



## CURRICULUM VITAE



### PERSONAL DETAILS

Name : Assoc. Professor Dr Batiah binti Mahadi

Nationality : Malaysian

Tel : (Mobile): 0103665456

E-mail : batiah.kl@utm.my

Website : <https://people.utm.my/batiah>

Expertise : Strategy Formulation, E- business, Techno - entrepreneurship  
Technology Innovation, Economic impact, and Development

### ACADEMIC QUALIFICATIONS

NO	LEVEL OF EDUCATION	COURSE	UNIVERSITY	STARTING DATE	ENDING DATE
1.	Bachelor's degree	Economics minor Marketing	University of Arizona, USA	1992	1994
2.	Master's degree	MBA -Techno-entrepreneurship	Universiti Teknologi Malaysia	1999	2001
3.	Doctor of Philosophy	Technology Management	University of Western Australia, Perth, Australia	2008	2011

## AWARD AND HONORS RECEIVED

NO	AWARD	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	YEAR
1	Gold award in International Symposium on Teaching and Learning Innovation (ISTLI)	International	2021
2	Gold award in International Symposium on Teaching and Learning Innovation (ISTLI)	International	2021
3	Best Paper Award at 2nd International E-Conference on New Normal in Education 2021 (IENNE 2021)	International	2021
4	Certificate of Appreciation for participating in 9th & 10th ICEBM conference	International	2021
5	Best Presenter in International Symposium on Teaching and Learning INNOVATION (ISTLI)	International	2021
6	Silver Award in International Symposium on Teaching and Learning innovation (ISTLI)	International	2021
7	Best paper Award INNE 2021	International	2021
8	Appreciation Service Award in AHIBS staff Excellence Award Ceremony 2020	Faculty	2021
9	Awards for Excellence Workload Achievement (BTSA)	Faculty	2021
10	Award of Excellence for Active Blended Learning SBSC1063 Section 1 Semester 1 2020/2021	University	2021
11	Award of Excellence for SBSC1063 Section 2 Semester 1 - 2020/2021	University	2021
12	Award of excellence for SBSC1133-Section 1 Semester 2 - 2020/2021	University	2021
13	Excellence Award for Active Blended Learning SBSC1133-Section 2 Semester 2 - 2020/2021	University	2021
14	Award of excellence for Active Blended Learning Course SBSC1063 Section 1 Semester 1 2020/2021	University	2020

15	Award of Excellence for Active Blended Learning Course SBSC1063 Section 2 Semester 1 2020/2021	University	2020
16	Excellent Achievement Award AHIBS 2018	Faculty	2019
17	Research Award AHIBS 2017	Faculty	2018
18	Excellent Service Award AHIBS	Faculty	2018
19	Award of Excellence for Active Blended Learning course semester 2-2017/2018	University	2018
20	Excellent Service Award – Citra Karisma (2012)	University	2012
21	Winner of “Three-Minute-Thesis Competition” UWA Business School, University of Western Australia (2010)	International	2010
22	Letter of Appreciation for Excellent Service – Universiti Teknologi Malaysia (2006)	University	2006
23	Excellent Service Award Citra Karisma - Universiti Teknologi Malaysia (2004)	University	2004

## RESEARCH ACTIVITIES

NO	NAME OF PROJECT	ROLE	CATEGORY OF GRANT	TYPE OF GRANT	AMOUNT (RM)	STARTING DATE	ENDING DATE	VOTE NO
1	Factors Impacting the Success of Malaysian Internet Entrepreneurs	Project leader	RUG of UTM	National	20000	01/07/2014	30/06/2015	Q.K130000.2663.10J53
2	Determination of Economic Impact of Harmful Algal Blooms in Malaysian Coastal	Project leader	Ministry of Higher Education	National	167800	04/01/2016	30/06/2019	R.J130000.7829.4L846
3	Hybrid Integrated Model for Online Learning Effectiveness for Students in B40	Project leader	RUG of UTM	National	15000	01/10/2021	30/09/2023	Q.J130000.3855.20J15
4	Modeling the impact of generative AI on Malaysian labor market in manufacturing sector	Project Leader	RUG UTM	National	67,000	01/09/2024	31/08/2026	Q.J130000.3829.24H17
5	The Interaction Effects of Emotional Intelligence On Leader-Member Exchange (LMX) And Employee Outcomes	Researcher	New academic staff	National	20000	01/07/2012	30/12/2013	R.K130000.7763.4P059

6	Literasi Ekonomi Pelajar-Pelajar Keusahawanan	Researcher	New academic staff	National	18000	01/09/2012	31/08/2013	R.K130000.7740.4P061
7	Information Systems Integration - A Case Study of a Malaysian Institution of Higher Learning	Researcher	RUG of UTM	National	50000	01/12/2012	31/12/2013	Q.K130000.2663.08J26
8	Modeling Citizens' Continuance Intention to Use Malaysian Government Service Delivery	Researcher	RUG of UTM	National	30000	01/04/2014	31/03/2015	Q.K130000.2563.05H81
9	A Framework for Exploration and Exploitation Strategies in Family Firms	Researcher	Ministry of Education	National	52000	01/08/2016	31/01/2019	R.K130000.7863.4F858

## WORKING EXPERIENCE

NO	POSITION	STARTING DATE	ENDING DATE	DEPARTMENT/ORGANISATION
1	Lecturer	July 1995	December 1997	Infotrain Sdn Bhd/IPM MARA
2.	Tutor	December 1997	December 2001	Program Pengajian Diploma Universiti Teknologi Malaysia
3.	Lecturer	December 2001	November 2011	Kolej Sains dan Teknologi Universiti Teknologi Malaysia
4.	Senior Lecturer	November 2011	December 2014	Azman Hashim International Business School Universiti Teknologi Malaysia
5.	Senior Lecturer	January 2015	April 2023	Fakulti Pengurusan Universiti Teknologi Malaysia
6.	Associate Professor	April 2023	-	Fakulti Pengurusan Universiti Teknologi Malaysia

## SELECTED PUBLICATIONS

### JOURNAL

NO	ARTICLE TITLE	JOURNAL TITLE	ISSN	VOL	ISSUES	PAGE	PUBLICATION YEAR	IF	TYPE OF PUBLICATION	CATEGORY OF PUBLICATION	QUARTILE RANKING	CATEGORY AUTHOR
1	Promoting Clusters and Networks for Small and Medium Enterprises to Economic Development In The Globalization Era	Sage Open	21582440	7	1	1-9	2017	1.3	ARTICLE IN WEB OF SCIENCE (ISI)	Article/ Review	Q2	UTM First Author
2	Influence Of Social Capital on Customer's Relationship Satisfaction In The Pakistani Banking Industry	Asia Pacific Journal of Marketing and Logistics	13555855	29	5	1036-1054	2017	3.9	ARTICLE IN WEB OF SCIENCE (ISI)	Article/ Review	Q1	UTM First Author
3	The Mediating Role of Knowledge Management In E-Businesses in Malaysia	Asia-Pacific Management Accounting Journal	25501631	13	2	1-25	2018		ARTICLE IN WEB OF SCIENCE (ISI)	Article/ Review		UTM First Author
4	Green Supply Chain Management/Green Finance: A Bibliometric Analysis of the Last Twenty Years by Using the Scopus Database (Early Release)	Environmental Science and Pollution Research	1614-7499	29	56	1-27	2022		ARTICLE IN WEB OF SCIENCE (ISI)	Article/Review	Q2	UTM First Author
5	Green Trade Credit and Sustainable Firm Performances During COVID-19)	Vision		27	5	593-603	2022		ARTICLE IN WEB OF SCIENCE (ISI)	Article/Review	Q3	UTM First Author
6	Structural Understanding of	Electronic Government	17407494	17	3	278-311	2021			Article/ Review		UTM First Author

	Electronic Government Websites: A Systematic Literature Review								ARTICLE IN SCOPUS			
7	The Role of Entrepreneurial Strategy-Making Dimensions Towards Internet Business Performance In Malaysia	International Journal of Engineering and Technology (IJET)	2227524X	2.29	7	524-527	2018		ARTICLE IN SCOPUS	Article/ Review		UTM First Author
8	Green Trade Credit and Sustainable Firm Performances During Covid-19: A Conceptual Review	Vision-The Journal of Business Perspective	0972-2629			1-11	2022		ARTICLE IN SCOPUS	Article/ Review	Q3	UTM First Author
9	The Impact of Networking Capability and Export Capability on Internationalization Of Malaysian SMEs: The Mediating Role of Competitive Advantage	Journal Of Xi'an University Of Architecture & Technology	1006-7930	14	11	23-37	2022		ARTICLE IN SCOPUS	Article/Review		UTM First Author
10	A Strategic Management Process: The Role of Decision-Making Style and Organisational Performance	Journal of Work-Applied Management	2205-2062	15	1	37-50	2023		ARTICLE IN SCOPUS	Article/Review		Co- Author
11	A Bibliometric Literature Review on Trends in the Internationalization of Higher Education	International Journal of Learning, Teaching and Educational Research		23	9	518-542	2024		ARTICLE IN SCOPUS	Article/ Review		UTM First Author
12	Determination of SME's Internationalization in Malaysian Context	Business Management and Strategy		14	1	25-44	2023		ESSENTIAL RESEARCH AUSTRALIA (ERA)	Article/ Review		UTM First Author
13	Bibliometric Analysis of Global Research Trends on Leadership	International Journal of Academic	2222-6990	11	10	799-813	2021		ESSENTIAL RESEARCH	Article/ Review		UTM First Author

	Using Scopus Database	Research in Business and Social Sciences							AUSTRALIA (ERA)			
14	Entrepreneurial Strategy-Making Mode and Organisational Performance of Internet Business in Malaysia and A Case Analysis	Journal Of Global Business and Social Entrepreneurship	24621714	2	4	85-97	2016		ARTICLE IN NON INDEXED JOURNAL	Article/ Review		UTM First Author
15	Exploring Management and Monitoring Of Harmful Algal Bloom Events In Malaysia: Government Sector	Asian Journal of Research in Business and Management	26828510	1	1	1-8	2019		ARTICLE IN NON INDEXED JOURNAL	Article/ Review		UTM First Author
16	Strategic Entrepreneurship In Family Business	International Journal Of Innovation And Business Strategy (IJIBS)	2232044X	6	2	45-59	2016		ARTICLE IN NON -INDEXED JOURNAL	Article/ Review		Co Author
15	New Product Development (NPD) Success Factor Matrix	Contemporary Issues in Innovation and Business Strategies Series 1	9789835211966				2016		BOOK CHAPTERS	Article/ Review		Co Author
17	Strategy Formulation by Internet Entrepreneurs and the Role of Emergent Learning	Shaping Business Performance Through People Development		1		33-50	2012		BOOK CHAPTERS	Article/ Review		Corresponding Author
18	Concept of Lifestyle Marketing in Digital Age	Lifestyle Marketing In Digital Age	9789835218620			1-8	2022		BOOK CHAPTERS	Article/ Review		First UTM Author
19	The Management and Monitoring Of Hab Outbreaks In Malaysia: Aquaculture Industry	2 <sup>nd</sup> Asia International Multidisciplinary Conference 2018 (AIMC 2018)				1-11	2018		CONFERENCE PROCEEDINGS	Article/ Review		First UTM Author
20	Exploring Management and Monitoring Of Harmful	International Conference on Business,	9789671685938			101-108	2019		CONFERENCE PROCEEDINGS	Article/ Review		First UTM Author

	Algal Bloom Events In Malaysia: Government Sector	Education, Innovation & Social Sciences										
21	A Review Of Entrepreneurial Strategy-Making Mode And Organisational Performance Of Internet Business In Malaysia	Proceeding 3 <sup>rd</sup> International Conference On Global & Social Entrepreneurship (Legoland, Johor) 2016	978-967-13718-2-4			298-308	2016		CONFERENCE PROCEEDINGS	Article/ Review		First UTM Author
22	The Effect Of Entrepreneurial Orientation Towards Organizational Performance Of E-Business In Malaysia	2 <sup>nd</sup> International Conference On Business, Tourism And Technology (ICBTT 2018)	9789671484166			13-20	2018		CONFERENCE PROCEEDINGS	Article/ Review		First UTM Author
23	Teaching Macroeconomics For Undergraduate Students Using Project- Based Learning: Perspectives Of Non- Economic Major	International Symposium On Teaching And Learning Innovation 2021	978-967-19645-3-8			40-44	2021		CONFERENCE PROCEEDINGS	Article/ Review		Corresponding Author
24	Strategic Entrepreneurship In Family Business	Proceedings Of The UTM-IBS Business Postgraduate	978-983-44732-9-7			201-212	2016		CONFERENCE PROCEEDINGS	Article/ Review		Co-Author
25	Service-Learning Pedagogy In Social Media And Branding Class Towards Quadruple Helix Partnership (QHP)	International Symposium on Teaching & Learning Innovation (ISTLI 2021)	978-967-19645-3-8			57-61	2021		CONFERENCE PROCEEDINGS	Article/ Review		Co-Author
26	Students' Perception On The Quality Of Academic Program	International Symposium On Teaching & Learning Symposium	978-967-19645-3-8			154-158	2021		CONFERENCE PROCEEDINGS	Article/ Review		Co-Author
27	Strategy Process of Internet Entrepreneurs: Qualitative	5 <sup>th</sup> International Conference on Qualitative Research in IT &					2010		CONFERENCE PROCEEDINGS (INDEXED SCOPUS)	Article/ Review		Corresponding Author

	Exploration using Internet Documents	IT in Qualitative Research										
28	Strategy Process of Internet Entrepreneurs After Start-up	Doctoral Consortium Pacific Asia Conference for Information Systems (PACIS),					2010		CONFERENCE PROCEEDINGS	Article/ Review		Corresponding Author
29	Information Systems Integration and Quality Management Practices in Learning Environment – Gaps and Opportunities	International Conference on Internet Technologies and Societies	978-960-474-356-8			68-77	2013		CONFERENCE PROCEEDINGS	Article/ Review		Co- Author
30	Information Systems Integration: A Review of Literature and a Case Analysis	Mathematics and Computers in Contemporary Science Conference				101-106	2013		CONFERENCE PROCEEDINGS	Article/ Review		Co-Author
31	Assessment Of Biofuel Production And Its Impact On Environmental Quality And Food Security In Africa	li. International Academician Studies Congress Asc 2021/Fall				113-113	2021		CONFERENCE PROCEEDINGS	Article/ Review		Co-Author
32	Coronavirus And Food Security In Developing Countries	Kartepe Summit 2022 “Resilient Cities And The Transformation Of The City”				1-8	2022		CONFERENCE PROCEEDINGS	Article/ Review		Co-Author

## **H INDEX : 4**

## **SELECTED PROCEEDINGS/CONFERENCE**

1. Mahadi, B. Omain, S.Z., Sulaiman, Z., & Subramaniam, Y. (2021) Teaching Macroeconomics for Undergraduate Students using Project-Based Learning: Perspectives of Non-Economic Major. In Proceeding of International Symposium on Teaching & Learning Innovation (ISTLI) (Johor Bahru) (pp.40-44)
2. Adam, S., Mahadi, B., & Panatik, S. A. (2018). The Effect of Entrepreneurial Orientation Towards Organizational Performance of E-Business in Malaysia. In Proceedings of the 2nd International Conference on Business, Tourism and Technology (Melaka) (pp. 13-20).

3. Adam, S., & Mahadi, B., (2017). The Role of Entrepreneurial Strategy-Making (Multi- Dimensional) Towards Organisational Performance of Internet Business in Malaysia. In Proceedings of the ASIA International Multidisciplinary Conference (AIMC-2017) (pp. 1-7).
4. Adam, S., & Mahadi, B. (2016). A Review of Entrepreneurial Strategy-Making Mode and Organisational Performance of Internet Business in Malaysia. In Proceeding 3rd International Conference on Global Social Entrepreneurship (Legoland, Johor) (pp. 217–227).
6. Adam, S., & Mahadi, B. (2016). The Effectiveness of Knowledge Management Towards Organisational Performance Of Internet Business In Malaysia. In Proceedings of the 7th International Borneo Business Conference (pp. 439– 447).
7. Adam, S., Mahadi, B., & Lom, H. (2016). The Role Of Entrepreneurial Strategy Making Dimensions Towards Organisational Performance Of Internet Business in Malaysia. In Proceedings of the 7th International Conference on Postgraduate Education (Uitm, Shah Alam) (pp. 979–995).
8. Mohamed, N., Mahadi, B., Miskon, S., Haghesh, S. & Hafizuddin, M.A (2013) Information Systems Integration and Quality Management Practices in Learning Environment – Gaps and Opportunities. Paper presented at International Conference on Internet Technologies and Societies. Kuala Lumpur, 29 November – 1 December.
9. Mohamed, N., Mahadi, B., Miskon, S., Haghesh, S. & Hafizuddin, M.A (2013) Information Systems Integration: A Review of Literature and a Case Analysis. Presented at Mathematics and Computers in Contemporary Science Conference. Nanjing 17-19 November.
10. Mahadi, Batiah (2010) “Strategy Process of Internet Entrepreneurs: Qualitative Exploration using Internet Documents” Paper presented at 5th International Conference on Qualitative Research in IT & IT in Qualitative Research, Brisbane, 29-30 November
11. Mahadi, Batiah (2010) “Strategy Process of Internet Entrepreneurs After Startup” Paper presented at the Doctoral Consortium Pacific Asia Conference for Information Systems (PACIS), Taipei, 8-9 July.

## **THESIS**

- i) Batiah Mahadi. Strategy Formulation by Internet Entrepreneurs, Ph.D. Thesis, University of Western Australia, Perth, Australia (2012).
- ii) Batiah Mahadi. The Relationship between Determinants of Teaching Quality and Factors Influencing Student’s Learning in Management Studies at UTM. Master’s Thesis. Universiti Teknologi Malaysia (2002)

## **BOOK CHAPTER**

- i) Mahadi, Batiah. Strategy Formulation by Internet Entrepreneurs and the Role of Emergent Learning in Shaping Business Performance Through People Development. Volume 1, Edited by NNA Mansor, R Anvari, KY Lai, N Idris, N Mohd. 2012, pp 33-50.
- ii) Mahadi, N & Mahadi, B. New Product Development (NPD) Success Factor Matrix. Contemporary Issues in Innovation and Business Strategies Series. Edited by WKW Ismail & SZA Rashid. 2016. pp 43-35.
- iii) Mahadi, Batiah & Zakuan, Norhayati. Concepts of Digital Marketing. Lifestyle Marketing in Digital Age. 2022. pp 1-12
- iv) Fadhilah, S., Hashim, N.H., Mahadi, B. & Ashaari, A. Tripadvisor Reviews by International Tourists on the Perceived Image of Bali. Lifestyle Marketing in Digital Age. 2022. Pp 13-22.
- v) Azizah, P.Z., Abdullah, M., Mahadi, B., & Mohamad Rizal, A. Customer Satisfaction Towards Paperless Feature by Traveloka. Lifestyle Marketing in Digital Age. 2022. pp 23-36.

**PLENARY/CHAIRPERSON/ORAL POSTER  
PRESENTER/KEYNOTE ADDRESS / INVITED GUEST SPEAKER**

NO	ROLE	TITLE OF PROGRAMME	DATE	LOCATION
1	Invited Guest Speaker	Mukhayam An Nisa	8 May 2015	PUSAT ISLAM, UTM
2	Invited Guest Speaker	Read and Relax Siri 19/2019	16/05/2019	LIBRARY UTM
3	Invited Guest Speaker	Ahli Panel Kolokium Berkarya Dalam Talian: Ke Arah Ruang Jaringan Siber.	17/3/2016	Anjuran Dewan Bahasa dan Pustaka di UTHM
4	Invited Guest Speaker	Sessi Read and Relax: Apabila Sarjana Menulis Fiksyen	21/10/2019	LIBRARY UTM
5	Invited Guest Speaker	Wealth Creation Lab 2013	11/11/2013- 15/11/2013	UTMTEC
6	Invited Speaker	Publishing In Research Book and Book Chapter	29/09/2022	FM UTM

**PROFESSIONAL SERVICES : FACULTY/ NATIONAL RESOURCE PERSON**

NO	PROJECT TITLE	ROLE	LEVEL	STARTING DATE	ENDING DATE
1	Pembangunan Program Sarjana Muda Pentadbiran Perniagaan	Pakar Rujuk	Universiti	01/08/2017	31/12/2017
2	Penyelarasan Subjek Prinsip Mikroekonomi	Pakar Rujuk	Fakulti	01/12/2020	28/02/2021
3	Penyelia Projek Sarjana Muda (Cadangan) Hafizuddin Kardi Dan Nurul Syazarizan Md Jamil	Pakar Rujuk	Fakulti	10/07/2017	31/12/2017
4	Proposal Defence Chu Chy Ren	Pakar Rujuk	Fakulti	06/07/2021	07/07/2021
5	Research Methodology Colloquium' Semester 2, Sesi 2020/2021	Pakar Rujuk	Universiti	24/06/2021	08/07/2021
6	Review Article for The Asia Pacific Journal of Marketing And Logistics	Pakar Rujuk	Antarabangsa	02/02/2021	04/03/2021
7	Pakar Bidang Penjana KPT Caps	Pakar Rujuk Profesional	Kebangsaan	01/03/2021	31/12/2021

8	Appointment As a Proofreader for Students' Abstracts of Azman Hashim International Business School (Ahibs)	Pembaca Pruf	Fakulti	01/01/2021	31/12/2022
9	Menilai Abstrak Tesis Phd	Pembaca Pruf	Fakulti	01/01/2020	31/12/2020
10	Pemeriksaan Tesis Dan Peperiksaan Lisan Dauda Mohammed Atiyaye	Pembantu Pengerusi Viva	Universiti	18/07/2017	18/07/2017
11	Pemeriksaan Tesis Dan Peperiksaan Lisan Setareh Faiz	Pembantu Pengerusi Viva	Universiti	25/10/2016	26/10/2016
12	Peperiksaan Lisan Azlin Shafinaz Binti Mohamed Arshad (Doktor Falsafah)	Pembantu Pengerusi Viva	Universiti	18/09/2015	18/09/2015
13	Jurnal Kemanusiaan	Pemeriksa Dalam	Kebangsaan	01/01/2018	30/04/2020
14	Menilai Proposal Pelajar Phd Ayman Ahmed Hassan Hanafy	Pemeriksa Dalam	Fakulti	07/06/2020	22/06/2020
15	Menilai Proposal Pelajar Phd Mohd Jaffri Abu Bakar	Pemeriksa Dalam	Fakulti	15/07/2020	12/08/2020
16	Penilaian Peringkat Pertama Shazia Parveen	Pemeriksa Dalam	Fakulti	20/02/2017	28/02/2017
17	Phd Proposal Defence Faizan Ali	Pemeriksa Dalam	Fakulti	22/07/2014	22/07/2014
18	Projek Sarjana Muda Semester 2	Pemeriksa Dalam	Fakulti	17/12/2019	17/12/2019
19	Projek Sarjana Muda Semester 1,	Pemeriksa	Fakulti	11/12/2018	11/12/2018
20	Proposal Defense for Faizan Ali	Pemeriksa Dalam	Fakulti	15/07/2013	22/07/2013
21	PSM 2018	Pemeriksa Dalam	Fakulti	01/01/2018	31/12/2018
22	Pelantikan Penilai Pembentangan Disertasi Mixed Mode Penulisan Zuryatie Binti Samidi	Pemeriksa Dalam	Fakulti	07/10/2015	07/10/2015
23	Pembentangan Disertasi Mixed Mode -MHD (Cadangan)	Pemeriksa Dalam	Fakulti	11/06/2015	11/06/2015
24	Pembentangan Disertasi Mixed Mode MHM Cadangan Khairunnisa Binti Md Shakri	Pemeriksa Dalam	Fakulti	20/10/2015	20/10/2015
25	Pembentangan Disertasi Mixed Mode- MHD Cadangan Zuryatie	Pemeriksa Dalam	Fakulti	21/04/2015	21/04/2015
26	Penilai Latihan Industri	Penasihat Projek	Komuniti / Daerah	01/05/2012	31/12/2012
27	Penilai Latihan Industri UG AHIBS	Penasihat Projek	Fakulti	13/01/2020	29/05/2020
28	Penyelaras Latihan Industri	Penasihat Projek	Fakulti	04/04/2021	20/07/2021

29	Penyelia Projek Sarjana Muda (Laporan Akhir) Untuk Hafizuddin Kardi @ Karnadi Dan Nurul	Penasihat Projek	Fakulti	03/10/2017	31/12/2017
30	Penyelidikan Latihan Industri	Penasihat Projek	Fakulti	14/04/2019	16/05/2019
31	Projek Sarjana Muda	Penasihat Projek	Fakulti	01/01/2019	31/12/2019
32	Projek Sarjana Muda	Penasihat Projek	Fakulti	16/02/2020	31/12/2020
33	PSM 2018	Penasihat Projek	Fakulti	01/01/2018	31/12/2018
34	Pembentangan Penilaian Peringkat Pertama	Pengerusi Viva	Fakulti	14/03/2017	14/03/2017
35	Pembentangan Penilaian Peringkat Pertama Rozanti Bt A. Hamid Doktor	Pengerusi Viva	Fakulti	21/12/2015	21/12/2015
36	Pembentangan Penilaian Peringkat Pertama Doktor Falsafah Nadhirah	Pengerusi Viva	Fakulti	20/10/2015	20/10/2015
37	Penyelarasan Subjek SBSC1133 AHIBS	Fasilitator Akademik	Fakulti	01/03/2021	31/07/2021
38	Penyelia Projek Sarjana Muda	Fasilitator Akademik	Fakulti	01/01/2021	01/08/2021
39	Wealth Creation Lab (UTMTEC)	Fasilitator Akademik/ Speaker	Universiti	11/11/2013	15/11/2013
40	Menjadi Koordinator Subjek Technology Management, UTM IBS.	Penasihat	Fakulti	01/01/2014	31/12/2014
41	AHIBS Action Research Challenge 2020	Moderator	Fakulti	02/09/2020	02/09/2020
42	Jemputan Sebagai Moderator Sesi Ceramah "Implementing Successful Service Learning In Undergraduate Classes" Sempena Bulan "Future Ready Educator" (Free) Sekolah Perniagaan Antarabangsa Azman Hashim (AHIBS)	Moderator	Fakulti	11/10/2021	11/10/2021
43	Bengkel PSM – How to do Qualitative Research	Penceramah Jemputan	Fakulti	18/09/2019	18/09/2019
44	Penceramah "Project Based Learning In Economics Course" Sempena Bulan "Future Ready Educator" (Free) Sekolah Perniagaan Antarabangsa Azman Hashim (AHIBS)	Penceramah Jemputan	Fakulti	11/10/2021	11/10/2021
45	Program K Sharing- Read and Relax	Penceramah Jemputan	Universiti	21/10/2019	21/10/2019

**PROFESSIONAL SERVICES : ACADEMIC RECOGNITION/ INTERNATIONAL RESOURCE PERSON**

<b>NO</b>	<b>PROJECTTITLE</b>	<b>ROLE</b>	<b>LEVEL</b>	<b>STARTING DATE</b>	<b>ENDING DATE</b>
1	Jurnal Kemanusiaan	Editor	Antarabangsa	01/01/2019	30/04/2019
2	Jurnal Kemanusiaan	Editor	Antarabangsa	01/01/2020	30/04/2020
3	Jurnal Kemanusiaan	Editor	Antarabangsa	01/05/2017	31/12/2017
4	Jurnal Kemanusiaan	Editor Jurnal	Antarabangsa	01/01/2016	31/12/2018
5	Review Manuscript for The Asia Pacific Journal Of Marketing And Logistics	Penilai Jurnal Berindeks (Isi)	Antarabangsa	18/07/2020	13/08/2020
6	Review Manuscript for The Asia Pacific Journal Of Marketing And Logistics	Penilai Jurnal Berindeks (ISI)	Antarabangsa	10/09/2020	06/10/2020
16	Reviewer For the Asia Pacific Journal of Marketing and Logistics.	Penilai Jurnal Berindeks (ISI)	Antarabangsa	20/09/2018	18/10/2018
7	Projek Sarjana Muda Shad 3042	Reviewer	Fakulti	24/03/2016	31/12/2016
8	Reviewer For Asia Pacific Journal of Marketing and Logistics	Reviewer	Antarabangsa	20/09/2019	20/10/2019
9	Reviewer For Articles in 3rd International Conference On Computational And Social Sciences (ICCS 2015)	Reviewer	Kebangsaan	19/04/2016	03/05/2016
10	Appointment As a Reviewer (Full Paper) 8th International Graduate Conference On Engineering, Science And Humanity (IGCESH 2020)	Reviewer	Antarabangsa	01/03/2021	01/03/2021
11	Appointment As a Reviewer For Undergraduate Pitch For Funding (UGPFF) 2021	Reviewer	Kebangsaan	14/11/2021	01/12/2021
12	Reviewer For article for Institution of Economies	Reviewer	Antarabangsa	13/04/2019	20/06/2019
13	Reviewer For Jurnal Teknologi (Social Sciences), Special Edition IC-HCKM	Reviewer	Universiti	13/02/2014	20/02/2014
14	Reviewer For Management Technology Simposium	Reviewer	Fakulti	19/12/2017	19/12/2017

15	Penilai Artikel Jurnal Kemanusiaan	Reviewer	Universiti	09/03/2017	23/03/2017
16	Reviewer for Sains Humanika Article	Reviewer	Antarabangsa	03/12/2018	18/12/2018
17	Reviewer for The Journal of Asia Business Studies	Reviewer	Antarabangsa	08/04/2016	19/09/2016

## TEACHING ACTIVITIES

### UNDERGRADUATE

NO	SEMESTER	SUBJECT CODE	NAME OF SUBJECT	CREDIT HOUR	SECTION
1	200520062	DDG1423	Pengantar Makroekonomi	3	27
2	200520062	DDG2413	Ekonomi Pertengahan	3	27
3	200520062	DDG2413	Ekonomi Pertengahan	3	28
4	200620071	DDG1013	Prinsip Ekonomi	3	24
5	200620071	DDG1013	Prinsip Ekonomi	3	25
6	200620071	DDG2183	Tabiat Organisasi	3	27
7	200620071	DDG2183	Tabiat Organisasi	3	28
8	200620072	DDG1423	Pengantar Makroekonomi	3	27
9	200620072	DDG1423	Pengantar Makroekonomi	3	28
10	200620072	DDG2413	Ekonomi Pertengahan	3	27
11	200620072	DDG2413	Ekonomi Pertengahan	3	28
12	200720081	DDG1013	Prinsip Ekonomi	3	24
13	200720081	DDG1413	Pengantar Mikroekonomi	3	27
14	201420152	SHAS4542	Pengurusan Kejuruteraan	2	02
15	201420152	SHAS4542	Pengurusan Kejuruteraan	2	03
16	201520161	SHAD1033	Prinsip Pengurusan	3	06
17	201520161	SHAD4023	Pengurusan Strategik Teknologi	3	01

18	201520162	SHAD3042	Projek Sarjana Muda (Cadangan)	2	1
19	201520162	SHAS4542	Pengurusan Kejuruteraan	2	02
20	201520162	SHAS4542	Pengurusan Kejuruteraan	2	04
21	201620171	SHAD1033	Prinsip Pengurusan	3	03
22	201620171	SHAD2023	Pengurusan Sumber Manusia	3	02
23	201620171	SHAD4014	Projek Sarjana Muda (Penulisan)	4	1
24	201620171	SHAF4014	Projek Sarjana Muda (Penulisan)	4	1
25	201620172	SHAS4542	Pengurusan Kejuruteraan	2	02
26	201620172	SHAS4542	Pengurusan Kejuruteraan	2	04
27	201620172	UHAS3012	Keusahawanan & Pembangunan Perusahaan	2	30
28	201720181	SHAC1063	Pengantar Mikroekonomi	3	02
29	201720181	SHAD1013	Pengantar Mikroekonomi	3	03
30	201720181	SHAD1053	Pengantar Makroekonomi	3	01
31	201720181	SHAD1053	Pengantar Makroekonomi	3	02
32	201720181	SHAD4014	Projek Sarjana Muda (Penulisan)	4	1
33	201720181	SHAF4014	Projek Sarjana Muda (Penulisan)	4	1
34	201720182	SHAC1133	Pengantar Makroekonomi	3	01
35	201720182	SHAC1133	Pengantar Makroekonomi	3	02
36	201720182	SHAD1043	Tabiat Organisasi	3	06
37	201820191	SHAC1063	Pengantar Mikroekonomi	3	01
38	201820191	SHAC1063	Pengantar Mikroekonomi	3	02
39	201820192	SBSD1053	Pengantar Makroekonomi	3	04
40	201820192	SHAC1133	Pengantar Makroekonomi	3	01
41	201820192	SHAC1133	Pengantar Makroekonomi	3	02
42	201820192	SHAD3042	Projek Sarjana Muda (Cadangan)	2	1
43	201920201	SBSC1063	Pengantar Mikroekonomi	3	01

44	201920201	SBSC1063	Pengantar Mikroekonomi	3	02
45	201920201	SHAC1063	Pengantar Mikroekonomi	3	01
46	201920201	SHAC1063	Pengantar Mikroekonomi	3	02
47	201920201	SSPB1153	Mikroekonomi	3	01
48	201920202	SBSC1133	Pengantar Makroekonomi	3	02
49	201920202	SHAD1013	Pengantar Mikroekonomi	3	10
50	201920202	SHAD3042	Projek Sarjana Muda (Cadangan)	2	08
51	201920202	SHAD3042	Projek Sarjana Muda (Cadangan)	2	1
52	201920202	SSPB1153	Mikroekonomi	3	01
53	202020211	SBSC1063	Pengantar Mikroekonomi	3	01
54	202020211	SBSC1063	Pengantar Mikroekonomi	3	02
55	202020211	SHAD1053	Pengantar Makroekonomi	3	10
56	202020211	SHAD4014	Projek Sarjana Muda (Penulisan)	4	1
57	202020212	SBSC1133	Pengantar Makroekonomi	3	01
58	202020212	SBSC1133	Pengantar Makroekonomi	3	02
59	202020212	SHAD1053	Pengantar Makroekonomi	3	10
60	202020212	SHAD4058	Latihan Industri (Praktikal)	8	1
61	202120221	SBSC1063	Pengantar Mikroekonomi	3	01
62	202120221	SBSC1063	Pengantar Mikroekonomi	3	02
63	202120221	SBSD3042	Projek Sarjana Muda 1	2	1
64	202120221	SBSD4014	Projek Sarjana Muda 2	4	1
65	202120221	SHAS4542	Pengurusan Kejuruteraan	2	04
66	202120222	SBSC1133	Pengantar Makroekonomi	3	01

TOTAL CREDIT HOUR : 196

## POSTGRADUATE

NO	SEMESTER	SUBJECT CODE	NAME OF SUBJECT	CREDIT HOUR	SECTION
1.	201420151	UDE1123	Organization Behavior and Development	3	02
2.	201420151	MRC1113	Technology Management and Innovation	3	02
3.	201420151	MRF1043	Technology Management and Innovation	3	02
4.	201320143	UDE1123	Organization Behavior and Development	3	02
5.	201320142	MRC1113	Technology Management and Innovation	3	01
6.	201320142	MRC1113	Technology Management and Innovation	3	03
7.	201320142	MRC1113	Technology Management and Innovation	3	02
8.	201320141	UDE1123	Organization Behavior and Development	3	02
9.	201320141	MRC1113	Technology Management and Innovation	3	02
10.	201120122	MRC1113	Technology Management and Innovation	3	02
11.	201120121	MRC1043	Technology Management and Innovation	3	02
12.	201120121	MRC1113	Technology Management and Innovation	3	02

TOTAL CREDIT HOUR : 36

## SUPERVISION

### PHD STUDENTS

#### Main Supervisor

No	Name	Status (Graduated/O ngoing)	Title	Date
1.	Sara Foghani	Graduated	The Mediating Role Of Competitive Advantage In The Relationship Between Networking Capability And Export Capability On Internationalization Of Malaysian Small And Medium Enterprises	2012

2.	Lakhi Muhammad	Graduated	Antecedents And Outcomes Of Customer Forgiveness In Service Repatronage	2013
3.	Sabrina binti Adam	Graduated	Entrepreneurial Orientation and Organization performance of E-Business in Malaysia.	2015
4.	Ainul Syakira binti Mahidi @ Mohyedin	Ongoing	Knowledge Sharing, Communication and Team Effectiveness in Effective Monitoring on Harmful Algal Bloom Events in Malaysian Among Staff of Department of Fisheries.	2016
5.	Mohd Faisal bin Mohd Hama	Ongoing	Relationship Between Leadership Capability And Strategy Execution Performance On Multinational Companies In Malaysia With Cultural Intelligence As Moderator	2018
6.	Ainaa Farhana binti Ramli	Ongoing	GEN Y Knowledge Management Through The Theory Of Planned Behaviour In Malaysian Higher Private Institution	2018
7.	Faryal Fahim	Graduated	Exploring & Validating The Scale Of Green Trade Credit Demand, A Mixed-Method Study	2021
8.	Wang Hongyan	Ongoing	Research on the Impact of Technological Innovation and Technological Innovation Performance Based On The Perspective Of Network Relationship Enterprise Strategic Leadership	2022
9.	Li Chan Juan	Ongoing	Development and Challenges of International Trade In Asian Education Service	2022
10.	Toh Sea Ming	Ongoing	The Role Of Short Entrepreneurial Learning Courses And Entrepreneurial Networking Clubs On Student Entrepreneurial Intention in Malaysia	2023
11.	Feng Li	Ongoing	Contribution of RCEP to China's Export Potential	2023
12.	Mao Yujiao	Ongoing		2024
13.	Ma Congfu	Ongoing		2024

#### PhD Co Supervisor

No	Name	Status (Graduated/Ongoing)	Title	Date
1	Lakhi Muhammad	Graduated	Antecedents and Outcomes of Customer Forgiveness in Service Repatronage	2012
2	Renne Pramila A/P Punadi	Graduated	Motives, Resources And Business Models For Community-Based Social Enterprise Growth In Malaysia	2014
3	Tamilarasu A/L Sinnaiah	Ongoing	Conflict Resolution Styles As Mediator of The Relationship Between Strategic Planning And Organisational Performance.	2020
4	Norshamsiah binti Ibrahim	Ongoing	Resource Allocation Between Exploration and Exploitation	2015

			Strategies in Malaysian SME Family Firms	
--	--	--	--	--

## MASTER STUDENTS

### Master by Taught Course (Main Supervisor)

No	Name	Status (Graduated /Ongoing)	Title	Date
1	Yong Tze Zhao	Graduated	Study Of The Major Factor Affecting Customer Satisfaction In Esso Taman Daya	2012
2	Abdullah Salem	Graduated	The Relationship between Leadership Style and Employee's Job Satisfaction case study at Al-Mojel Company, Saudi Arabia.	2012
3	Lim Jinq Wen	Graduated	The Level Of Effectiveness In Centralized Organized Productionoperations Of London Biscuitsberhad Group Of Companies.	2012
4	Punitha Kannapiran	Graduated	Employees Perception On Level Of Organization Commitment After Merging And Acquisition- A Case Study Of Manufacturing Company	2012
5	Yeoh MunFoong	Graduated	Level Of Readiness Towards Manufacturing Outsourcing In Hong Engineering Sdn Bhd	2012
6	Razali Aris	Graduated	The Study Of The Developing Intrapreneur In Johor Corporation	2012
7	Siti Suharijan	Graduated	Aeon Co (M) Berhad Going Forward To Gain Dominant Position: Tapping Into Oppotunities In East Malaysian Market	2013
8	Thelagavathy Naidu Ramasamy	Graduated	Customer Perception and Expectation Towards Service Quality at Immigration Department of Johor.	2013
9	Shazleen Erinna Azhar	Graduated	The Relationship Of Personality Traits With Job Satisfaction In Fast Food Industry In Peninsular Malaysia	2013
10	Wong Choon Hong	Graduated	Factors Affecting Adoption of Online Shopping for Electronic Items in Malaysia	2013

11	Cheng Yew Wei	Graduated	High Scrap Cost in AWP Precision Engineering PTE LTD.	2013
12	Gobi Sivaraman	Graduated	The Overall Equipment Effectiveness(OEE) Improvement in Production Packaging Process at a Contact Lens Manufacturing Company.	2013
13	Muhammad Shams Uddeen Durmush	Graduated	Perception of Participants Towards the Entrepreneurship Training Program Organized by UTM Innovation and Commercialization Center (ICC), Malaysia.	2013
14	Mohd Faisal Mohd Hama	Graduated	Relationship Between Strategic Planning In Maintenance And Business Performance In Manufacturing Industry In Malaysia With Performance Management As A Mediator	2014
15	Anis Nadhirah Razizad	Graduated	Influence of Internet Marketing on Conversion	2014
16	Seri Anis Sofian	Graduated	Factors Impacting the Success of Malaysian Internet Entrepreneurs	2014
17	Md Jazli Md Johari	Graduated	Cash Auto-Pay Petrol Dispenser (CAPD) , Business Plan	2014
18	Ainaa Farhana Ramli	Graduated	KFCH International College Towards Becoming A Leading Private Higher Institution: Student Recruitment Issues And Challenges	2014
19	Law Jia Chin	Graduated	Business Plan for Living Cafe	2014
20	Tan Shi Yee	Graduated	Business Plan for i-Holiday	2014
21	Natasha Ab Halim	Graduated	Business Plan for Tashable Enterprise	2014
22	Puteri Norani Megat Ahmad	Graduated	Investigating the Linkage Between Service Quality and Student Performance at Kolej Profesional MARA Bandar Penawar.	2014
23	Nurhazwani Mohd Ali	Graduated	Factors Affecting Employees' Knowledge Sharing Behaviour of Virtual Communities in Royal Malaysian Custom Johor Bahru	2014
24	Marlina Md Ali	Graduated	Business Proposal Online Parking System for Johor Bahru City Council	2014
25	Lim Yee Tying	Graduated	Healthy Organic Restaurant	2014
26	Yip Yew Joe	Graduated	Business Expansion Plan for SGS (Malaysia) Sdn. Bhd	2014
27	Cheng Chia Sin	Graduated	Business Expansion for GCB Specialty Chocolate Sdn Bhd	2014
28	Syarifah Maheeran Syed Salim	Graduated	The Effectiveness of Social Media Tools to Increase Website Traffic and Sales Conversion for Online Business in Malaysia.	2015

29	Anjah Anifah	Graduated	Motivation Factor Influencing Blood Donors Satisfaction Among Blood Donors In Johor Bahru	2021
----	--------------	-----------	---	------

## UTM POSTGRADUATE EXAMINATION / VIVA

### PHD

NO	ROLE	NAME OF STUDENT	TITLE	YEAR
1	Internal Examiner	Chua Chy Ren	The Impact of Digital Economy and Others Factors on FDI Performance in Emerging Countries	2025
2	Internal Examiner	Fu Zheng	Consumer Satisfaction Model Towards Life And Health Insurance In China	2024
3	Internal Examiner	TemitopeTeniolaOnileowo	Development Among Small and Medium Enterprises in Southwest Nigeria	2023
4	Internal Examiner	Siti Noor Kamariah binti Yaakob	Model Rancangan Penggantian Perniagaan Keluarga Perusahaan Kecil Dan Sederhana Milikan Bumiputera	2023
5	Internal Examiner	Mohammed W.H. Almodallal	Integrating Crisis Management Into strategic planning processes with moderating effect of geopolitical Environment in Palestine	2019
6	Assistant to Chairman	Azlin Shafinaz binti Mohamad Arshad	Leadership styles, entrepreneurial orientation and business performance of technology-based small medium enterprises in Malaysia	2015
7	Assistant to Chairman	Setareh Faiz	The mediating role of customer lifetime value on customer relationship management and business performance	2016
8	Assistant to Chairman	Rozanti binti A Hamid	Work-family conflict, burnout, social support and turnover intention among married female engineers	2017
9	Assistant to Chairman	Dauda Mohammed Atiyaye	The mediating effect of intellectual capital on the relationship between institutional pressure and non-financial performance of	2017

			Nigerian local government councils	
10	Assistant to Chairman	Noor Ullah Khan	Antecedents of sustainable performance among ISO14001-certified manufacturing firms	2017
11	Examiner for Proposal Defense	Rozanti Bt A. Hamid	The Mediating Effect of Burnout and Moderating Effect of Social Support on the Relationship between work family conflict and Turnover intention among malaysian Women Engineers	2015
12	Examiner for Proposal Defense	Shazia Parveen	The mediating role of open innovation in the relationship between organisational culture and organizational performance in automotive industry of Pakistan	2017
13	Examiner for Proposal Defense	Ainul Mardhiyah binti Nor Aziz	The mediating effect of customer's involvement on relationship between service Innovation and Competitive Advantage in Malaysian Mobile Service Provider	2017
14	Examiner for Proposal Defense	Mohamad Farajnezhad	Evaluation of the effect of credit chanel of monetary policy transmission on Firm's and banking sectors in BRIC countries	2016
15	Examiner for Proposal Defense	Nadhirah binti Norhalim	The moderating role of organisation background on the relationship between human resource management practices and organisation performance in technology based small and medium enterprises	2015
16	Examiner for Proposal Defense	Mohd Jaffri bin Abu Bakar	The effect of macroeconomics and financial stability on purchasing competitiveness in Malaysia and Thailand	2020
17	Examiner for Proposal Defense	Ayman Ahmed Hassan Hanafy Elbeda	Strategic Framework for Managing Sustainability into the Construction Industry Sector in Developing Countries (Egypt Focus – Vision 2030)	2020

18	Examiner for Proposal Defense	Chua Chy Ren	The Impact of Digital Economy, International Quality and Natural Resources The Impact of Digital Economy, International Quality and Natural Resources	2021
19	Examiner Proposal Defense	Faizan Ali	An Examination of Influence of Customer Experience on Customer' Consumption Emotions, Cognitions and Behaviours in Asian Pacific Hotel.	2013

**MASTER BY MIXED-MODE**

NO	ROLE	NAME OF STUDENT	TITLE	YEAR
1	Examiner (Thesis)	Mohamad Arif Bin Wahid	Globalization, Natural Resources, Financial Development and Economic Growth	2022
2	Examiner (Proposal)	Zuryatie Bt Samidi	Organizational Justice Perception As Predictor Of Job Satisfaction And Organization Commitment	2015
3	Examiner (Thesis)	Zuryatie Bt Samidi	Organizational Justice Perception As Predictor Of Job Satisfaction And Organization Commitment	2015
4	Examiner (Proposal)	Mohd Alif Hafifi bin Fauzi	Consumers' perception and purchase intention towards private label products of Kedai Rakyat 1 Malaysia (KRIM)	2015
5	Examiner (Thesis)	Mohd Alif Hafifi bin Fauzi	Consumers' perception and purchase intention towards private label products of Kedai Rakyat 1 Malaysia (KRIM)	2015
6	Examiner (Proposal)	Khairunisa binti Md. Shakri @Md. Nasir	House Food Waste Management Cost in Pasir Gudang.	2015

## PROFESSIONAL MEMBERSHIP / QUALIFICATIONS / RECOGNITION

NO	NAME OF PROFESIONAL MEMBERSHIP	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	ROLE	YEAR
1.	International Symposium on Teaching and Learning Innovation (ISTLI)	International	Committee	2021
2.	Member of Association for Information Systems	International	Member	2010