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ABU BAKAR, ACP (HON)**
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S.S.P., B.C.M., B.S.R-II., P.J.P., P.P.C*

Date & Place of Birth : March 12, 1963, Kuala Krai, Kelantan, Malaysia
Address : 22, Jalan Ecohill 3/1B, Setia Ecohill, 43500 Semenyih, Selangor
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Spouse : Dato' Tengku Noraida TM Arifin

Academic Qualification:

- B.A (Hons), Pol.Science, National University of Malaysia (1988)
- Master of Arts, Pol.Science, National University of Malaysia (1991)
- Post Grad Dip in HRM, National University of Malaysia (1992)
- Ph.D (Industrial Sociology) National University of Malaysia (2004)
(Supervisor: Professor Ulung Datuk Dr Shamsul Amri)

Professionals Qualification:

- *Master in Practitioner NLP*
- *Certified NLP Coach, ANLP (Malaysia), 2015*
- *Certified Basic NLP Practitioner, ANLP (Malaysia), NFNLP (USA)*
- *Certified NLP Basic Practitioner, MBNLP (Malaysia)*
- *Certified LAB Profile Practitioner, ANLP (Malaysia),*
- *Success Strategy (Canada)*
- *Certified NLP Meta Reflection Practitioner for Coaching, ANLP (Malaysia)*
- *Coaching Essentials, ISNS (USA)*
- *Certified Training for Trainer, ANLP*
- *Certified NLP Master Practitioner, ANLP*
- *Certified Strategic NLP, ANLP*
- *Certified NLP Modeling, ANLP*

Academic Experience:

- Assistant Researcher, National University of Malaysia (1988-1989)
- Assistant Lecturer, National University of Malaysia (1989-1991)
- Tutor, National University of Malaysia (1991-1992)
- Lecturer, National University of Malaysia (1995-2006)
- Senior Lecturer, National University of Malaysia (26/1/2006)
- Associate Professor, National University of Malaysia (12/4/2013)
- Associate Professor, Sultan Idris Education University (2016)

Experience in Government Top Management

2022 - Director- General, Communication Command Centre (CCC), Ministry of Communication & Multimedia Malaysia.

2021 – Director-General, Department Communication Community, Prime Minister Department.

Assisting Prime Minister; Member of Cabinet Straccom; Planning strategic among government political parties; Coordinates the community leaders; Educate the community on IT Digital; To coordinate others Social Politics agencies; Monitoring and as a strategic general election; Monitoring war room

2021 Executive Director, Rumah Prihatin @ Grand Season

2020 Director, Strategic Communications, Yayasan Wilayah Persekutuan.

Experience in University Top Management:

2011 - 2016 : **Deputy Vice-Chancellor (Student Affairs & Alumni)**
Sultan Idris Education University

Active in planning and implementing of student developing programs, counseling service, student career path, student politics, student disciplines, student culture programs, sports, alumni activities, international programs, student hostel, student health pro-ams ,and graduate employability programs. Built networking at international dan national level including Minister, Politician and Higher Government Officer.

Diplomatic Experience:

2006 – 2011 : **Seconded to Malaysia Embassy in Indonesia**
as the Director of Malaysia Student Department

Involved actively in crisis management at Padang, 2009, Jakarta, 2006, Merapi Mount, 2010 and Anti Malaysia Riot, 2006, 2007,2008, 2009 dan 2011. Built networking with all organizations in Indonesia especially DPR Members including research education relation with Indonesia University in order to promote Malaysia Education

Corporate Experience:

1993 - 1996 : **Vice President, Human Resource**, Hasu Industries Sdn. Bhd. (PROTON vendor).

1992 - 1993 : **Ass Manager (Chief Unit Human Resource Planning)**, HR Department
Proton (Malaysia Automotive)

1996 – 2000 : **Senior Consultant and Founder**, HRIS Consultancy

1996 – 2000 : **Director**, Canning Development Corporation Sdn Bhd

1996 - 1999 : **CEO and Founder**, Ace Clear Defense Sdn Bhd (EON Vendor)

Political Organization Management

2020 **Head Special Officer**, to BN Secretary-General (Minister of Federal Territory)

2018 **Head, ICT Department**, UMNO Head Quarters and
Special Officer to UMNO Secretary-General

Publication:

Junaidi Abu Bakar, Norazlan Hadi Yaacob, Suharmili Rosle , " Factors of Homelessness in Kuala Lumpur City: Advocacy Versus Paradox I" - *Journal of Tourism, Hospitality and Environment Management (JTHERM)* -2021

Junaidi Abu Bakar, Norazlan Hadi Yaacob, "Integration and Acceptance of Malay Identity Among Orang Asli: A Study On The Tribe Of Semai , Pos Pantos, Ulu Jelai, Kuala Lipis, Pahang, Malaysia" - *Journal of Critical Reviews - Issue 15(7) 2020 - Innovare Academics Sciences Pvt. Ltd Page 879-888*

Junaidi Abu Bakar, "Legitimacy of the Malays as the Sons of the Soil" , "Asian Social Science" , 2012, ISSN:1911-2017

Junaidi Abu Bakar, Effect of development and empowerment Module Testing Authorities (Fire Bridge, Police, Army, Civil Defence, RELA). Community Leader, House Leader and Individual in Action Integrated Flood Disaster in Malaysia, *Technology Journal*, 2015, UTM

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Junaidi Abu Bakar, "Strategic Human Resources Management in Prevention of Industrial Accidents in Organisations". **Journal of Occupational Safety and Health**. National Institute of Occupational and Health (NIOSH) Malaysia. June 2006, Vol 1, No 3. 1-9.

Junaidi Abu Bakar, "Management Leadership in Occupational Safety and Health: Malaysian Laws and Practices Challenges". **Jurnal Ekonomi Media Ilmiah Indonesia**. Universitas Indonusa Esa Unggul Jakarta, Mei 2008 Vol 1 No. 1, Hal 1-267.

Junaidi Abu Bakar. "Security Management System and Occupational Health in Southern Countries". *International Business Educational Journal*. Volume 6, Issue Number 1, 2013

Junaidi Abu Bakar. 2006. **Voices of Victims. Management of Malaysia Industrial Accidents**. Bangi. National University of Malaysia (NUM) Publication

Junaidi Abu Bakar, 1993. **Student, Politics & Law**. Kuala Lumpur : Dewan Bahasa dan Pustaka.

Junaidi Abu Bakar, Rohani Abdul Rahim, Nor Anita Abdullah, Tan Swee Leng, Sherren Khan 2010. **Migration of Industrial Workers to Malaysia: Legal Implication**, Bangi, NUM Publication

Junaidi Abu Bakar. 2005. **Leadership & Public Administration Reformation** in Books: Politics, Security & Malaysia Leadership, Bangi NUM Publication

Junaidi Abu Bakar. 2005. **Social Policy and Community Development** in Books: Community Liberalisation. Kolej Universiti Teknikal kebangsaan Malaysia, Melaka

Junaidi Abu Bakar .2002. **The theory of Industrial Society in Books**: Malaysia Politics: Theory & Practise Perspective, Bangi NUM Publication

Junaidi Abu Bakar, Mohd Nizam Osman, 2008, **Impact of Media Practice to the development of concept Islamic Hadhari in Malaysia** Book: The Challenges of Contemporary Communication.