



## **Filzah Md Isa, DBA**

Faculty of Business and Law, Taylor's University, Malaysia

Dr. Filzah Md Isa is currently an Associate Professor at Taylors University, the most prestigious private university in Malaysia. She joined the university on the 1st of February 2016 after servicing Universiti Utara Malaysia (UUM) for more than 21 years. Prior to, that she was a sales manager for more than five years in several business organisations. She obtained her BSc in Business Administration degree from University Southwestern Louisiana, USA (1987), followed by Master of Business Administration (MBA) degree from Northrop University, Los Angeles, USA (1989). She completed her Doctor of Business Administration (DBA) from Universiti Sains Malaysia, August 2007. Her areas of expertise are in Entrepreneurship, Marketing and Organisational Behavior, both practically and theoretically.

Her leadership skill and managerial skill were further boosted when she was appointed as the Deputy Director of the Center for Innovation in Education from 1997 to 1998, now known as the Professional and Continuing Education Center (PACE). As the Deputy Director, she was given the full responsibility to spearhead the first distance learning program for the university, which at present becomes one of the vital income contributors to UUM. Later, from 2007 to 2009, she was appointed as the Deputy Director of the Entrepreneurship Development Institute (now known as the Center of Entrepreneurship Development Institute, CEDI), which focused on the entrepreneurial activities and programs in and outside UUM that involved students, public and private organisations and also entrepreneurs. At the Institute, she developed numerous innovative entrepreneurship modules and activities that helped generate income to the university and provide services to the target customer groups, i.e. students, entrepreneurs, single mothers, and government agencies. Presently, CEDI has been widely acknowledged both in the local and international arena. At Taylors University, her leadership and managerial skills are further enhanced, especially in handling significant tasks such as leading research projects and acting as one of the university's AACSB coordinators.

As an educator, she has vast experiences in teaching and mentoring undergraduate and postgraduate students (Masters, DBA, and PhD.) and executives from various fields and industries. In congruence with her teaching duties, she also actively involves in various research, consultation, and training activities. Every year, she actively publishes numerous papers in local and internationally Scopus and several refereed journals. She is also an active reviewer of research papers, case studies, books and an examiner for PhD theses and DBA dissertations in and outside the university. To expand her contributions to society, she involves in several professional bodies. She becomes a member of the Malaysian Healthy Ageing Society (MHAS), Malaysian Institute of Management (MIM), and Persatuan Pengguna Islam Malaysia (Malaysian Islamic Consumers Association). For better academic network and knowledge transfer purposes, she participated in many research projects in the university and with other local and international universities, Ministries and government agencies such as; the Ministry of Rural Development (KKLW), National Higher Education Research Institute (IPPTN), Malaysian Economic Digital Corporation (MDeC), Ministry of Youth and Sports, Ministry of Higher Education (MOHE), Penang Regional Development Authority (PERDA), Federal Agricultural Marketing Authority (FAMA), and for various entrepreneurship agencies such as Malaysian Entrepreneurship Institute (INSKEN), PUNB, SME Corp, MARA, etc.

Apart from her commitment as an academician, she is also an active business mentor, coach, and facilitator for many government agencies and institutions such as PERDA, FAMA, AIM, KKLW, MADA, Agricultural department of Penang, Malaysian Productivity Corporation (MPC), Penang Development Corporation (PDC), Community Colleges, Matriculation Colleges, INSKEN, and others, especially those that deal with SMEs, women entrepreneurs and single mothers, and handle entrepreneurship programs. Her contributions to UUM have been duly acknowledged with the Excellent Service Award (Anugerah Perkhidmatan Cemerlang) in 2011. One of her group's projects, called the Management Internal Control System 'Pronet', won a Silver Medal from the National Invention, Innovation & Design Competition in 2009. To mark her persistent efforts in developing young entrepreneurship talents among graduates, she was chosen as the 1st Runner-up for the Best Entrepreneurship Mentor/Coach for Academia of Malaysia by the Ministry of Higher Education (MOHE) in December 2015. In 2018, her research team won the **Gold category** for the SME Innovation Index, in the SME IINOVEX (2018): *Membina IKS Berdaya Saing* (Developing Competitive SMEs). Her expertise is further acknowledged at the international level, and she is now serving as the Advisory Board Member at the Centre for Academic Learning Writing and Support Services (CALWASS) at Bahria University, Islamabad, Pakistan starting May, 2019. Most importantly, her genuine commitment and passion for academia and entrepreneurship development will never end.

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## EDUCATION

- Doctor of Business Administration (Marketing), Universiti Sains Malaysia, Penang, Malaysia (2017).
- Master of Business Administration (Marketing), Northrop University, Los Angeles, USA (1989).
- Bachelor of Science in Business Administration (Business Administration), University of Southwestern Louisiana, USA (1987).

## SUBJECTS TAUGHT

No.	Name of Courses/Subjects	Level of Study
1	Research Method for Executive	Post/undergraduate
2	Market Analysis and Decision making	Undergraduate
3	Marketing Management	Post/Undergraduate
4	Strategic Marketing	Postgraduate
5	Global Strategic Marketing and Competitive Analysis	Postgraduate
6	International Business and Management	Postgraduate
7	Business Consultancy Strategy	Postgraduate
8	Research Proposal Construction	Postgraduate
9	Organizational Behavior	Postgraduate
10	Service Marketing	Post/Undergraduate
11	Delivering Values to Customer	Postgraduate
12	Principle of Marketing	Undergraduate
13	Introduction to Tourism	Undergraduate
14	Tourism Hospitality	Undergraduate
15	Consumer Behavior	Undergraduate
16	Sales Management	Undergraduate
17	Marketing Seminar	Undergraduate
18	Entrepreneurship	Undergraduate
19	Research Method for Social Science	Postgraduate -PhD

<b>WORK EXPERIENCE</b>			
<b>No.</b>	<b>Affiliation</b>	<b>Year of Service</b>	<b>Brief Job Description/Responsibilities</b>
1	Deputy Head of Ageing Research Flagship Program – Taylor’s University	2017 - present	Assisting the head of Program in mentoring and monitoring the Principal Investigators in running the ageing related research projects under a flagship. Preparing to set up an Ageing Research Centre that involves both in local and international activities.
2	AACSB coordinator - Taylor’s University	2019 - present	Working in a team of coordinators to prepare document for the international accreditation process
3	Associate Professor 1, Taylor’s University	2016 - Present	Teaching, supervising, training, developing networks and conducting research
4	Associate Professor, Universiti Utara Malaysia	2012 - 2015	Teaching, supervising, training, developing networks and conducting research
5	Business Consultant and Mentor	2007 - Present	Providing advice, training, monitoring, and conducting analysis to entrepreneurs and non- entrepreneurs.
6	<b>Deputy Director:</b> Entrepreneurship Development Institute	2007 -2009	To develop, execute, and expand entrepreneurship programs and activities; promote programs; coach, train and mentor entrepreneurs i.e., students, single mothers, budding and existing entrepreneurs, government staff, etc., and create and develop business networks; and generate revenues to the institute.
7	Senior Lecturer - Universiti Utara Malaysia	2006 - 2012	Teaching, Supervising, training, and Conducting Research
8	<b>Deputy Director:</b> Professional and Continuing Education Centre (PACCE)	1997 -1998	To spearhead the distance learning Program, develop the syllabuses and modules, handle various issues and problems, create business networks, and generate revenues.
9	Lecturer - Universiti Utara	1994 - 2015	Teaching, supervising, training, and conducting research

10	Direct selling group leader	1990 - 2014	Actively involved in the selling of products; recruited new downlines; supervising, training and mentoring downlines in Malaysia and the neighboring countries for several different local and global direct selling companies i.e., Singapore, Indonesia, Thailand and Brunei.
11	Hong Kong Investment Consultant Limited	1989 - 1993	Sales Executive, Sales Manager, and Investment Portfolio Consultant
12	Northrop University's International Dormitory	1987 - 1989	Housing Assistant
13	Family businesses	Prior to 1987	Dealing with foods and grocery supplies

## RESEARCH ACTIVITIES

### a. Entrepreneurship Research

No.	Research Title	Type of grant	Year
1	Exploring the Link between Value Chain Activities and Knowledge Building in Malaysian Social Enterprises: A Systems of Innovation Approach – PI	RM 10000 grant – PI International Grant – HEC Montreal Canada	2019
2	Development of SME Innovation Index (SMEII) – Self Assessment tools for Innovation Capabilities. - Co-researcher	RM 15000 University Grant – Universiti Malaysia Kelantan and Malaysia Innovation Agency (AIM)	2016- 2017
3	Satu Kajian tentang inovasi dan faktor kejayaan kritikal usahawan belia yang berjaya ( <i>A study on innovation and critical success factors of successful youth</i> ) -Co Researcher	RM30000 Kementerian Belia dan Sukan (Ministry of Youth and Sports)	2015
4	Relationship Between PLKN Programmes (NSTP) and Entrepreneur Personality Among Youths in Malaysia – Co-Researcher	RM10000 Universiti Utara Malaysia (UUM)	2014

5	Leadership and Entrepreneur Intent: A Comparison of Generation X and Y	RM10000 Research Institute Management Centre (RIMC)-UUM	2014
6	Kajian impak e-perniagaan atau e-dagang ke atas usahawan wanita Melayu yang berjaya diMalaysia. <i>(Impact of E-Business Research on Women Entrepreneurs Business Performance in Malaysia)- PI</i>	RM30000 MDeC and Northern Corridor Research Center (NCRC) -UUM	2014
7	Development of A Model of Business Intelligence and Decision Making on Internationalization of Global Market of Successful Women Entrepreneurs in Malaysia - PI	RM30000 Fundamental Research Grant Scheme (FRGS) – Ministry of Higher Education (KPT)/ UUM	2013
8	Kajian Pembangunan Kerangka Model Keusahawanan Wanita ( <i>Development of successful women entrepreneurship model</i> ) - PI	RM30000 Ministry of Higher Education Malaysia (KPT) -UUM	2011
9	Malaysian Franchisor Entrepreneurs' Profiling Survey -PI	RM30000 Ernst and Young/PNS -UUM	2010
10	Tracing Study of Former Participant of KKLW: UUM Case study - PI	RM25000 Entrepreneurship Development Institute (IPK-UUM)	2008
11	Entrepreneurship research of IPTA: Pengesanan Bekas Peserta Kursus Asas Keusahawanan (KAKS) Siswazah: Kes UUM. <i>(Tracing the Former Participants of Entrepreneurship Foundation Course for UUM Graduate (KAKS) - Co-Researcher</i>	RM25000 Malaysian Entrepreneurship Institute (INSKEN)	2008

**b. Marketing Research**

No	Research Title	Type of grant	Year
1	Towards the realisation of National Automotive Policy (NAP): Modelling the Malaysian consumers' purchase behavior towards energy efficiency Vehicles (EEV). (Co- researcher, leader – from UUM) - Co-Researcher	RM60000 (FRGS -UUM)	June 2018 – May 2020

2.	Modelling And Profiling The Malaysian Consumers' Consumption Behaviour Towards Dietary Supplements - Co- researcher.	RM120000 (FRGS-UUM)	2016- 2019
3.	Kajian Bersepadu Pusat transformasi Luar Bandar Malaysia Di bawah Program Transformasi Luar Bandar (NBOS 4) bagi (RTC) Kelantan. <i>(Integrated Research on Malaysia's Rural Transformation Centers under the Program of Rural Transformation (NBOS 4) in Kelantan)</i> - Co- researcher.	Universiti Malaysia Pahang (UMP) and Universiti Malaysia Kelantan	2015
4.	Transformation of Malaysia from an education hub to an innovation hub - Co- researcher	RM215000 Ministry of Education - USM	2012 - 2014
5.	Kajian Pengekalan Kelestarian UUM Menerusi Peningkatan Kecekapan dan Keberkesanan Perbelanjaan. <i>(Sustainability retention strategy of UUM via increasing Efficiency and Effectiveness of Expenditures)</i> - PI	RM25000 Top Down - UUM	2013
6.	A study on perception of international students on importance of country of origin and quality of Malaysian Cars. - Co- researcher	RM10000. University Utara Malaysia internal Grant	2012
7.	Business Performance Index for Private Higher Education Institutions in Malaysia. - Co- researcher	RM30000 Ministry of Higher Education Malaysia - UUM	2011
8.	The effectiveness of 'finishing school' program in improving the employability of graduates. - Co- researcher.	RM60000 Ministry of Higher Education Malaysia - UUM	2010
9.	Decision making quality of Higher Education Institution leaders in Malaysia. - Co- Researcher	RM30000 Ministry of Higher Education Malaysia - UUM	2009
10.	Determining the Critical Success Factors of Malaysian Private Higher Education Institution. - Co- researcher	RM75000 Ministry of Higher Education Malaysia - UUM	2008

11	Critical Success Factors (CSF) of Franchise Business: Case Studies of Malaysian Franchisors. (PI)	RM60000 Ministry of Higher Education Malaysia -	2008
12.	Change Management Initiatives and Change Success in Direct Selling Industry: The Moderating Effect of Attitude Towards Change – (DBA thesis)	DBA thesis - Universiti Sains Malaysia	2007

### AGEING FLAGSHIP GRANTS

No	Research Title	RM	Duration	Grant
1	Issues and Challenges Faced by The Elderly Homecare Centre in Malaysia – PI	186000.00	18 month (from Oct 2017)	Ageing Flagship TU
2	Succession Planning & Generational Change: An Analysis of Ageing Entrepreneurs in Malaysia -Co Researcher	105900.00	24 months (from Oct 2017)	Ageing Flagship TU
3	User centred internet of thing devices for elderly in an ambient assisted living -Co Researcher	35800.00	18 months (1 Feb 2018- 31 July 2019)	Internal grant TU

### POSTGRADUATES SUPERVISION

#### 1. DBA CONSULTATION PROJECT – COMPLETED

Year	Student's Names	Project Title
2014	Hasmawati Binti Mohamad	The Weakness of Business Strategy Marketing in the Tebrau Teguh Berhad
2014	Fawzi Mohamed Hasan Aldeeha	Yemen Power Reengineering the Marketing Strategies and Processes



2014	Airin Niza Za'ba	Sales Performance and E-Commerce Practices of timeshare at Palace of the Golden Horses Hotel in Malaysia
2014	Ahmad Fiaza b Abd Shukor	Service Quality Improvement Through 8Ps Service Marketing Mix Approaches for Car Park Management: Metro Parking (M) Sdn Bhd
2014	Maslina Samirah	Revival Through Strategic Business & Marketing Approach
2013	Mohd Khursani b Md Khakhir	A study on Improving Customer Satisfaction Index in installation and Restoration for Telephony and Streamyx Service in RNO Division, TM Penang
2011	Mohmad b Abdullah	Malaysia as One of Main Fish Exporter in South East Asia: The Role of Koperasi Pembangunan Rakyat Pahang Berhad in The Execution of The Strategic Planning.
2011	Lim Yu Lin	Improving Performance at Haotai Consultancy Snd Bhd Penang, Malaysia
2011	Ho Tuck Sum	A Study on Improving Current Satisfaction Level in Operating a Toyota Outlet (Business Process Management Consultancy)
2011	Baderisham b Jolly	Strengthening the Market Positioning of PJZ Marine Vessels Service in Oil and Gas Service
2010	Jayaeswari Sangaralingam	Apex University: Sustainability Issues
2010	Cheong Kit Mun	Regaining Business Share Through Innovation Green Product Marketing Solutions
2009	Narueban Yamaqupta	Performance Improvement: The Faculty of Commerce and Management, Prince of Songkla University, Trang Campus
2008	Ng Lee Peng	Sal's Food Industries Sdn Bhd
2008	Abdullah bin Osman	A Study on Business Performance of Kancil Food Industries Sendirian Berhad.

## 2. DISSERTATION/THESIS - COMPLETED

Year	Name of Candidate	Degree	Title
2020	Vincent Yeo Cheow Sern - TU	PhD	Customer loyalty in the Mobile Food Industry
2016	Chin Swee Kwan - UUM	DBA	Determinant Factors of Unit Trust Agent's Job Satisfaction in Johor
2015	Ho Tuck Sum -UUM	DBA	A study of brand loyalty in Malaysia: automotive industry
2015	Jayaeswari Sangaralingam -UUM	DBA	Factors influencing green consumerism behavior among Penangites
2015	Warangkana Tantasuntisakul - UUM	DBA	Determinant Factors of Successful Women Entrepreneurs in Southern Part of Thailand
2014	Narueban Yamaqpta - UUM	DBA	Relationship Between Service Quality, Academic Quality and Satisfaction Among Students of Southern Thailand Government Universities: The Moderating Effect of Value
2013	Niriender Kumar Piaralal - UUM	DBA	Factors Affecting Service Recovery Performance of Insurance Agents with Employment Status as Moderator: A Study of Northern Peninsular Malaysia
2013	Baderisham b Jolly - UUM	DBA	The Extent of Management of Capability, Relationship Capability, and Competitive Advantage Influence on Bumiputera Contractors' Project Performance
2012	Majed Issa Mohammad Al Qurneh -UUM	PHD	Assessing the Relationship Between Tourism Marketing Mix, Tourism Quality Standards, and Image on Satisfaction and Loyalty in Jordan Curative Tourism
2012	Abdullah Osman -UUM	DBA	Environmental Behaviour Among University Students: The Application The Theory of Planned Behaviour Model
2012	Al-Qasa Khaled Mohammed Ahmed	PHD	Factors Determining the Purchase Intention on Bank Service in the Republic of Yemen
2012	Ayed Al Muala	PHD	Antecedent and Mediator of Actual Visit Behavior Amongst International Tourists in Jordan

### 3. MASTER THESIS – COMPLETED

Year	Students' names	Degree	Title
2020	Chang Joon Tseng	MiF	Factors affecting supply chain department in food manufacturing industry of Malaysia: A case study of MMM company.
2019	Ng Moon Jeng	MBA	The effect of management commitment service quality on frontline employee's performance outcome: an empirical investigation of Pacific Insurance Customer experience improvement
2014	M. A. Sharaf Shiban	MSc. (mgmt.)	Young Consumers Intention Towards Future Green Purchasing in Malaysia
2014	Arif Husaini bin Hamdan	MSc. (mgmt.)	Faktor-faktor Pemasaran yang Mempengaruhi Kesetiaan Pengguna Dalam Menggunakan Produk Kesihatan Herba Tempatan
2010	Doniyor Z. Azizkulov Zaribbayevich	MSc. (Mgmt.)	Country of Origin and Brand Loyalty of Cosmetic products Among UUM Students
2010	Rohani Abdullah	MSc. (Mgmt.)	Kajian Impak Program Keusahawanan KKLW dan CeDi, UUM
2009	Norkhazzaina Salahuddin	MSc. (Mgmt.)	Kualiti Perkhidmatan dan Hubungannya Dengan Kepuasan Pelanggan di Hospital Sultanah Bahiyah Alor Setar: Perbandingan Antara Pesakit Luar dan Pesakit Dalam (Inpatient)

### 4. ONGOING PHD SUPERVISION

No	Year	Name of Candidate	Title
1	Oct 2019	Foo Wei Jean - Preparing RP	Digital Service Innovation to Create Value and Competitiveness
2	Oct 2019 - present	Jayamalar Francis – Preparing RP	Relationship between block chain technology and the rise in entrepreneurship and entrepreneurial opportunity for bottom of pyramid (bop) group

3	Jan 2019 - present	Nurul Fadzlyn Enche Nadzmy (Co-SV) – Completing the amendment of RP after PD	Corporate Governance and Communication Role on Sustainability and Performance of Malaysian Non-Governmental Organisations (NGOs): An Exploratory Study on Malaysian Ageing Centres
4	Oct 2018 - present	Shaista Noor (main SV) – Awaiting Viva	An Investigation into factors influencing the Malaysian Women Entrepreneurial success in Service Industry: Case Study of Ageing Care Centres
5	Aug 2018 -present	Sharifah Diyana Syed Hussain (main SV) – Waiting for PD date	Decision Making impact on business sustainability of ageing centres in Malaysia
6	2017 - present	Liang Hua (co SV) – Waiting for PhD result.	The effect of logistics capabilities, inter-firm relationships, and intra-firm resources on logistics performance in Ningxia, China
7	2016 – present	Lim Xtn Yi (main SV) – Data collection	Critical success factors influencing entrepreneurial effectiveness in Malaysian learning and childcare franchise industry: Case Study of SMM education group

### PHD EXAMINER - PhD THESIS AND DBA DISSERTATION

No	Name of Candidate	Degree	Date	Title
1	Nazlisham Bin Abdul Majid	DBA	January 2021	The effect of internal marketing on job satisfaction among government linked companies (GLCs) employees within ministry of science, technology, and innovation (MOSTI).
2	Mohd Izdiyar bin Omar (UTMKL)	PhD	August 2020	The Influence of Training Development on Organization Performance through Organization Culture
3	Ahmad Masoomzadeh (UTM)	PhD	16 July 2020	<u>Organizational Innovation Factors, Capabilities and Organizational Performance in Iranian Automotive Industry</u>

4	Aisa Azira binti Abdul Aziz (UUM)	DBA	15 July 2020	Amalan hijau dalam kalangan usahawan wanita di negeri Kedah Darul Aman ( <i>Green practices among women entrepreneurs in Kedah D.A state</i> )
5	Mariam Bhatti (TU) - PD	PhD	8 May 2020	Antecedents and outcome of team performance with leader-member and member-member as mediators and perceived organizational support as a moderator
6	Al Husain b. Amin (UUM)	DBA	22 December 2019	The Impact of Ethnocentrism and Advertising Appeal and the Mediating Effect of Perceived Quality and Price Perception on Actual Purchase of Proton Cars.
7	Rikinorhakis bin Ridzwan (UMK).	PhD	March 2019	The Antecedent Factors of Resource Orchestration and Moderating Effects of Social Network Competence on Entrepreneurial Success. PhD
8	Muhammad Awais Ilyas (UUM)	PhD	March 2019	Relationship between Employer Branding Practices, Employee Engagement and Employee Brand Loyalty. PhD
9	Muhamed Abdullahu (UTM)	PhD	Oct 2018	Readiness of university academician towards knowledge sharing and successful collaboration with industry practitioners.
10	Shamsul Hana Abd Rani (95306- UUM)	PhD	Feb 2018	Factors of women entrepreneurial success in Malaysia: the mediating role of networking
11	Syed Naveed Altaf (UUM)	PhD	Oct - 2017	Consumption values, consumer attitude, trust and purchase intentions towards locally assembled automobiles in Pakistan
12	Adnan Ahmad Sheikh (UUM)	PhD	Sept - 2017	The impact of technological organizational and environmental factors on the performance of textile sector in Pakistan: The mediating role of e-marketing uses
13	Yusuf Bin Haji Othman (KUIN)	PhD	2016/ 2017	Compliance behavior of employment income zakat in Kedah: Moderating effect of Islamic religiosity

14	Ms Tye Wei Ling (Taylor's University)	PhD	2016	The association between equity value and corporate social responsibility in the present of tax planning
15	Munirah Khamarudin (UUM)	PhD	2015	Antecedents and Consequences of Relationship Quality in Online Retailing in Malaysia
16	Kiew Leck Min (UUM)	DBA	2014	Relationship Quality, Services Quality and The Moderating Factors of Knowledge Management In E- Advertising Success
17	Khandoker Mahmudur (UUM)	PhD	2014	Determinant of Organics Food Purchase Behavior of Consumers in Bangladesh
18	Javed Nayyan Malik (UUM)	PhD	2014	A Study of Public Sector Corporate Entrepreneurship in The State Government Higher Education Institution in Pakistan
19	Aravindan Kalisri Logeswaran (UUM)	DBA	2014	Determinant Factors of Switching Costs and Loyalty in Mobile Telecommunication Industry of Malaysia
20	Rozaini B. An (UUM)	DBA	2014	Determinant Factors of Credit Card Default in Malaysia
21	Fosa Sarassina (UUM)	PhD	2013	The Examination of Goal Realization Predictors: The Role of Sale Efficacy in Indonesia Food Services Industry
22	Umi Kartini Bt Rashid (UUM)	PhD	2013	The Effect of Entrepreneurial Management, Entrepreneurial Orientation and Ethics on The Women- Owned Business Performance in Malaysia
23	Risyawati Mohamed Ismail (UUM)	PhD	2012	Mediation Impact of Manufacturing Strategies on External Environmental Factors and Manufacturing Performance
24	Ahmad Kamal Sardin (UUM)	DBA	2012	An Empirical Investigation on Factors That Influenced the Usage of Internet Baking in Malaysia
25	Poonsuck Thatchaopas (UUM)	DBA	2012	Customers Satisfaction of Student's Business Enterprise in Pattani Vocational Collage in Southern Thailand: A Case of Crispy

26	Rikinorhakis b. Ridzwan (UiTM Shah Alam)	MSc in Busin ess	2012	Third Opinion Leadership for Quality of Financial Decision Making
27	Prasit Rattanaphan (UUM)	PhD	2011	Corporate Image Determinant's in Direct Selling Companies
28	Othman b. Chin (UUM)	DBA	2011	Pengaruh Faktor 'Exogenous' And 'Endogenous' Terhadap Kualiti Hubungan Francaisor –Francaisi Dalam Perniagaan Francais Di Malaysia
29	Weeran Marangkun (UUM)	PhD	2010	The Determinant of Brand Equality in Handicraft SME in Thailand

## JOURNAL PUBLICATION

1. Md Isa, F, Mohd Nor, N, & Noor, S (2021). Leadership and Decision-making Style among Women Entrepreneurs: A Case of Malaysia. *International Review of Management and Business Research (IRMBR)*, 10 (1) -ISI - Accepted publication in process.
2. Md Isa, F., Muhammad, N. M., Ahmad, A., & Noor, S. (2021). Effect of ICT on women entrepreneur business performance: Case of Malaysia. *Journal of Economics and Business*, 4(1). <https://doi.org/10.31014/aior.1992.04.01.326>
3. Md Isa, F., Noor, S., Goh, W.W., Syed Hussain, S. D., Mohamad Ibrahim, H., & Ahmdon, M. A. (2020). Exploring the facet of elderly care centre in multi-ethnic Malaysia. *PSU Research Review, ahead-of-print* (ahead-of-print). <https://doi.org/10.1108/prr-05-2020-0013>. (Emerald)
4. Noor, S. & Md Isa, F. (2020). Malaysian Sandwich Generation Issues and Challenges in Elderly Parents Care. *International and Multidisciplinary Journal of Social Sciences*, 9(3). doi:10.17583/rimcis.2020.5277(Scopus).
5. Noor, S., Md Isa, F., & Mazhar, F. F. (2020). Online Teaching Practices During the COVID-19 Pandemic. *Educational Process: International Journal*, 9(3), 169-184, DOI: 10.22521/edupij.2020.93.4. (ERIC, Philosopher's Index)
6. Noor, S. Isa, F.M, & Nor. L. M. "Current Trends of Entrepreneurial Education in Pakistani Higher Education Institutions"12:3(2020) 25-33www.sainshumanika.utm.my | e-ISSN ISSN: 2289-6996| DOI: <https://doi.org/10.11113/sh.v12n3.1642>.(MyCite, MyJurnal, Google Scholar)

7. Noor, S., Isa, F.M., & Mohd Nor L. (2020). Women Empowerment through Women Entrepreneurship: A Comparison in Between Women Entrepreneurs and Fulltime Housewife in Pakistan. *Iranian Journal of Management Studies*, (), -. doi: 10.22059/ijms.2020.302633.674074. (ISI, Scopus, ESCI)
8. Noor, S., & Md. Isa, F. (2020). Entrepreneurial opportunities for Malaysian women in ageing care industry. *Social and Management Research Journal*, 17(2), 83. doi:10.24191/smrj.v17i2.10515.(MyCite, Google Scholar, ASEAN CITATION INDEX)
9. Noor, S., & Isa, F.M. (2020) ‘Contributing factors of women entrepreneurs’ business growth and failure in Pakistan’, *Int. J. Business and Globalisation*, Vol. 25, No. 4, pp.503–518. (Scopus- Elsevier, Inderscience, Q3 )
10. Noor. S, Isa, F.M., Hossain.Md.S., and Shafiq.A (2020). Ageing Care Centers : Mediating Role of Quality Care and Proactive Environment. *Journal of Population and Social Studies*, 28(4), 324–347. <https://doi.org/10.25133/JPSSv28n4.022> (Scopus, Q3).
11. Noor, S. Isa, F.M, & Nor. L.M. (2020) “Ageing Centre women entrepreneurs: A Silver Bullet for Ageing Tsunami in Malaysia” 12:1 (2020) 51–62| [www.sainshumanika.utm.my](http://www.sainshumanika.utm.my) | e-ISSN ISSN: 2289-6996 (MyCite, MyJurnal, Google Scholar)
12. Hua, L., Isa, F.M., Noor. S, and Chan, H.R. (2020) “Investigating the Mediating Role of Logistics Service Capability on Chinese Logistics Performance. *International Review of Social Science, IRSS, Academy of IRMBR*. Volume 8, Issue 1, ISSN 2309-0081. (ISI-Index)
13. Hua, L., Isa, F.M., and Noor, S. (2020). An Empirical Study on Logistics Performance on Ningxia Region, China. *International Review Management and Business Research, IRMBR, Academy of IRMBR*. Volume 9, Issue 1, ISSN: 2306-9007 (ISI-Index).
14. Isa, F.M, Noor, S., Ahmdon, M.A.S., Setiawati, C.I., Warangkana, T. (2020). Comparison of students Perception regarding Curriculum design vs. Employability in Malaysia, Indonesia and Thailand, *International Journal of Management in Education* 14(4):331 DOI:10.1504/IJMIE.2020.10028165 (Scopus- Elsevier , Inderscience, Q3 ).
15. Noor, S., Isa, F.M., Nor, L. M., & Ahmed. E. Ch. (2019). Identifying the current trends and challenges of Ageing Care Centres in Malaysia. *International Review of Social Science, IRSS, Academy of IRMBR Volume 7, Issue 7* ISSN 2309-0081. (ISI-Index).
16. Md Isa Filzah, Jaganathan Mathivannan, Sern Vincent Yeow Cher, Ahmdon Muhd Afiq Syazwan, and Mohd Nafi Siti Noratisah (2020). Does service marketing enhance supplier and customer contact in the gig economy era? Case analysis from Malaysian SMEs`



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60. Nik Muhammad, N., Kamarudin, R., & Md Isa, F. (2007). Malay Small Firms and Chinese Small Firms in Malaysia: The Role of Culture, Attitude and Knowledge Acquisition to Organizational Success. All China Economy (ACE) International Conference, 12-14th December, City University of Hong Kong.
61. Nik Mat, N. & Md Isa, F. (2001). Direct Response Television Advertising: Its Acceptance, Satisfaction, and Effectiveness in North Malaysia. The 6th International Conference on Global Business and Economic Development, States and Markets: Forging Partnership for Sustainable Development.
62. Nik Mat, N., Ku Mahmood, K., Md Isa, F., A. Rahman, A., & Salleh, S. (2001). Strategization of Sales Management Practices in the Direct Selling Companies. Seminar Kebangsaan Sosio Ekonomi & IT.
63. Nik Mat, N. & Md Isa, F. (2001). The Perception of Consumers Toward the Effectiveness of Direct Response Television Advertising's (DRTV) Appeal (2001). Seminar Kebangsaan Sosio Ekonomi & IT.
64. Nik Mat, N. & Md Isa, F. (2001). The Impact of Believability and Frequency of Direct Response Television (DRTV) on Consumers in Malaysia. The International Seminar on Consumer and Consumerism: Issues and Challenges, co-organized by the Institute of Consumer Research.
65. Mahmood, R. & Md Isa, F. (1995). Perceived Functional Roles of Bank Branch Managers in Malaysia. The First Annual Asian Academy of Management (AAM) Conference.

## **BOOK**

1. Isa, F.M, Noor, S (2019). Issues and Challenges of Ageing Population in Malaysia. Burns/Veeck, Marketing Research, Global Edition, 9th Edition, ISBN: 9781292318042, October 10, 2019.
2. Filzah Md Isa (2018). Case contributor. MAXIS CNY 2018 – It's time for 'HuatAR' for Global Edition of Moriarty, *Advertising and IMC*, 11/e. Pearson.

3. Filzah Md Isa & Nik Maheran Nik Muhammad (2017). Leadership in Malaysia Higher Education Institution. *Transformational Issues in Business Management Practice: Professional Issues and Controversies, Book Chapter 3*. Pearson Malaysia, ISBN 978-967-349-754-6.
4. Filzah Md Isa, Hoe Chee Hee, & Zolkafli Hussin (2017). Franchise Business System in Malaysia. *Transformational Issues in Business Management Practice: Professional Issues and Controversies, Book Chapter 9*. Pearson Malaysia, ISBN 978-967-349-754-6.
5. Filzah Md Isa (2017). Case writer/contributor for Clow/Baack: *Integrated Advertising, Promotion, and Marketing Communications*, 8th Global Edition. Pearson.
6. Filzah Md Isa (2017). Case writer/contributor for International Marketing Project: Oxford University Press Australia.
7. Md Isa, F., Hoe, C.H., & Othman, S.N. (2016) A study on the profile, need and problems faced by SMIs entrepreneurs in Kedah, in *Women Entrepreneurs & Challenges*, page 86-103. NCRC-UUM Publication Series. ISBN 978-967-11113-8
8. Jamal Ali, Lim Hock Eam, Russayani Ismail, Fauziah Abdul Rahim, Filzah Md Isa & Ismi Arif Ismail. (2014). The Effectiveness of Finishing School Programmes from the Perspectives of Graduates and Employers. Vol. 11. *Malaysian Journal of Learning & Instruction*, UUM (ISSN 1675-8110)
9. Md Isa, F. & Othman, S. (2014). Kajian Tinjauan Profil Usahawan Serta Keperluan Dan Masalah Dihadapi Usahawan Kecil Sederhana Negeri Kedah (*A Survey Study of Entrepreneur Profile and Problems Faced by Small and Medium Entrepreneurs at Kedah*). *Journal of Usahawan Kecil Melayu: Isu Dan Penyelesaian*. Buku Usahawan Kecil Melayu (*Journal of Malay Small Entrepreneurs: Issues and Solutions*). (ISBN 978967 5782 57 2)
10. Muhammad, N., Md Isa, F., Othman, S.N, & Sanusi, Z.A. (2013). *Malaysian Higher Education Institution Leadership and Decision-Making Quality*. AKEPT & Ministry of Higher Education.
11. Md Isa, F. (2012). *Buku Panduan Tip Jualan (sales tips)*. Hal Ehwal Pelajar dan Alumni, UUM.
12. Bakar, A. R., Hashim, F., Ahmad, H., Md Isa, F., Dzakaria, H., & Din, M.S. (2010). Determining the critical success factors for private Higher Education Institutions in Malaysia, in *Small & Medium Enterprises in Malaysia: Potential and Prospect*. Manuscript (ISBN 978- 983-3663-33-0).
13. Md Isa, F., Othman, S.N., Din, M.S., Hoe, C.H., Mohd Harif, M.A.A., Hussin, Z., & Md Jani, M.Y. (2010). Critical Success Factors in Franchise Businesses: Case Studies of Malaysian Franchisors, in *Small & Medium Enterprises in Malaysia: Potential and Prospect*.
14. Md Isa, F., Hashim, N., Muhamad, N., Perumal, S., & Halim, F. (2015) *Consumer Behaviour 1st Edition*. Kuala Lumpur: OUM and Pearson Education.

15. Md Isa, F., Md Said, N., & Mohamed, Z. (2012) *Gelagat Pengguna (Consumer Behaviour)*. UUM, Sintok , Kedah: PACE, UUM.
16. Md Isa, F., Mohamed, Z., Nik mat, N., & Abu Bakar, N. (2012). *Pengurusan Pemasaran (Marketing Management)*. UUM Sintok: PACE UUM.

## SCHOLARLY ACTIVITIES

- Visiting Professor – Telkom University Bandung Indonesia (13 -24<sup>th</sup> July 2020 for Global Learning Week (GLOW) program)
- Facilitator – Workshop on effective teaching for the academicians: Meningkatkan kemampuan dosen dalam pengajaran dan meningkatkan EDOM, at Telkom University, Bandung, Indonesia. (November 2017)
- Facilitator, Entrepreneurial Talk – Start up program phase 1: Entrepreneurial motivation (19th May 2015).
- Chairperson, Sesi Pembentangan Cadangan Penyelidikan (*Presentation Session of Research Proposal*) – PhD (Research Proposal Presentation Session) Munirah Khamarudin – 92941 (27<sup>th</sup> January 2015)
- Discussant, 1st Symposium on Business Postgraduate Research. (19th May 2014)
- Moderator, Seminar Pembangunan Keusahawanan Siswa Sabah Peringkat Wilayah Utara (*Entrepreneurship Development of Sabahan Graduates in the Northern Region Seminar*): Sesi Jaringan Keusahawanan – FAMA/MARA/TEKUN (*Entrepreneurship Networking Session*). (1 Mac 2014)
- Course Coordinator, Bengkel Akademik Program Kerjasama UUM-IPTS Semester Kedua Sesi 2013/14 (*Academic Collaborative Programs Workshop*). (13th Feb 2014)
- Facilitator, Kursus Pengendalian Aduan dan Pelanggan Bermasalah. (*Handling Consumer Complaints and Feedback Course*). (2014).
- Facilitator, Kursus ‘Memenangkan Hati Pelanggan’ untuk staf UUM. (*Facilitator for ‘Winning the Customers’ Heart’ Course for UUM staff*). (27-28 Mac 2013)
- Moderator, Workshop on Academia Project Strategic Leadership Planning: A Proposed Model for Talent Pool Management. (2013)
- Discussant Panel, Perbincangan mejabulat SCL: Isu dan Cabaran kepada College Champions (*Roundtable discussion of Student-Centered Learning: Issues and Challenges to College Champions*). (2012)
- Chairperson, Global Business Summit Conference, 2009

## **PROFESSIONAL ACTIVITIES**

### **Assurance of Learning – Institutional Service:**

- Smart PLS workshop: 2019
- Curriculum Design (2018)
- Learning space (2018)
- Qualitative analysis workshop (2017)
- AMOS workshop: 2017
- Smart PLS workshop: 2016
- Writing Workshop: Assurance of Learning (AOL) for AACSB. (2014)
- Writing Workshop: Assurance of Learning (AOL) for AACSB. (2013)
- College Trainer & Champion: Problem-based learning (PBL)/Project Oriented Problem Based Learning. (2012)
- Collaborative programs UUM-IPTS (Private Colleges). (2007)

### **Advisor:**

- Advisory Board Member at Centre for Academic Learning Writing and Support Services (CALWASS) Bahria University, Islamabad, Pakistan, – from May 2019
- Advisor for the online Master of Hospitality Management program (2017) for Taylors University.
- Deputy Chairperson, Consultation Committee of School of Business Management (SBM-UUM). (2013).
- Facilitator, Coaching Workshop for Documentation of Sales and Marketing Plan for Plan for Entrepreneurs in Penang organized by PERDA. (2011)

### **Mentoring:**

- Runner up for Best Entrepreneurship Mentor/Coach for Academia (2015), representing University Utara Malaysia, Organized by the Ministry of Education (MOE).
- Resource Person for the Decade Program of Creative Women at the University level. (2013).

### **Assessor / Reviewer:**

- Reviewer of article - How carbon tax affects enterprise's production strategy for low carbon products in the cooperation-competition supply chain. Journal of Cleaner Production (2020)



- Reviewer of article - Green Purchase Intention: Impact of Value and Positive Word of Mouth. *Journal of Cleaner Production* (2020).
- Reviewer of article - The Influence of Self-Leadership and Emotional Intelligence on Motivated Strategies for Learning among Undergraduate Students in a Public Higher Education. *TBR –TU* (2020).
- Reviewer of article - Shaping up the Green Entrepreneurial Inclination among the University Students. *Asian Academy of Management Journal* (2020).
- Reviewer of Article (Int. J. Management in Education, Inderscience / Scopus) Mediating Effect of Student Perceived Value on Student Satisfaction in the Indonesian Private Higher Education Institutions (2019)
- Reviewer of Article (*Journal Pengurusan UKM / Scopus*) The Effect of Marketing on Entrepreneurial Marketing in SMEs: Innovativeness as a Mediator (2019)
- Reviewer of Article (*Emerald / Education + Training*) Factors Affecting Business Graduates' Employability – Empirical Evidence Using Partial Least Squares (PLS) (2018).
- Reviewer for Evaluating Project Proposal For the Application of Fundamental Research Grant Scheme (FRGS) - Exploring Value Creation Among Automotive Providers and its Influence on Socio-economic Wellbeing of B40 Community in Malaysia.
- Paper Reviewer - Emotional Intelligence, Organizational Culture and Job Satisfaction In The Malaysian Public Administration. *International Journal of Institutions and Economies, Universiti Malaya (UM)*. (Scopus) - 2018
- Paper Reviewer - The influence of founders' strategic agility and dynamic capability on the opportunity pursuit process. *Asian Academy of Management Journal. USM*. (Scopus) - 2018
- Paper reviewer - Designing a Marketing Model from a Postmodern Point of View, Using Grounded Theory. *Malaysian Management Journal (MMJ). UUM*. - 2018
- Session chair - RMP International Conference in Business and Finance (RICBF 2018). 31 August-01 September 2018, Ho Chi Minh, Vietnam. (ERA)
- Technical Committee of 2018 International Conference on Internet and e-business (ICIEB 2018)
- Merit Research Journal of Education and Review: ISSN: 2350-2282; ISI Impact Factor (IF) = 0.264 (2018)
- Planning Malaysia Journal 2018 Special Issue; SUDLiC 2017 Secretariat, UTM
- *Asian Academy of Management Journal (AAMJ)* (2014 - 2017)
- *Taylor's Business Review* (2016)
- Book Content Reviewer - *Strategic Marketing 3e*. Oxford Fajar, Malaysia. (2015)
- Reviewer of Emerald –UUM Case Writing Competition - organized by Institute of Management and Business Research (IMBRe). (2015).
- Reviewer of *Journal of Business Management and Accounting (JBMA)*. (2014).
- *Malaysian Management Journal, UUM*. (2014)
- Reviewer of FRGS Research Proposal for RIMC -UUM. (2014)

- Reviewer of International Conference on Business Management (ICBM). (2014)
- Reviewer of FRGS research proposals for College of Business (COB). (2014)
- Reviewer for International Case Study Conference (ICSC) 2014 – IMBRe and IBS Hyderabad. (2014)
- A review panel of FRGS for 2nd phase 2013. (2014)
- Review Committee Member: Final examinations of SBM Undergraduate and postgraduate students (2011-2014)
- Reviewer for seminar and conference papers for School of Business Management (SBM), College of Business. (2010-2014)
- Malaysian Management Journal, Kedah, Malaysia. (2012)
- Reviewer for Knowledge Management International Conference (KMICE), conference papers. (2012)
- Paper Reviewer for Journal of Business Management and Accounting (JBMA). (2011)
- Knowledge Management International Conference (KMICE) 2011, conference papers. (2011)
- Reviewer for The Asian Academy of Management Journal: Reviewer for International Journals Publication (for USM). (2010- 2017)
- Utara Management Journal. (2007–2010)

#### **Committee Member:**

- AACSB coordinator for Taylor’s University Faculty Business and Law (2018 to present)
- Academic Staff Promotion and Appointment Committee (ASPAC) for senior lecturer (2018) at Taylor’s University
- Human Capital Research Group (2018) at FLB - Taylor’s University
- Committee member of laboratory work 1: Research, Publication, Case study, Consultation and UUM Strategic Plan of HICOE/COE Direction Phase II. (2015)
- The Institutional Project Management Office (iPMO): Entrepreneurship Committee Member of the Critical Agenda Projects (CAP), National Higher Education Strategic Plan (PSPTN). (2014)
- Planning and Consultation Committee for Collaboration Program of SBM, UUM, and Tan Chong Group. (2013)
- Committee of ‘Task Force’ for Our Decade of Creative Women in University Utara Malaysia. (2013).
- Secretariat committee for the International Conference on Sustainability Corridor Development (ICSCD). (2012)
- Fellow Researcher – CetMA: Center for Testing Measurement and Appraisal (CetMA). (2012).

- Subject Matter Expert for module enhancement project in Open University Malaysia (OUM). (2010).
- Students Entrepreneurship and Career Forum. (2008).
- Business Turnaround Consultation Workshop. (2008).
- Restructuring of Institute / Centre of Excellence. (2008).
- Trainer for entrepreneur programs. (2008)
- Small Discussion Group (SDG). (2008)
- Seminar on Development of entrepreneurship and the ASEAN Regional. (2008).
- Carnival of Entrepreneurship Students Convention in HEIs (KARNIAWAN VI). (2008).
- Forum of Consumerism in HEIs. (2002).
- Institute of Consumer Research. (2002)
- International Seminar on Consumer and Consumerism: Issues and Challenges. (2001)
- Women Entrepreneur Development Unit (WEDU). (1995)

## **OTHER INSTITUTIONAL SERVICE ACTIVITIES**

- Deputise the Ageing Flagship research group at Taylors' University (2017 to present)
- Train the Trainers Course (TTT) (2014).
- Facilitator for the Student Entrepreneurship Development Seminar Sabah Region Northern area. (2014).
- Facilitator for fundamental Entrepreneurship Program for Single Mothers in the Northern Region. (2014).
- The Review Committee- International Case Study Conference (ICSC). (2014).
- Facilitator for Basic Business Coaching for Lecturers of Perlis Matriculation College. (2014).
- Facilitator for the “Literature writing” at Prince of Songkhla University, Trang Campus, Thailand. (2014).
- Facilitator for Education Seminar on Entrepreneurship and Cooperative Institute for HEIs (IPTA). (2013).
- ‘Convention on International Entrepreneurship Institute of Higher Educations (IPT). (2013).
- Trainer and Consultant for Northern Corridor Research Centre. (2012-2015)
- Facilitator and Coach for the Cooperative and Entrepreneur Development Institute (CEDI)
- Entrepreneur training programs. (2010 - 2015)
- UMHSB – UUM: Trainer and Consultant. (2010 - 2012)

## SERVICE TO THE PROFESSION

- Guest Speaker for a coaching session in the Certificate in Developmental Coach/consultant Program, 18 Feb 2018, by Shaker Sdn Bhd.
- Keynote Speaker for 2017 3rd International Conference on Business, Management, Tourism and Hospitality BIZMATOUR 2017, 28 – 30 November 2017 in Bandung Indonesia.
- Facilitator, Seminar Transformasi Usahawan Industri Asas Tani (IAT) (*Agro-entrepreneurs Transformation Seminar*). Pulau Pinang. (2016)
- Facilitator Program Startup 2015: Fasa 1 (Facilitator of Start-up Program 2015: Phase 1). CEDI -UUM. (19th May 2015)
- Facilitator for Retailing Management Competency of Federal Agricultural Marketing Authority (FAMA) Marketing trainers ) i.e. Promotion, Marketing campaign & Ads; POS & Inventory record: Daily and Monthly Sales Report; Pricing Strategy. FAMA & CEDI- UUM. (29th October 2014)
- Facilitator for the Basic Entrepreneurship Course for Single Mothers Group 2) i.e. Basic Marketing. American Embassy & CEDI- UUM. (25th October 2014).
- Facilitator for Handling Consumer Complaints and Feedback Course I. UUM. (2014).
- Facilitator for Professionalism of Lecturers: Creative and Innovative Teaching and Learning Course. Perlis Matriculation College. (22nd August 2014)
- Facilitator for Basic Business Administration Course i.e., Sales & Marketing. Perlis Matriculation College. (25th June 2014)
- Facilitator for the Basic Entrepreneurship Course for Single Mothers Group i.e., Basic Marketing. American Embassy & CEDI- UUM. (17th May 2014)
- Facilitator for Entrepreneurship Train, the Trainers for FAMA Marketing Trainers. FAMA & CEDI- UUM. (18th April 2014)
- Facilitator for Strengthening Creative Salesmanship Seminar Program. MADA. (29<sup>th</sup> April 2014)
- Facilitator for Entrepreneurship and Marketing Training Programs. AIM & CEDI. (2011-2013)
- Basic Entrepreneurship workshop -AIM. (2013).
- “How to Persuade Customers” Workshop. (2013).
- “Winning Customer attention” workshop. (2013).
- Basic Entrepreneurship Program for Single Mothers Group1 -AIM. (2013).
- “How to Persuade Customers” Workshop. (2013).
- Workshop on Strategic Marketing - Co-organized by Yayasan Pembangunan Keluarga Terengganu (YPKT) and CeDI UUM. (2012).
- Workshop on Basic Management and Strategic Marketing - Organized by Department of Student Affairs and Co-Curriculum Unit UUM. (2012).

- Workshop on Strengthening Women Expansion Group - Organized by Penang Agriculture Department. (2012).
- Workshop on Strategic Marketing (Group 2) for AIM entrepreneurs. (2012).
- Effective Sales & Marketing Skills with Cross Selling Techniques Workshop, Berakas, Brunei Darussalam. Entrepreneurship training and coaching. (2012).
- Seminar on Basic Marketing for Agricultural Products of Penang. Organized by Ministry of Agriculture and Agro- Based Industry. (2012).
- Seminar on Motivating Agricultural Products Entrepreneurs of Penang. Organized by Malaysia Productivity Corporation (MPC), Penang. 14 -15 March 2012
- Workshop on Advanced Marketing Management Organized by KKLW. (2011).
- Seminar on Competency Course –Level 2 for HR Marketing direct sales leaders of Malaysia. (2011).
- Seminar on Business Marketing – Co-organized by Malaysian Timber Industrial Board. (2011).
- Basic Entrepreneurship Program for Graduates – Organized by CeDI-UUM. (2011).
- Seminar on basic Entrepreneurship for UUM staff, organized by UUM Registrar Department. (2011).
- Workshop on Strategic Plan for Kedah Sejahtera (2010 - 2015)

## **SERVICE TO THE COMMUNITY**

- Forum Moderator for the Keusahawanan “Pembiayaan dan Pemasaran Sempena Ekspo” (*Entrepreneurship Expo of Financing and Marketing*) (2014).
- Usahawan Bumiputera Pulau Pinang 2011 (PenBEX) (*Penang Bumiputra Entrepreneurs*). (2011).
- Consultant and Project Leader for “Perancangan Strategik Pembangunan Usahawan Bumiputera” (*Bumiputra Entrepreneur Development Strategic Planning*).
- Negeri Kedah”, To develop a report on the entrepreneurship development strategic plan for Kedah state, (2009 - 2011).
- Consultant and Project Leader for “Perancangan Strategik Pembangunan Usahawan Bumiputera Negeri Kedah” (*Kedah Entrepreneur Development Strategic Planning*), To develop a report on the entrepreneurship development strategic plan for Kedah state. (2008 – 2009)

## MEMBER OF COMMITTEE

- Koperasi Bank Persatuan (*Co-op Bank Corporation*). (2010 – present).
- Koperasi Bank Rakyat (. (2010 – present).
- Persatuan Guru-guru Melayu Semenanjung (*Peninsula Malay Teachers' Association*). (2008 – present)
- Ahli Alumni USM (*Member of USM Alumni*). (2008 – present)
- Sutranita UUM (*Women Staff Association*). (2007 – 2015)
- Ahli Persatuan Pengguna Islam Malaysia (PPIM) (*Member of Islamic Consumer Association*). (2008- present)
- PERSATU UUM (*Member of Academic Association*). (1994 – 2015)
- Kumpulan Perancangan Strategik Pembangunan Usahawan Bumiputera Pulau Pinang (*Penang Strategic Planning Group Bumiputra Entrepreneur Development*). (2010)

## PROFESSIONAL MEMBERSHIP

- Malaysian Healthy Ageing Society (2018 to present)
- Malaysian Institute of Management (MIM). (2014 - present)

## COMPUTER SKILL

- Statistical Analysis: SPSS (moderate skill in AMOS and SmartPLS)
- Qualitative software – Nvivo and Atlas.ti (moderate skill)

## AWARDS, RECOGNITIONS, IP

- **Certificate of Award. Gold category.** SME Innovation Index. SME IINOVEX (2018): Membina IKS Berdaya Saing (Developing Competitive SMEs). 22 September 2018. Bangi Avenue Convention Center. (Rosli Salleh, Nik Maheran Nik Muhammad, Fadhilahanim Aryani Abdullah, Zul Karami Bin Che Musa, Teo Pao Ter, & Filzah Md Isa)
- Intellectual Property (IP) (2017) – Instrumen Inovasi dan factor kejayaan kritikal usahawan belia yang berjaya (Instruments for innovation and critical success factors for successful youth).
- 7th best case studies in 2016. Upgrading Organizational Effectiveness and Management Professionalism: A Case Study of Pronadz Reka Bina Sdn. Bhd. Emerald Emerging Markets Case Studies. (EEMCS-06-2016-0138).

- 1st Runner-up for the Best Entrepreneurship Mentor/Coach Award for Academia of Malaysia. Ministry of Higher Education (MOHE). (2015).
- Excellence Service Award. Universiti Utara Malaysia. (2011).
- Silver Medal - Invention, Innovation & Design 2009 – Project Management Internal Control System 'Pronet'. Research Management Institute (RMI), Universiti Teknologi Mara (UiTM). (2009).
- 2nd best paper award. International Business Conference. Leveraging global management resources through transformational leadership insight and collaboration. (2008).

## LANGUAGES

- Malay (Mother Tongue)
- English (Fluent)

## REFEREES

- **Prof. Dr. Nik Maheran Nik Muhammad**, Director, Global Entrepreneurship Research and Innovation Centre (GERIC), Universiti Malaysia Kelantan (UMK), City Campus, Pengkalan Chepa, 16100, Kota Bharu, Kelantan, Malaysia. Tel : 09-7717 7000. Email: [nikmaheran@umk.edu.my](mailto:nikmaheran@umk.edu.my)
- **Prof. Dr. Fauziah Md Taib**, Dean of School Of Management, Universiti Sains Malaysia (USM), Penang, Malaysia. Tel: 04-653-3370. Email : [mfauziah@usm.edu.my](mailto:mfauziah@usm.edu.my)
- **Prof Dr. Nor Azila Mohd. Noor**, Director Institute for Business Competitiveness, Standards and Sustainability Initiative (IBCSI), Professor in Marketing, University Utara Malaysia UUM), 06010 Sintok Kedah, Malaysia. Tel: +604 928 7108, Fax: +604 928 7160, Mobile: +6013 431 7615. Email: [azila@uum.edu.my](mailto:azila@uum.edu.my).
- **Prof Dr Rosli Mahmood**. Professor in Management and Entrepreneurship. Putra Business School, Universiti Putra Malaysia, Serdang Selangor. Tel: +603 -8946 7441. Email: [rosli@putrabs.edu.my](mailto:rosli@putrabs.edu.my).
- **Assoc prof Dr Anthony Ho**, Pro Vice Chancellor Research & Enterprise, Taylor's University. 47500 Subang Jaya, Selangor, Tel : +603- 5629 5509. Email: [Anthony.Ho@taylors.edu.my](mailto:Anthony.Ho@taylors.edu.my).