

MAZILAH BINTI ABDULLAH Ph.D.

No. 1, Jalan Palas 16, Taman Teratai, 81110 Kangkar Pulai, Johor Bahru, Johor

☎ 019 – 7247212 | ✉ mazilahabdullah@gmail.com

DOB: 5th May 1983

EXECUTIVE SUMMARY

ACADEMIC | ENTREPRENEURSHIP | RESEARCH

I am a highly determined academician with over 4 years of solid hands-on experience in giving lectures to vast subjects related to Management, Marketing, and Business Management fields. I have also supervised several significant academic projects, along with vast studies and programs related to business management. I also demonstrate outstanding capabilities in expediting consultative researches for various governmental organizations and events. The strengths embedded in me are as follows:

Lecturing & Tutoring	Performance Assessment	Administrative Support
Academic Research	Academic Project Supervision	Personalized Coaching
Classroom Management	Programme Development	Business Management
Exam Items Vetting	Academic Strategies	Consultative Research

Along with my substantial strengths, I would like to emphasize here that my passion and exposure towards entrepreneurship has led me to be involved into the Food and Beverages (F&B) line. My career involvement within the Business Management field, have provided me the opportunity to apply the related theories and concepts into practice. Hence, several novels and emerging concepts that require in-depth investigation, based on my very own experience in the entrepreneurial line, thus presenting a gamut of research endeavors.

ACADEMIC QUALIFICATION

Doctor of Philosophy in Management, Universiti Teknologi Malaysia (UTM), (2017).

Thesis: Communication, Trust, Commitment, Satisfaction and Cooperation on Buyer-Supplier Relationship. Field: Relationship Marketing; Buyer-Seller Relationship & Retailing.

Master's Degree in Management Majoring in Technology (CGPA: 3.67), UTM, (2007).

Thesis: Utilization of Information Technology (IT) in Supply Chain Management (SCM) among Malaysian Hypermarket Retailers.

Bachelor's Degree in Management Majoring in Marketing (CGPA: 3.11), UTM, (2005).

Thesis: A Study on the Utilization of IT in Supermarket at Johor Bahru.

International English Language Testing System (IELTS): Overall Score Band 6.5 (2007).

TEACHING EXPERIENCE

Universiti Teknologi Malaysia (UTM), Johor (4th November 2019 – Current)
Senior Lecturer, Azman Hashim International Business School (AHIBS)

- Lecture the following subjects: Principles of Management and Customer Relationship Management for Degree Program.

**Universiti Kuala Lumpur (UniKL), Malaysian Institute of Industrial Technology (MITEC),
Industrial Logistic Section Senior Lecturer** (16th October 2018 – 31 October 2019)

- Lecture the following subjects: Innovation Technology and Entrepreneurship for Master's and Ph.D programs; Risk Management and Insurance for Degree Program and International Business and Interpersonal Skills for Diploma Programs.

Universiti Teknologi MARA (UiTM), Johor – 3 years (7th Feb. 2011 - 25th April 2014)
Marketing Lecturer

- Lecture the following subjects: Fundamentals of Marketing, Fundamentals of Management, Business Communication, International Business, Principles and Practices of Selling, and Human Resource Management for Diploma Programs; as well as Principles of Marketing and Channels Management for Bachelor programs.
- Develop course modules and tutorials in line with syllabus and learning goals.
- Perform vetting of examination items while conducting continuous assessments and a final examination to monitor students' performance.
- Supervise end-to-end project implementation for student projects.
- Render personal motivation & encouragement to weak students in enhancing academic performance.
- Establish a highly motivated learning atmosphere in providing students a holistic approach to learning and mastering the subjects lectured.
- Promote excellent teacher-and-student collaboration in enhancing progress among students.
- Monitor and enhance effective academic strategies in line with the university strategic directions.
- Provide administrative support for an array for marketing and student recruitment.

WORKING EXPERIENCE

Jemarong Enterprise, Assistant Manager May 2014 – October 2019

- Manage the end-to-end daily operations towards delivering set revenue targets.
- Lead the planning and organization of weddings, as well as for other functions, while liaising with clients in ensuring that all requirements are fulfilled.
- Work closely with suppliers and business partners in the excellent delivery of F&B services.
- Escalate the Net Profit Margin by 2.2% within 4 years.
- Serve the Royal Johore Sultanate and other VIP functions and events.
- Manage a total of 38 employees for various purposes; catering, wedding planning, and outlets (excluding part-timer working on event basis).

Supervisor May 2005 – June 2007

- Supervised the daily operations and service coordination, including staff planning & work scheduling
- Carried out the preparation of budget and cash flow statements.
- Extended business outlet.

Admin Clerk Dec 2000 – May 2005

- Assisted in performing a wide range of administrative functions, including records maintenance, and accounts preparation.
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RESEARCH/CONSULTATION & PROFESSIONAL SERVICES

Research/Consultation

- Kajian Pelan Pembangunan Mampan Negeri Johor 2019-2030 (2019-current), sponsored by Bahagian Perancang Ekonomi Negeri (BPEN), Johor (Total value: 1.2 million).
- Kajian Indeks Kepuasan Rakyat Malaysia (MPSI), Fasa I, II, III & IV (2014 – 2018), sponsored by Yayasan Sumber Maklumat (YSM) (Total value: RM1.7 million).
- Kajian Kepuasan Pelanggan di MPJBT, (2014-2015) & (2012-2013), sponsored by MPJBT.
- Kajian Persepsi Masyarakat Awam Terhadap Aktiviti dan Program KPT (2016), sponsored by KPT (RM63,000).
- Kajian Penilaian Impak Program-Program IIM dalam Melaksanakan PIN (2014), sponsored by IIM (RM1.98 thousand).
- Kajian Penilaian Organisasi dan Kepuasan Pelanggan di JKSNJ (2015), sponsored by JKSNJ (RM55,150).
- Kajian Pasaran Outlet Al-Ikhsan Sports, Cawangan Jusco Bukit Indah, JB (2015), sponsored by Big Data Centre (BDC), UTM (RM2,000).

Professional Services

- **Interviewer Panel**, Mock Interview At Maktab Rendah Sains MARA, Pontian (2019).
 - **Reviewer**, Malaysian Journal of Industrial Technology (MJIT), UniKL (2019).
 - **Speaker**, Research Methodology Sharing Session, Semester Jan 2019. Topic: Qualitative Research Method; Referencing using Mendeley. UniKL MITEC (2019).
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PUBLICATIONS

Books

- Zuhaimy I., Ismail M., Kassim T., Azhar M. A. H., **Mazilah A.** and Fadillah I. (2018). Indeks Kepuasan Rakyat Malaysia Fasa IV (Editing stage).
- Zuhaimy I., Ismail M., Kassim T., Azhar M. A. H., **Mazilah A.** and Fadillah I. (2017). Mengimbas Belanjawan 2018 dan Indeks Kepuasan Rakyat Malaysia: Kecenderungan Pilihan Raya Umum (PRU) Ke-14 (In the process of obtaining ISBN).
- Zuhaimy I., Ismail M., Kassim T., Azhar M. A. H., Fadillah I., **Mazilah A.** and Hamidah A. R. (2017). Indeks Kepuasan Rakyat Malaysia Fasa III. ISBN 978-967-01949-9-8. Publisher: UTM.
- Zuhaimy I., Ismail M., Kassim T., Azhar M. A. H., Fadillah I., **Mazilah A.** and Suliadi F. S. (2016). Indeks Kepuasan Rakyat Malaysia Fasa II. ISBN 978-983-42794-9-3. Publisher: UTM.
- Zuhaimy I., Ismail M., Kassim T., Azhar M. A. H., Fadillah I. and **Mazilah A.** (2015). Indeks Kepuasan Rakyat Malaysia Fasa I. ISBN 978-967-0194-55-4. Publisher: UTM.

Module

- **Mazilah A.** and Nazihah O. (2013). Meetings In: Business Communication: A Simple Guide to Communication for Business. Pp. 70-120. UiTM.

Book Chapters

- Zafir N. M. S, Bakar A. A. H., **Mazilah A.**, Zaleha S. O. and Rohaizat B. (2008). Information Technology Integration in Supermarket's Operation In: Application and Issues in e-Business. Pp. 21-38. ISBN 978-983-52-0698-6. Publisher: Penerbit, UTM.
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STUDENT SUPERVISION, MENTORING & EXAMINATION

Dissertation Supervision

- **Supervisor**, Bachelor of Marketing (Hons.), Semester September 2019, UTM (2019).
 - i. Ahmad Ezzat Emir Ahmad Suhaimi. To Study the e-lifestyle Segmentation: Understanding the Kulai Population readiness and Living Pattern. A Preparation Towards the ICT-Hub (*On-going*)
 - ii. Mohammad Badri Soemar. Important Skills for Marketing Graduate from the Employer Perspectives (*On-going*).
 - iii. Mohammad Hafiz Mokhtar. The Need of Having cable and Mobile Internet Services (*On-going*).
- **Supervisor**, Bachelor of Industrial Logistics (Hons.), Semester July 2019, UniKL MITEC (2019).
 - i. Amirul Ashraff Ghazali. A Study on Efficiency of Warehouse Layout and Design in Organization and Logistics Operation.
 - ii. Hafiz Johari. A Study On the Optimization of Warehouse Operation At 3PL Warehouse.
 - iii. Khairul Aiman Azfar. The Effectiveness of Automated Warehouse Application in Manufacturing Industry.
 - iv. Muhamad Adib Farhan. JIT Implementation at J&T Express Kota Kinabalu.
 - v. Reezwan Abadi. Inventory Control Management at Handee Express Sdn Bhd Words.
- **Supervisor**, Bachelor of Industrial Logistics (Hons.), Semester Jan 2019, UniKL MITEC (2019).
 - i. Ahmad Bukhari Shabudin. Safety Measures of Heavy Truck Accidents.
 - ii. Izwan Fahmie Md. Azmi. Transition Phase from Traditional Warehouse to Modern Warehouse: A Case Study of Filtermation (Manufacturing) Sdn. Bhd.
 - iii. Luqman Hakim Salleh. The Improvement of Information and Communication Technology (ICT) at NSB Freight Solution Sdn. Bhd.
 - iv. Mohamad Faizzudin Mohd Mustaffa. Utilization of ICT at 99 Speedmart.
 - v. Muhammad Ashraff Basri. The Awareness of Green Logistics Implementation at Sunpower Manufacturing Malaysia Sdn. Bhd.
 - vi. Muhammad Fathurrahman Mansor. User Satisfaction Towards ICT implementation at Royal Malaysian Customs. Bachelor of Industrial Logistics (Hons.).
 - vii. Taqiyuddin Aiman Othman. Warehouse Hazards and Risks: A Case Study at Lay Hong Corporation.
- **Supervisor**, Bachelor of Business Administration (Hons.) Marketing. Faculty of Business Management, UiTM, Johor (2013)
 - i. Nur Hidayah Saad. (2013). The Attributes and Motivation of Halal Tourism: Case Study of Poto Travel & Tours Sdn. Bhd.
- **Supervisor**, Bachelor of Business Administration (Hons.) Marketing. Faculty of Business Management, UiTM Johor (2012)
 - i. Ahmad Huzaimi Azhar. (2012). The Promotion Strategies for Intangible Services: Case Study of Capaian Aspirasi Sdn. Bhd.

Examination

- **Examiner**, Proposal Defense, PhD in Management, UniKL (2019)
 - i. Muhamad Ali. Mediating Effect of University Identity Orientation Between University Social Value and Social Intrapreneurship Culture.
 - ii. Muhammad Ashfaq. A New Integrated Framework to Deal with Turnover Intention for Malaysian Banking Sector.
- **Adjudicator**, Product Pitching Competition for Innovation Management Subject (2018), UniKL

- **Panel Examiner**, Final Year Project Paper-Viva Voce (Bachelor of Industrial Logistics, Hons, Semester July 2018, UniKL MITEC (2018).
 - i. Afzan Najieha Ishak. A Study of Customer Satisfaction on Planning Movement of Goods during Disaster Aid Programs. A Case Study of Flood Hit at Segamat, Johor.
 - ii. Ahmad Nabhan Makaseri. A Study on Customer Satisfaction Towards Parcel Service Delivery Operation at City-Link Express Johor Bahru Using Service-Quality Model.
 - iii. Che Engku Amirul Che Engku Shopian. Determinants of Air Pollution at Port Kemaman: An Empirical Study Based on Community Perception.
 - iv. Fatin Nur Shafiqah Hamzah. A Study on Sustainable Marketing Strategies during Festive Season at AEONBig Hypermarket, Puchong.
 - v. Jacob Anak Jacky. A Study on Halal Transportation Uprightness in Kontena Nasional, Johor.
 - vi. Junainatul Amiza Manaff. Assessing the Performance of Direct Activities in Serasa Palm Oil Mill.
 - vii. Luqman Al-Haqim Mohamad Sani. Employee Readiness on Internet of Things (IOT) in Yamato Transport (Ta-Q-Bin) Warehouse.
 - viii. Mohamad Akmal Saadun. A Study of Consumer Satisfaction towards Service Quality Aspect at Terminal Jengka Central, Bandar Tun Abdul Razak, Pahang.
 - ix. Mohamad Farhan Mohamad Zairudin. The Challenges Faced by Poslaju Pasir Gudang.
 - x. Mohamad Naim Aziz. A Study on the Level of Customer Satisfaction towards Safety Aspect: A Case Study at KTM Sungai Petani, Kedah.
 - xi. Mohammad Arif Hamzi Omar. A Study on Vendor Readiness towards the Implementation of Smart Factory: Honda Autoparts Manufacturing
 - xii. Mohammad Atiq Hafiz Nor Kaman. A Study on the Factors That Influence Haulage Truck Tire Theft at Pasir Gudang.
 - xiii. Muhamad Azwan Ispaini. Halal and Hygiene Practices in Soy Sauce Production Company: A Study at Dekota Pelangi Sdn. Bhd., Merlimau, Melaka.
 - xiv. Muhammad Arif Asri. The Impact of Loading and Unloading Towards Drop Trailer Method Performance in Malaysian Haulage Company.
 - xv. Muhammad Faiz Mohtar. A Study on Customer Commitment and Behaviour towards High Trailer Turnaround in Haulage Industry.
 - xvi. Muhammad Qayyum Abdul Muzir. Traffic Management and Road Safety Applied to Bicycle Rider Safety in Bandar Seri Alam, Johor Darul Takzim.
 - xvii. Noor Atikah Ismail. Student Perception on Green Campus Implementation in UniKL Mitec.
 - xviii. Nor Hayati Ahmad. The Delay Factor during Loading and Unloading Container to Customer Premises: The Case of Southern Region.
 - xix. Nur Faihzah Amran. The Importance of Communication in Optimizing Container Delivery: Case Study on Haulage Industry in Pasir Gudang.
 - xx. Nur Husna Mohammed. Feasibility Study on New Water Taxi as Public Transportation between Stulang Laut and Pengerang in Johor.
 - xxi. Nur Shaheida Redwan. Comparative Study towards Selection Factor Between Taxi and GrabCar
 - xxii. Nursyuhadah Ramli. Customer Perception Towards e-ticketing at Larkin Terminal Bus Station.
 - xxiii. Shifaa Aina Zahlan. A Study on Consumer Perspective of Self-Checkout in Tesco Tebrau.
 - xxiv. Siti Nadiyah Zakaria. Customer Satisfaction on Service Quality at Central Pasir Puteh Terminal.
- **Panel Examiner**, Final Year Student Project Paper-Viva Voce (Bachelor of Business Administration Hons. Marketing), Semester Sept.-Jan. 2014, UiTM Johor (2013).
 - i. Nur Afiqah Binti Ismail. The Importance of Database Management in Telemarketing.
 - ii. Nurul Nadiatul Jamna Mohamad Syaiful Yazam. The Effectiveness of The Emotional Appeal in The Hospitality Sector: The Case Study From Hotel Pelangi, Muar.
 - iii. Mohd Khairil Anuar Bin Othman. Importance of Installation Direct Marketing Channel: Case Study at Dewan Marketing - Wholesale Centre.
 - iv. Nurul Ain Abdul Rahman. Event Marketing as a Promotional Tool for Students' Enrolment: A Case Study of KFCH International College.

- **Panel Examiner**, Final Year Student Project Paper-Viva Voce (Bachelor of Business Administration Hons. Marketing), Semester March-Julai 2012, UiTM Johor (2012).
 - i. Mazuraini Md. Iman. The Lack of Promotional Activities for Felda's Small Medium Enterprise (SME) Product in Hypermarket.
 - ii. Adeela Amat Sain. Customer Services Effect Customer Satisfaction: A Study of Counter Services in Tabung Haji Headquarters.
 - iii. Mohd Shaiful Mohd Yusof. Factor of Brand Awareness That Influence Customer Decision Making: A Study of Show U Sdn. Bhd.
 - **Panel Examiner**, Final Year Student Project Paper-Viva Voce (Bachelor of Business Administration Hons. Marketing), Semester Sept. 2011-Jan. 2012, UiTM Johor (2011).
 - i. Mohd Suhaimi A. Rahman. The Effectiveness of Advertising Activities in Travel and Tourism Industry: A Case Study of Value Travel & Tours Sdn. Bhd.
 - ii. Rabiatul Nadia Rahmat. The Effective use of Press Release as a Product Differentiating Tool: A Case Study of Advanced Network.
 - iii. Noraishah Baharin. A Brand Awareness of Agromas Products Among Students in UiTM Larkin: A Case Study of Federal Agriculture Marketing Authority.
 - **Review Panel**, for new Program: Bachelor of Engineering Technology and Supply Chain Management (Hons.), UniKL MITEC.
 - **Review Panel**, Bachelor & Diploma of Industrial Logistics (Hons.) Curriculum and Syllabus, KSL Johor (2018).
 - **Review Panel**, International Business and Globalization Showcase Project (IBM535), Bachelor of Accountancy (Hons.), UiTM, Johor (2013).
 - **Examiner**, Appeal Paper Review (Sept. 2013 Examination). Course Code: Fundamentals of Management, UiTM, Johor. (2013).
 - **Examiner**, Special Exam Paper (Diploma) (Nov. 2013 Examination). Course Code: International Business, UiTM Johor (2013).
 - **Examiner**, Special Exam Paper (Diploma) (May 2012 Examination). Course Code: Principles and Practices of Selling, UiTM Johor (2012).
 - **Panel Examiner**, Students' Business Proposal Presentation. Course Code: Fundamental of Entrepreneurship. Semester Dec. 2012-Mar. 2013; June-Nov. 2012; 2011-Apr. 2012, UiTM Johor (2012-2013).
 - **Adjucator**, Sketch Competition. Theme: Essence of Malaysia. Course Code: Creative & Critical Thinking, UiTM Johor (2012).
 - **Examiner**, Final Exam Answers Script of the UiTM Joint Venture Program (College Islam Johor and SAL College, Johor) (Oct. 2012). Course Code: Fundamental of Marketing; Principles and Practices of Selling UiTM Johor (2012).
 - **Examiner**, Final Exam Answers Script of the UiTM Joint Venture Program (College Islam Johor and SAL College, Johor) (March 2012). Course Code: Fundamental of Marketing, Principles and Practices of Selling and Business Communication. UiTM Johor (2012).
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CHAIRPERSON/FACILITATOR/MODERATOR/PRESENTATION

Session Chair

- **Chairperson**, Proposal Defense PhD. Noridayu Abdul Jabar. Multiple Intelligence as a Moderating role in the Effectiveness of Talent Management Practices and Employee Engagement, UTM (2019).
- 3rd Asia International Multidisciplinary Conference (AIMC 2019), UTM, Johor. 3 sessions. 35 participants. Organized by Connecting Asia.

Facilitator

- Program Pejabat Pendidikan Daerah (PPD) bersama Lembaga Kemajuan Johor Tenggara (KEJORA) untuk Pelajar-Pelajar Tingkatan 6.
- UniKL Excellent Program, Sekolah Menengah Agama (SMA) Bandar Penawar (2019).
- Karnival Pendidikan Tinggi Negara 2019 (KPTM) Jom Masuk IPT, UTHM (2019).
- Focus Group Discussion (FGD) with MPJBT Council Members, UTM (2017).
- FGD Kajian Indeks Kepuasan Rakyat Malaysia (MPSI), Fasa IV, III dan II UTM Johor (2015-2017).
- Round Table Discussion (RTD) Kajian Indeks Kepuasan Rakyat Malaysia (MPSI), Fasa III, II dan I UTM Johor (2015-2017).
- Bengkel 'Corporate Governance' Pentadbiran Kerajaan Negeri Melaka, Malacca (2017).
- Bengkel Penulisan Dapatan Kajian Kepuasan Pelanggan di JKSNJ bersama Panel JKSNJ (2014).
- Bengkel Penulisan Laporan Akhir Kajian Kepuasan Pelanggan di MPJBT (2014).
- Student Leadership & Training Development Program: Module 6-Finishing School (Diploma Session), Nov. 2013-Apr. 2014; Mac-July 2013; Nov. 2012-Apr. 2013; March-July 2012. UiTM Johor (2013).

Observer & Evaluator

- Observer and Evaluator, Debat Perdana Integriti, Institusi Pengajian Tinggi ke-13, UTHM (2013).
- Observer, Bengkel Latihan Kejurulatihan, Seminar Integriti Warga Pendidik Modul 2013, The Zone Regency Hotel, Johor Bahru (2012).

Moderator

- FGD bersama Non Profit Organization (NGO) dan Ahli-Ahli Politik Pembangkang bagi Kajian Penilaian Impak Program-Program IIM dalam Melaksanakan PIN, Palace of the Golden Horses, Mines Resort City. (2013).
- RTD Kajian Penilaian Impak Program-Program IIM dalam Melaksanakan PIN di Sekolah-Sekolah Daerah Mukah, Dalat & Daro, Sarawak; Perbadanan Menteri Besar Kelantan (PMBK) dan Syarikat Air Kelantan, Kelantan (2013).

CONFERENCES & COLLOQUIUM

- Azhar M. A. H, Zuhaimy I., Kassim T., Ismail M., **Mazilah A.**, Fadillah I. Kajian Kualitatif Kepuasan Rakyat Malaysia Berdasarkan Program Transformasi Negara (Government Transformation Programme-GTP). The Regional Conference In Social Science and Humanities. Fakulti Pengurusan, UTM Skudai (2018).
 - Zuhaimy I., Ismail M., Kassim T., Azhar M. A. H., Fadillah I. and **Mazilah A.** Quantitative and Qualitative Approach for Measuring Malaysian Voters' Perception of Government and the Administration. The International Conference on Social Science and Management, Sapporo, Hokkaido, Japan (2018).
 - **Participant**, UiTM Cawangan Johor Academic Conference 2012 (ACCON 2012), Gambang Resort City, Pahang. (2012).
 - **Participant**, Launching Malaysia's Top Business Schools & International Business Postgraduate Colloquium, Marriott Hotel, Putrajaya (2008).
 - **Presenter**, Marketing Symposium 2005, Hotel Sofitel, Senai, Johor. Title: A Study on the Utilization of IT in Supermarket at Johor Bahru (2005).
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COMMUNITY SERVICE

- **Program Advisor**, Program Jalinan Kasih Bersama UniKL, Sekolah Menengah Kebangsaan (SMK) Kota Masai (2019).
 - **Program Advisor**, Khidmat Masyarakat Bersama Minda Istimewa, Sekolah Menengah Kebangsaan (SMK) Taman Sutera, Skudai, Johor (2019.)
 - **Facilitator**, Bengkel Kaedah Penyelidikan bagi Mata Pelajaran Kerja Kursus Untuk Guru-Guru Tingkatan Enam Daerah Gelang Patah, Sekolah Menengah Kebangsaan Masai, (2017).
 - **Program Advisor**, Seminar Sains Solat, UTM Johor (2013).
 - **Facilitator**, Latihan Dalam Kumpulan (LDK) Program Khidmat Masyarakat 'Kenali UITM', Theme: Interview Etiquette. Organized by Bachelor in Islamic Banking (Hons), UiTM Johor (2012).
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COORDINATOR, COMMITTEE & ADVISORY

Coordinator

- Program Coordinator for Bachelor of Industrial Logistics, UniKL MITEC (2019)
- Marketing Coordinator, Industrial Logistics Section, UniKL MITEC (2018-2019).

Secretariat

- Logistics Day (2018), UniKL MITEC. Sponsored by Industrial Logistics Section, UniKL (2018).
- Bengkel Kajian Indeks Kepuasan Rakyat Malaysia (2017), UTM, Johor. Sponsored by UTM-SRG & YSM (RM 33,300) (2017).
- Bengkel 'Corporate Governance' Pentadbiran Kerajaan Negeri Melaka, Hotel Mudzaffar, Malacca, sponsored by the Chief Minister of Malacca Office (RM8,000) (2017).
- Seminar Sinergi-Rakyat Kerajaan Malaysia (SSRKM), UTM Kuala Lumpur. Sponsored by UTM-SRG, YSM & Institut Sultan Iskandar (ISI) (RM 25,000) (2015).
- Structural Equation Modelling (SEM) Workshop. Puri Pujangga, Universiti Kebangsaan Malaysia, Bangi. Research Grant (LRGS/BU/2011/UKM/CMN) (RM9,550), sponsored by Integrity and Good Governance (IGG) Research Group, UTM (2013).

Course Leader

- Management and Marketing Department, Faculty of Business Management, Semester Nov. 2013- Apr 2014; June-Oct. 2013; Dec 2012 – Mar. 2013. Course Code: **International Business**. UiTM (2012-2014).
- Management and Marketing Department, Faculty of Business Management, Semester Dec. 2011-Oct. 2012. Course Code: **Fundamental of Marketing**. UiTM (2011-2012).
- Management and Marketing Department, Faculty of Business Management, Semester Dec. 2011-Oct 2012. Course Code: **Business Communication**. UiTM (2011-2012).

Committee Member

- **Registration and Promotional Unit**, Lecturer Development Course: Jing - Tool For Effective Blended Learning, UiTM, Johor (2013).
- **Strategic Planning and Registration & Placement Unit**, Strategic Planning Meeting and Career Seminar for Management and Marketing Department, Hotel Lexis, Port Dickson, UiTM, Johor (2013).
- **Committee** Vetting for Faculty of Business Management, Oct. 2013 Examination (UiTM Malaysia - Southern Zone-Diploma), UiTM, Johor (2013).
- **Committee** Program A Walk to Remember (AWARE), UTM (2004).

Advisory

- **Academic Advisor**, Bachelor of Industrial Logistics (Hons.), 64 students, UniKL MITEC (2019).
- **Program Advisor**, Marketing Advertisement Competition, UiTM Johor (2011-2012).
- **Academic Advisor**, Course Code: BM111 (Business Management), 29 students, UiTM Johor (2011).
- **Program Advisor**, Marketing Day & Treasure Hunt, UiTM, Johor (2011).
- **Program Advisor**, Video Selling Competition, UiTM, Johor (2011).

Other

- **Chaperon**, Sales Management Practical Training Program in Collaboration with F&N Malaysia at Supermarkets around Malacca, Malacca (2011).

WORKSHOPS/ TRAINING & SEMINARS

Research

- Workshop on Systematic Literature Review and Bibliometric Analysis, UTM (2019).
- External Research Grants Proposal Writing Workshop, UniKL (2019).
- Pemukiman Pementapan Sumber Maklumat Negara, UTM Johor (2017).
- Bengkel Kajian Indeks Kepuasan Rakyat Malaysia 2017 led by Tan Sri Alies Anor Abdul, UTM Johor (2017).
- Bengkel Pelaporan Hasil Dapatan Kajian Polisi Kerajaan Malaysia led by Datuk Rostam Affendi Salleh (Prime Minister Department), UKM, Bangi, Selangor (2017).
- Bengkel Kajian Polisi Kerajaan Malaysia, led by Tan Sri Othman Hashim, Pahang (2017).
- Bengkel Pembentangan dan Penyerahan Laporan Tekad Integriti 2013 kepada YB Senator Datuk Paul Low Seng Kuan (Prime Minister Department), IIM (2014).
- Bengkel Penilaian Laporan Akhir Kajian Impak Program-Program IIM dalam Melaksanakan PIN, Hotel Equatorial, Bangi-Putrajaya (2013).
- Lecturer Development Course: Effective Ph.D. Proposal for Quantitative Business Management Research, Phase II, UiTM, Johor (2013).
- Bengkel Pemurniaan Kajian Impak Program-Program IIM dalam Melaksanakan PIN kepada Panel IIM, Permaisuri Hotel, Melaka (2013).
- Bengkel Penilaian Kajian Impak Program-Program IIM dalam Melaksanakan PIN, Palace of the Golden Horses, Mines Resort City (2012).
- Bengkel Penyelarasan Kajian Impak Program-Program IIM dalam Melaksanakan PIN, IIM (2012).
- Research Seminar, Series II, Le Grandeur Palm Resort, Johor Bahru (2012).
- Winning a Research Proposal Workshop, UiTM Johor (2011).
- Writing Innovations. 3R: Revive, Review & Reproduce Workshop, UiTM, Johor (2011).

Methodology

- Workshop on Data Analysis and Report Writing, Fave Hotel, Makassar, Indonesia (2017).
- Workshop on Data Analysis and Report Writing, Mont Clare, Western Perth, Australia (2017).
- Workshop on Data Analysis and Report Writing, TJ Hotel, Seoul, South Korea (2016).
- Workshop on Data Analysis and Report Writing, Norfolk Hotel, Ho Chi Minh City, Vietnam (2015).
- SEM Workshop, Puri Pujangga, UKM, Bangi (2013).
- Bengkel Penulisan Thesis Cepat Bersama Dr. Othman Talib, UTM Johor (2012).
- Bengkel Statistik Inferensi dan Aplikasi Statistical Package for the Social Sciences (SPSS) Dr. Othman Talib, Bangi (2012).

- Workshop on Partial Least Square (PLS) by Prof. T. Ramayah, D'Impian Hotel, Batu Pahat, Johor (2012).
- SPSS Workshop, Series I, UiTM Larkin, Johor Bahru (2012).
- Workshop & Tutorial: Introduction of SEM Using PLS, Malaysian Institute of Transport (MITRANS), UiTM Shah Alam (2012).
- International Workshop in the Intermediate Application for SEM by Prof. Mohd Sahari Nordin, International Islamic University Malaysia (IIUM) (2010).
- International Workshop in the Introduction Application for SEM by Prof. Mohd Sahari Nordin, IIUM (2010).
- Doctor of Philosophy (Ph.D.) Research Methodology Course, Institute of Leadership and Quality Management (ILQAM), UiTM Shah Alam (2007).

Application & Software

- Mastering Big Data Analytics Workshop by Dr. Vish Ramakonar: Enabling Intelligent Customer and Business Intelligence, The Royale Chulan Kuala Lumpur (2014).
- Lecturer Development Course: Jing - Tool For Effective Blended Learning, UiTM Johor (2013).
- Lotus Notes R8.5 Course, UiTM Johor (2011).
- Bengkel Grafik: Teknik Photoshop, UTM (2002).

Teaching Related

- Pedagogy 1 - Outcome-Based Education Workshop (2019).
- Pedagogy 2 - Assessment and Evaluation Workshop (2019).
- Pedagogy 3 - Effective Teaching Workshop (2019).
- Pedagogy 4 – Microteaching Workshop (2019).
- Problem Based Learning Training, UniKL (2019).
- Bengkel Digital Classroom, Kolej Komuniti Pasir Gudang, Johor (2019).
- Examination Question Bank System (eQBS) Training, UniKL (2019).
- Lecturer Development Course. Course Code: Operational Management, UiTM, Johor (2013).
- Blended Learning Workshop, Series II, UiTM Johor (2013).
- Seminar Kecemerlangan Jabatan Pengurusan dan Pemasaran, Faculty of Business Management, Suria Cherating Beach Resort, Kuantan (2012).

Others

- Certified Master Practioner of The Take Charge Profesional Learning Facilitator System (2019).
 - Training on ISO 9001:2015 Implementation And Internal Audit (2019).
 - Video Content Management System (VCMS) Workshop (2019).
 - Bengkel Penulisan Artikel Akhbar, Kolej Komuniti Pasir Gudang, Johor (2019).
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LANGUAGES & IT

- MS Office Suite | SPSS | (SmartPLS) | AMOS (Analysis of Moment Structures)
 - Excellent Malay | Good English
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AWARD

- Young Lecturer Scheme Scholarship Award (Tenaga Pengajar Muda-TPM), UiTM (2007).
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RESEARCH INTEREST

- Buyer-Supplier Relationship
 - Relationship Marketing
 - Retailing
 - Supply Chain Management
 - Channel Management
 - Business Management
 - Customer Satisfaction
 - People's Satisfaction
 - Public Perception
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FORTHCOMING

Proposal Submitted

- **Principle Investigator**, Optimization Model of Malaysian Humanitarian Logistics Relief Operation, Fundamental Research Grant Scheme (FRGS) (2019).
 - **Researcher**, Transforming a Low- Functioning Autistic Children to a High-Functioning Autistic Adolescent, Long Term Research Grant Scheme (LRGS) (2019).
 - **Researcher**, Optimized Logistic Operational Framework of the Disaster Risk Reduction Warehouses (DRRW) for Flood Relief Mission, Transdisiplinari Research Grant Scheme (TRGS) (2019).
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REFERENCES

- Prof. Dr. Khalil Md. Nor, Azman Hashim International Business School (AHIBS), UTM (☎ 07-5531800) | ✉ m-khalil@utm.my. Ph.D. Supervisor.
- Prof. Dr. Zuhaimy Ismail, Department of Mathematical Science, Faculty Science, UTM (☎ 07-5534224) | ✉ zuhaimy@utm.my. Head of UTM-SRG.

