

CURRICULUM VITAE



Muhammad Iqbal Arrasyid

Jakarta, 20 May 1980

Scopus ID : 57213829307

Orcid ID: 0000-0002-1798-6350

WOS ID: KZC-2881-2024

SINTA ID: 6804635

iqbalar@utm.my

iqbal.arrasyid@gmail.com

<https://www.utm.my/directory/staff/iqbalar>

+60142328006

OVERVIEW

My PhD research concerning social entrepreneurial behaviour which is a subset of entrepreneurship and business management. I started my career as an academician as a Part-Time Lecturer at two Universities in Jakarta, namely the Universitas Trilogi and Universitas Bakrie, in 2019 - 2020. Since July 2021, I have worked as a Full-Time Lecturer at Politeknik Tempo Jakarta for the International Marketing Management program. Besides, I'm also a contract Online Tutor for Universitas Terbuka (Open University) in Indonesia. Recently, I join Universiti Teknologi Malaysia, Faculty of Management, Department of Management and Technology. Previously, I had 16 years of experience in the Advertising Industry as a producer/executive producer in a few different fields, such as an audio house, post-production, advertising agency and production house. I handled brands like Coca-Cola, Cussons, Telkomsel, Pizza Hut, Heinz ABC, Ultra Jaya, P&G, and Unilever.

EDUCATION

2020 – 2024 PhD in Business Economics at School of Business and Economics (SBE),
Universiti Putra Malaysia (UPM)

2017 – 2019 Magister of Business Management at Universitas Trilogi Jakarta

1999 – 2004 Financial Management at STEKPI Jakarta

1995 – 1999 Civil Engineering Major at Pembangunan Jakarta Vocational High School

1992 – 1995 222 East Jakarta Junior High School

1986 – 1992 01 Ceger East Jakarta, Elementary School

AREA OF INTEREST

Social Entrepreneurship, Entrepreneurship, General Management, Business Management, and Marketing.

AWARD

1. Emerald Special Award on Sustainability for the paper entitled “Sociopreneurial Behaviour Formation: Antecedents and Conversion, Case of Dairy Farming Industry in Indonesia” in the Global Conference of Business and Economics Research 2023.
2. Best Paper for the paper entitled “Cloud Computing Adoption Determinants in Nigerian MSMEs: A Technology-Organization-Environment (TOE) Model Approach” in the ICRIIS META 2025 International Conference. A research collaboration between Universiti Teknologi Malaysia with Adekunle Ajasin University, Nigeria and Universitas Airlangga, Indonesia
3. Anugerah Buku Negara (National Book Award) 2024 – 2025 for the book entitled “Sociopreneurship Guide for Cooperative Leaders”. A research book published by Universiti Putra Malaysia Press.

WORKING EXPERIENCE

Full Time Lecturer (March 2025 – Present)

Universiti Teknologi Malaysia – Faculty of Management,
Management and Technology Department

Courses: Human Resource Management, Principle of Management

Full Time Lecturer (July 2021 – January 2025)

Politeknik Tempo Jakarta - *Management of International Marketing Program*

Courses: Basic Management, International Economics, Service Marketing, Basic Financial Management, Customer Relationship Management (CRM), Supply Chain Management, Management Information System

Contract Online Tutor (September 2022 – Present)

Universitas Terbuka (Open University) – The Faculty of Law, Social and Politics Science

Courses : Basic Management, Insurance Management, Economic System of Indonesia

Role : Lead online discussion and assignment, marking, and consultation related to courses

Part Time Lecturer (September 2019 – March 2020)

University of Trilogi Jakarta - *Faculty of Business and Economics (Management)*

Course: Business Valuation

Part Time Lecturer (September 2019 - March 2020)

University of Bakrie Jakarta - *Communication Studies Faculty (Marketing Communication)*

Course: Production of Print and Digital Advertising

Executive Producer/President Director

PT. Koi Films (February 2011 – December 2018)

A Production House which specializing in Commercial Film making

Running the company with average 25 projects per year

Audio Visual Producer

Mccann Worldgroup (January 2009 – January 2011)

Advertising Agency. Responsible for Audio Visual production for Pizza Hut, Coca Cola, Nescafe and Cussons Baby

Audio Producer - Post Producer - PH Producer

PT. Hotlinetama Sarana (February 2003 – December 2008)

Advertising Agency, Production House, Post Production & Audio Production

PUBLICATION

No.	Title	Authors Role	Publisher/Indexing	Affiliation
1	Sociopreneurial behaviour formation: antecedents and conversion. Case of dairy farming industry in Indonesia	1 st Author, 2024	Social Enterprise Journal/Emerald Publishing/Scopus Q2/WOS	Universiti Putra Malaysia/ Politeknik Tempo
2	Sociopreneurship Guide for Cooperative Leaders	1 st Author, 2024	Universiti Putra Malaysia Press/Scopus (Reference Books)	Politeknik Tempo / Universiti Putra Malaysia
3	Extending Social Entrepreneurial Behaviour Research Through the Integrated Theory of Sociopreneurial Behaviour: A Systematic Literature Review	1 st Author, 2024	Journal of Ecohumanism / Google Scholar	Politeknik Tempo / Universiti Putra Malaysia
4	The Effect of Empathy and Perceived Social Responsibility on Sociopreneurial Behaviour of Dairy Cooperatives Leaders In West Java Indonesia	1 st Author, 2024	Universiti Putra Malaysia Press/Scopus (Chapter in Books)	Universiti Putra Malaysia
5	The Integrated Theory of Sociopreneurial Behaviour:	Corresponding Author, 2022	Jurnal'Ulwan / MyCite / MyJurnal /	Politeknik Tempo /

	Sociopreneurial Behaviour Formation and Impact		Google Scholar	Universiti Putra Malaysia
6	Technosociopreneur: Development Strategy of Halal Travel Agency (Using VCIT Model)	1 st Author, 2020	IJSCM / Scopus	Universitas Trilogi
7	Investigating the Integrated Leader Member Exchange and Supply Chain Strategy on Employee Performance	1 st Author, 2019	IJSCM / Scopus Q3	Universitas Trilogi
8	Review on Leader Member Exchange Theory: Supply Chain Management to Increase Efficiency	1 st Author, 2019	IJSCM / Scopus Q3	Universitas Trilogi
9	Sustainability of Employee Using Kaizen	1 st Author, 2019	Proceeding / Google Scholar	Universitas Trilogi
10	Creating Technosociopreneur in Indonesia	2 nd Author 2019	Proceeding / Google Scholar	Universitas Trilogi
11	Training as Determiner of Competitive Power and Human Resources	1 st Author, 2019	RJOAS / DOAJ	Universitas Trilogi
12	Menjadi Technosociopreneur – Strategi Pengembangan <i>Halal Travel Agency</i> Dalam Menghadapi Revolusi Industri 4.0	1 st Author, 2020	Publisher: Amerta Media ISBN 978-623-93439-1-0	Universitas Trilogi