USIM PhD Abdullah Hussein Abdullah Harwan, Factors Influencing The Performance Of Islamic Social Enterprises in Peninsula Malaysia

2017 External Examiner for UiTM PhD Accounting candidate Mahfudzah Mohamed: Translation and Sensemaking for Stabilising Financial Information Supply Chain

External Examiner for UPM Master of Science (Accounting)Candidate Habiba YesYeshaw Amanie: Computerized Accounting Information System (CAIS) Adoption Among Small and Medium Enterprises (SMEs) in Ethiopia

2016 External Examiner UPM Doctor of Philosophy (Accounting) Abriel Anto Listianto: The Relationship among TOE- Related Factors, Sophistication of Web-Based Business Reporting, and Corporate Performance in Indonesian –Listed Corporations

2015 External Examiner UPM Master

2014 External Examiner USIM PhD Khalid Hassan Abdesamed (4090019) ‘Financing of Small and Medium Enterprises (SMEs) in Libya

Internal Examiner, Graduate Management Unit of FTSM (UPS) UKM Wan Muhamad Noor Azam Bin Wan Ya (P65611): Model Pembangunan Kemahiran Bentuk-T untuk Usahawan ICT

2012 **Master Teacher** bagi Kursus ENTP 1012 (Asas Keusahawanan Dan Inovasi) Semester 2, Sesi 2011/2012 , 2011 - 2012 , Penyelaras (makmal/kursus dll) , UKM

A reviewer for IMAC6 2012 - International Management Accounting Conference 6, March 26, 2012 - March 27, 2012 , 2011 - 2012 , **Panel Penilai**

A reviewer for the IFERA (International Family Business Research Academy) 2012 annual conference to be held in Bordeaux, France, June 26-29, 2012 , 2011 - 2012 , **Pewasit Makalah**

2011 A Reviewer for Global Journal of Economics and Finance , 2011 - 2011, **Pewasit Makalah**

A reviewer for 2011 4th IEEE International Conference on Computer Science and Information Technology (IEEE ICCSIT 2011). , 2011 - 2011 , **Pewasit Makalah**

Panel penaksir luar (external reviewers) bagi moderat kertas peperiksaan akhir Program Sarjana Muda Perakaunan dengan Kepujian (SMPAK), Universiti Sains Islam Malaysia (USIM) , 2011 - 0 , **Panel Penilai**

Internal Examiner 2011, Abdul Majid Bin Salleh, Proposal: Perlaksanaan Perakaunan Akruan di Sektor Awam,

2010 Pengerusi sesi untuk Persidangan & Pewasit Makalah: Malaysia-Indonesia International Conference on Economics, Management and Accounting 2010 - Regional Development in an Era of Global Innovation Economy, UKM, Bangi, 2010 - 2010 , **Pewasit Makalah**

Pengerusi sesi - 5th International Conference for Internet Technology and Secured Transactions (ICITST-2010), held at the Thistle Hotel London Heathrow, London, UK on the 8th- 11th of Nov 2010 , 2010 - 2010 , **Panel Penilai**

External Examiner: Graduate School of Management, UPM bagi pelajar : Saira Kharuddin , 2010 - 2010 , Pemeriksa Luar

2009 Membangunkan Kes untuk Kursus Kes Integrasi bagi Program Prasiswazah Perakaunan dengan kerjasama Malaysia Institute of Accountant (MIA) dan Kementerian Pengajian Tinggi (MOHE) , 2009 - 0 , **Panel Penilai**

Penilai kertas kerja ECIS 2009 The 17th European Conference on Information Systems, Verona Italy 8-10 June 2009, **Panel Penilai**

Penilai kertas kerja IMAC 5 2009 The 5th International Management Accounting Conference, Kuala Lumpur Malaysia, 19-31 October 2009, **Panel Penilai**

Penilai kertas kerja AMCIS 2009 15th Americas Conference on Information Systems, 6-9 August 2009, San Francisco, California, USA, **Panel Penilai**

Chair of PhD (Economics)/DBA at the Third F.E.B Doctoral Colloquium 2007 30th August 2008 organised by Graduate School of Business, Faculty of Economics and Business, UKM , **Panel Penilai**

Kerjasama menjayakan Perjumpaan Naib Canselor dengan Pensyarah dan Tutor UKM yang sedang bercuti belajar di United Kingdom pada 3-5 April 2004

Internal Examiner 2009, Mohd Azraai Bin Md Aznan, Isu-Isu Pembangunan Dan Pelaksanaan Sistem Maklumat Perakaunan- Kajian Kes Jabatan Akauntan Negara Malaysia,

## **RESEARCH & INNOVATION**

**Research and Consultancy Fund (Cummulative Since 2009) up to RM13 million**

### **Research Grant**

2019 EP-2019-003 Pro B Centre Sdn. Bhd. Impact Sourcing Of Accounting Services For The Preparation Of Malaysia Business Reporting System, Ketua Projek , 03/12/2018 - 02/12/2021

EP-2019-015 Tabung Kokurikulum PTJ UKM Students' Readiness in Adopting E-wallet Penyelidik Bersama, 01/06/2019- 31/12/2019

- EP-2019-024 Tabung Kokurikulum PTJ Exploring Financial Abuse Concerning Women and Its Legal Implications. Penyelidik Bersama. 01/12/2019- 30/11/2020
- EP-2019-031 Tabung Kokurikulum PTJ Merchants` Readiness in Adopting e-WalleServices Penyelidik Bersama 01/06/2019 - 31/12/2019
- EP-2019-032 Tabung Kokurikulum PTJ E-Wallet Providers` Readiness in Providing e-Wallet Services in Education Institutions Penyelidik Bersama; 01/06/2019 - 31/12/2019
- 2018 EP-2018-020 Malaysia Digital Economy Corporation (MDeC) Sdn. Bh, Development of Global Business Services (GBS) Course Module 2.0, 03/12/2018 - 02/12/2021
- GGPM-2018-005 Geran Galakan Penyelidik Muda Enhancing Mindfulness in Information Technology and Work-life Balance: The Perspectives from Global Business Services Industry Penyelidik Bersama 15/08/2018 - 14/08/2020
- EP-2018-001 Tabung Kokurikulum PTJ Dana Inisiatif Penerbitan FEP Penyelidik Bersama,, 01/01/2018 - 31/12/2018
- 2017 Earn tp Learn Scheme, Sellbytel –UKM Impact Sourcing Initiatives, 01/05/2017 - 01/06/2020, RM7,200,000, Ketua Projek
- 2016 Building Talent for Finance And Accounting Shared Services Industry: Case Studies of Shared Services Centre in South East Asia, EP-2016-005, The Chartered Institute of Management Accountants (CIMA), 01/01/2016 - 01/01/2019, RM100,000.00, Ketua Projek
- 2015 Impactz: Impact Sourcing, EP-2016-010, SigMax-e Services Sdn. Bhd., 01/11/2015 - 30/09/2016, RM50,000.00, Ketua Projek
- Enhancing employability of finance and accounting talents for shared services industry, DPK-2014-004, Dana Padanan Kolaborasi, 01/02/2015 - 31/01/2016, RM40,000.00, Ketua Projek
- Misi Lonjakan Penerbitan FEP 2015, DPP-2015-FEP, Dana Pembangunan Penyelidikan PTJ, 15/06/2015 - 30/09/2016, RM66,000.00, Penyelidik Bersama
- 2014 Program Keusahawanan Perunding Pengurangan Faedah Pinjaman (MRP) Untuk Siswazah IPTA, CESMED-2014-005, Kementerian Pengajian Tinggi (KPTM), 01/04/2014 - 31/12/2014, RM108,000.00, Penyelidik Bersama

Transforming Marginalized Group for Society Well Being, LAUREATE-2013-005, Laureate Research & Nobel Mindset, 01/01/2014 - 30/06/2016, RM250,000.00, Penyelidik Bersama

Kajian pakej teknologi penanaman dan pemasaran SRI organik padi Maswangi MRQ 74, ETP-2013-070, Skim Dana Penyelidikan ETP (Economic Transformation Programme), 01/02/2014 - 01/08/2016, RM199,800.00, Penyelidik Bersama

The Growth and Challenges of SSO Industry In Malaysia, CESMED-2014-007, Multimedia Development Corporation Sdn Bhd (MDeC), 14/06/2014 - 30/06/2015, RM49,000.00, Ketua Projek

COMMET: Program Pembudayaan Keusahawanan Untuk Siswa Bidang Kesihatan, CESMED-2014-006, Kementerian Pengajian Tinggi (KPTM), 01/04/2014 - 31/12/2014, RM200,000.00, Penyelidik Bersama

Pembangunan Strategi Perkhidmatan Bersepadu, DPP-2014-002, Dana Pembangunan Penyelidikan Kumpulan Penyelidikan, 01/04/2014 - 31/03/2015, RM20,000.00, Penyelidik Bersama

Agenda Penyelidikan dan Penerbitan Dalam Era Transformasi Ekonomi, DPP-2014-FEP, Dana Pembangunan Penyelidikan PTJ, 01/04/2014 - 31/03/2015, RM40,000.00, Penyelidik Bersama

2013 Performance of SMEs Healthcare Providers in Healthcare Industry, CESMED-2013-001, Centre for Entrepreneur Development and Research Sdn. Bhd. (CEDAR), 01/06/2013 - 31/12/2014, RM69,000.00, Penyelidik Bersama

Governance Reforms in Malaysian Higher Education with Focus On Institutional Autonom and Its Effects On University Governance And Management, EP-2013-001, Dana Luar, 01/01/2013 - 31/08/2013, RM339,500.00, Penyelidik Bersama

Pembangunan Komuniti Usahawan IKS Mersing Johor untuk Peningkatan Ekonomi berasaskan Teknologi, INDUSTRI-2013-019, Geran Galakan Universiti-Industri, 18/05/2013 - 18/05/2015, RM18,000.00, Penyelidik Bersama

Kursus Pembangunan Usahawan Technocount, CESMED-2014-008, Kementerian Pengajian Tinggi (KPTM), 01/06/2013 - 31/12/2014, RM1,500,000.00, Penyelidik Bersama

Developing Shared Service-Learning to Support Graduate Transformation and SME Development, CESMED-2014-001, Youth Economic Participation Initiative (YEPI), 01/10/2013 - 31/03/2017, RM1,149,750.00, Penyelidik Bersama

Building Talent for Finance and Accounting Shared Services Industry, CESMED-2014-003, The Chartered Institute of Management Accountants (CIMA), 01/10/2013 - 30/04/2015, RM38,038.07, Ketua Projek

Building Talent for Finance and Accounting Shared Services Industry, CESMED-2014-002, The Chartered Institute of Management Accountants (CIMA), 01/10/2013 - 30/09/2014, RM114,148.10, Ketua Projek

Fraud Risk Assessment: An Extension to Corporate Ethical Virtues Model, ERGS/1/2013/SS05/UKM/03/1, Skim Geran Penyelidikan Eksploratori (ERGS), 20/05/2013 - 19/11/2015, RM87,000.00, Penyelidik Bersama

Exploring Islamic Perspective On Transformative Service For Societal Well-Being, ERGS/1/2013/SS05/UKM/02/7, Skim Geran Penyelidikan Eksploratori (ERGS), 20/05/2013 - 19/11/2015, RM90,000.00, Penyelidik Bersama

Evaluation of Experiential learning in Accounting Information System Course, PTS-2013-081, Projek Tindakan/Strategik, 01/07/2013 - 30/06/2014, RM16,000.00, Ketua Projek

Agenda Penyelidikan Dan Penerbitan Dalam Era Transformasi Ekonomi, DPP-2013-132, Dana Pembangunan Penyelidikan PTJ, 01/01/2013 - 31/03/2014, RM35,000.00, Penyelidik Bersama

Transformasi Penyelidikan Dan Penerbitan Dalam Pelaporan Dan Tadbir Urus Korporat, DPP-2013-177, Dana Pembangunan Penyelidikan Kumpulan Penyelidikan, 01/01/2013 - 31/03/2014, RM37,000.00, Penyelidik Bersama

2012 A Novel Approaches in Talent Management for Islamic Finance, FRGS/1/2012/SS05/UKM/02/10, Skim Geran Penyelidikan Fundamental (FRGS), 04/04/2012 - 03/04/2015, RM40,000.00, Penyelidik Bersama

Case Study on Family Based Entrepreneur for Teaching Entrepreneur Students, PTS-2012-123, Projek Tindakan/Strategik, 01/06/2012 - 31/12/2013, RM11,000.00, Penyelidik Bersama

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**No of publications: 165**

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### ***K. SERVICES & ADMINISTRATION***

#	Admin Post	Department	Start Date	End Date
1	Chair	Centre of Global Business and Digital Economy, FEP, UKM	1 <sup>st</sup> Jun 2018	31 <sup>st</sup> May 2021
2	Deputy Director	UKM-Centre of Entrepreneurship & SMEs (UKM-CESMED)	2012-12-07	2014-06-14
3	Webmaster	Dean Office, Faculty of Economics and Management	2011-04-01	2012-12-06

Associations or Committees relating to the areas of expertise /government / industry agencies

#	Committee	Level	Role	Start Date	End Date
1	International Association of Computer Science and Information Technology	International	Member	13/01/2010	01/12/2023
2	Malaysian Institute of Accountants	National	Associate Member	01/01/2009	01/12/2023
3	MDEC & GBS Industry - Finance & Accounting Shared Services Industry Committee	National	Committee	2015	-

4	I2M, Khazanah, Johor GBS Iskandar	National	Committee	2016	2017
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Committee of Consultative Panel and so forth by external organizations

#	Committee	Level	Role	Start Date	End Date
1	Consultant Committee - Strategic Growth for Johor National Economic Planning Unit	Government National	Committee	2015	2015
2	Consultant Committee - Healthcare Industries in Malaysia – Financing Issues CEDAR SME Bank	Government Agency National	Committee	2013	2013
3	Consultant Committee - Talent Pool for Finance & Accounting Shared Services Industry MDEC	Industry National	Chair	2015	2015
4	Consultant Committee - Cash Audit Collaboration at Mydin	National	Chair /Advisor	2012	2015

Volunteer service program

#	Name of Committee	Level	Role	Start Date	End Date
1	Homestay Communities Development - MOTAC, Kelantan	National	Committee	2013	2014
2	Entrepreneurship Development - YEPI IBI Dharmajaya	International	Chair	2012	2014
3	Technocount Consultant Development	National	Chair	2012	2014

4	Entrepreneurship Development - YEPI Taiwan	International	Speaker	2012	2017
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Member of a committee at the university

#	Appointment	Activity	Date	Level	Role
1	Committee	Appointment as Chairman of the FEP Examination THESES / Dissertation Committee	2017-05-22	University	Chair
2	Committee	Networking and International Committee	2014-08-01	National	Committee
3	Committee	Socially Responsible Outsourcing Unit Manchester Business School, University of Manchester <a href="http://srou.portals.mbs.ac.uk/Aboutus.aspx">http://srou.portals.mbs.ac.uk/Aboutus.aspx</a>	2016 - now	International	Committee

Provides productive knowledge-based volunteerism and sustainably improving the quality of life of the community; and empower community through capacity building initiatives

#	Date	Activity
1	2015- now	Training of Trainer Global Business Services Course to other IHLs
2	2017	Finance and Accounting for Entrepreneurs, Taiwan
3	2014	Training of Trainer Entrepreneurship to IBI Darmajaya, Lampung, Indonesia
4	05/02/2013 - 07/02/2013	2 <sup>nd</sup> Training of Trainer CMIE 1012 Putrajaya International Konvensyen Center, Putrajaya
5	18/01/2013 - 20/01/2013	1 <sup>st</sup> Training of Trainer CMIE 1012 Concorde Hotel, KLIA
6	03/06/2012 - 08/06/2012	Capacity Building For Innovation and University R&D Commercialization" Experiential Program 2012, The Westin Langkawi Resort & Spa, Pulau Langkawi
7	11/08/2011 - 16/08/2011	Training of Trainer Academic Entrepreneurship, Puri Pujangga UKM, UKM

8	12/12/2011 - 14/12/2011	Training of Trainer Fundamental of Entrepreneurship, Pan Pacific Hotel, KLIA
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### Community Engagement

#	Committee	Level	Role	Year
1	Consultant Committee - Healthcare Industries in Malaysia – Financing Issues CEDAR SME Bank	Government Agency  National	Committee	2015
2	Consultant Committee - Cash Audit Collaboration at Mydin	National / University	Chair /Advisor	2012-2015
3	Technocount Course – Accounting Information System Consultants with SMEs	National / University	Chair /Advisor	2012-2014

### National level

#	Committee	Level	Role	Start Date	End Date
1	Consultant Committee - Healthcare Industries in Malaysia – Financing Issues - CEDAR SME Bank	Government Agency/ National	Chair	2013	2013
2	Consultant Committee - Cash Audit Collaboration at Mydin - SME Retail Audit	National / University	Chair /Advisor	27/12/2012	27/12/2015
2	Technocount Course – Accounting Information System Consultants with SMEs	National / University	Chair /Advisor	27/12/2012	27/12/2014

## International

#	Committee	Level	Role	Start Date	End Date
1	MDEC-Industry Finance Shared Services & Outsourcing Industry Working Committee	International	Panel of Advisors	2015	now

## Publish intellectual contributions in print or electronic media

#	Title / Link to Online News	News/ Magazine Name	Role	Date
1	The Future of Finance and Accounting Shared Service GBS Industry	GBS Magazines	Author	November 2017
2	National University of Malaysia in Cheng Tai training camp <a href="http://rsh.ncku.edu.tw/files/14-1019-164819,r600-1.php?Lang=zh-tw">http://rsh.ncku.edu.tw/files/14-1019-164819,r600-1.php?Lang=zh-tw</a>	National Cheng Kung University News, Taiwan	Committee	February 2017
3	GBS Studies Set To Address Talent Issues, 40-43	GBS Magazines	Author	July-August 2016
4	Impact: Research & Innovation, Building Talent For Finance And Accounting In Shared Services Industry, 32-33	Impact	Author	2016
5	Providing business services to the world <a href="http://www.nst.com.my/news/2017/02/214568/providing-business-services-world">http://www.nst.com.my/news/2017/02/214568/providing-business-services-world</a>	Higher Education, New Straits Time	Committee	Feb 22 2017
6	Malaysia sets up first shared services course in Asia - Engaging with shared services employers is focus for 2016, says Associate Professor Aini Aman	GovInsider	Committee	Januari 2016

	<a href="https://govinsider.asia/innovation/malaysia-sets-up-first-shared-services-course-in-asia/">https://govinsider.asia/innovation/malaysia-sets-up-first-shared-services-course-in-asia/</a>			
7	Building Talent for the GBS industry <a href="http://www.smartinvestor.com.my/building-talent-for-the-gbs-industry/">http://www.smartinvestor.com.my/building-talent-for-the-gbs-industry/</a>	Smart Investor	Committee	August 26, 2016
8	Bridging Malaysia's Talent Gap in GBS Sector <a href="https://www.enterpriseitnews.com.my/bridging-malysias-talent-gap-in-gbs-sector/">https://www.enterpriseitnews.com.my/bridging-malysias-talent-gap-in-gbs-sector/</a>	Enterprise IT News	Committee	August 26, 2016
9	Getting 'em industry-ready <a href="https://www.thestar.com.my/metro/smebiz/news/2016/09/01/getting-em-industryready-joint-initiative-with-local-Universities-to-prepare-final-year-students-for/">https://www.thestar.com.my/metro/smebiz/news/2016/09/01/getting-em-industryready-joint-initiative-with-local-Universities-to-prepare-final-year-students-for/</a>	Star	Committee	1 Sep 2016
10	Addressing the talent gap in Malaysia's fast-growing GBS sector <a href="https://www.cio-asia.com/mgmt/careers/addressing-the-talent-gap-in-malysias-fast-growing-gbs-sector/">https://www.cio-asia.com/mgmt/careers/addressing-the-talent-gap-in-malysias-fast-growing-gbs-sector/</a>	CIO ASIA	Committee	Sept. 1, 2016
11	Addressing the talent gap in Malaysia's fast-growing GBS sector <a href="https://computerworld.com.my/print-article/101931/">https://computerworld.com.my/print-article/101931/</a>	Computerworld Malaysia	Committee	Sept. 1, 2016
12	UKM exchanges memorandums at GBS forum <a href="http://mystarjob.com/articles/story.aspx?file=/2016/1/28/mystarjob_news/20160121111115&amp;sec=mystarjob_news">http://mystarjob.com/articles/story.aspx?file=/2016/1/28/mystarjob_news/20160121111115&amp;sec=mystarjob_news</a>	MyStarjob.com	Committee	January 28, 2016
13	Initiative to Bridge Malaysia's Talent Gap in the GBS Sector <a href="http://www.hrinasia.com/hr-news/initiative-to-bridge-malysias-talent-gap-in-the-gbs-sector/">http://www.hrinasia.com/hr-news/initiative-to-bridge-malysias-talent-gap-in-the-gbs-sector/</a>	HR in Asia	Committee	September 1, 2016
14	Research events and news <a href="https://www.cimaglobal.com/Our-locations/Vietnam/South-East-Asia-centre-of-excellence/news/">https://www.cimaglobal.com/Our-locations/Vietnam/South-East-Asia-centre-of-excellence/news/</a>	CIMA News	Committee	2016



15	<p>Afternoon Keynote: Identifying Opportunities for Shared Services Across Higher Education</p> <p><a href="http://www.insidegovernment.co.uk/uploads/2016/04/Stephanie-Lambert-Research-Associate-Shared-Services-Research-University-of-Loughborough.pdf">http://www.insidegovernment.co.uk/uploads/2016/04/Stephanie-Lambert-Research-Associate-Shared-Services-Research-University-of-Loughborough.pdf</a></p>	Inside Government UK	Committee	2016
16	<p>Technocount tawar khidmat latihan sistem akaun (<i>Technocount offers training on Accounting System</i>)</p> <p><a href="http://www.utusan.com.my/bisnes/korporat/tehnocount-tawar-khidmat-latihan-sistem-akaun-1.28368">http://www.utusan.com.my/bisnes/korporat/tehnocount-tawar-khidmat-latihan-sistem-akaun-1.28368</a></p>	Utusan	Advisor	24 November 2014
17	<p>Lahir 200 perunding (<i>Develop 200 AIS Consultants</i>)</p> <p><a href="https://www.hmetro.com.my/node/16335">https://www.hmetro.com.my/node/16335</a></p>	Harian Metro	Advisor	15 Disember 2014
18	<p>Graduan Harus Menceburi Perniagaan Bukan Makan Gaji (<i>Graduands Must Venture into a Business, not working with others</i>)</p> <p><a href="http://www.ukm.my/news/arkib/index.php/ms/berita-kampus/1752-graduates-needed-to-be-entrepreneurs-rather-than-mere-salaried-employees.html">http://www.ukm.my/news/arkib/index.php/ms/berita-kampus/1752-graduates-needed-to-be-entrepreneurs-rather-than-mere-salaried-employees.html</a></p>	UKM News	Advisor	14 April 2014
20	<p>Seminar National Young Entrepreneur Summit 2014</p> <p><a href="http://bpahat.kptm.edu.my/v3/index.php/my/galeri/berita/128-seminar-national-young-entrepreneur-summit-2014">http://bpahat.kptm.edu.my/v3/index.php/my/galeri/berita/128-seminar-national-young-entrepreneur-summit-2014</a></p>	KPTM News	Advisor	5 May 2014
21	<p>Kelemahan Homestay ditangani (<i>Overcoming Weaknesses in Homestay</i>)</p>	Berita Harian	Chair	4 Ogos 2014
22	<p>Simposium Keusahawanan 2013 tingkatkan jumlah usahawan (<i>Entrepreneurship Symposium 2013 increase the number of entrepreneurs</i>)</p> <p><a href="http://ww1.utusan.com.my/utusan/Dalam_Negeri/20130304/dn_25/Simposium-Keusahawanan-2013-tingkatkan-jumlah-usahawan">http://ww1.utusan.com.my/utusan/Dalam_Negeri/20130304/dn_25/Simposium-Keusahawanan-2013-tingkatkan-jumlah-usahawan</a></p> <p><a href="http://www.unikl.edu.my/documents/10192/572382/MY_1208_20130304_N_UM_DLM">http://www.unikl.edu.my/documents/10192/572382/MY_1208_20130304_N_UM_DLM</a></p>	Utusan Malaysia	Advisor	04/03/2013

	<a href="#">PGL-28_18bf8d.pdf/64e8873f-faf7-457a-8f2d-7725253ef250</a>			
23	IBI Darmajaya dan UKM-CESMED Perdalam Kerjasama ( <i>IBI Darmajaya and UKM-CESMED increase Cooperation</i> ) <a href="https://www.darmajaya.ac.id/id/ibi-darmajaya-dan-ukm-cesmed-perdalam-kerjasama/">https://www.darmajaya.ac.id/id/ibi-darmajaya-dan-ukm-cesmed-perdalam-kerjasama/</a>	IBI Darmajaya News	Committee	2013
24	UKM and DIU Pioneer Social Business <a href="http://www.ukm.my/news/arkib/index.php/en/extras/1504-ukm-and-diu-pioneer-social-business.html?tmpl=component&amp;print=1&amp;page">http://www.ukm.my/news/arkib/index.php/en/extras/1504-ukm-and-diu-pioneer-social-business.html?tmpl=component&amp;print=1&amp;page</a>	UKM News	Committee	Monday, 22 July 2013 09:17
25	Akaun Jantung Perniagaan( <i>Accounting is the heart of a Business</i> )	Berita Harian	Committee	2013