



NORAINDAH BINTI ABDULLAH FAHIM

Curriculum Vitae

PERSONAL DETAILS

- University Coordinator for Entrepreneurship Courses
- Entrepreneurship Panel, Department of Marketing and Entrepreneurship
- Industrial Internship Coordinator, Department of Marketing and Entrepreneurship
- Innovation and Entrepreneurship Research Group (IERG)



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https://www.researchgate.net/profile/Noraindah-Abdullah-Fahim-2?ev=hdr_xprf



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Department of Marketing and Entrepreneurship Faculty of Management

Universiti Teknologi Malaysia
Johor, Malaysia

Nationality

Malaysia

Area of Expertise

Entrepreneurship
Entrepreneurship Education
Business Model Canvas
Marketing
Start-ups Ecosystem
SDG and Sustainability

ACADEMIC QUALIFICATION

- **PhD in Management (Entrepreneurship and Marketing)**
Universiti Teknologi Malaysia
- **Master in Business Administration**
Universiti Teknologi Malaysia
- **Bachelor in Business Administration (Honours)**
International Islamic University Malaysia

PUBLICATION

Shawang, S. H., Indiran, L., Fu, C., & Fahim, N. A. (2024). **The Influence of Big Data Management Towards Big Data Decision-Making Capability in The Malaysian Public Sector.** PaperASIA, 40(4b), 132-144 - SCOPUS

Sumarmi, Irawan, L.Y., Arinta, D., Suprianto, A., Kurniawati, E., Hidajat, H.G., Marlina, Fahim, N.B.A., Arif, M., Sholeha, A.W., & Shaherani, N. (2024). **Tourism Development Strategy Based on Environmental Services With Integrated Coastal Zone Management (Iczm) To Achieve Sustainable Development Goals (SDGS) In Jolosutro Beach Of Blitar Regency Indonesia.** Geojournal of Tourism and Geosites, 55(3), 1377–1391 - SCOPUS

Fahim, N.A; Indiran, L. (2024). **Strategic Orientations and Innovation Capability for Sustaining MSME Performance: Insights from the Agricultural Sector,** *J. Mgt. Mkt. Review*, 9(4), 183 – 189.

Lim, S. J., & Fahim, N. A. (2024). **Literature Review on Grassroots Social Innovation within Technology Social Venture.** *International Journal of Academic Research in Business and Social Sciences*. Vol. 4 (12). 3996 – 4004.

Shi, P. S., & Fahim, N. A. (2024). **Factors Influencing Customer Satisfaction in Shopee Malaysia.** *International Journal of Academic Research in Business and Social Sciences*, Vol. 4 (12). 2363 – 2376.

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,** *Jurnal Kejuruteraan, Teknologi dan Sains Sosial*, Vol. 7 Issue 2 (Special Issue-NASCO 2021).

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

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, 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 - SCOPUS

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 - SCOPUS

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

GRANT

ROLE	NAME OF GRANT
Project Leader	Development of a Sustainable Entrepreneurship Education (SEE) Framework for Higher Education Institutions in Johor Bahru: A Study Focused on Polytechnics, Community Colleges, and UTM UTM Grant Amount: RM10,000 Grant Duration: 15/11/2024 - 14/05/2026
Team Member	The Role of Islamic Principles in Enhancing Customer Loyalty and Satisfaction in Health-Based Service Environments UTM Grant Amount: RM10,000 Grant Duration: 15/11/2024 - 14/05/2026
Team Member	LSPB 1.5 : Kajian dan Penyediaan Rangka Tindakan "Green and Smart Terminal Blueprint" untuk Terminal Larkin Sentral: Bidang Tumpuan Amalan Perniagaan Lestari (Focus Area 5) Grant Amount: RM84,400 Grant Duration: 01/03/2024 - 28/02/2026
Team Member	Evaluating the Challenges and Training Opportunities in Johor's SMEs: CEOs' Perspectives Grant Amount: RM15,000 Grant Duration: Closed

SUPERVISION

Education Level	Year	Research Title
Master	2025	GRASSROOTS SOCIAL INNOVATION FOR TECHNOLOGY SOCIAL VENTURE IN MALAYSIA

JOURNAL ARTICLE EDITOR/REVIEWER

TASK/POSITION	DETAILS
Editor	Semarak International Journal of Entrepreneurship, Economics and Business Development
Publication and Printing Committee	8TH International Undergraduate Research Conference 2024 (IURC 2024)
Publication Committee	6 th International Undergraduate Research Conference (IURC 2023)
Reviewer	International Conference on Applied Sciences, Engineering, Information and Technology (Ico-Ascnitech 2022)

Paper Reviewer	11 th 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)

INVITATION/APPOINTMENT

TASK/POSITION	PROGRAM
Panel of Academic Advisors	Diploma in Entrepreneurship Polytechnic METrO Johor Bahru, Malaysia Duration: 15 August 2025 – 14 August 2027
Jury	SUSTAINABLE ENTREPRENEURIAL MINDSET SHOWCASE SEMS (7.0) UTM
	Borneo Innovation Festival 2021 (BIF'21)
	Business Pitching Competition for PMJB POLYSKILL 2024
Panel of Evaluator	Subject Matter Expert - Market Assessment Panel Prototype Development Fund 1/2025
	Subject Matter Expert - Market Assessment Panel PPP Innovation Technology (3P In-Tech) Fund 2025
	Subject Matter Expert - Market Assessment Panel SME INTECH Fund 2024
	Subject Matter Expert - Market Assessment Panel Technology Innovation Fund (TIF) 2024
	Final Year Project Presentation for Diploma in Finance, PMJB 2024
	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
Program Coordinator	Diploma in Entrepreneurship Polytechnic METrO Johor Bahru, Malaysia Duration: 2019 – 2021
Panel of Coordinator	Industry on Campus Polytechnic and College Community Department Duration: 2021 - 2023

PROFESSIONAL CERTIFICATES

Year	Certificates
2023	Apple Teacher