

TEO POH CHUIN

35 years old; Female; Malaysian
pohchuin@utm.com



PROFILE

- Independent researcher who is actively involved in research projects and publication, as well as proficiency in IBM SPSS and Microsoft Office programmes.
- Experienced in teaching students from different origin countries at postgraduate and undergraduate levels
- Strong planner and problem solver who readily adapts to dynamic environment, and works independently and exceeds expectations.
- Hardworking and able to juggle multiple priorities and meet tight deadlines without compromising quality.

ACADEMIC BACKGROUND

- **Doctor of Philosophy** 2011 - 2014
 - Universiti Sains Malaysia
- **Master of Arts (Management)** 2008 - 2011
 - Universiti Sains Malaysia
- **Bachelor of Management** 2005 - 2008
 - Universiti Sains Malaysia
 - Major in Marketing; Minor in Economics
- **STPM (A-Level)** 2002 - 2004
 - Sekolah Menengah Kebangsaan Simpang Empat

HONOUR & AWARD

- Had been selected as one of the six visiting scholars in ASEAN region to carry out a research in the Republic of Korea (ROK) under the ASEAN-ROK Academic Exchange Programme. Fully sponsored by the ROK government.

- USM Student Ambassador
- Certified Microsoft Innovative Educator

WORKING EXPERIENCE

Universiti Teknologi Malaysia

Azman Hashim International Business School

Senior Lecturer (Oct 2019 to present)

Industry: Higher Education

- Prepares and delivers regular lectures for students, including designs and marks student assignments, exams and providing one-on-one feedback on academic performance
- Actively involved in consultation and research projects, research publications in international journals, book chapters, conference proceedings and others.
- Acts as the Academic Lead for the business school's AACSB Office, as well as the Executive Secretary for AHIBS Advisory Council
- Represents the school in the University Committee for Alumni Representative and University Committee for Micro Credential at the university level
- Acts as a committee for the school's Occupational Safety and Health Committee
- Supervises research thesis and dissertation of postgraduates, and acts as external reviewer for DBA dissertation
- Reviews manuscripts for international journals
- Involves in talks giving as a speaker, and be a committee members for various event such as Pitch for Funding, AHIBS Action Research Challenge, AHIBS Advisory Council Meeting, and organising workshops.
- Attend renowned AACSB accreditation seminars

Tunku Abdul Rahman University College

Senior Lecturer (May 2016 to September 2019)

Industry: Higher Education

- Prepares and delivers regular lectures and tutorial sessions for students
- Prepares and marks student assignments, exams and providing one-on-one feedback on academic performance

- Leads a research centre namely Center for Entrepreneurship, Innovation and Sustainability (CEIS)
- Actively involved in research activities, and conducts research into specific field of knowledge/interest (Currently holding a research grant amounted RM34,700 on One Belt One Road Initiative, acts as the Principal Researcher)
- Supervises research dissertation of postgraduates, and acts as external reviewer for DBA dissertation
- Attends departmental and faculty meetings with other staff members
- Participates in course/degree setting committees, curriculum revision and academic planning
- Writes and publish research works in international journals and book
- Attends and presents research works in international and local conferences
- Reviews manuscripts for international journals
- Experienced in teaching international students, particularly from France and China
- Co-lead international study visit programme
- Involves in mapping exercise with international partner university
- Collaborates with partner university from United Kingdom for Online International Learning Programme
- Arranges guest lecturer session and experienced in organising research symposium
- Involves in developing Doctor of Philosophy (Management) programme

Sensonic Global Pte Ltd (Singapore)

Business Development Manager (March 2014 to April 2016)

Industry: Home Electrical Appliances and Portable Electronic Devices

- Procurement, Sales & Inventory (PSI) Analyst
 - Manages the 'buy plan, sales forecast and inventory levels
 - Analyses forecasted demand, inventory, and channel to develop and manage daily, weekly, monthly and quarterly supply plans
 - Analyses product orders and backlog on a weekly basis, as well as identify problem areas and drive appropriate functional groups to correct

- Analyses demand and backlog data in conjunction with customers credit ratings and funding, distributions flexibility and channel directions
- Analyses, gathers and disseminates data and information to internal and external customer needed in decision making and drive business
- Monitors and analyses inventory and sales data
- Identifies and minimises aged inventory to ensure healthy inventory status
- Procurement
 - House brand for home electrical appliances, deals with Original Equipment Manufacturers (OEMs)
 - Exclusive distributor for international brand for both home electrical appliances and portable electronic devices
- Import and export activities, particularly inward and outward freights
 - Deals with international and local forwarders
 - Warehouse management
 - Local custom clearance
- Sales supports
 - Support major accounts such as Tesco, Giant, Mydin, Popular book store
 - Provides online sales supports for deals with Groupon and Lazada
 - Supports project-based accounts
- Product packaging
 - Coordinates with Graphic Designer on artworks (e.g. gift box, carton box, Rating Label), provide product specifications, generate serial number and Warranty Card running number
- Product testing
 - Fully in-charge of product testing in Singapore: deals with TÜV SÜD PSB Singapore and monitor the whole process from application until approval
 - Takes part from Certificates of Approvals (COA) until the Standards and Industrial Research Institute of Malaysia (SIRIM)
- Online marketing supports and digital marketing solutions
 - Website development

- e-commerce and loyalty programme (membership system, point collection, reward and redemptions programme)
- e-warranty and social cause events
- Human Resource Management
 - Deals with Ministry of Manpower (MOM) for Work Pass and Employment applications as well as levy matters
 - Central Provident Fund (CPF) Board (CPF contribution calculation, Skills Development Levy (SDL), CDAC Fund)
 - Manages payroll, as well as work force and work place insurances
 - Monitor staff performance
- Others
 - Deals with Inland Revenue Authority of Singapore (IRAS) for Productivity & Innovation Credit (PIC) claim and Goods and Services Tax (GST) refund
 - Deals with The Standard, Productivity and Innovation Board (SPRING Singapore)

Universiti Sains Malaysia (USM)

USM Fellowship Holder (Aug 2011 to Dec 2013)

- Handles multifaceted research-related supports such as data analysis, data interpretation, and reporting to the Deputy Vice-Chancellor, Dean and Deputy Registrar.
- Involves in the University's strategic marketing plan. By providing statistics, as well as presents and discusses with relevant parties. Also, carries out marketing researches with the aim in providing facts and figures as the support for plan.
- Acts as the Research Officer for Human Resource Management researches. Activities involved include literature review, interview, focus group discussion, questionnaire development, data collection, data entry, data analysis using SPSS, data interpretation, and prepares report.
- Acts as the Event Manager for several events (e.g. public forum, professorial talks, public talk, and workshops), and take active role in planning and coordination, publicity, and operation. Liaises and coordinates with different departments in the University, as well as organisations such as the Ministry of Higher Education and Khazanah Nasional Berhad.
- Plays the roles as editor and writer for non-academic and academic publications.

Universiti Sains Malaysia (USM)

Assistant Registrar (Administrative Officer) (2011)

- Provides statistics to the University's Board of Marketing in the effort in monitoring marketing plan.
- Acts as the Researcher and Research Officer for researches pertaining to service quality. Activities relate to the conduct of research involves literature review, interview, focus group discussion, questionnaire development, data collection, data entry, data analysis, data interpretation, and prepares report.
- Functions as the Secretary of the Secretariat for an international conference, which involves distinguished guests from 20 countries. Highly committed to the project. Actively liaises and works closely with the co-organiser, named Citizens International, Center for International Scientific Studies and Collaboration (CISS) (Ministry of Science, Research and Technology, Islamic Republic of Iran), and different departments of the University in the planning, managing, monitoring, and coordinating on such matters as logistics (flights, accommodations, and ground transportation), technical supports (audio-visual and live streaming), programme development, operation, publication, and etc..
- Acts as editor and writer for non-academic publications.

Universiti Sains Malaysia (USM)

USM Fellowship Holder (2009 to 2010)

- Analyses data by using Statistical Analysis System (SAS).

Universiti Sains Malaysia (USM)

Research Assistant (2008 to 2009)

- Provides research-related services such as review of literature, questionnaire development, data collection, data entry, data analysis, and data interpretation.

RESEARCH EXPERIENCE

Selected Projects

1. One Belt One Road: Opportunities & Challenges from Malaysia SME's Perspective (2019-2020) (Principal Researcher) (Internal Grant)
2. The Belt Road Initiative: Expectations from a Giant Economy: Opportunities, Challenges and Prospects for Malaysia (2019)(Researcher) – International Collaboration with Guangzhou City Construction College

3. Opportunities & Challenges Stemming From FDI Inflow Of Giant Economics: A Comparison Between Malaysia And Indonesia SMEs' Perspective (2019)(Researcher) – International Collaboration with UNTAG Surabaya University
4. A Study on the Purchase Intention of Smart Home (IoT) among Taiwanese: The Moderating Effects of Environmental Concern and Environmental Innovativeness (2019) (Principal Researcher)
5. Factors that Affect Green Marketing: A Case on Green Corporate Social Responsibility (Proposal) (Principal Researcher)
6. The Opportunities and Challenges of the Two Countries Twin Digital Free Trade Zone Collaboration (Proposal) (Researcher) (Applying External Grant)
7. The Impact of Leadership Effectiveness on Job Performance in SMEs Malaysia: Understanding the Antecedent Effect of Organisational Culture and Eastern Individual Values (Proposal) (Principal Researcher) (Applying External Grant)
8. A Comparison Study on Consumer Behaviour between Taiwan and Malaysia: A Study in Telecommunication Industry (2018-2019)(Researcher)
9. Factors that triggering brand's country of origin information (2013) (Principal Researcher) (USM Internal Grant)
10. Supervision capacity and actual performance of academics in Universiti Sains Malaysia (Universiti Sains Malaysia , 2013) (Principal Researcher)
11. The effect of Indonesian government's policy in affecting Indonesians' choice of postgraduate education destination: A mixed-method research design (Universiti Sains Malaysia , 2013) (Principal Researcher)
12. Postgraduate experience and satisfaction among postgraduates: A case in a Malaysian research university (Universiti Sains Malaysia , 2013) (Principal Researcher)
13. Service quality of frontline staff: A study in a university service department (Universiti Sains Malaysia , 2013) (Principal Researcher)
14. The influence of pull and push factors on postgraduates' decision in choosing Universiti Sains Malaysia (Universiti Sains Malaysia , 2013) (Principal Researcher)
15. Strategic development of Sarawak *Bumiputera* entrepreneurs: Realising the vision (Sarawak Chief Minister's Department) – (2012 - 2013) (Research Officer)
16. Faktor dan jurang kepuasan kerjaya: Satu kajian di kalangan pegawai tadbir Universiti Sains Malaysia (Universiti Sains Malaysia , 2011) (Research Officer)
17. Prestasi kerja di kalangan pegawai tadbir Universiti Sains Malaysia: Satu kajian tentang anteseden (Universiti Sains Malaysia , 2011) (Research Officer)
18. Service quality of frontline staff: A study in a university service department (Universiti Sains Malaysia , 2011) (Principal Researcher)

19. The antecedents of brand origin recognition accuracy (BORA) and its consequences (Universiti Sains Malaysia , 2009 - 2011) (Principal Researcher)
20. The reasons behind Malaysian firms going international, their market choice and performance: An instrument development and validation (Universiti Sains Malaysia , 2008 - 2009) (Research Assistant) (FRGS Grant)
21. Young Malaysians' chocolate brand familiarity: The effect of brand's country of origin and consumer consumption level (Universiti Sains Malaysia , 2008) (Researcher)

Review of Journal Article

- Acts as manuscript reviewer for such international journals as Marketing Intelligence & Planning, International Business & Research, Cogent Food & Agriculture, International Review of Retail, Distribution & Consumer Research, British Journal of Economics, Management & Trade, Journal of Scientific Research & Reports, Journal of Global Marketing, Journal of Hospitality Management & Tourism, African Journal of Business Management as well as African Journal of Marketing Management.

Journal Publication

1. Chew Keong-Wai, Poh-Chuin Teo, Theresa C.F. Ho, Mui Yin-Chin, and Chu Le-Chong (2020), "Malaysian Small and Medium Enterprises awareness on the Belt and Road Initiative", *International Journal of Advance Science and Technology*, Vol. 29 No. 10S, p. 323-331. (Indexed in SCOPUS)
2. Poh-Chuin Teo, Johan Lim Kii Geat, Theresa C.F. Ho., and Choo Wei Ting (2020), "Contemporary Issues in Global Market: Analysis on Handicraft Industry in Vietnam", *International Journal of Academic Research in Business and Social Sciences*, Vo. 10 No. 3, p. 242–263. (Indexed in ERA)
3. Suhairah Abdul Mutalib, Zaiful Hasmi Hashim, Beni Widarman Yus Kelana, Ilham Sentossa, Rafidah Othman, Theresa C.F. Ho. And Poh-Chuin Teo (2020), "Factors Influencing Competitive Pricing for Airlines in Malaysia", *International Journal of Academic Research in Business and Social Sciences*, Vo. 10 No. 4, p. 97–109. (Indexed in ERA)
4. Poh-Chuin Teo, Johan Lim Kii Geat, Theresa C.F. Ho. and Tan Sim Yin (2020), "Cosmetic surgery industry in Brazil: An assessment using Cause and Effect Model and Risk Assessment Matric", *International Journal of Academic Research in Accounting, Finance and Management Sciences*, Vol. 10 No. 1, p. 157-164. (Indexed in ERA)

5. Zaiful Hasmi Hashim, Beni Widarman Yus Kelana, Ilham Sentossa, Mohd Khir Harun, Rafidah Othman, Theresa C.F. Ho. and Poh-Chuin Teo (2020), “Human Factors Determinants of Licensed Aircraft Engineers That Influenced Organizational Safety Performance”, *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 No. 5, p. 337–348. (Indexed in ERA)
6. Poh-Chuin Teo, Johan Lim Kii Geat, Theresa C.F. Ho., Yu-Teng Jacky Jang and Angelime Lee Chin Li (2020), “Analysis on Competitiveness of the Handicrafts Industry: A Case of Sri Lanka”, *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 No. 6, p.146–163. (Indexed in ERA)
7. Suhairah Abdul Mutalib, Zaiful Hasmi Hashim, Beni Widarman Yus Kelana, Ilham Sentossa, Rafidah Othman, Theresa C.F. Ho. and Poh-Chuin Teo (2020), “A Study on Determining Factors Influence Pricing Competitive for Airlines in Malaysia”, *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 No. 3, p. 429–443. (Indexed in ERA)
8. Chu-Le Chong, Poh-Chuin Teo, Theresa C.F. Ho, Chew-Keong Wai and Mui-Yin Chin (2020), “Malaysian’ Small and Medium Enterprises’ (SMEs) perceived challenges associated to internationalisation activity: A reflection on the Belt and Road Initiative (BRI)”, *International Journal of Advanced Research in Economics and Finance*, Vol. 2 No. 2, p. 27-34. (Indexed in ERA)
9. Poh-Chuin Teo, Saravanan Poighai Ganeson, Theresa Char Fei Ho, and Rafidah Othman (2019), “Belt and Road Initiative: A qualitative study on Malaysians’ awareness and attitude on education opportunities”, *International Journal of Academic Research on Business and Social Sciences*, Vol. 9 No. 11, p. 118-125. (Indexed in SCOPUS)
10. Poh-Chuin Teo, Theresa Char Fei Ho, Rafidah Othman, Beni Widarman Yus Kelana and Daniel Tai (2019), “A study on the differences of consumers on socio-demographic characteristics: The Internet of Things (IoT) in Malaysia”, *International Journal of Innovative Technology and Exploring Engineering*, Vol. 9 No. 12S2, p. 47-52. (Indexed in ERA)
11. Yu-Teng Jacky Jang, Kevin Lai, Min-Chieh Chuang & Poh-Chuin Teo (2019), “A preliminary study on micro-entrepreneurship for using social network sites in marketing: Facebook case”, *INFORMATION*.
12. Poh-Chuin, Teo & Osman Mohamad (2017), “Ethnicity, consumer animosity and preferences: A case in Malaysia”, *Journal of Business and Economics*, Vol. 8 No.2, pp. 203-215.
13. Poh-Chuin, Teo & Osman Mohamad (2012), “Young Malaysian’s chocolate brand familiarity: The effect of brand’s country of origin and consumer consumption level”, *Business Strategy Series*, Vol. 13 No.1, pp. 13-20. (Indexed in SCOPUS) (Emerald Publisher)
14. Poh-Chuin, Teo, Osman Mohamad & T. Ramayah (2011), “Testing the dimensionality of Consumer Ethnocentrism Scale among a young Malaysian

- consumer market segment”, *African Journal of Business Management*, Vol.5 No.7, pp.2805-2816. (Indexed in SCOPUS)
15. Poh-Chuin, Teo & Osman Mohamad (2010), “Chocolate brand familiarity and product-country evaluation among young consumers in Malaysia”, *Business Review*, Vol.5 No.1, pp.117-130.

Book Chapter

1. Poh-Chuin Teo (2019), “One Road One Belt Initiative: The Case of Malaysia” in *The Belt and Road Strategy in International Business and Administration*. - **Published**
2. Nurhanan Syafiah Abdul Razak and Poh-Chuin Teo (2016), “Online Shopping via Facebook” in *Consumption in Malaysia: Meeting of New Changes*. – **Published**
3. Gelareh Abooali, Badaruddin Mohamed, Poh-Chuin Teo and Siti Hasnah Haron (2016), “The Growth of Cultural Heritage Tourism: The Case of an UNESCO World Heritage Site in Penang – A UNESCO World Heritage Site in Malaysia” in *Consumption in Malaysia: Meeting of New Changes*. – **Published**
4. Poh-Chuin, Teo (2013), “The impacts of worldmindedness and nationalism on students’ attitude, purchase intention, and actual purchase behaviour towards portable consumer electronics: A study on Korean young consumers”. - **Published**

Conference

1. Chew Keong-Wai, Poh-Chuin Teo, Theresa C.F. Ho, Mui Yin-Chin, Chu Le-Chong (2020, 18 April). Malaysian Small and Medium Enterprises (SMEs) awareness on the Belt and Road Initiative (BRI). Paper has been presented in the Asia International Multidisciplinary Conference 2020, Kuala Lumpur, Malaysia.
2. Chu-Le Chong, Poh-Chuin Teo, Theresa C.F. Ho, Chew-Keong Wai and Mui-Yin Chin (2020, 11 April). Malaysian’ Small and Medium Enterprises’ (SMEs) perceived challenges associated to internationalisation activity: A reflection on the Belt and Road Initiative (BRI). Paper has been presented in the Kuala Lumpur International Conference on Education, Economics and Technology (KLICEET 2020), Kuala Lumpur, Malaysia.
3. Kii-Geat Johan Lim, Poh-Chuin Teo, and Lim Zheng Yang (2019, 7-8 November). The Impact of Innovation on Competitiveness of Smartphone Industry in China. Paper has been presented in the Eight International Conference on Entrepreneurship and Business Management at, Tunku Abdul Rahman University College, Kuala Lumpur, Malaysia.

4. Poh-Chuin Teo, Theresa Char Fei Ho, Chin Mui Yin, Chong Chu Le, and Wai Chew Keong (2019, 7-8 November). Belt & Road Initiative: A Study from Malaysian SMEs' Perspective. Paper has been presented in the Eight International Conference on Entrepreneurship and Business Management at, Tunku Abdul Rahman University College, Kuala Lumpur, Malaysia.
5. Poh-Chuin Teo, Chin Mui Yin, Theresa Char Fei Ho, Chong Chu Le, and Wai Chew Keong (2019, 30 September – 3 October). The Perceived Opportunities Brought by Belt & Road Initiative: A Study on Malaysian SMEs. Paper has been presented in the 2019 Forum on Twin Parks Cooperation between Malaysia and China & Belt and Road Initiative, University Tunku Abdul Rahman, Kuala Lumpur, Malaysia.
6. Chin Mui Yin, Poh-Chuin Teo, Theresa Char Fei Ho, Chong Chu Le, and Wai Chew Keong (2019, 30 September – 3 October). Belt & Road Initiative: Challenges Faced by Malaysian SMEs and the Way Forward. Paper has been presented in the 2019 Forum on Twin Parks Cooperation between Malaysia and China & Belt and Road Initiative, University Tunku Abdul Rahman, Kuala Lumpur, Malaysia.
7. Poh-Chuin Teo, Theresa Ho Char Fei and Daniel Tie (2019, 29-30 August). A Study on the Internet of Things (IoT) Smarthomes in Malaysia: Value-Based Adoption Model. Paper has been presented in the International Conference on “Interdisciplinary Research and Innovation at Pan Pacific Hotel, Singapore.
8. Kii Geat Johan Lim, Poh-Chuin Teo, Jang Yu Ting Jacky and Choo Wei Ting (2019, 13-14 June). Industry Competition and Competitiveness: An Analysis on Handicraft Industry in Vietnam. Paper has been presented in the 3rd International Conference on Economics and Development 2019 in Hotel Windsor Suites & Convention, Bangkok, Thailand.
9. Kii Geat Johan Lim, Poh-Chuin Teo and Tan Sim Yin (2019, 13-14 June). Cosmetic Surgery Industry in Brazil: An Assessment Using Cause and Effect Model and Risk Assessment Matrix. Paper has been presented in the 3rd International Conference on Economics and Development 2019 in Hotel Windsor Suites & Convention, Bangkok, Thailand.
10. Jang, Yu-Ting Jacky, Lai K., Poh-Chuin Teo and Chuang M.-C. (2018, 7-9 December). A Preliminary Study on Micro-Entrepreneurship for Using Social Networking Sites in Marketing: A Case on Facebook. Paper has been presented in the 9th International Conference on INFORMATION at Hotel Arcadia, Tokyo, Japan.
11. Poh-Chuin Teo and Osman Mohamad (2017, 27 to 30 June). Brand Origin Recognition Accuracy (BORA) and its antecedents: The case of young Malaysians. Paper presented in 6th Business & Management Conference at Hotel Novotel Geneve Centre, Geneva, Switzerland.
12. Poh-Chuin Teo and Osman Mohamad (2017, 27 to 30 June). The impacts of worldmindedness and nationalism on students' attitude and purchase intention

- towards portable consumer electronics: A cross-national study. Paper presented in 6th Business & Management Conference at Hotel Novotel Geneve Centre, Geneva, Switzerland.
13. 20th User Conference, organized by Advanced Analytitscs & SPSS User's Association of Kuala Lumpur & Selangor at The Aloft Kuala Lumpur Sentral, Malaysia (2016, 6 December).
 14. Poh-Chuin Teo and Osman Mohamad (2016, 26 to 28 November). *Ethnicity, consumer animosity and preferencese: a study in Penang*. Paper presented in 13th World Congress of the Academy for Global Business Advancement at Best Western Premier Hotel, Solo Baru , Surakarta, Indonesia.
 15. BETT Asia Summit 2017, organized by BETT and Ministry of Education at Mandarin Oriental Hotel, Kuala Lumpur, Malaysia (2016, 15-16 November).
 16. Poh-Chuin, Teo (2016, 15-16th November). 3rd BETT Asia 2016, supported by the Malaysia Ministry of Education and the British Government's Education, at Mandarin Oriental hotel, Kuala Lumpur, Malaysia.
 17. Poh-Chuin Teo and Osman Mohamad (2013, 15 to 17 June). *Foreign Brand Origin Recognition Accuracy (BORA): A study in Malaysia*. Paper presented in 2013 KMITL & AGBA Global Conference in Thailand 10th Annual World Congress at Swisotel Le Concorde Bangkok, Thailand.
 18. Poh-Chuin Teo (2012, 3 to 5 February). *Brand origin recognition accuracy among students in Republic of Korea (ROK) and Malaysia: A study on instant noodle brands*. Paper presented in 5th International Conference on Postgraduate Education at Universiti Teknologi Malaysia, Malaysia.
 19. Poh-Chuin, Teo (2012, 6 to 7 July). GRADUAN Aspire: Aspire 500 Conference at Kula Lumpur Convention Centre, Kuala Lumpur, Malaysia. (Attended)
 20. Poh-Chuin, Teo (2012, 27 to 29 June). International Conference on Decolonising Our Universities, Paradise Sandy Beach Resort, Pulau Pinang, Malaysia.
 21. Mohd. Zulkarnain Mohamad Tajulariffin and Poh-Chuin Teo (2012, 3 to 5 February). *Networking practices in Universiti Sains Malaysia: enabling international student mobility*. Paper presented in 1st International Conference GIGAKU Conference, Nagaoka University of Technology (NUT), Nagaoka, Niigata, Japan.
 22. Poh-Chuin Teo, Osman Mohamad and T. Ramayah (2011, 13 to 14 December). *The impact of consumer ethnocentrism on domestic brand origin recognition accuracy (BORA) score: A study on young Malay Muslims*. Paper presented in 5th International Islamic Development Management Conference, Universiti Sains Malaysia, Pulau Pinang, Malaysia.
 23. Poh-Chuin Teo and Osman Mohamad (2010, 1 to 3 December). *Brand origin recognition accuracy (BORA): a case among young Malay Muslims in Penang*.

- Paper presented in 7th Annual AGBA World Congress, Palm Garden Hotel, Putrajaya, Malaysia.
24. Poh-Chuin Teo and Osman Mohamad (2010, 29 to 30 November). *Consumer animosity towards USA brands: The case of young Penang Malay Muslims*. Paper presented in 1st International Conference on Islamic Marketing and Branding, Seri Pacific Hotel, Kuala Lumpur, Malaysia.
 25. Poh-Chuin Teo and Osman Mohamad (2010, 26 to 28 November). *Brand origin recognition accuracy (BORA) score and its consequences*. Paper presented in 4th International Conference on Postgraduate Education, Cititel Mid Valley, Kuala Lumpur, Malaysia.
 26. Poh-Chuin Teo and Osman Mohamad (2010, 12 to 13 November). *Ethnicity, consumer animosity and preferences: The case of students in Penang*. Paper presented in International Conference on Management, Hospitality & Tourism, and Accounting (IMHA, 2010), BINUS University, Jakarta, Indonesia.
 27. Poh-Chuin Teo and Osman Mohamad (2010, 21 to 23 July). *Consumer animosity towards US brand: the case of young Malay Muslim consumers*. Paper presented in AGBA South Asia Chapter's 2nd International conference, Bhurban, Pakistan.
 28. Poh-Chuin Teo and Osman Mohamad (2010, 23 to 24 June). *Brand origin recognition accuracy (BORA): a preliminary study among Malaysia students*. Paper presented in International Conference on Marketing 2010 (ICMAR 2010), Renaissance Hotel, Kuala Lumpur, Malaysia.
 29. Poh-Chuin Teo and Osman Mohamad (2010, 21 May). *Brand origin recognition accuracy (BORA): a study on young Malaysian Chinese*. Paper presented in National Conference on Administration and Management, Prince of Songkhla University, Hadyai, Thailand.
 30. Poh-Chuin Teo and Osman Mohamad (2009, 15 to 17 December). *Young Malaysian' use of product cues in their chocolate purchase decision*. Paper presented in Asian Academy of Management Conference, Hyatt Regency Kuantan Resort, Kuantan, Malaysia.

SUBJECT TAUGHT

Postgraduate Level

- Research Methods for Business, DBA
- Strategic Innovative Marketing, MBA (Online Distance Learning)
- Organization Behavior and Development, MBA
- Economics & International Marketing, MBA

Bachelor's Degree

- International Business Strategies
- Business Research
- International Business Management
- Cross-Cultural Studies
- Human Resource Management
- Basic Management Principles

SKILLS & TRAINING

Soft Skills

- Teamwork and collaboration
- Critical thinking and observation
- Ability to learn and accept criticism
- Interpersonal skill
- Problem and conflict resolution
- Flexibility/Managing Multiple Priorities
- Working well under pressure
- Creative and innovative
- Planning and organising
- Multicultural Sensitivity and Awareness

Computer Skills

- IBM SPSS
- MS Word
- Nvivo
- SEM-PLS
- MS PowerPoint
- MS Excel

Other Skills

- Data analysis
- Data interpretation
- Organise event
- Data collection
- Reporting
- Writing & editing

Seminar/Training Attended

1. Assurance of Learning I and II by AACSB
2. Microsoft Teacher's Academy
3. Data analysis: SPSS
4. Data analysis: Nvivo

5. Data analysis: SAS
6. Data analysis: Structural Equation Modeling (SEM)- AMOS
7. Data analysis: Structural Equation Modeling (SEM)- PLS
8. Minitab
9. Review of Literature
10. Research methodology
11. Writing a report

Language proficiency

English, Malay, Mandarin (Fluent in both speaking and writing)

REFEREE

1. **Professor Roshada Hashim**
Deputy Vice-Chancellor (Research & Innovation)
Universiti Sains Islam Malaysia
Bandar Baru Nilai
71800 Negeri Sembilan, Malaysia.
+6012 – 427 1290
roshada@usim.edu.my / roshadahashim@gmail.com

2. **Encik Abd. Hamid Majid**
Pendaftar
Universiti Malaysia Pahang
26600 Pekan
Pahang, Malaysia.
+6012 – 402 0151
hamid@ump.edu.my