

**PERSONAL PARTICULARS**


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<b>Tel. no.</b>	07-561 0188
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<b>Academic Qualification</b>	PhD in Transport and Logistics Malaysia Institute of Transport (MITRANS) Universiti Teknologi MARA (UiTM)  Master's in Business Administration (MBA) Universiti Teknologi MARA (UiTM)
<b>Academic Experiences</b> <i>(Please use additional pages if needed)</i>	Senior Lecturer Head of Programme Bachelor of Management (Technology) with Honours Faculty of Management Universiti Teknologi Malaysia, Skudai, Johor  Teaching Repertoire for Semester February 2020 to present. -Business Communication -Organizational Behaviors -Principles of Management

<p><b>Research Activities</b></p>	<ul style="list-style-type: none"> <li>-Strategic Management</li> <li>-Procurement Management</li> <li>-Supply Chain Management</li> <li>-Extra Curricular and Experiential Learning</li> <li>-Graduate Success Attributes</li> </ul> <p>Johor Investment Master Plan 2030  Pelan Pelaburan Negeri Johor 2020  Team Member/2020  Kerajaan Negeri Johor Darul Takzim  850, 500</p> <p>MoU with Zecon Kimlun Corporation, Johor  Team Member/2021  Zecon Kimlun Corporation  30,000</p> <p>Enhancing Surf Smart Awareness During Movement Restriction  Order in Malaysia  Team Member/2020  Ministry of Education  5,000.00</p> <p>ASSESSING THE AWARENESS AND READINESS TOWARDS  PARTICIPATION IN SELF-EMPLOYMENT SOCIAL SECURITY  PROTECTION AMONG P-HAILING RIDERS IN JOHOR STATE  Project Leader  Universiti Teknologi Mara (UiTM)  5,000.00</p> <p>PELAKSANAAN PENGURUSAN RISIKO DI JABATAN KESIHATAN  AWAM, DAERAH KULAI  Team Member  Majlis Bandaraya Iskandar Puteri, Johor Bahru  25,000.00</p> <p>Pemindahan Pengetahuan dan Teknologi Ternakan Kelulut  kepada SMK Dato' Haji Hassan Yunos  Team Member  MSF Solution Sdn Bhd  30,000.00</p> <p>Modelling Innovation Capability Performance: The Role of  Intellectual Capital in Research University  Team Member</p>
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	<p>Universiti Teknologi Malaysia 15,000.00</p> <p>An Investigation of Digital Entrepreneurship Intention Activation among University Undergraduates Team Member Universiti Teknologi Malaysia 15,000.00</p> <p>Formulation of Framework and Guideline of Additive Manufacturing for Sustainable Medical and Healthcare System in Malaysia Team Member Universiti Teknologi Malaysia 15,000.00</p> <p>Formulation of Supply Chain Resilience Framework Among Halal Food Manufacturers for Business Performance and Sustainability Post-Pandemic Project Leader Universiti Teknologi Malaysia 44,000.00</p> <p>Building A Consortium for Researcher-Practitioner Collaboration in Marketing Research and Innovation Industry Grant Team Member 10,000</p> <p>Predictive Model of Urban Rail's Operation Cost (Opex) and Maintenance Cost for Financial Sustainability towards Malaysia Railway. Fundamental Research Grant Scheme Team Member 62,000</p>
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<p><b>Publication</b></p>	<p>Risk Categories in Halal Food Transportation: A Preliminary Findings International Journal of Supply Chain Management Indexed Journal Scopus Q3 UiTM Main Author</p> <p>An Overview of Halal Food Products Contamination Risks During Transportation Science</p>
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International  
UTM first author

A Review of Regulatory Framework for Halal Meat Supply Chain:  
The Case of Halal Meat-Based Food Products in  
Malaysia Journal of Applied and Biological Sciences  
UiTM first author

A Critical Analysis of Enabler's Function in Halal Meat Industry  
International Conference of Syariah and Law  
ERA Indexed Journal  
UTM first author

Integrated Approach of Halal Critical Control Point Risk  
Management Plan (HCCRMP) In Retail Distribution of Halal  
Frozen Meat Supply Chain  
3RD INTERNATIONAL HALAL MANAGEMENT CONFERENCE  
2021  
Conference Proceeding  
Main Author

Assessing The Effectiveness of Collaborative Learning in  
Business Communication Course for Knowledge and Generic  
Skills Acquisition  
INTERNATIONAL SYMPOSIUM ON TEACHING & LEARNING  
INNOVATION 2021  
Conference Proceeding  
Main Author

Factors Affecting the Intention of Cashless Payment Usage  
Among University Students  
INTERNATIONAL MANAGEMENT & ACCOUNTING  
CONFERENCE (IMAC)  
Conference Proceeding  
UTM first author

Enhancing Student's Knowledge in Engineering Management  
Subject by Using Real Case Scenario Application  
1ST SYMPOSIUM ON TEACHING AND LEARNING PRACTICES IN  
ELECTRICAL ENGINEERING2021

Determinants Of Consumer Perceived Trustworthiness in Digital  
Advertising of Food and Beverage INTERNATIONAL JOURNAL  
OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL  
SCIENCES2021

Co-Author

SERTU AND HALAL CRITICAL POINT FOR MANAGING RISKS IN HALAL TRANSPORTATION INNOVATION OF FOOD PRODUCT IN HALAL SUPPLY CHAIN WORLDWIDE

Scopus Book (Springer Book)2023

Main Author

THE IMPACT OF FLEXIBILITY AND RESPONSIVENESS ON THE FINANCIAL PERFORMANCE IN MALAYSIA'S MANUFACTURING INDUSTRY DURING THE COVID-19 PANDEMIC  
INTERNATIONAL JOURNAL OF APPLIED ECONOMICS, FINANCE AND ACCOUNTING

(SCOPUS) 2023

Co-Author

VIABLE SUPPLY CHAIN MANAGEMENT TOWARD COMPANY SUSTAINABILITY DURING COVID-19 PANDEMIC IN MALAYSIA SUSTAINABILITY

(WOS Q2)

Co-Author

FACTORS CONTRIBUTE TO AWARENESS OF HALAL LOGISTICS AMONG MUSLIM CONSUMERS

(INDEXED JOURNAL) 2023

Main Author

DETERMINANT FACTOR OF PURCHASE BEHAVIOUR TOWARD INTENTION TO PURCHASE HALAL PRODUCTS AMONG UNIVERSITY STUDENTS

(INDEXED JOURNAL) 2023

Main Author

Viable Supply Chain Management Toward Company Sustainability During Covid-19 Pandemic in Malaysia  
WOS (Sustainability) Q2

Co-Author

Supply Chain Resilience Practices Among Halal Food Manufacturers for Business Performance and Sustainability  
Journal of Namibian Studies

Scopus Index

Main Author

**Supervision Post Graduate  
Supervision**

HUANG YUNXUAN  
AGRICULTURAL STAKEHOLDERS WORK FOR VALUE CO-  
CREATION OF GOVERNMENT AGRICULTURAL MARKETERS IN  
CHINA  
PhD Main Supervisor

HUSSAIN NAIBER  
THE ROLE OF EMPLOYEE GREEN BEHAVIOR BETWEEN THE  
RELATIONSHIP OF GREEN HUMAN RESOURCE MANAGEMENT  
AND EMPLOYEE SUSTAINABLE PERFORMANCE IN THE  
BANKING INDUSTRY OF PAKISTAN.  
PhD Main Supervisor

MAZLINAWATI BINTI ABDUL MAJID  
The Development of Collaboration Theory Among Stakeholders  
in the Food Supply Chain Towards Improving Food Security  
Governance  
PhD Main Supervisor

SAEED ABDALLA AHMED ALMELAIH ALFZARI  
HALAL FOOD SUPPLY CHAIN INTEGRITY MEDIATES THE  
RELATIONSHIP BETWEEN THE FACTORS ENHANCING HALAL  
FOOD SUPPLY CHAIN INTEGRITY AND PERFORMANCE  
TOWARDS HALAL FOOD SUPPLY CHAIN PERFORMANCE FOR  
UAE MARKET  
PhD Co-Supervisor

SULTAN HUMAID FADHIL AL HADHRAMI  
THE ROLE OF SERVICE QUALITY AND GOVERNMENT  
INTERVENTION ON PUBLIC TRANSPORTATION IN SULTANATE  
OF OMAN  
PhD Co-Supervisor

PAVITRA A/P KARTH GASU  
MARKETING STRATEGY FOR MULTILEVEL PEOPLE-BASED  
FOOD SECURITY IN MALAYSIA  
MPhil Co-Supervisor