

CURRICULUM VITAE

DR BATIAH BINTI MAHADI

Senior Lecturer

Azman Hashim International Business School Johor Bahru,
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ACADEMIC BIO

Dr. Batiah Mahadi is a senior lecturer in the Azman Hashim International Business School (AHIBS) previously IBS at the Universiti Teknologi Malaysia where she has been a faculty member since 2011. She had been the Programme Coordinator for AHIBS Johor Bahru branch from 2011 to 2014.

Batiah completed her Ph.D. at University of Western Australia, Australia, her MBA in Techno-Entrepreneurship at Universiti Teknologi Malaysia and her undergraduate studies at University of Arizona, USA. Her research interests lie in the area of strategy formulation, e- business, technology innovation, economic impact and service marketing. She has collaborated with researchers in several other disciplines such as information management, biology, mathematics and remote sensing through grants awarded by Malaysian Ministry of Higher Education from 2013 until now.

Apart from research, Batiah also teaches several key management subjects such as economics, technology management, organizational behavior, principles of management and engineering management for undergraduate and masters' students.

EDUCATION

1. Ph.D in Technology Management, University of Western Australia, Australia, 2011
Thesis Title: Strategy Formulation by Internet Entrepreneurs
Supervisor: Professor Jane E. Klobas
2. Master of Business Administration (Techno-Entrepreneurship), International Business School (IBS), Universiti Teknologi Malaysia (2002)
Thesis Title: Determinant's of Teaching Quality and Factors Influencing Student's Learning in the Case of Management Students in UTM's Diploma Programme.
Supervisor: Professor Dr Ismail Rejab
3. Bachelor of Arts in Economics (Hons), University of Arizona, USA, 1994
Major: Economics Minor : Marketing

CERTIFICATION & TRAINING PROGRAMS

1. Industrial Training - Gerbaru Jaya Sdn Bhd, Johor Bahru :May 2012– April 2013
2. Advanced Senior Management Program with Harvard Professors April 16 - 17, 2013
3. Executive Negotiation Workshop with Harvard Professors May 22, 2013

4. Senior Advanced Management Program on Productivity, Innovation and the Future of the World Economy June 26 - 28, 2013

AWARDS & HONORS

1. Scholarship from Universiti Teknologi Malaysia and Ministry of Education of Malaysia for PhD at University of Western Australia, Australia (2008)
2. Scholarship from Universiti Teknologi Malaysia and Ministry of Education of Malaysia for MBA at International Business School (IBS), Universiti Teknologi Malaysia. (1999)
3. Scholarship from Public Service Department, Malaysia for Bachelor Degree at University of Arizona, USA. (1993)
4. Letter of Appreciation for Excellent Service –Universiti Teknologi Malaysia (2006)
5. Excellent Service Award - Universiti Teknologi Malaysia (2004)
6. Excellent Service Award – Universiti Teknologi Malaysia (2011)
7. Letter of Academic Appreciation from Malaysian Embassy, USA (1994)
8. Honorable Mention, University of Arizona for CGPA 3.769 (1993)
9. Winner of “Three-Minute-Thesis Competition” UWA Business School, University of Western Australia (2010).

RESEARCH INTERESTS

1. Entrepreneurship
2. Internet Business
3. Strategy Formulation and Strategic Management
4. Organizational Behaviour and Development

TEACHING INTERESTS

Undergraduate	Graduate
1. Principles of Economics	1. Organizational Behaviour and Development
2. Microeconomics	2. Technology Management and Innovation
3. Macroeconomics	
4. Intermediate Economics	
5. Engineering Management	
6. Principle of Management	
7. Organizational Behaviour	

ACADEMIC EXPERIENCE

1. Senior Lecturer, Azman Hashim Business School, July 2018-present
2. Senior Lecturer, Faculty of Management, Universiti Teknologi Malaysia, March 2015- Jun 2018
3. Senior Lecturer, International Business School, Universiti Teknologi Malaysia, November 2011 – March 2015
4. Lecturer, International Business School, Universiti Teknologi Malaysia, March 2011 – October 2011
5. Lecturer, College of Science and Technology, Universiti Teknologi Malaysia, December 1997 – February 2011

6. Lecturer, Mara Institute of Commerce (Infotrain Sdn Bhd)
July 1995-November 1997

**INDUSTRIAL
TRAINING AND
EXPERIENCE**

1. Gerbaru Jaya Sdn Bhd, Johor Bahru – May 2012 –April 2013

PUBLICATIONS

Conference Proceedings:

1. Adam, S., Mahadi, B., & Panatik, S. A. (2018). The Effect of Entrepreneurial Orientation Towards Organizational Performance of E-Business in Malaysia. In Proceedings of the 2nd International Conference on Business, Tourism and Technology (Melaka) (pp. 13-20).

2. Adam, S., & Mahadi, B., (2017). The Role of Entrepreneurial Strategy-Making (Multi-Dimensional) Towards Organisational Performance of Internet Business in Malaysia. In Proceedings of the ASIA International Multidisciplinary Conference (AIMC-2017) (pp. 1-7).

3. Adam, S., & Mahadi, B. (2016). A Review of Entrepreneurial Strategy-Making Mode and Organisational Performance of Internet Business in Malaysia. In Proceeding 3rd International Conference on Global Social Entrepreneurship (Legoland, Johor) (pp. 217–227).

4. Adam, S., & Mahadi, B. (2016). The Effectiveness of Knowledge Management Towards Organisational Performance Of Internet Business In Malaysia. In Proceedings of the 7th International Borneo Business Conference (pp. 439– 447).

5. Adam, S., Mahadi, B., & Lom, H. (2016). The Role Of Entrepreneurial Strategy Making Dimensions Towards Organisational Performance Of Internet Business in Malaysia. In Proceedings of the 7th International Conference on Postgraduate Education (Uitm, Shah Alam) (pp. 979–995).

6. Mohamed, N., Mahadi, B., Miskon, S., Haghesh, S. & Hafizuddin, M.A (2013) Information Systems Integration and Quality Management Practices in Learning Environment – Gaps and Opportunities. Paper presented at International Conference on Internet Technologies and Societies. Kuala Lumpur, 29 November – 1 December.

7. Mohamed, N., Mahadi, B., Miskon, S., Haghesh, S. & Hafizuddin, M.A (2013) Information Systems Integration: A Review of Literature and a Case Analysis. Presented at Mathematics and Computers in Contemporary Science Conference. Nanjing 17-19 November.

8. Mahadi, Batiah (2010) "Strategy Process of Internet Entrepreneurs: Qualitative Exploration using Internet Documents" Paper presented at 5th International Conference on Qualitative Research in IT & IT in Qualitative Research, Brisbane, 29-30 November

9. Mahadi, Batiah (2010) "Strategy Process of Internet Entrepreneurs After Startup" Paper presented at the Doctoral Consortium Pacific Asia Conference for Information Systems (PACIS), Taipei, 8-9 July.

Journal Article:

1. Mohamed, N., Baroto, M.B, Mahadi, B. & S., Haghenash, (2021) Structural Understanding of Electronic Government Websites: A Systematic Literature Review. *Electronic Government, an International Journal* (in press)
2. Mahidi Mohyedin, A., Mahadi, B., Awang, S., Abdul Kohar, U., & Abu Talib, N. (2019). Exploring management and monitoring of harmful algal bloom events in Malaysia: Government sector. *Asian Journal of Research in Business and Management*, [S.l.], v. 1, n. 1, p. 1-8, Aug.
3. Adam, S., & Mahadi, B., (2018). The Role of Entrepreneurial Strategy-Making (Multi-Dimensional) Towards Organisational Performance of Internet Business in Malaysia. *International Journal of Engineering & Technology (IJET)*,7(2.29),524-527. (Indexed SCOPUS).
4. Adam, S., Mahadi, B., & Panatik, S. A. (2018). "The Mediating Role of Knowledge Management in E-Businesses in Malaysia", *Asia-Pacific Management Accounting Journal*, Vol.13 Issue: 2, pp. 1-25,
<https://vpn.utm.my/web/1/http/0/arionline.uitm.edu.my/ojs/index.php/APMAJ/article/view/750>
5. Lakhi Muhammad, Batiah Mahadi, Nazimah Hussin, (2017) "Influence of social capital on customer's relationship satisfaction in the Pakistani banking industry", *Asia Pacific Journal of Marketing and Logistics*, Vol. 29 Issue: 5, pp.1036-1054, <https://doi.org/10.1108/APJML-10-2016-0193> (Indexed ISI)
6. Sara Foghani, Batiah Mahadi, Rosmini Omar, (2017) "Promoting Clusters and Networks for Small and Medium Enterprises to Economic Development in the Globalization Era", *SAGE Open* 7(1):215824401769715 (Indexed SCOPUS).
7. Adam, S., & Mahadi, B. (2016). Entrepreneurial Strategy-Making Mode and Organisational Performance of Internet Business in Malaysia. *Journal of Global Business and Social Entrepreneurship (GBSE)*, 2(4), 85–97. 4.
8. Adam, S., & Mahadi, B. (2016). The Effectiveness of Knowledge Management Towards Organisational Performance of Internet Business in Malaysia. *Malaysian Journal of Business and Economics*, 3(1), 68–80.
9. Mahadi, Batiah (2003) "The Relationship between Determinants of Teaching Quality and Factors Influencing Student's Learning in Management Studies at UTM", *JUTEKS* vol. 1 no. 2, pp. 49-58.

<p>CONFERENCES, PRESENTATIONS & CONSULTANCY</p>	<p><i>Conference Presentation:</i></p> <ol style="list-style-type: none"> 1. Mahadi, Batiah (2010) "Strategy Process of Internet Entrepreneurs: Qualitative Exploration using Internet Documents" Paper presented at 5th International Conference on Qualitative Research in IT & IT in Qualitative Research, Brisbane, 29-30 November 2. Mahadi, Batiah (2010)"Strategy Process of Internet Entrepreneurs After Start-up" Paper presented at the Doctoral Consortium Pacific Asia Conference for Information Systems (PACIS), Taipei, 8-9 July.
<p>RESEARCH GRANTS</p>	<ol style="list-style-type: none"> 1. A Case Study of Malaysian Institution of Higher Learning. UTM Research Grant – Information System Integration. Rm50K Co-Researcher (Completed) 2. The Interaction Effects of Emotional Intelligence on Leader-Member Exchange (LMX) and Employee Outcomes. Co Researcher 20K (Completed) 3. Literasi Ekonomi Pelajar Keusahawanan. Co-Researcher RM18K (Completed) 4. Factors Impacting the Success of Malaysian Internet Entrepreneurs UTM Research Grant RM20K, Principal Researcher (Completed) 5. Determination of Economic Impact of Harmful Algal Blooms in Malaysian Coastal Areas. Trans Disciplinary Research Grant, MOHE RM167,800, Principal Researcher (Completed)
<p>SUPERVISION</p>	<p><i>PhD Supervision</i></p> <ol style="list-style-type: none"> 1. Sara Foghani, PhD UTM International Business School. (Main Supervisor) Thesis submitted. 2. Lakhi Khosa PhD UTM International Business School. (Main Supervisor) Completed 2017 3. Sabrinah Adam. PhD of Management, Faculty of Management (Main Supervisor) Completed 2018 4. Renne Pamila A/P Punadi PhD Azman Hashim Business School (Co Supervisor) 5. Ainul Syakira Mahidi PhD Management (Main Supervisor) 6. Norlin Abdullah, PhD Management (Main Supervisor) 7. Mohd Faisal Mohd Hama, PhD Management (Main Supervisor) 8. Nor Azreena Ibrahim, PhD Management (Main Supervisor) 9. Ainaa Farhana, DBA (Main Supervisor) <p><i>Master Supervision</i></p> <ol style="list-style-type: none"> 1. Yong Tze Zhao. MBA Graduate Project, UTM IBS (Completed) 2. Abdullah Salem. MBA Graduate Project, UTM IBS (completed) 3. Lim Jinq Wen. MBA Graduate Project, UTM IBS (completed) 4. Punitha Kannapiran, MBA Graduate Project, UTM IBS (completed) 5. Yeoh MunFoong, MBA Graduate Project, UTM IBS (completed) 6. Razali Aris, MBA Graduate Project, UTM IBS (completed) 7. Siti Suharijan, MBA Graduate Project, UTM IBS (completed)

8. Thelagavathy Naidu Ramasamy, MBA Graduate Project, UTM IBS (completed)
9. Shazleen Erinna Azhar, MBA Graduate Project, UTM IBS (completed)
10. Wong Choon Hong, MBA Graduate Project, UTM IBS (completed)
11. Ivan Yew Wei, MBA Graduate Project, UTM IBS (completed)
12. Gobi Sivaraman, MBA Graduate Project, UTM IBS (completed)
13. Muhammad Shams Uddeen Durmush, MBA Graduate Project, UTM IBS (Completed)
14. Mohd Faisal Mohd Hama, MBA Graduate Project, UTM IBS (Completed)
15. Anis Nadhirah MBA Graduate Project, UTM IBS (Completed)
16. Seri Anis Sofian MBA Graduate Project, UTM IBS (Completed)
17. Md Jazli Md Johari. MBA Graduate Project, UTM IBS (completed)
18. Ainaa Farhana Ramli. MBA Graduate Project, UTM IBS (completed)
19. Law Jia Chin. MBA Graduate Project, UTM IBS (completed)
20. Tan Shi Yee. MBA Graduate Project, UTM IBS (completed)
21. Natasha Ab Halim. MBA Graduate Project, UTM IBS (completed)
22. Khairiel Idzham, Master -ongoing
23. Nurul Iza Abu Bakar, Master - ongoing

COMMUNITY SERVICES

1. Committee of Curriculums and Syllabus Development for Management Technology Program (Organizational Behaviour, Principles of Microeconomics and Intermediate Economics), Dept. of Management & Services, College Science and Technology, Universiti Teknologi Malaysia, Kuala Lumpur (2004-2007)
2. Academic Advisor for Diploma Students, Universiti Teknologi Malaysia, Kuala Lumpur (2002-2007)
3. Course Coordinator (Organizational Behaviour, Principles of Microeconomics and Intermediate Economics), Dept. of Management & Services, College Science and Technology, Universiti Teknologi Malaysia, Kuala Lumpur (2004-2007)
4. Academic Advisor for MBA Students, International Business School UTM (2011-2014)
5. Programme Coordinator for MBA Students in Johor Bahru (2013-2014)
6. IBS IT Manager (February 2014 - 2015)

MEMBERSHIPS

Professional Organizations:
Member of Association for Information Systems – 2010