



# NORAINDAH BINTI ABDULLAH FAHIM

## Curriculum Vitae

### PERSONAL DETAILS

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Senior Lecturer  
Faculty of Management  
University Technology of Malaysia  
Skudai, Johor

**Nationality**  
Malaysia

**Email Address**  
[noraindah@utm.my](mailto:noraindah@utm.my)

**Contact No**  
+6012-7219341

**Area of Expertise**  
Entrepreneurship, Entrepreneurship Education, Business Model Canvas, Marketing and Start-ups

### ACADEMIC QUALIFICATION

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**2003 - Bachelor of Business Administration (Hons)**  
International Islamic University Malaysia (IIUM)

**2007 - Master of Business Administration**  
University Technology of Malaysia (UTM)

**2020 - Doctor of Philosophy (Management)**  
University Technology of Malaysia (UTM)

### WORKING EXPERIENCE

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- **September 2023 – Present:**  
Senior Lecturer  
University Technology of Malaysia  
Department of Marketing and Entrepreneurship
- **July 2022 – September 2023:**  
Senior Lecturer  
Diploma in Entrepreneurship (DEN)  
Politeknik METRO Johor Bahru
- **July 2020 – July 2022:**  
Head of Program  
Diploma in Entrepreneurship (DEN)  
Politeknik METRO Johor Bahru

- **September 2017 – Jun 202:**  
**Lecturer**  
**Diploma in Entrepreneurship (DEN),**  
**Politeknik METrO Johor Bahru**
- **September 2014 – August 2017:**  
**Full-Time Study Leave-PhD (Under Higher Ministry of**  
**Education's Scholarship)**
- **2012 – 2014:**  
**Lecturer of Diploma in Marketing (DPR)**  
**Politeknik Port Dickson**
- **2009 – 2012:**  
**Lecturer of Diploma in Business Management (DPM)**  
**Politeknik Kuching Sarawak**
- **2003 - 2009:**  
**Worked in Logistics Industry (Micro Companies)**

## RESPONSIBILITIES IN INSTITUTION

| YEAR        | TASK/POSITION                           | PROGRAM                                                                                                                                                        |
|-------------|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2022        | Deputy Director                         | <b>Competition for Potentially Excellent and Talented Entrepreneurs (COMPETE) @ MOHE '22</b><br><br>(IPTA, Polytechnics and Community Colleges National Level) |
|             | Judging and Competition Committee       | <b>PMJB National Innovation and Creativity Competition 2022 (PNICC'22)</b><br><br>KPM, KPT, Polytechnics and Community Colleges National Level                 |
|             | Head of Booth                           | <b>Majlis Konvokesyen PMJB Kali ke-6</b>                                                                                                                       |
|             | Head of DEN Curriculum Development      | <b>Diploma of Entrepreneurship (DEN)</b><br><br>Jabatan Pengajian Politeknik dan Kolej Komuniti (JPPKK)                                                        |
|             | Coordinator                             | <b>Industry Visiting Lecture / Pensyarah Pelawat Industri (PPI)</b>                                                                                            |
|             | Coordinator                             | <b>Industry on Campus (IOC) of PMJB</b>                                                                                                                        |
|             | Member of Documentation Committee       | <b>Rating Criteria Guidelines for Industry on Campus (IOC)</b><br><br>Jabatan Pengajian Politeknik dan Kolej Komuniti (JPPKK)                                  |
|             | Head of Auditor                         | <b>Finance and Administration Unit, PMJB</b>                                                                                                                   |
|             | Deputy Head of Unit                     | <b>Entrepreneurship Unit, PMJB</b>                                                                                                                             |
| 2021        | Head of Technical and Judging Committee | <b>Business Opportunity through Social Media Competition (BOSMeC) 2.0</b><br><br>Polytechnics and Community Colleges National Level                            |
|             | Evaluation and Jury Committee           | <b>National Conference in Sports &amp; Co-Curriculum 2021 @ PMJB (NASCO)</b><br><br>KPM, KPT, Polytechnics and Community Colleges National Level               |
| 2020        | Program Director                        | <b>National Young Polycc Entrepreneurs, Let's Make Your Pitch 2020</b><br><br>Polytechnics and Community Colleges National Level                               |
|             | Head of Technical and Judging Committee | <b>Business Opportunity through Social Media Competition (BOSMeC)@ MCO 2020</b><br><br>Polytechnics and Community Colleges National Level                      |
|             | Program Director                        | <b>Program Keusahawanan Pelajar DEN @ Pasar Tani FAMA 2018, 2019, 2020 and 2021</b>                                                                            |
| 2019 - 2017 | Assistant Program Director              | <b>National Start Up Pitch Bootcamp &amp; Competition 2019</b><br><br>Polytechnics and Community Colleges National Level                                       |

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|--|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Business Pitching Committee</b> | <b>PMJB National Innovation and Creativity Competition 2019 (PNIICC'19)</b><br>KPM, KPT, Polytechnics and Community Colleges National Level |
|  | <b>BMC Competition Committee</b>   | <b>Gerak Usahawan Kampus POLYCC Zon Selatan 2019</b><br>Polytechnics and Community Colleges Southern Level                                  |
|  | <b>Program Director</b>            | <b>Start-up Pitch Competition Southern Level 2017</b><br>Polytechnics and Community Colleges Southern Level                                 |

## JOURNAL ARTICLE EDITOR/REVIEWER

| TASK/POSITION              | PROGRAM                                                                                                              |
|----------------------------|----------------------------------------------------------------------------------------------------------------------|
| Reviewer                   | International Conference on Applied Sciences, Engineering, Information and Technology (Ico-AscniTech 2022)           |
| Paper Reviewer             | 11 <sup>th</sup> National Conference in Education Technical & Vocational Education and Training 2021 (CiE-TVET 2021) |
| Journal Reviewer           | Online Journal for TVET Practitioners 2020                                                                           |
| Journal Reviewer           | Journal of Commerce, Hailey College of Commerce, Lahore, Pakistan                                                    |
| Paper Reviewer & Moderator | National Technology Research In Engineering Design And Social Science Conference (Ntrends'20)                        |

## INVITED JURY/SPEAKER/ORGANISER

| TASK/POSITION | PROGRAM                                                                                         |
|---------------|-------------------------------------------------------------------------------------------------|
| Jury          | SUSTAINABLE ENTREPRENEURIAL MINDSET SHOWCASE SEMS (7.0) UTM                                     |
|               | Borneo Innovation Festival 2021 (BIF'21)                                                        |
|               | Business Pitching Competition for PMJB POLYSKILL 2024                                           |
| Panel Penilai | International Undergraduate Research Conference 2024 (IURC 2024)                                |
|               | Sesi Pitching Permohonan Dana Pemula Projek Kumpulan Inovatif dan Kreatif (KIK) bagi Tahun 2024 |
|               | Marketing Symposium (MARS-24) bagi Program Sarjana Muda Pengurusan (Pemasaran) 2024             |
|               | Penilaian Pembentangan Proposal 3P In Tech 2023                                                 |
|               | Penilaian Pembentangan Projek Technology Implementation Fund (TIF) 2023                         |
| Speaker       | Webinar Good Practices Work Based Learning (WBL) Politeknik Malaysia 2021                       |

## MENTOR

| PROGRAM                                                                             |
|-------------------------------------------------------------------------------------|
| Nurul Safiah binti Abu Zamar –<br>1. 1 <sup>st</sup> Place – BOSMeC 2020 Icon Award |

2. 2<sup>nd</sup> Place – Sales Achievement Award
3. 1<sup>st</sup> Place – Sales Volume Award

Polytechnics and Community Colleges National Level

**Young Socialpreneur Program (YS2P) National Level 2019**  
- Participant

Polytechnics and Community Colleges National Level

**Sme 90-days Business Challenge 2019** – Participant

Polytechnics and Community Colleges National Level

**Polytechnic Entrepreneurship Award (PEA) 2017**

Best Student Enterprise Award (Muhammad Luqman Hakim bin Abu Bakar)

**Program Keusahawanan Pelajar DEN @ Pasar Tani every semester from year 2017 – 2022**

## ACHIEVEMENTS

| AWARDS              | ACHIEVEMENTS                                                                                                                                         |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Best Video          | Sustainable Entrepreneurial Mindset Showcase 10.0                                                                                                    |
| LMS Learning Awards | Anugerah Platform Blended Sesi Disember 2017, Disember 2018, Jun 2019 dan Jun 2020<br><br>Best Overall Performance PMJB CIDOS Award Jun 2018 Session |
| Silver Medal        | PMJB National Innovation & Creativity Competition (PNICC'19)<br>Title of Innovation: 4PLC                                                            |
| Bronze Award        | National Innovation Competition on Education and Technology 2019 (NICeTECH'19)<br>Title of Innovation: 4PLC Model                                    |
| Silver Award        | 1 <sup>st</sup> Graduate Research Exhibition Competition (GRex COM 2017)                                                                             |
| Finalist            | Innovative Youth, Future Business Leader 2.0 Competition 2015<br>Case Study for: MINE Logistics Sdn Bhd                                              |

## PROFESSIONAL CERTIFICATES

| Year | Certificates  |
|------|---------------|
| 2023 | Apple Teacher |

## PUBLICATION

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Asikin Aziz, Noraindah Abdullah Fahim and Siti Khadijah Sebli (2023). *Financial Literacy and Entrepreneurial Intention Among TVET Graduate*, International TVET & Entrepreneurship Conference (ITEC 2023)

Noraindah binti Abdullah Fahim, Logaiswari Indiran (2021). *Factors that influence the online purchasing intention among public university students in Johor, Malaysia*. International Conference on Identity Crisis: World at a Cross Road.

Noraindah Binti Abdullah Fahim, Julia Binti Jantan, Malisa Binti Othman (2021), Hubungan Antara Sikap Pelajar Dan Ketagihan Bermain E-Games Di Kalangan Pelajar Politeknik Metro Johor Bahru, 2021 Jurnal Kejuruteraan, Teknologi dan Sains Sosial, Vol. 7 Issue 2 (Special Issue-NASCO 2021).

Noraindah binti Abdullah Fahim, Julia binti Jantan, Malisa binti Othman (2020) *Kesan Pembelajaran Berasaskan Kerja kepada Kemahiran Kerja Pelajar di Politeknik Metro Johor Bahru (PMJB): Teori Pengalaman Kolb*'. Proceeding in International Conference on Educational Research (InCER 2020) p. 1349 - 1360

Noraindah binti Abdullah Fahim, Nafissah binti Johari (2020), *Pengaruh Hubungan Elemen Orientasi Keusahawanan dan Kemahiran Keusahawanan kepada Hasil Keusahawanan Pelajar Politeknik Metro Johor Bahru*, Proceeding in International Conference on Educational Research (InCER 2020) p. 1400 – 1408

Noraindah binti Abdullah Fahim, Rohaizat bin Baharun (2017). *Analyzing the Mediating Effect of Innovation Capability on Strategic Orientations in Agricultural Malaysia*, WSEAS Transactions on Business and Economics, Vol.14,

Abdullah, Noraindah and Baharun, Fahim Rohaizat (2017) *The Influences of Strategic Orientation and Innovation Capability on Small and Micro Firm Performance*. International Journal of Economics and Management Systems, 2, p.75-85. ISSN 2367-8925

Noraindah binti Abdullah Fahim, Rohaizat bin Baharun (2016), *Market Learning Orientation and Entrepreneurial Orientation Effects Towards Absorptive Capacity and Innovative Capability on Firm Performance*, International Business Management, Vol. 10 (17), 3770-3778

Noraindah binti Abdullah Fahim, Rohaizat bin Baharun (2015), *The Effect of Business Orientations towards Influencing Absorptive Capacity and Innovative Capability on Firm Performance*. The 4<sup>th</sup> International Seminar on Entrepreneurship and Business.

## REFERENCE

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Dr. Zuraidah binti Sulaiman  
Program Director,  
Marketing and Entrepreneurship Department  
Universiti Teknologi Malaysia, Malaysia.  
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