

CURRICULUM VITAE

FARRAH MERLINDA MUHARAM



CORRESPONDENCE ADDRESS

Azman Hashim International Business School
Universiti Teknologi Malaysia (UTM)
81310 UTM Skudai
+607 5610139
merlinda@utm.my
https://www.researchgate.net/profile/Farrah_Muharam

PERMANENT ADDRESS

55, Jalan Tasek Maya 5
Maya Heights
81750 Bandar Seri Alam
Johor
+6019-4454666
merlindamuharam77@gmail.com

RESEARCH INTEREST

Entrepreneurship	Entrepreneurship Development, Entrepreneurship Education, Entrepreneurial Finance, Social Entrepreneurship
Accounting & Finance	Entrepreneurial Finance, Real Option, Investment Analysis
Technology Management	Strategic Management, Sport Management Management of Technology, Technology Audit and Assessment, Technology Commercialization

EDUCATION

Universitat Autònoma de Barcelona

International Doctorate in Entrepreneurship and Management - IDEM (PhD) (2013)

Thesis title: Dealing with Small and Medium-sized Enterprises Strategic Issues with the Approach of Real Option

Diploma of Advanced Study in Entrepreneurship and Management (2010)

Master of Research in Entrepreneurship and Management (2009)

Diploma in Entrepreneurship and Management (2008)

Universiti Utara Malaysia

Master in Business Administration (2005)

Universiti Tenaga Malaysia

Bachelor of Accounting (Hons) (2001)

PROFESSIONAL EXPERIENCE

Platcom Ventures Sdn Bhd (under Malaysian Innovation Agency) (Jan 2020 till expected 31 December 2020)

Professional Internship Program as Project Manager

Deloitte Touche Tohmatsu (2001 – 2002)

Junior Auditor

CONSULTATION & TRAINING EXPERIENCE

Scenario Foresight at MIGHT (2019)

UTM SPACE Consultant for Curriculum Development

Program BBA(IB) (2017-2018)

UTSB Training Consultation (2017-2018)

SPS Consultant for Curriculum Development

Program Master in Higher Education Management (2017-2018)
 Entrepreneurship Scheme Training Consultant for PUNB (2015)
 EDC Students Entrepreneurship Training (2012-2014)
 Graduate Entrepreneur Scheme Training Consultant for TEKUN (2012)

TEACHING EXPERIENCE

Universiti Teknologi Malaysia (UTM) (current appointment)

Senior Lecturer/Researcher

- Teaching undergraduate courses – Entrepreneurship, Management of Technology and Technology Financing
- Teaching postgraduate – Research Methodology for Business Studies, Entrepreneurial Finance

Universiti Utara Malaysia (UUM) (April 2006 – April 2015)

Lecturer/Senior Lecturer

- Teaching final stage of undergraduate course – Entrepreneurial Finance
- Teaching university core subjects – Introduction to Entrepreneurship
- Other subject include - Creativity & Innovation
- Being awarded SLAB/UUM Scholarship to further for doctoral degree

Majlis Amanah Rakyat (MARA) Bahagian Pendidikan Menengah (2003-2006)

Pegawai Pendidikan Menengah (Guru)

- Teaching English 1119 and English for Science and Technology to Form 4 and 5 students.

TEACHING CERTIFICATION

- Higher Education Teaching and Learning Certification Program (University Teaching and Learning Center, UUM)
 - Phase 1: Theory (20 January – 6 February 2014)
 - Phase 2: Practical (Semester 1 2014/2015)
- Blended Learning Workshop (Centre for Teaching and Learning, UTM) (15 February 2016)
- Supervisory Development Program (UTMLead)
 - Supervisory Orientation Course (11 November 2015)
 - Supervisory Development Program (AS102) (19 April 2016)

GRANTS, RESEARCHES AND FELLOWSHIPS

- | | |
|------|---|
| 2020 | : Sustainability Development of Majlis Perbandaran Kulai (team member) - ongoing
(Grant from Government Agency) |
| 2017 | : Exploring the Knowledge Barriers Effect on PPRN and SMEs Collaboration: A Case of Johor and Kuala Lumpur (team member) – completed
(Funded by Universiti Teknologi Malaysia, Malaysia) |
| 2016 | : Comparative Study between Malaysia and Philippines on Motivational Factors in Women Entrepreneurship (team leader) – completed
(Funded by Universiti Teknologi Malaysia, Malaysia) |
| | Industry Perspective of Technology Management Education Requirements (team member) - ongoing
(Funded by Universiti Teknologi Malaysia, Malaysia) |
| | Pemasaran dan Penjenamaan Produk Makanan IKS Batu Pahat (team member) - ongoing
(Funded by Universiti Teknologi Malaysia, Malaysia, with collaboration of Batu Pahat District Office) |

Jejak Usahawan Makanan IKS Batu Pahat 2016 (team member) - completed
(Funded by Universiti Teknologi Malaysia, Malaysia, with collaboration of Batu Pahat District Office)

Community Transformation through Social Enterprise – Mini RTC Mawai, Johor
(team member) - completed
(Funded by KEJORA and UTM, with collaboration of Mini RTC Mawai and CCIN)

Community Transformation through Social Enterprise – Mini RTC Layang Layang,
Johor (team member) - completed
(Funded by KEJORA and UTM, with collaboration of Mini RTC Layang Layang and CCIN)

- 2015 : Environmental Collaboration For Green Supply Chain Management And Sustainability Performance In Malaysian Manufacturing Industry (team member)
(Funded by Universiti Teknologi Malaysia, Malaysia)
- 2013-2014 : Entrepreneurship Research and Development in Higher Education Fund (team member)
(Funded by Academy of Higher Education Leadership, AKEPT, Malaysia)
Research covered development of 3 modules; “Entrepreneurship Development in Higher Education”, “Entrepreneurship Ecosystem in Higher Education” and “Entrepreneurship Leadership in Higher Education”.

RELATED PUBLICATIONS

Muharam, FM, Sulaiman, Z, Thoo AC, Adam, S, Ramliy, MK (2019) Factors Affecting Students’ Online Platform System, Science International (Lahore), 31(4), 613-615.

Muharam, FM, Thoo AC, Sulaiman, Z, Abu Talib, N, Abdul Kohar, UH, Israel, MC, Meneses, BA & Doval Santos, EO. (2019) What Drives Women into Entrepreneurial Activities? View from Malaysia and Philippines. International Journal of Engineering and Technology. Issue 1.8, 77-81.

Sait, SS, **Muharam, FM**, Thoo AC, Sulaiman, Z, Zakuan, N & Tan, LC. (2018) Impacts Of Technology Assessments On Firm Performance, AIP Conference Proceedings, 2044, 020009.

Rahim, RA; Sulaiman, Z; TA Chin; Baharun, R & **Muharam, FM** (2016). Measuring Electronic Word of Mouth Review Adoption on Green Purchase Intention Using Source Credibility Theory. Advanced Science Letters, 22 (12), 4283-4287. (Scopus)

Wong HF; Thoo AC; **Muharam, FM** & Sulaiman, Z (2016) The Mediation Role of Key Account Management Effectiveness on Key Account Management Practices and Market Performance. The Social Sciences, 11(21), 5260-5264.

Lom, HS; Thoo AC; Sulaiman, Z & **Muharam, FM** (2016) Effective Mobile Advertising On Mobile Devices. Journal of Global Business and Social Entrepreneurship, 2 (4), 164-177.

Wee SY; Thoo AC; Sulaiman, Z & **Muharam, FM** (2016) A Review of Supply Chain Collaborations Practices for Small and Medium-sized Manufacturers. IOP Conference Series: Material Science and Engineering.

Aminu, MI; Mahmood, R & **Muharam, FM** (2015). The Intangible Resources and Small Firms’ Multilevel Performance: A Partial Least Squares Approach. Asian Social Science, 11(16), 187-195. (Scopus)

Mahmoud, MA; **Muharam, FM** & Mas’ud A (2015). Factors That Influence the Entrepreneurial Intention of Nigerian Postgraduates: Preliminary Analysis and Data Screening. Asian Social Science, 11(4), 180-189. (Scopus)

Mahmoud, MA & **Muharam, FM** (2014) Factors Affecting the Entrepreneurial Intention of PhD Candidates: A Study of Nigerian International Students of UUM. *European Journal of Business and Management*, 6(36), 17-24.

Muharam, FM (2011). Assessing Risk for Strategy Formulation in Steel Industry Through Real Option Analysis. *Journal of Global Strategic Management*, 5(2), December 2011, pp. 5-15 , and *Procedia Social and Behavioral Science*, 24, 991-1022. (Scopus)

Muharam, FM & Tarrazon, MA (2011). “Green” Corporate Social Responsibility: To Be or Not To Be?. *International Journal of Sciences and Humanity Studies*, 3(1). ISSN: 1309-8063.

PUBLISHED PROCEEDINGS/WORKING PAPERS

“Real Option in Capital Budgeting for SMEs: Insights from Steel Industry”, 5th International Conference on Manufacturing, Optimization, Industrial and Material Engineering, 2017, Bali with Maria-Antonia Tarrazon.

“Technology Assessment Need: Review on Attractiveness and Competitiveness”, 5th International Conference on Manufacturing, Optimization, Industrial and Material Engineering, 2017, Bali with Sait, SS; Thoo AC; & Sulaiman, Z.

“Effects of Perceived Risks and Personality Factors on Purchase Intention of Hybrid Cars: Item Reliability and Descriptive Results”, 3rd International Conference on Global Social Entrepreneurship, 2016, Legoland, Johor with Shukor, MS; Sulaiman, Z & Thoo AC

“The Impact of Entrepreneurship Education: An Investigation of Undergraduate Student Self-Employment Intention (A Case Study of UUM)”, *Persidangan Kebangsaan Holistik Pelajar (NAHSDEC)* 2014, Sintok: Pusat Kokurikulum Universiti Utara Malaysia with Serah, A. T

“First Class Human Capital: Roles of Academicians towards Overcoming Issues and Challenges of Teaching and Learning in Malaysia’s Higher Institutions”. *Persidangan Kebangsaan Holistik Pelajar (NAHSDEC)* 2014 (306-314), Sintok: Pusat Kokurikulum Universiti Utara Malaysia, with Hanafi, N., & Ibrahim, M.

“Big or Small? How Real Option Valuation Can Help in Strategic Management of Steel Industry”, *Proceedings of the Second International Conference on Economic and Management Perspectives*, International Economic Society, 2011. with Maria-Antonia Tarrazon.

“Assessing Risk for Strategy Formulation in Steel Industry Through Real Option Analysis”, 7th International Strategic Management Conference, Paris, France, 30 June – 2 July, 2011

“SME’s Environmental CSR Investment: Evaluation, Decision and Implication”, Internal Seminar of Department of Business, Universitat Autònoma de Barcelona, Working Paper 11/7, 14 December 2011, with Maria-Antonia Tarrazon.

PAPER PRESENTATIONS

“Valuing Technology, Setting Up Strategy: Real Option and SMEs”, Malaysian Technical Universities Conference on Engineering and Technology 2015, Johor Bahru, Malaysia, 11-13 October, 2015, with Tarrazon, MA & Mohamad Salleh, Z. (nominated as best paper).

“Dealing with Recession: A real Option Approach into Project Evaluation of SMEs”, XXI Jornada Hispano-Lusas, Cordoba, Spain, February 2011, with Maria-Antonia Tarrazon.

“Dealing with Recession: A Real Option Approach into Project Evaluation of SMEs”, Financial Management Association European Conference 2011, Porto, Portugal, 8-10 June, 2011, with Maria-Antonia Tarrazon.

“Enhancing SMEs’ Strategic Investment Decision Processes using Real Option Valuation”, Real Option Group (ROG) Meeting, Turku, Finland, 15-18 June, 2011, with Maria-Antonia Tarrazon.

LANGUAGES

English (Reading/ Writing/Speaking)	: Fluent
Bahasa Melayu/Indonesia (Reading/ Writing/Speaking)	: Mother tongue
Spanish (Reading/ Writing/Speaking)	: Average

REFEREES

Associate Professor Dr. Maria-Antonia Tarrazon (also thesis director)
Department of Business Administration, Faculty of Economics and Business
Universitat Autònoma de Barcelona
08193 Bellaterra, Barcelona, Spain
email: MariaAntonia.Tarrazon@uab.es

Prof. Dr. Luca Iandoli
Dipartimento di Ingegneria Economico-Gestionale
University of Naples Federico II - Corso Umberto I
80138 Naples, Italy
email: luca.iandoli@unina.it