



## **Filzah Md Isa**

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

Dr Filzah Md Isa is currently an Associate Professor at Taylors University, Malaysia's most prestigious private university. She joined the university on the 1st of February 2016 after servicing Universiti Utara Malaysia (UUM) for more than 21 years. Before, 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 a 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 Behaviour, both practically and theoretically.

Her leadership and managerial skills were further boosted when she was appointed as the Deputy Director of the Center for Innovation in Education from 1997 to 1998, 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 (later called 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 for the university and provide services to the target customer groups, i.e. students, entrepreneurs, single mothers, and government agencies. At Taylor's 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 experience 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 is actively involved in research, consultation, and training activities. She actively publishes numerous papers in local and internationally Scopus and ISI indexed publications and other

refereed journals every year. She is also an active reviewer of research and conference papers, case studies, books and an examiner for PhD theses and DBA dissertations 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), the 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. Among those are PERDA, FAMA, AIM, KKLW, MADA, Agricultural department of Penang, Malaysian Productivity Corporation (MPC), Penang Development Corporation (PDC), Community Colleges, Matriculation Colleges, INSKEN, and others. She mostly handles SMEs, women entrepreneurs and single mothers' programs and recently focuses more on ageing population issues. 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. 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. From June 24, 2021, to June 23, 2022, she will act as an Advisory Board Member for Diploma in Digital Marketing, Faculty of Business, and Innovation, ICOOP College Cyberjaya, Malaysia. She was also a visiting lecturer at Telkom University, the best private university in Indonesia, in 2020. As for her continuous contribution to the university, Taylor's University has acknowledged and rewarded her the **Excellent Performance of 2020**. Most importantly, her genuine commitment and passion for academia and entrepreneurship development will never end.

#### **Present Address:**

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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 Methods for Social Science	Postgraduate - PhD
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	Business Management Project	Postgraduate
11	Business Strategy Project	Postgraduate
12	Delivering Values to Customer	Postgraduate
13	Research Method for Executive	Post/undergraduate
14	Marketing Management	Post/Undergraduate
15	Service Marketing	Post/Undergraduate
16	Market Analysis and Decision making	undergraduate
17	International Marketing	Undergraduate
18	Principle of Marketing	Undergraduate
19	Introduction to Tourism	Undergraduate
20	Tourism Hospitality	Undergraduate
21	Consumer Behavior	Undergraduate
22	Sales Management	Undergraduate
23	Marketing Seminar	Undergraduate
24	Entrepreneurship	Undergraduate

Sr.no	Name of Organization	Year of Service	Brief Job Description/Responsibilities
1	Deputy Head of Ageing Research Flagship Program – Taylor’s University	2017 - 2021	Assisting the head of Program in mentoring and monitoring the Principal Investigators in running the ageing related research projects. Preparing to set up an Ageing Research Centre that involves both in local and international activities.
2	AACSB coordinator	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, coaching, developing networks, conducting research, administrating works
4	Associate Professor, Universiti Utara Malaysia	2012 - 2015	Teaching, supervising, training, developing networks, mentoring, conducting research, administrating works.
5	Business Consultant, and Mentor	2007 - 2015	Providing advice, training, monitoring, and conducting analysis to entrepreneurs and non-entrepreneurs.
6	<b>Deputy Director:</b> Entrepreneurship Development Institute (IPK- UUM)	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 - UUM Universiti Utara Malaysia	2006 - 2012	Teaching, Supervising, training, and Conducting Research
8	<b>Deputy Director:</b> Professional and Continuing Education Centre (Distance Learning Unit) PACE -UUM	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	Reference Expert for state government project: NCRC-UUM	2010 - 2015	Kedah state Strategic Plan Refinement
10	Lecturer - Universiti Utara Malaysia	1994 - 2015	Teaching, Supervising, training, and Conducting Research

10	Direct selling group leader (Amway, Cosway, etc)	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 Manager, and Investment Portfolio Consultant
12	Northrop University's International Dormitory	1987 - 1989	Housing Assistant
13	Family businesses	1972 - 1982	Retailing - Dealing with foods and grocery supplies

### UNDERGRADUATE SUPERVISION – RESEARCH & INTERNSHIP

<b>FINAL YEAR THESIS</b>		
<b>Student Name</b>	<b>Year</b>	<b>Thesis Title</b>
Basheer Ahmed Ansari	2021	Factors affecting Consumers' Response towards Social Media Advertising
Mohamed Imran bin Mohd Thameem Ansari	2021	The effects of working from home during the Covid-19 pandemic and its effects on perceived employee performance
Ruth Yong Sook Yui	2021	Investigating the relationships between functional value, emotional value, customer satisfaction and revisit intention in Sunway Lagoon Theme Park during Covid-19 pandemic
Siti Nadhirah Khairunnisa	2020	Factors affecting online shopping behaviour among consumers in Klang Valley Area during COVID-19 pandemic
<b>INTERNSHIP – TAYLOR'S UNIVERSITY</b>		
<b>Student name</b>	<b>Year</b>	<b>Organisation</b>
Celine Khor Wen Xuan	2021	Price Waterhouse Coopers (PwC) Malaysia
Chai Chee Ning	2021	Grant Thornton Malaysia PLT (Johor Branch)
Cheong Jia Kei	2021	Grant Thornton Malaysia PLT
Chua Xin Yi	2021	Price Waterhouse Coopers (PwC) Malaysia
Colleen Ngoi Xing Juan	2021	Hwa Thai Construction Sdn Bhd
Daarchaini A/P Murali	2021	F&B Nutrition Sdn Bhd
Fredric Simon	2021	Malayan Banking Berhad (Maybank)
Gan Jian Zhi	2021	Price Waterhouse Coopers (PwC) Malaysia
Choo Hao Xiu	2021	Reliant Management Services
Felicia Wong Shing Ying	2021	Grant Thornton Malaysia
<b>INTERNSHIP – UNIVERSITI UTARA MALAYSIA</b>		

Teoh Yew Kit	2013	Robert Bosch Power Tools Sdn. Bhd
Tan Lin Wey	2013	Exabytes Network Sdn. Bhd
Chuah Lay Suan	2013	Syarikat Success Construction Sdn Bhd
Sim Lay Sin	2013	NS Electrical Sales & Services Sdn. Bhd
Ng Por Lin	2013	The Store (M) Sdn. Bhd
Tan Sew Le	2013	Worldwide Magazine Services Sdn. Bhd
Teow Soo tak	2012	Knowles Electronics (M) Sdn Bhd,
Oi Seok Khiang	2012	Public Packages (NT) Sdn Bhd
Chong Lee Mei	2012	Integrated Device Technology (M) Sdn Bhd
Khoo Pei Sze	2012	Intrenasionale Sdn Bhd
Goh Chin Wei	2012	Benchmark Electronicc (M) Sdn Bhd
Ong Chuan Huat	2012	Intel Technology Sdn Bhd
Norashikin Jaafar	2012	EKG Network Sdn Bhd
Chin Hon Mun	2012	Integrated Methods Sdn Bhd
Ngiam May May	2012	Dream River Vision Enterprise
Teow Soo tak	2012	Knowles Electronics (M) Sdn Bhd
Shirley Ng Soo Lin	2011	Eslene Marketing Sdn Bhd., Melaka
Wahidayu Binti Abd Rahman	2011	Wee Shien Sdn Bhd., Melaka
Endok Intan Binti Amboklah	2011	Agensi Zarina Ekhwan, Sri Manjong
Mohd Saiful B Ishak	2011	Suiwah Corporation Bhd., Bayan Baru
Goh Chian Wei	2011	Plenteous Industry Sdn Bhd., Bukit Mertajam
Tan Chooi Li	2011	Pdc Properties Sdn Bhd., Bayan Lepas
Siti Fairuz Binti Redzuwan	2011	Alpine MSC Sdn Bhd., Bayan Lepas
Lee Lean Hua	2011	Meerkat Technologies Sdn Bhd., Penang
Tan Chee Chai	2011	Metech Aluminium Industries Sdn Bhd., Prai.
Lim Li Yi	2011	Metech Aluminium Industries Sdn Bhd., Prai.
Siti Marni Binti Idris	2011	Poly Glass Fibre Manufacturing Sdn Bhd., Prai.
Cheng Mei Zhen	2011	Trans Connection Network, Kuala Lumpur.

## 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 International Grant – HEC Montreal Canada	2019 - present

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	The usage of point of sales in the Northern Region	RM 10000 Geran Universiti (UUM)	2015
5	Relationship Between PLKN Programmes (NSTP) and Entrepreneur Personality Among Youths in Malaysia – Co-Researcher	RM10000 Universiti Utara Malaysia (UUM)	2014
6	Leadership and Entrepreneur Intent: A Comparison of Generation X and Y	RM10000 Research Institute Management Centre (RIMC) UUM	2014
7	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)</i> -PI	RM30000 MDeC and Northern Corridor Research Center (NCRC) UUM	2014
8	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
9	Kajian Pembangunan Kerangka Model Keusahawanan Wanita ( <i>Development of successful women entrepreneurship model</i> ) - PI	RM30000 Ministry of Higher Education Malaysia (KPT) - UUM	2011
10	Malaysian Franchisor Entrepreneurs' Profiling Survey - PI	RM30000 Ernst and Young/PNS -UUM	2010
11	Tracing Study of Former Participant of KKLW: UUM Case study - PI	RM25000 Entrepreneurship Development Institute (IPK- UUM)	2008
12	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)</i> – Co-Researcher	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 efficient Vehicles (EEV). (Co-researcher, leader – from UUM) - Co-Researcher	RM68000 (FRGS -UUM)	1 <sup>st</sup> Jan 2019 – Dec 2021
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 -UUM	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

### c. Ageing Research Grants - Taylor's University

No	Research Title	RM	Duration	Grant
1	Issues and Challenges Faced by The Elderly Homecare Centre in Malaysia – PI	186000.00	4 years (Oct 2017 – Oct 2021)	Ageing Flagship - Completed
2	Succession Planning & Generational Change: An Analysis of Ageing Entrepreneurs in Malaysia - Co Researcher	105900.00	4 years (Oct 2017 – Oct 2021)	Ageing Flagship - Completed
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 -Completed

## POSTGRADUATES SUPERVISION

### 1. DBA CONSULTATION PROJECT – COMPLETED

Year	Student's Names	Project Title
2014	Hasmawati Binti Mohamad	The Weakness of Business Strategy and 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 Fianza 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
2021	Shaista Noor - TU	PhD (Oct 2021)	Critical Success Factors (CSFs) of Women Entrepreneurs in Service Industry: A Case Study of Ageing Care Centres in Malaysia
2021	Liang Hua - TU	PhD (March 2021)	The effect of logistics capabilities, inter-firm relationships, and intra-firm resources on logistics performance in Ningxia, China
2020	Vincent Yeo Cheow Sern - TU	PhD (Aug 2021)	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 Yamaqupta -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 bin 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 - UUM	PHD	Factors Determining the Purchase Intention on Bank Service in the Republic of Yemen
2012	Ayed Al Muala -UUM	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 -TU	MiF	Factors affecting supply chain department in food manufacturing industry of Malaysia: A case study of MMM company.
2019	Ng Moon Jeng -TU	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 - UUM	MSc. (mgmt.)	initiative.Young Consumers Intention Towards Future Green Purchasing in Malaysia
2014	Arif Husaini bin Hamdan -UUM	MSc. (mgmt.)	Faktor-faktor Pemasaran yang Mempengaruhi Kesetiaan Pengguna Dalam Menggunakan Produk Kesihatan Herba Tempatan
2010	Doniyor Z. Azizkulov Zaribbayevich -UUM	MSc. (Mgmt.)	Country of Origin and Brand Loyalty of Cosmetic products Among UUM Students
2010	Rohani Abdullah -UUM	MSc. (Mgmt.)	Kajian Impak Program Keusahawanan KKLW dan CeDi, UUM

2009	Norkhazzaina Salahuddin -UUM	MSc. (Mgmt.)	Kualiti Perkhidmatan dan Hubungannya Dengan Kepuasan Pelanggan di Hospital Sultanah Bahiyah Alor Setar: Perbandingan Antara Pesakit Luar dan Pesakit Dalam (Inpatient)
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#### 4. ONGOING PHD SUPERVISION

No	Year	Name of Candidate	Title
1	Oct 2019 - present	Foo Wei Jean – Preparing RP	Digital Service Innovation to Create Value and Competitiveness
2	Oct 2019 - present	Jayamalar Francis – Data collection	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) – Data collection	Corporate Governance and Communication Role on Sustainability and Performance of Malaysian Non-Governmental Organisations (NGOs): An Exploratory Study on Malaysian Ageing Centres
4	Aug 2018 - present	Sharifah Diyana Syed Hussain (main SV) – Doing amendment after passing PD	Decision Making impact on business sustainability of ageing centres in Malaysia
5	Aug 2016 – present	Lim Xtn Yi (main SV) – completing final report	Critical success factors influencing entrepreneurial effectiveness in Malaysian learning and childcare franchise industry: Case Study of SMM education group

#### 5. PHD EXAMINER - PhD THESIS AND DBA DISSERTATION

No	Name of Candidate	Degree	Date	Title
1	Muhammad Safuan Bin Abdul Latip (UNIRAZAK)	PhD	Nov 2021	Exploring The Purchase Intention of Organic Food In Malaysia: The Mediating Roles Of Perceived Green Trust and Receptivity to Green Communication
2	Kwanrudee Prachaseree	PhD	18 Nov 2021	E-Marketplace Patronage Intention: The Role of Online Retail/Service Brand Equity and Country of Origin
3	Fawzi Mohamed Hassan (UUM)	DBA	June 24 2021	The Mediating Effect of Trust on The Relationship Between Social Media Marketing Capability and SME's Performance in Malaysia.

4	Nazlisham Bin Abdul Majid (UUM)	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).
5	Mohd Izdihar bin Omar (UTMKL)	PhD	August 2020	The Influence of Training Development on Organization Performance through Organization Culture.
6	Ahmad Masoomzadeh (UTMKL)	PhD	16 July 2020	Organizational Innovation Factors, Capabilities and Organizational Performance in Iranian Automotive Industry.
7	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> )
8	Mariam Bhatti (TU)	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
9	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.
10	Rikinorhakis bin Ridzwan (UMK).	PhD	March 2019	The Antecedent Factors of Resource Orchestration and Moderating Effects of Social Network Competence on Entrepreneurial Success.
11	Muhammad Awais Ilyas (UUM)	PhD	March 2019	Relationship between Employer Branding Practices, Employee Engagement and Employee Brand Loyalty.
12	Muhamed Abdullahu (UTM)	PhD	Oct 2018	Readiness of university academician towards knowledge sharing and successful collaboration with industry practitioners.
13	Shamsul Hana Abd Rani (UUM)	PhD	Feb 2018	Factors of women entrepreneurial success in Malaysia: the mediating role of networking
14	Syed Naveed Altaf (UUM)	PhD	Oct - 2017	Consumption values, consumer attitude, trust and purchase intentions towards locally assembled automobiles in Pakistan
15	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

16	Yusuf Bin Hj Othman (KUIN)	PhD	2016/2017	Compliance behavior of employment income zakat in Kedah: Moderating effect of Islamic religiosity
17	Ms Tye Wei Ling (Taylor's University)	PhD	2016	The association between equity value and corporate social responsibility in the present of tax planning
18	Munirah Khamarudin (UUM)	PhD	2015	Antecedents and Consequences of Relationship Quality in Online Retailing in Malaysia
19	Kiew Leck Min (UUM)	DBA	2014	Relationship Quality, Services Quality and The Moderating Factors of Knowledge Management In E- Advertising Success
20	Khandoker Mahmudur (UUM)	PhD	2014	Determinant of Organics Food Purchase Behavior of Consumers in Bangladesh
21	Javed Nayyan Malik (UUM)	PhD	2014	"A Study of Public Sector Corporate Entrepreneurship in The State Government Higher Education Institution in Pakistan
22	Aravindan Kalisri Logeswaran (UUM)	DBA	2014	Determinant Factors of Switching Costs and Loyalty in Mobile Telecommunication Industry of Malaysia
23	Rozaini B. An (UUM)	DBA	2014	Determinant Factors of Credit Card Default in Malaysia
24	Fosa Sarassina (UUM)	PhD	2013	The Examination of Goal Realization Predictors: The Role of Sale Efficacy in Indonesia Food Services Industry
25	Umi Kartini Bt Rashid (UUM)	PhD	2013	The Effect of Entrepreneurial Management, Entrepreneurial Orientation and Ethics on The Women- Owned Business Performance in Malaysia
26	Risyawati Mohamed Ismail (UUM)	PhD	2012	Mediation Impact of Manufacturing Strategies on External Environmental Factors and Manufacturing Performance
27	Ahmad Kamal Sindin (UUM)	DBA	2012	An Empirical Investigation on Factors That Influenced the Usage of Internet Baking in Malaysia
28	Poonsuck Thatchapopas (UUM)	DBA	2012	Customers Satisfaction of Student's Business Enterprise in Pattani Vocational Collage in Southern Thailand: A Case of Crispy
29	Rikinorhakis Ridzwan (UiTM Shah Alam)	MSc	2012	Third Opinion Leadership for Quality of Financial Decision Making
30	Prasit Rattanaphan (UUM)	PhD	2011	Corporate Image Determinant's in Direct Selling Companies

31	Othman b. Chin (UUM)	DBA	2011	Pengaruh Faktor ‘Exogenous’ And ‘Endogenous’ Terhadap Kualiti Hubungan Francaisor – Francaisi Dalam Perniagaan Francais di Malaysia
32	Weeran Marangkun (UUM)	PhD	2010	The Determinant of Brand Equality in Handicraft SME in Thailand

#### **JOURNAL PUBLICATION (ACCEPTED) YEAR - 2022**

1. Hua, L., Isa, F.M., Noor, S., & Chan, R.H. “Organisational capabilities and Performance of Logistic Companies: Case Study of Ningxia China”. *International Journal of Advanced Operations Management* (Scopus).
2. Noor, S. Isa, F.M., & Shafiq, A. “Entrepreneurial Success: Key Challenges Faced by Malaysian Women Entrepreneurs in the Aged Care Industry” *Business Perspective and Research* (ABDC, ABS, Scopus) (SAGE journals)
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34. Abdullah, M., Md Isa, F., & Cheng, W. H. (2012). The Marketing Strategies and Challenges of Malaysia to Become the Main Fish Exporter in Southeast Asia: A Case Study In The East Coast of Peninsular Malaysia. Society of Interdisciplinary Business Research (SIBR) Conference, 7-9th June, Bangkok, Thailand.
35. Sangaralingam, J. & Md Isa, F. (2012). Sustainability; A case study of a Malaysian public university. 2nd Annual International Conference on Enterprise Marketing and Globalization, 7-8th May, Bali, Indonesia.
36. Cheng, W., Md Isa, F., & Sangaralingam, J. (2012). A Qualitative Study of Leadership Styles of Successful Women Entrepreneurs in Malaysia. 2nd Annual International Conference on Enterprise Marketing and Globalization, 7-8th May 2012 Bali, Indonesia.
37. Piaralal, N. A., Md Isa, F., Cheng, W. H. & Abdullah, H. (2011). Factors Affecting Service Recovery Performance in Service Industry. Academy for Global Business Advancement, Dongbei University of Finance & Economics, 15-17th September.
38. Cheng, W. H. & Md Isa, F. (2011). Leadership Styles, Management Styles and Personality Traits of Successful Women Entrepreneurs in Malaysia. Business and Entrepreneurial Studies (ASBES 2011), 17 Oct - 18 Oct 2011, Kuching, Sarawak.
39. Majed Issa, M., Md Isa, F., & Othman, A. R. (2010). Tourism Destination Image, Satisfaction, and Loyalty: A Study of Dead Sea in Jordan Curative Tourism. Third International Conference on International Studies (ICIS2010), A New Asian Century: Dynamics and Implications, 1- 2nd December, Kuala Lumpur.
40. Al Muala, A. M., Nik Mat, N., & Md Isa, F. (2010). Determinant Factors of Actual Visit Behavior amongst International Tourists in Jordan: A Structural Equation Modelling (SEM) Approach. Economy and Management International Congress, 28-31st October, Istanbul, Turkey.
41. Mohd Harif, M., Hoe, C., Hussin, Z., Othman, S., Md Isa, F., Mohd Salleh Din (2010). The Determinant Factors of Successful Franchise Business in Malaysia. Annual Hawaii International Business Research Conference, 27-29th September, Hilton Hotel, Hawaii, USA.
42. Al Muala, A.M., Nik Mat, N. K., Isa, F. M., AL Majali, M. M. (2010). Assessing Actual Visit Behavior through Antecedents of Tourists Satisfaction among International Tourists in Jordan: A Structural Equation Modelling (SEM) Approach. The 5th International Conference on Business and Management Research, 3<sup>rd</sup> – 4th August, UI Campus, Depok, Indonesia.

43. Salahuddin, N., Md Isa, F., & Hoe, C. (2010). Service Quality and Its Relationship with Customer Satisfaction at the Sultanah Bahiyah Hospital: Comparison Between Outpatients and In-Patients. International Conference on Marketing 2010 (ICMAR2010), 23- 24th June, Kuala Lumpur, Malaysia.
44. Md Isa, F., Ramayah, T., Md Taib, F., & Nik Muhammad, N. (2010). Organizational Communication and Change Success in Direct Selling Industry in Malaysia. International Communication and Media Conference 2010 (i-COME'10), 18 – 20th June 2010, Melaka, Malaysia.
45. Md Isa, F., Othman, S., Mohd Noor, N., & Salahuddin, N. (2010). Usahawan luar bandar: Cabaran dan peluang. Konferensi Keusahawanan Kebangsaan. 30-31 Mac, Shah Alam, Selangor.
46. Md Isa, F., Hoe, C., Othman, S., Din, M., Mohd Harif, M., Zolkafli Hussin, & Mohd Yusoff, J. (2010). The Extent of Marketing Capability and Market Orientation In Franchise Business In Malaysia. 2nd International Conference on Arab Malaysia Islamic Global Business and Entrepreneurship (AMGBE) conference, 20-24th March 2010, Jordan and Syria.
47. Al Muala, A. M., Nik Mat, N., & Md Isa, F. (2010). Applications of Planned Behavior Theory on International Tourists in Jordan: Structural Equation Modelling (SEM) Approach. 2<sup>ND</sup> International Conference on Arab Malaysia Islamic Global Business and Entrepreneurship (AMGBE) conference. 20-24th March 2010, Jordan and Syria.
48. Md Isa, F., Othman, S., Mohd Noor, N., & Salahuddin, N. (2010). Entrepreneurs in Rural Areas: Challenges and Opportunities. The First International Seminar on Entrepreneurship and Societal Development in ASEAN (ISE-SOD 2010), 27Feb- 1st March, Langkawi, Kedah.
49. Moh'd Atwan Al Muala, A., Nik Mat, N., & Md Isa, F. (2010). Assessing International Tourists Satisfaction through Jordan Image, Perceived Risk and Service Climate: A Structural Equation Modelling Approach. 5th National HR Management Conference. 8-10th June, Kuala Terengganu.
50. Nik Muhammad, N., Md Isa, F., & Othman, S. (2010). Is Decision Styles Difference by Leadership Hierarchical Level, Age or Gender in Higher Education Institutions? Knowledge Management International Conference (KMICE) 2010. 25-27th May, Kuala Terengganu, Malaysia.
51. Md. Isa, F., Md. Salleh, S., Bakar, H., Othman, S. N., & Abdullah, S. (2009). Kajian pengesanan bekas peserta kursus asas keusahawanan siswazah (KAKS (*A study of Tracking Graduate Ex-participant Basic Entrepreneurship*)). Prosiding Seminar Kebangsaan Pemantapan Program Pembangunan Keusahawanan. Kuala Lumpur, Malaysia. 8-9 Disember 2009, UKM-INSKEN.

52. Abu Bakar, A., Hashim, F., Dzikiria, H., Md Isa, F., & Ahmad, H. (2008). Organizational Competencies and Strategic Choice in Institutions of Higher Learning. Australia and New Zealand Marketing Academy Conference; Marketing: Shifting the Focus from Mainstream to Offbeat, 1-3rd December, New South Wales, Australia.
53. Othman, S., Md Isa, F., Din, M., Hoe, C., Mohd Harif, M., Hussin, Z., & Mohd Yusoff, J. (2008). Critical success factors in franchise business: A cross-case analysis between bumiputra and non-bumiputra franchisors. Academy of Global Business Advancement (AGBA) 2008 Conference, 15-17th Nov, The Gulf University, Bahrain.
54. Othman, S., Md Isa, F., & Nik Muhammad, N. (2008). Transfer mechanism and capability building: a case study at local motorcycle company. Asia Pacific Conference on Management of Technology Entrepreneurship, 29-30 October 2008, Melaka, Malaysia.
55. Othman, S., Md Isa, F., Mat, N., Johari, H., & Mat, N. (2008). Human capital and personal factors as a determinant of women career success in engineering: A proposed model. National HR Management Conference. 17-19th August, Port Dickson, Negeri Sembilan, Malaysia.
56. Nik Muhammad, N., Kamarudin, R., & Md Isa, F. (2008). Decision characteristics, the extent of scanning and information processing capacity relationships: Impact on investment decision making quality. International Business Conference (IBC2008) Leveraging global management resources through transformational leadership insight and collaboration 7-9th August, Dearborn, Detroit Metro, Michigan, USA.
57. Nik Muhammad, N. & Md Isa, F. (2008). Intellectual Capital Efficiency level of Malaysian Financial Sector: Panel Data analysis (2002-2006). Knowledge Management International Conference (KMICE), 10-12th June, Langkawi, Malaysia.
58. Nik Muhammad, N., Md Isa, F., & Othman, S. (2008). East Coast Economic Region: Rethinking the Region. East Coast Economic Region (ECER) Regional Conference 2008 (ERC), 15-17th December, Kota Bharu, Kelantan, Malaysia.
59. 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.
60. Nik Kamariah, Nik Mat, and Filzah Md Isa (2004). "Phantom women graduates: Where are they?" Paper presented at the international conference on management education, June 28–29, 2004 in The Legend Hotel, Kuala Lumpur.
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 CHAPTER IN PROGRESS**

1. Filzah Md Isa & P.T. Thomas. (Editor) Issues of Ageing – Compilation of Research Findings.
2. Filzah Md Isa, Goh Wei Wei, Shaista Noor, Sharifah Diyana Binti Syed Hussain, and Nurul Fadzlyn Enche Nadzmy. Business Challenges Confronting Elderly Care Centres' Entrepreneurs in Malaysia, in Issues of Ageing – Compilation of Research Findings book.

#### **BOOK CHAPTERS (Accepted) Year 2021**

1. Noor, S., Isa, M. F., & Yusuf, M. (2021). Women Caregiverpreneur: A Silver Bullet for Global Ageing: Sadeghi.J.V, Dana. L.P, Toward Entrepreneurial Internationalisation in Emerging Markets: Contexts, Behaviours, and Successful Entry, *Routledge, Taylors & Francis Group*.
2. Noor,.S., Isa. F.M., Yusuf, M., & Mohd, N. L., Aged Care Industry: The Next Entrepreneurial Frontier for Malaysian Women Entrepreneurs: Neergaard, H., Birdthisle, N., & Flynn, A. Handbook of Research Methods: Women in Entrepreneurship and Family Business *Edward Elgar Publishing, UK*.

#### **BOOK CHAPTERS (PUBLISHED)**

1. Noor.S, Akhtar.S, Naveed.S, & Isa. F. M. (2021), Women Artisan Facing Obstacles: In Dana. L.P, Ranadani, Palalic, R, Salamzadeh (Eds.), Artisan and Handicraft Entrepreneurs: Past,

Present, and Future (pp.260-285). Springer International Publishing. 1431-1941.  
<https://link.springer.com/book/9783030823023>

2. 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.
3. 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.
4. 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 978967-349-754-6.
5. 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.
6. Filzah Md Isa (2017). Case writer/contributor for Clow/Baack: *Integrated Advertising, Promotion, and Marketing Communications*, 8th Global Edition. Pearson.
7. Filzah Md Isa (2017). Case writer/contributor for International Marketing Project: Oxford University Press Australia.
8. 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 86103. NCRC-UUM Publication Series. ISBN 978-967-11113-8
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, oleh Mohd Rafi Yaacob and Mohd Rosli Mohamad (in *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. 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).

12. 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.
13. Md Isa, F., Hashim, N., Muhamad, N., Perumal, S., & Halim, F. (2015) Consumer Behaviour. Kuala Lumpur: OUM and Pearson Education.
14. Md Isa, F., Md Said, N., & Mohamed, Z. (2012) Gelagat Pengguna (*Consumer Behaviour*). PJJ-UUM PACE, UUM Press, Sintok.
15. Md Isa, F., Mohamed, Z., Nik mat, N., & Abu Bakar, N. (2012). Pengurusan Pemasaran (*Marketing Management*). PJJ-UUM PACE, UUM Press, Sintok.
16. Filzah. M.I., Noor, A.H., Nazlida, M., Selvan, P., & Fairol, H. (2010/2011). BB4103 - Consumer Behavior (4th/5th ed), OUM – Pearson Malaysia.
17. Filzah. M.I., Noor, A.H., Nazlida, M., Selvan, P., & Fairol, H. (2009). BBGP 4103 – Consumer Behavior (3rd ed), OUM – Pearson Malaysia.
18. Md Isa, F., Mohamed, Z., Nik mat, N., & Abu Bakar, N. (2008). Pengurusan Pemasaran (Edisi 3), PJJ-UUM PACE, UUM Press, Si
19. Filzah. M.I., Noor, A.H., Nazlida, M., Selvan, P., & Fairol, H. (2008). BBGP 4103 –
  - a. Consumer Behavior (2<sup>nd</sup> ed), OUM – Pearson Malaysia.
20. Filzah. M.I., Noor, A.H., Nazlida, M., Selvan, P., & Fairol, H. (2007). BBGP 4103 –
  - b. Consumer Behavior (1st ed), OUM – Pearson Malaysia.
21. Md Isa, F., Mohamed, Z., Nik mat, N., & Abu Bakar, N. (2006). Pengurusan Pemasaran (Edisi 2), PJJ-UUM PACE, UUM Press, Sintok.
22. Filzah. M.I., Nazlida, M., Noor, A.H., Selvan, P., & Fairol, H. (2005). PM 502 01 - Gelagat Pengguna (Edisi 2). Open University Malaysia (OUM).
23. Filzah. M.I., Nazlida, M., Noor, A.H., Selvan, P., & Fairol, H. (2002). PM 502 01 - Gelagat Pengguna (Edisi 1). Open University Malaysia (OUM).
24. Md Isa, F., Md Said, N., & Mohamed, Z. (2007). Gelagat Pengguna (Edisi 4), PJJ-UUM PACE, UUM Press, Sintok.
25. Md Isa, F., Md Said, N., & Mohamed, Z. (2005). Gelagat Pengguna (Edisi 3), PJJ-UUM PACE, UUM Press, Sintok.
26. Md Isa, F., Mohamed, Z., Nik mat, N., & Abu Bakar, N. (2004). Pengurusan Pemasaran (Edisi 1), PJJ-UUM PACE, UUM Press, Sintok.
27. Md Isa, F., Md Said, N., & Mohamed, Z. (2002). Gelagat Pengguna (edisi 2), PJJ-UUM PACE, UUM Press, Sintok.

28. Md Isa, F., Md Said, N., & Mohamed, Z. (2001). *Gelagat Pengguna* (edisi 1), PJJ-UUM PACE, UUM Press, Sintok.

#### **OTHER PUBLICATION TYPES**

1. Md Isa, F. (2012). *Buku Panduan Tip Jualan (Sales Tips) - Modul Panduan Amali*. Hal Ehwal Pelajar dan Alumni, UUM.
2. Filzah Md Isa & Fauziah Abdul Rahim (2011). *Terjemahan Laporan penuh 'Pelan Strategik Negeri Kedah' (Kedah State Strategic Planning Full Report)*. Original Report by KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved.
3. Yahya, A. Md Isa, F. (2008). *Modul Panduan Amali - Direktori Keusahawanan*. Institut Pembangunan Keusahawanan (IPK-UUM).
4. Md Isa, F. (editor). *Modul Panduan Amali - Asas Keusahawanan*. Institut Pembangunan Keusahawanan (IPK-UUM).
5. Md Isa, F. (2003). *Marketing conceptual definitions - Marketing Best Practices*. Thomson Learning. ([www.thomsonlearningasia.com](http://www.thomsonlearningasia.com)).
6. Md Isa, F. (2003). *Ensiklopedia Pengurusan: Campuran Pemasaran and Campuran Produk*. Penerbitan UUM.
7. *Strategization of Sales Management Practices in the Direct Selling Companies – in "Commemorative Essay" book, Sempena UUM 20 tahun, December, 2003.*

#### **SCHOLARLY ACTIVITIES**

1. Chairperson, PHD – Pd session for Noor Dasrafeeza Abdul Syukur (Jan 2022)
2. Chairperson, PHD – PD session for See Thoe Chee Kong (Nov 2021)
3. Chairperson, PHD – PD session for Omosuwa Olufemi Oludare (March 2021)
4. Chairperson, PHD – PD session for P. S. Suretherathas A/L Sugunathas (January 2021)
5. Chairperson, PHD – PD session for Devarubini AP Sathiaseelan (Sept 2021)
6. Chairperson, PHD – PD session for Choo Pao Ling (Oct 2021)
7. Visiting Lecturer – Telkom University Bandung Indonesia (13 -24<sup>th</sup> July 2020 for Global Learning Week (GLOW) program)
8. Chairperson, Sesi Pembentangan Cadangan Penyelidikan (*Presentation Session of Research Proposal*) – PhD (Research Proposal Presentation Session) Munirah Khamarudin – 92941 (27<sup>th</sup> January 2015)
9. Discussant, 1st Symposium on Business Postgraduate Research. (19th May 2014)
10. Course Coordinator, Bengkel Akademik Program Kerjasama UUM-IPTS Semester Kedua Sesi 2013/14 (*Academic Collaborative Programs Workshop*). (13th Feb 2014)



11. Discussant Panel, Perbincangan meja bulat SCL: Isu dan Cabaran kepada College Champions (*Roundtable discussion of Student-Centered Learning: Issues and Challenges to College Champions*). (2012)

## **PROFESSIONAL ACTIVITIES**

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

1. Teaching tools training (2020 -2021)
2. Smart PLS workshop: 2019
3. Curriculum Design (2018)
4. Learning space (2018)
5. Qualitative analysis workshop (2017)
6. AMOS workshop: 2017
7. Smart PLS workshop: 2016
8. Writing Workshop: Assurance of Learning (AOL) for AACSB. (2014)
9. Writing Workshop: Assurance of Learning (AOL) for AACSB. (2013)
10. College Trainer & Champion: Problem-based learning (PBL)/Project Oriented Problem Based Learning. (2012)
11. Collaborative programs UUM-IPTS (Private Colleges). (2007)

### **Advisor:**

1. Advisory Board Member for Diploma in Digital Marketing, Faculty of Business and Innovation, ICOOP College Cyberjaya, Malaysia –from June 24-2021-June 23-2022.
2. Advisory Board Member at Centre for Academic Learning Writing and Support Services (CALWASS) Bahria University, Islamabad, Pakistan, – from May 2019.
3. Advisor for the online Master of Hospitality Management program (2017) for Taylors University.
4. Deputy Chairperson, Consultation Committee of School of Business Management (SBM-UUM). (2013).
5. Consultant and Reference Expert 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 – 2011).

### **Mentoring:**

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

### **Assessor / Reviewer:**

1. Reviewer of a manuscript titled BeeHive Social Innovation, UMK publisher (June 2021)
2. Reviewer of conference paper (2021). Factors affecting taxpayer's ability to pay the taxation. 2nd International Conference on Internet and e-Business (ICIEB 2021) Conference.
3. Reviewer of conference paper (2021). Detecting of financial statements fraud using Beneish M-score model and F score model. 2nd International Conference on Internet and e-Business (ICIEB 2021) Conference.
4. Reviewer of conference paper (2021). The effect of management accounting information systems and decision making on managerial performance in DPRD Province Bangka Belitung. 2nd International Conference on Internet and e-Business (ICIEB 2021) Conference.
5. 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)
6. Reviewer of article - Green Purchase Intention: Impact of Value and Positive Word of Mouth. *Journal of Cleaner Production* (2020).
7. 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).
8. Reviewer of article - Shaping up the Green Entrepreneurial Inclination among the University Students. *Asian Academy of Management Journal* (2020).
9. 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)
10. Reviewer of Article (*Emerald / Education + Training*) Factors Affecting Business Graduates' Employability – Empirical Evidence Using Partial Least Squares (PLS) (2018).
11. 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.
12. 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.
13. Paper Reviewer - The influence of founders' strategic agility and dynamic capability on the opportunity pursuit process. *Asian Academy of Management Journal. USM*. (Scopus) – 2018.
14. Paper reviewer - Designing a Marketing Model from a Postmodern Point of View, Using Grounded Theory. *Malaysian Management Journal (MMJ). UUM*. – 2018.
15. Session chair - RMP International Conference in Business and Finance (RICBF 2018) 31 August-01 September 2018, Ho Chi Minh, Vietnam. (ERA).
16. Technical Committee of 2018 International Conference on Internet and e-business (ICIEB 2018)
17. Merit Research *Journal of Education and Review*: ISSN: 2350-2282; ISI Impact Factor (IF) = 0.264 (2018)
18. *Planning Malaysia Journal* 2018 Special Issue; SUDLiC 2017 Secretariat, UTM
19. *Asian Academy of Management Journal (AAMJ)* (2014 - 2017)
20. *Taylor's Business Review* (2016)
21. Book Content Reviewer - *Strategic Marketing 3e*. Oxford Fajar, Malaysia. (2015)

22. Reviewer of Emerald –UUM Case Writing Competition - organized by Institute of Management and Business Research (IMBRe). (2015).
23. Reviewer of Journal of Business Management and Accounting (JBMA). (2014).
24. Malaysian Management Journal, UUM. (2014)
25. Reviewer of FRGS Research Proposal for RIMC -UUM. (2014)
26. Reviewer of International Conference on Business Management (ICBM). (2014)
27. Reviewer of FRGS research proposals for College of Business (COB). (2014)
28. Reviewer for International Case Study Conference (ICSC) 2014 – IMBRe and IBS Hyderabad. (2014)
29. A review panel of FRGS for 2nd phase 2013. (2014)
30. Review Committee Member: Final examinations of SBM Undergraduate and postgraduate students (2011-2014)
31. Reviewer for seminar and conference papers for School of Business Management (SBM), College of Business. (2010-2014)
32. Malaysian Management Journal, Kedah, Malaysia. (2012)
33. Reviewer for Knowledge Management International Conference (KMICE), conference papers. (2012)
34. Paper Reviewer for Journal of Business Management and Accounting (JBMA). (2011)
35. Knowledge Management International Conference (KMICE) 2011, conference papers. (2011)
36. Reviewer for The Asian Academy of Management Journal: Reviewer for International Journals Publication (for USM). (2010- 2017)
37. Utara Management Journal. (2007–2010)

**Committee Member:**

1. Academic Staff Promotion and Appointment Committee (ASPAC) for senior Assoc Professor (2021) at Taylor’s University
2. Technical committee – 2nd International Conference on Internet and e-Business (ICIEB 2021) conference, Barcelona, Spain during June 09-11, 2021.
3. AACSB coordinator for Taylor’s University Faculty Business and Law (2018 to present)
4. Academic Staff Promotion and Appointment Committee (ASPAC) for senior lecturers (2018) at Taylor’s University
5. Human Capital Research Group (2018) at FLB - Taylor’s University
6. Committee member of laboratory work 1: Research, Publication, Case study, Consultation and UUM Strategic Plan of HICOE/COE Direction Phase II. (2015)
7. The Institutional Project Management Office (iPMO): Entrepreneurship Committee Member of the Critical Agenda Projects (CAP), National Higher Education Strategic Plan (PSPTN). (2014)
8. The Second Semester Examination Session 2013/2014 (A- 132)
9. Planning and Consultation Committee for Collaboration Program of SBM, UUM, and Tan Chong Group. (2013)
10. Committee of ‘Task Force’ for Our Decade of Creative Women in University Utara Malaysia. (2013).

11. Secretariat committee for the International Conference on Sustainability Corridor Development (ICSCD). (2012)
12. Fellow Researcher – CetMA: Center for Testing Measurement and Appraisal (CetMA). (2012).
13. Subject Matter Expert for module enhancement project in Open University Malaysia (OUM). (2010).
14. Students Entrepreneurship and Career Forum. (2008).
15. Business Turnaround Consultation Workshop. (2008).
16. Restructuring of Institute / Centre of Excellence. (2008).
17. Trainer for entrepreneur programs. (2008)
18. Small Discussion Group (SDG). (2008)
19. Seminar on Development of entrepreneurship and the ASEAN Regional. (2008).
20. Carnival of Entrepreneurship Students Convention in HEIs (KARNIAWAN VI). (2008).
21. Forum of Consumerism in HEIs. (2002).
22. Institute of Consumer Research. (2002)
23. International Seminar on Consumer and Consumerism: Issues and Challenges. (2001)
24. Women Entrepreneur Development Unit (WEDU). (1995)

## **SERVICE TO THE PROFESSION**

1. Guest Speaker for a coaching session in the Certificate in Developmental Coach/consultant Program, 18 Feb 2018, by Shaker Sdn Bhd.
2. Keynote Speaker for 2017 3rd International Conference on Business, Management, Tourism and Hospitality BIZMATOUR 2017, 28 – 30 November 2017 in Bandung Indonesia.
3. Facilitator – Workshop on effective teaching for the academicians: Meningkatkan kemampuan dosen dalam pengajaran dan meningkatkan EDOM, at Telkom University, Bandung, Indonesia. (November 2017)
4. Facilitator, Seminar Transformasi Usahawan Industri Asas Tani (IAT) (*Agroentrepreneurs Transformation Seminar*). Pulau Pinang. (2015)
5. Facilitator, Entrepreneurial Talk - Program Startup: Fasa 1. CEDI -UUM. (19th May 2015)
6. 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)
7. Facilitator for the Basic Entrepreneurship Course for Single Mothers Group 2- i.e. Basic Marketing. American Embassy & CEDI- UUM. (25th October 2014).
8. Facilitator for Handling Consumer Complaints and Feedback Course I. UUM. (2014).
9. Facilitator for Professionalism of Lecturers: Creative and Innovative Teaching and Learning Course. Perlis Matriculation College. (22nd August 2014)
10. Facilitator for Basic Business Administration Course i.e., Sales & Marketing. Perlis Matriculation College. (25th June 2014)
11. Facilitator for the Basic Entrepreneurship Course for Single Mothers Group i.e., Basic Marketing. American Embassy & CEDI- UUM. (17th May 2014)

12. Facilitator for Strengthening Creative Salesmanship Seminar Program. MADA. (29<sup>th</sup> April 2014)
13. Facilitator Kursus “Train the Trainers (TTT) Keusahawanan Untuk Jurulatih Pemasaran FAMA. Anjuran FAMA & CEDI- UUM.18<sup>th</sup> April 2014
14. 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)
15. Forum Moderator for the Keusahawanan “Pembiayaan dan Pemasaran Sempena Ekspo” (*Entrepreneurship Expo of Financing and Marketing*) (2014).
16. Facilitator for the “Literature writing” at Prince of Songkhla University, Trang Campus, Thailand. (2014)
17. Moderator, Workshop on Academia Project Strategic Leadership Planning: A Proposed Model for Talent Pool Management. (2013)
18. Facilitator for Education Seminar on Entrepreneurship and Cooperative Institute for HEIs (IPTA). (2013).
19. Facilitator for Entrepreneurship and Marketing Training Programs. AIM & CEDI. (2011-2013)
20. Facilitator for Basic Entrepreneurship workshop -AIM. (2013).
21. Facilitator for “How to Persuade Customers” Workshop for UUM Staff. (2013).
22. Facilitator for “Winning Customer attention” Workshop for UUM Staff. (2013).
23. Facilitator for Basic Entrepreneurship Program for Single Mothers Group 1 -AIM. (2013).
24. Facilitator for Workshop on Strategic Marketing - Co-organized by Yayasan Pembangunan Keluarga Terengganu (YPKT) and CeDI UUM. (2012).
25. Facilitator for Workshop on Basic Management and Strategic Marketing - Organized by Department of Student Affairs and Co-Curriculum Unit UUM. (2012).
26. Facilitator for Workshop on Strengthening Women Expansion Group - Organized by Penang Agriculture Department. (2012).
27. Facilitator for Workshop on Strategic Marketing (Group 2) for AIM entrepreneurs. (2012).
28. Facilitator for Effective Sales & Marketing Skills with Cross Selling Techniques Workshop, Berakas, Brunei Darussalam. Entrepreneurship training and coaching. (2012).
29. Facilitator for Seminar on Basic Marketing for Agricultural Products of Penang. Organized by Ministry of Agriculture and Agro- Based Industry. (2012).
30. Facilitator for Seminar on Motivating Agricultural Products Entrepreneurs of Penang. Organized by Malaysia Productivity Corporation (MPC), Penang. 14 -15 March 2012
31. Facilitator for Workshop on Advanced Marketing Management Organized by KKLW. (2011).
32. Facilitator for Seminar on Competency Course –Level 2 for HR Marketing direct sales leaders of Malaysia. (2011).
33. Facilitator for Seminar on Business Marketing – Co-organized by Malaysian Timber Industrial Board. (2011).
34. Facilitator for Basic Entrepreneurship Program for Graduates – Organized by CeDI-UUM. (2011).
35. Facilitator for Seminar on basic Entrepreneurship for UUM staff, organized by UUM Registrar Department. (2011).

36. Moderator for Workshop on Strategic Plan for Kedah Sejahtera (2008 - 2011)
37. Facilitator, Coaching Workshop for Documentation of Sales and Marketing Plan for Entrepreneurs in Penang organized by PERDA. (2011)
38. Facilitator for Program Usahawan Bumiputera Pulau Pinang 2011 (PenBEX) (*Penang Bumiputera Entrepreneurs program*). (2011).
39. Chairperson, Global Business Summit Conference, 2009

## SERVICE TO THE COMMUNITY

1. Provide free business consultation and mentoring services to the rural entrepreneurs in the Northern region of Malaysia – from 2007 to 2015
2. Provide free business consultation and advice to ageing elderly centres' entrepreneurs and staff in Malaysia from 2017 – 2021
3. Provide free motivational programs and sessions to HEI students from 2010 -2015
4. Penglibatan Aktif dalam Kumpulan Perancangan Strategik Pembangunan Usahawan Bumiputera Pulau Pinang (*Participating in Penang Strategic Planning Group Bumiputera Entrepreneur Development*). (2010)

## PROFESSIONAL SERVICE TO ENTREPRENEURS

### Program Entrepreneurship Mentoring and Coaching:

No	Group Participant	Year	Duration (yr)	Location
1	30 Single mothers in Kedah	2014	1	KKLW
2	35 Single mothers in Penang	2014	1	PERDA
3	30 women entrepreneurs in Northern Region from Perlis, Penang, and Kedah	2013	1	KKLW
<b>Individual &amp; company</b>				
1	Norelani @ Siti Fatimah Che Nik - Kaya Beriman Marketing	2011-2014	3	PERDA
2	Syarifah Murni Kasim@Musa (Perniagaan Fajar Menyinsing Enterprise	2011-2014	3	PERDA
3	Zarina Abu Bakar - Arina Food Enterprise	2012-2015	3	PERDA
4	Fauziah Ramli - Ancient Secret Enterprise	2011-2013	2	PERDA
5	Mohd Zamri b.Idris -Perusahaan Al Khalifah/ Al Khalifah Marketing	2011-2014	3	PERDA
6	Izmar B. Md Taib - An Nur Ar Rabah Enterprise	2012-2014	2	PERDA
7	Sharlina Azahari - Shalez Food Industry	2011-2012	1 1/2	PERDA
8	Muhammad Mahatma Abdullah - Nuur Annisak Trading	2011-2012	1 1/2	PERDA
9	Zarinah abu bakar - Znur Suci Enterprise	2011	1	PERDA
10	Normadiyah ahmad - Tunas Cemerlang Enterprise	2011	1	PERDA

11	Norliza Othman - Teratak Spa Enterprise	2011	1	PERDA
12	Syed Akil Syed Mohd - Syed Mohd Food (M) Sdn.Bhd	2011	1/2	PERDA
13	Muhammad Farmizi Hussain - Syarikat Fairos Enterprise	2011	1/2	PERDA
14	Khalilah Yaakub - Sentuhan Jelita Enterprise	2011	1/2	PERDA
15	Mohd Nor Azwan Ahmad - Sematang Jaya Enterprise	2011	1/2	PERDA
16	Marzita Ramli - S Pesona Spa & Beauty	2011	1	PERDA
17	Norizan Shafie - Rasa Selera Sdn Bhd	2011	1	PERDA
18	Abu Bakar Ibrahim - Quqis Industry	2011	1	PERDA
19	Muhammad Zaki Rafiee - Perniagaan Rohaya Abu Bakar	2011	1	PERDA
20	Suzaini Ahmad- LCM (Utara) Sdn. Bhd	2011	1	PERDA
21	Siti Hamidah Mohamed - Khaz Beauty Care Centre	2011	1	PERDA
22	Haron Ahmad - Kasturi Suci Enterprise	2011	1	PERDA
23	Jaesni Mohamed Zaki- Jemerli Centella Asiatics Enterprise	2011	1	PERDA
24	Faridah Yahya - Fawzun Faridun Enterprise	2011	1	PERDA
25	Mohd Haris Mohd Halim - Falah Hijrah Enterprise	2011	1	PERDA
26	Musa Abdul Manan - Che Minah Kerepek Lekor	2011	1	PERDA
27	W.R. Arfieyan Rizzal - Arfie Bio Organic Farm	2011	1	PERDA
28	Shahrul Hameed - ABM Zulaikha	2011	1	PERDA
29	Maziah Bt Mahat - Perencah Keluaran 09 Izz Fitri	2009-2011	2	PERDA
30	Sakinah Md Isa - Azla Management Sdn. Bhd	2008	1	IPK-UUM
31	Firdaus Osman - Perfect Instinct Sdn Bhd	2008-2009	1 1/2	IPK -UUM

*Remark: (PERDA – Penang Regional Development Authority; KKLW -Ministry of Rural Development)*

## MEMBER OF COMMITTEE

1. Koperasi Bank Persatuan (*Co-op Bank Corporation*). (2010 – present).
2. Koperasi Bank Rakyat (. (2010 – present).
3. Persatuan Guru-guru Melayu Semenanjung (*Peninsula Malay Teachers' Association*). (2008 – present)
4. Ahli Alumni USM (*Member of USM Alumni*). (2008 – present)
5. Sutranita UUM (*Women Staff Association*). (2007 – 2015)
6. Ahli Persatuan Pengguna Islam Malaysia (PPIM) (*Member of Islamic Consumer Association*). (2008- present)
7. PERSATU UUM (*Member of Academic Association*). (1994 – 2015)

## PROFESSIONAL MEMBERSHIP

- Malaysian Healthy Ageing Society (2018 to present)
- Malaysian Institute of Management (MIM) (2014 - present)
- CMI – Chartered Management Institute (2018 -present)

## COMPUTER SKILL

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

## AWARDS, RECOGNITIONS, IP

- **Excellent Performance Rating** of 2020 - Faculty of Business and Law, Taylor's University.
- **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, Fadhilhanim 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. Nor Azila Mohd. Noor**, Director of DBA Program/Associate Professor in Marketing, Othman Yeop Abdullah Graduate School of Business (OYAGSB), University Utara Malaysia UUM), 06010 Sintok Kedah, Malaysia. Tel: Off: +604 928 7108, Email: [azila@uum.edu.my](mailto:azila@uum.edu.my)
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