



NOR EMMY SHUHADA BINTI DERANI

About Me

Dr. Nor Emmy Shuhada binti Derani holds a PhD in Entrepreneurship from Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), with research on entrepreneurial behavior among the Orang Asli in Peninsular Malaysia. She also earned a Master's in Business (Public Relations) from Queensland University of Technology, Australia, and a Bachelor's in Customer Service Management (minor in Human Resource Management) from Universiti Teknologi MARA (UiTM).

With over eight years of academic experience at Universiti Tenaga Nasional (UNITEN), she has served as a lecturer and Head of Unit (2016–2018), mentoring students and advising Enactus UNITEN. Prior to academia, she gained corporate experience as an Account Executive at Hadiyawa (M) Sdn Bhd and as a Customer Service Executive at Hong Leong Bank Berhad.

Her professional interests include entrepreneurship, social entrepreneurship, and indigenous business practices, with a strong passion for Corporate Social Responsibility (CSR) and community empowerment initiatives.

Academic Qualification

Doctor of Philosophy (PhD) in Entrepreneurship

Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA)
Apr 2019 – 25 July 2025 (Approval from Senate Meeting)

- Viva Voce Completed: 13 September 2023
- Main Supervisor: Datin Dr. Hajah Mazita Mokhtar
- Co-Supervisor: Dr. Gusman Nawansir (until Jan 2023)
- Thesis Title: Determinants of Entrepreneurial Behavior among the Orang Asli in Peninsular Malaysia

Master of Business (Public Relations)

QUT Business School, Queensland University of Technology (QUT),
Brisbane, Australia | Feb 2013 – Dec 2014

- Thesis Title: The Impact of Utilizing Social Media as a Communication Platform During a Crisis within the Oil Industry

Bachelor of Customer Service Management (Minor in Human Resource Management)

Universiti Teknologi MARA (UiTM), Puncak Alam Campus
Jul 2008 – Apr 2010

- Thesis Title: The Importance of Total Quality Management (TQM) in Improving Service Delivery

Diploma in Office Management and Technology

Kolej Shahputra, Kuantan (Franchise of UiTM Shah Alam)
Jul 2005 – Apr 2008

Work Experience

Lecturer

Faculty of Management, Department of Marketing & Entrepreneurship, Universiti Teknologi Malaysia (UTM) | Sep 2025 – Present

- Teach undergraduate courses in entrepreneurship and marketing.
- Conduct research and publish in peer-reviewed journals.
- Provide consultation and supervision for research projects.
- Lead and participate in community engagement initiatives.

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AREAS OF EXPERTISE

- Entrepreneurship
- Indigenous Entrepreneurship
- Social Entrepreneurship (Socialpreneurship)
- Public Relations & Crisis Communication
- Customer Service Management
- Customer Relationship Management (CRM)

SCHOLARSHIP

- Triple Crown Scholarship, Queensland University of Technology (QUT), Brisbane, Australia | Feb 2013 – Dec 2014

INNOVATION & AWARDS

- Village2Market AppSprint (Bronze Award) – Creation, Innovation, Technology & Research Exposition (CITREX) 2025, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA)

INTERESTS

- Travelling, exploring cultures, entrepreneurship, social entrepreneurship, Orang Asli communities

CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES

- Enactus UNITEN & Food Aid Foundation (in collaboration with Milo) | 2019–2020
- Professor Turun Padang, UMPSA | Nov 2023
- Empowering Young Minds, Shaping Tomorrow, CSR at SK Simpai | Nov 2023

Lecturer/Supervisor

Postgraduate School, UCYP University, Kuantan

Oct 2024 – Aug 2025

- Supervised Master's and PhD students.
- Conducted academic consultations and undergraduate teaching.
- Served as Head of Unit (Research and Publication), Tun Ghazali Shafie Institute for Strategic Leadership.
- Member of the Task Force for Quality Unit, Postgraduate School.

Lecturer

Universiti Tenaga Nasional (UNITEN), Sultan Haji Ahmad Shah

Campus | Jun 2015 – Feb 2023

- Taught courses at diploma and degree levels in management and entrepreneurship.
- Designed and implemented course materials aligned with learning objectives.
- Served as Head of Unit (2016–2018) and Advisor for Enactus UNITEN KSHAS.
- Engaged in curriculum development and student mentorship.

Account Executive

Hadiyawa (M) Sdn. Bhd. | Jan 2015 – Jun 2015

- Managed financial documentation and facilitated payments.
- Prepared balance sheets, profit and loss statements, and financial reports.
- Ensured compliance with accounting standards and legal requirements.
- Assisted in developing policies and procedures for financial control.

Customer Service & Operations Executive

Hong Leong Bank Berhad | Mar 2011 – Jun 2012

- Managed customer inquiries, transactions, and service requests.
- Analyzed customer trends and improved service efficiency.
- Coordinated with staff to enhance customer satisfaction.
- Evaluated performance metrics to identify areas for operational improvement.

Consultation Projects

- 2025: Perbandingan Keberkesanan Pendekatan Kerajaan Negeri dalam Mempengaruhi Pilihan Pengundi: Kajian Kes di Negeri Pahang dan Terengganu – RM83,000
- 2017: Customer Satisfaction Index for TNB Staff 2.0 (All States in Malaysia) – RM150,000
- 2016: Customer Satisfaction Index for TNB Staff 1.0 (All States in Malaysia) – RM200,000

Publications

- Mat, N. H. N., Jaafar, S. M., Kamalbatcha, Z., & Derani, N. E. S. (2025). HRM implementation, gig work, and the AMO framework: A systematic review of evolving dynamics in the modern digital workplace. *Multidisciplinary Reviews*, 9(3), 2026113. <https://doi.org/10.31893/multirev.2026113>
- Hashim, H., Tamyez, P. F. M., Ibrahim, A., & Derani, N. E. S. (2025). Social ethics in social entrepreneurship and social innovation: A bibliometric analysis. *Journal of Governance and Integrity*, 8(1), 881–887.
- Derani, N. E. S., Mokhtar, M., Nawaniir, G., & Zakaria, H. (2023). Bibliometric review on Indigenous Entrepreneurship: Past findings, present, and ways forward. *Journal of Advanced Research in Business and Management Studies*, 31(1).
- Derani, N. E. S., Mokhtar, M., & Nawaniir, G. (2023). An Indigenous entrepreneur: How do the extended TPB, self-reliance, and self-sufficiency impact entrepreneurial intention and behaviour? *International Journal of Business Management*, 6(1), 16–32.
- Derani, N. E. S., Mokhtar, M., & Hanafi, W. N. W. (2020). Indigenous entrepreneurship sustainability in Malaysia. *Global Business and Management Research*, 12(4), 540–547.
- Shuhada, N. E., Mokhtar, M., Nawaniir, G., & Shamsuddin, A. (2023). Entrepreneurship behaviour among the Orang Asli in Pahang and Perak. *European Proceedings of Finance and Economics*.
- Derani, N. E. S., & Ghani, F. B. A. (2019). The importance of employee retention programs towards bank performance in East Coast, Malaysia. *Asian Social Science and Humanities Research Journal (ASHREJ)*, 1(2), 19–25.
- Derani, N. E. S., & Naidu, P. (2016). The impact of utilizing social media as a communication platform during a crisis within the oil industry. *Procedia Economics and Finance*, 35, 650–658.
- Naidu, P., & Derani, N. E. S. (2016). A comparative study on the quality of education received by students of private universities versus public universities. *Procedia Economics and Finance*, 35, 659–666.

REFERENCES

Assoc. Prof. Dr. Zuraidah Sulaiman

Head of Department, Marketing & Entrepreneurship

Faculty of Management, Universiti Teknologi Malaysia (UTM), Skudai
zuraidahs@utm.my

Puan Suhaila binti Haji Mukhtar

Dean, Postgraduate School
UCYP University, Kuantan
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Datin Dr. Hajah Mazita binti Mokhtar

Senior Lecturer / PhD Supervisor
Faculty of Industrial Management (FIM),
Universiti Malaysia Pahang Al-Sultan
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Assoc. Prof. Dr. Haji Amanuddin bin Shamsuddin

Dean, College of Business and Accounting (COBA)
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Assoc. Prof. Jennifer Bartlett

Unit Coordinator (Public Relations) / Lecturer
QUT Business School, Brisbane, Australia
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Miss Chee Pey Cheng

Senior Branch Service Manager
Hong Leong Bank Berhad, Kuantan Branch
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Extracurricular Activities

Universiti Tenaga Nasional (UNITEN), Sultan Haji Ahmad Shah Campus | 2015–2023

- Advisor, ENACTUS Club, UNITEN KSHAS (2017–2023)
- Advisor, HSBC–Enactus Malaysia Business Case Competition (2017, 2018, 2019)
- Guest Speaker, Minggu Keusahawanan GiatMara Kuantan, Sg. Soi – E-Digital Marketing (2019)
- Representative (Bowling), UNITEN Staff Sports Team (2017)