

### Short Curriculum Vitae

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**Position:** Profesor  
**Specialization:** Business and Entrepreneurship Education/Economics Education  
**Date of working with UKM:** Januari 1987

#### EDUCATION BACKGROUND

|   | Year |
|---|------|
| • B.A. Economics, Fresno California, USA  | 1985 |
| • Diploma in Teaching of English as a Second Language, Singapore                          | 1989 |
| • Master of Education (Secondary Education-Economics Education), Univ. of Minnesota, USA. | 1987 |
| • PhD (Curriculum and Instruction), Indiana University, Bloomington, USA                  | 1995 |
| • Post graduate Diploma in Entrepreneurship Cambridge University UK                       | 2012 |
| • Certified Coach in Life Performance Coaching. ASIA-E University, Malaysia               | 2013 |

#### RESEARCH INVOLVEMENTS (2000-KINI)

| Research Topics   | Year      |
|---|-----------|
| • <i>Research on «Level of Disabled People Entrepreneurship Development and Skills in Malaysia» IRPA : 07-02-02-0035 (Government Grant)</i>   | 1999-2002 |
| • <i>Research on «To Determine the State of Readiness of Business Support System and Consumers for a Successful Implementation of E-Commerce in Malaysia »IRPA : 05-02-11-0014 (Government Grant)</i>             | 2000-2003 |
| • <i>Research on «Entrepreneurship Orientation in Science and Technology subject: Towards Preparing Malaysian students for Global Era» (AP 1/2000) University Grant.</i>  | 2001-2003 |
| • <i>Development of an entrepreneurial science thinking module for secondary science education (AP 3/2002) University Grant.</i>  | 2004-2005 |
| • <i>The level of scientific culture among secondary science students: A comparative study between Malaysia and Japan: Japan Foundation grant.</i>  | 2006-2008 |
| • <i>Design features of learning classrooms for science teaching and learning towards effective learning outcomes (GUP UKM) University Grant.</i>   | 2007-2010 |
| • <i>Development of Adolescent Entrepreneurship Behavior Index (0702020036 EAR IRPA) Government Grant</i>   | 2003-2005 |
| • <i>Linking University education with Undergraduates Actual Market Place Entrepreneurial behavior: Towards the development of effective Entrepreneurship curriculum (07020210022 EAR, IRPA) Government Grant</i> | 2006-2006 |
| • <i>Evaluation of Entrepreneurship Development Program for University of Kuala Lumpur's Students and Lecturers. UNIKL 001 Grant</i>  | 2006-2007 |
| • <i>Workplace Learning Activities among Government and Industrial Workers: Towards Policy Implication (FRGS 2007) Ministry of Higher Education Grant.</i>  |           |

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- **Development of on-line psychometric entrepreneurship index (OLPEI) instrument for Malaysian Undergraduates at higher learning institutions. (FRGS 2008). Ministry of Higher Education Grant.** 2006-2007
  - **Research of "Effectiveness of Entrepreneurship Course at Community College" National Institute of Entrepreneurship Grant (September 2008-Mac 2009)** 2007-2009
  - **Action Research 1 (Code UKM-PTS-096-2009) (Problem-based learning in teaching Entrepreneurial Science Thinking-Cycle 1)** 2008-2009
  - **Action Research 2 (Code UKM-PTS-038-2010) (Problem-based learning in teaching Entrepreneurial Science Thinking-Cycle 2)** 2009-2010
  - **Development of Technopreneur Resilience Index Instrument (Malaysia Digital Economy Corporation Grant)** 2010-2011
  - **Development of Key Performance Indicators (KPIs) for Measuring Entrepreneurship Education Status of HLIs In Malaysia (FRGS 2009-2011)** 2009-2011
  - **Research on Impact of Entrepreneurship Enculturation at Universities under National Institute of Entrepreneurship funding. INSKEN Grant**
  - **Research on Youth Development Fund Programs' Impact. Youth and Sports Ministry Grant.** Mac-Dis 2010
  - **Research on Developing the Framework for Green Entrepreneurship Typology And Practice among The Small-Medium Enterprises (SMEs) in Malaysia: Implications For Policy Makers And Entrepreneurship Educators (FRGS)** Mac-Jun 2011
  - **Research on Higher Education Institutions' Lecturers' and Students' Innovation Orientation: Meeting Industry Demand (Grant from Institute of Higher Education Research (IPPTN))** 2012-2013
  - **Research on Exploring The 'Black Box Theory' Approach for Developing Effective Fast Track Graduate Entrepreneurs at Higher Learning Institutions. (FRGS 2012) Ministry of Higher Education Grant.** 2011-2013
  - **Collaboration between Higher Education Institutions and Industry in Offering Lifelong Learning Programmes to the Employees. Ministry of Higher Education Grant** 2012-2013
  - **CSR project for MKLand company at Selamat Village in Perak (UKM-MKLand Grant)** 2014-2015
  - **Community Involvement, Tourism Assets Mapping, Educational Support Index and Social Impact Evaluation at Lembah Beriah Village in Perak Perak (UKM-MKLand Grant)** 2015
  - **Development of Change Management Index in Empowering the District Education Offices at Learning Organisation. (FRGS 2017) Ministry of Higher Education Grant.** 2016
  - **Development of Change Management Index in Empowering the District Education Offices at Learning Organisation. (FRGS 2017) Ministry of Higher Education Grant.** 2017
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## PUBLICATIONS

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- Nor Aishah Buang**, Lilia Halim and Tamby Subhan Mohd Meerah. 2009. Understanding the thinking of scientists entrepreneurs: Implications for science education in Malaysia. *Turkish Journal of Science Education*, Vol. 6, No. 2. Pages 3-11. (Scopus)
- Norshidah Hashim, Norasmah Osman dan **Nor Aishah Buang**. 2009. Konsep kesediaan keusahawanan berdasarkan kajian kesusahawan industri kecil dan sederhana (IKS) di Malaysia. *Jurnal Pendidikan Malaysia*. Jilid 34, Bil. 1. ms 187-203. **ISSN 0126-6020**.
- Salmah Ishak, Norasmah Osman dan **Nor Aishah Buang**. 2010. Faktor Pendorong Siswazah Memilih Kerjaya Keusahawanan. *Jurnal Pentadbir*. Jilid12 ,ms 3-19. (Refereed) **ISSN: 0127-6395**
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- Nor Aishah Buang and Maimun Bahari.** 2011. *Conceptualizing Teachers' Readiness: What's there For Mastery Learning. The Social Sciences.* ISSN : 1818-5800 (Print)(Scopus)
- Nor Aishah Buang and Choa Kam Foong.** 2011. *Knowledge, Attitude, Concept Mapping Usage and the Economics Subject Achievement among the Form 4 Students. The Social Sciences.* ISSN : 1818-5800 (Print)(Scopus)
- Nor Aishah Buang and Hafinaz Agil.** 2011. *The level of business management of the Malay women entrepreneurs and its relationship with their business performance. International Business Management.* ISSN: 1993-5250 (Print) (Scopus)
- Nor Aishah Buang and Abd Aziz Abd Samad.** 2011. *Is there a relationship between business studies teachers teaching styles and students' motivation to learn.* ISSN : 1818-5800 (Print)(Scopus)
- Nor Aishah Buang and Dibraezatul Eldiazessrah Awalludin.** 2011. *Managing Quality Entrepreneurship Course for Community College students in Malaysia. International Business Management.* ISSN: 1993-5250 (Print) (Scopus)
- Nor Aishah Buang and Lily Idayu.** 2011. *Financial management skills of small business women: Does Education background matters? International Business Management.* ISSN: 1993-5250 (Print) (Scopus)
- Amir Foroughi, Nor Aishah Buang, Zizah Che Senik, Reihaneh Sadat Hajmirsadeghi.** 2013. *Impulse Buying Behaviour and Moderating Role of Gender among Iranian Shoppers. Journal of Basic and Applied Scientific Research, 3(4)760-769. (ISI)*
- Ganefri and Nor Aishah Buang.** 2013. *Which One Contribute More on Work Performance: Education Background or Work Motivation? International Business Management, Vol. 7, Issue 2, 91-99. (SCOPUS)*
- Nor Aishah Buang, Ganefri, Saliza sidek.** 2013. *Family Business Succession of SMEs And Post-Transition Business Performance. Asian Social Science Journal. (SCOPUS)*
- Amir Foroughi, Nor Aishah Buang, Zizah Che Senik, Reihaneh Sadat Hajmirsadeghi, Mehdi Mohamad Bagheri.** 2014. *The Causes Of Impulse Buying Behavior Among Iranian Shoppers. Asian Social Science (SCORPUS)*
- Amir Foroughi, Nor Aishah Buang, Zizah Che Senik, Reihaneh Sadat Harmirsadeghi and Mahdi Mohammad Bagheri.** 2015. *The role of open service innovation in enhancing business performance: The moderating effects of competitive intensity. Current Science, Vol. 109, No. 4, 25 August 2015. (ISI, Q2)*
- Ravi Nagarathana M & Nor Aishah Buang.** 2016. *The Relationship between Attitude, Intention, and Entrepreneurship Career Choice among Malaysian Indian Undergraduates. Akademika 86 (2), Oktober 2016:43-52 (ISI, Q2)*
- Zarina Kassim, Nor Aishah Buang and Lilia Halim.** 2019. *Needs of lifelong learning for professionalisation of industrial workers: Opportunities and challenges. Journal of Adult and Continuing Education, (SCOPUS, Q2)*

## Books

- Nor Aishah Buang, Isteti Murni.** 2006. *Prinsip-prinsip Kewirausahaan : Konsep, teori dan Model-Model Pembentukan Wirausahaan.* Penerbit Fakulti Pendidikan, Universiti Kebangsaan Malaysia (195 ms). **(Dalam Bahasa Indonesia) ISBN: 983 2975 60 3**
- Nor Aishah Buang.** 2008. *Entrepreneurial Science Thinking (EnScit): Learning Module for Secondary Science Students.* Penerbit: Fakulti Pendidikan, Universiti Kebangsaan Malaysia. (80 ms). **ISBN: 978-967-5048-21-0.**
- Nor Aishah Buang.** 2010. *Modul Ekonomi Asas Tingkatan 4: Tahap Asas.* Penerbit Fakulti Pendidikan, Universiti Kebangsaan Malaysia. Bangi. (79 ms). **ISBN: 978-983-2267-24-9.**
- Nor Aishah Buang.** 2010. *Modul Ekoonomi Asas Tingkatan 5: Tahap Asas.* Penerbit Fakulti Pendidikan, Universiti Kebangsaan Malaysia (110 ms). **ISBN: 978-983-2267-23-2.**
- Nor Aishah Buang.** 2010. *Cabaran Membangun Usahawan Siswazah.* Penerbit Dewan Bahasa dan Pustaka, Kuala Lumpur. (302 ms). **ISBN: 978-9832-267-21-8.**
- Nor Aishah Buang.** 2010. *Pedagogi Keusahawanan.* Dewan Bahasa dan Pustaka, Kuala Lumpur. (504 ms). **ISBN: 978-983-2267-22-5.**
- Nor Aishah Buang.** 2013. *Pendidikan Keusahawanan.* Penerbit Universiti Kebangsaan Malaysia, Bangi. (351 ms) (ISI indexed)
- Nor Aishah Buang, Salmah Ishak, Armanurah dan Norshidah.** 2018. *Cabaran Membangun Usahawan Siswazah.* Dewan Bahasa Pustaka. Kuala Lumpur. Malaysia (in printing).
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