



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

CURRICULUM VITAE



1.0 PERSONAL DETAILS

Name : Adriana Binti Mohd Rizal

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ID Staff : 10311

Expertise : Entrepreneurship and Innovation

2.0 ACADEMIC QUALIFICATIONS

NO	LEVEL OF EDUCATION	COURSE	UNIVERSITY	STARTING DATE	ENDING DATE
1	Post-Doctoral in Entrepreneurship and Innovation	Entrepreneurship and Innovation	Universiti Sains Islam Malaysia, Malaysia	September 2019	August 2020
2	Doctor of Business Administration	Management/ Entrepreneurship	Universiti Kebangsaan Malaysia, Malaysia	2008	2013
3	Executive Master of Business Administration	Business Administration	MARA University of Technology (UiTM), Malaysia	2005	2007
4	Bachelor of Business Administration	Business Administration	University of Wisconsin Milwaukee, USA	1995	1997
5	Certificate of Attendance in Industrial Relations	Industrial Relation	MARA Institute of Technology/MUCIA Cooperative Program	1992	1995

3.0 AWARD AND HONORS RECEIVED

NO	AWARD	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	YEAR
1	Best Publication Q1/Q2 Award	UTM AHIBS	2023
2	Book Chapter Publication Award	UTM AHIBS	2023
3	NALI Award	UTM AHIBS	2023
4	Teaching Award	UTM AHIBS	2023
5	Excellence Service Award	UTM AHIBS	2023
6	Gold Medal Winner Business Idea: Pia, Personal Info Assistant for Outpatient Visit	UTM AHIBS	2022
7	Silver Medal Winner Business Idea: PUSRAWI Medical Clinic	UTM AHIBS	2022
8	Bronze Medal Winner Business Idea: Silver Care	UTM AHIBS	2022

9	Excellence Service Award	UTM AHIBS	2022
10	Book Chapter Publication Award	UTM AHIBS	2022
11	Award of Excellence: Active Blended Learning Course, MBSA 2313-02, Sem 1, 2022/2023	UTM	2022
12	Award of Excellence: Active Blended Learning Course, MBSA 2313-21, Sem 2, 2021/2022	UTM	2022
13	Award of Excellence: Active Blended Learning Course, MBSA 2313-02, Sem 2, 2021/2022	UTM	2022
14	Award of Excellence: Active Blended Learning Course, MBSA 2313-01, Sem 1, 2021/2022	UTM	2022
15	Award of Excellence: Active Blended Learning Course, MBSA 2313-17 Sem 1, 2021/2022	UTM	2022
16	Award of Excellence: Active Open Distance Learning Course, MBSA 2313-50 Sem 2, 2020/2021	UTM	2021
17	Award of Excellence: Active Blended Learning Course, MBSA 2313-03 Sem 2, 2020/2021	UTM	2021
18	Award of Excellence: Active Blended Learning Course, MBSA 2313-01 Sem 2, 2020/2021	UTM	2021
19	Award of Excellence: Active Blended Learning Course, MBSA 2313-01 Sem 1, 2020/2021	UTM	2021
20	Award of Excellence: Active Blended Learning Course, MBSA 2313-02 Sem 1, 2020/2021	UTM	2021

21	Teaching Award, Active Blended Learning Course, UTM - MBSA 2313-03, Sem 2 2020/2021	UTM	2020
22	Teaching Award, Active Blended Learning Course, UTM - MBSA 2313-01, Sem 2 2020/2021	UTM	2020
23	Teaching Award, Active Blended Learning Course, UTM - MBSA 2313-02, Sem 1 2020/2021	UTM	2020
24	Teaching Award, Active Blended Learning Course, UTM - MBSA 2313-01, Sem 1 2020/2021	UTM	2020
25	AHIBS Excellence Service Awards	UTM AHIBS	2019
26	Book Chapter Publication Award-Gold	UTM AHIBS	2019
27	Indexed Journal Publications Award-Bronze	UTM AHIBS	2019
28	Performance Excellence Award, UTM AHIBS	UTM AHIBS	2018
29	Editor Book Chapter Award, UTM AHIBS	UTM AHIBS	2018
30	Teaching Award, Active Blended Learning Course, UTM - MBSA 2313-02, Sem 2 2016/2017	UTM	2017
31	Excellence Award 2018, Bronze Best Research Award	UTM AHIBS	2017
32	Excellence Award 2018, Silver Best Teaching Award	UTM AHIBS	2017
33	Performance Excellence Awards 2018	UTM AHIBS	2017
34	Award of Excellence, Active Blended Learning Course	UTM AHIBS	2017

35	Excellence Service Award 2015	UTM	2016
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4.0 PROFESSIONAL MEMBERSHIP / QUALIFICATIONS / RECOGNITION

NO	NAME OF PROFESIONAL MEMBERSHIP	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	ROLE	YEAR
1	Asian Council of Science Editor	INTERNATIONAL	Member (Lifetime membership)	August 2016 – present
2	Malaysian Institute of Management	NATIONAL	Member (Membership No: 00022045)	2014 (annual renewal)

5.0 ADMINISTRATIVE EXPERIENCE

NO	POSITION	STARTING DATE	ENDING DATE	DEPARTMENT
1	Global Innovation and Entrepreneurship Coordinator	Feb 2023	Present	UTM AHIBS
2	New Venture Creation Course Coordinator	Jan 2016	Present	UTM AHIBS
3	Techno-Entrepreneurship Course Coordinator	Sept 2017	Jan 2018	UTM AHIBS
4	Commercialization for Innovation Course Coordinator	Feb. 2016	June 2016	UTM AHIBS
5	Graduate Academic Manager (Taught Course)	Apr. 2015	Mar.2016	UTM AHIBS
6	Team Director, UTM IBS Case Clearing House, UTM IBS	July 2015	July 2016	UTM AHIBS
7	Graduate Project Coordinator	Apr. 2015	Mar.2016	UTM AHIBS
8	PhD Coordinator, UTM IBS	May 2014	July 2014	UTM AHIBS
9	Entrepreneurship Course Coordinator, International Business School, Universiti Teknologi Malaysia	Aug 2013	July 2014	UTM AHIBS

6.0 WORKING EXPERIENCE

NO	POSITION	STARTING DATE	ENDING DATE	DEPARTMENT/ ORGANISATION
1	Associate Professor	19 June 2022	Present	UTM AHIBS
2	Adjunct Research Fellow	12 Oct 2021	11 Oct 2022	University of Business and Technology (UBT), Jeddah, Saudi Arabia
3	Senior Lecturer	27 Feb. 2014	18 June 2022	UTM AHIBS
4	Lecturer	19 Nov 2007	26 Feb 2014	UTM IBS
5	Head of Capacity and Capability	Sept 2006	Nov 2007	Professional Services Development Corporation, Kuala Lumpur
6	Project Manager	Jan 2006	July 2006	Sustainable Construction Research Group Steel Technology Centre UTM
7	Administrative Manager	July 2003	Dec 2005	DFS and Associates Sdn. Bhd., Shah Alam, Selangor
8	Project Manager	Nov 2001	June 2005	Sustainable Construction Research Group Steel Technology Centre UTM
9	Research Officer	Nov 1998	Oct 2001	Steel Technology Centre, UTM KL
10	Human Resource Assistant	Sept 1997	July 1998	Manpower Services & Dunhill, Staffing Services Milwaukee, USA

7.0 CONSULTANCY EXPERIENCE

NO	NAME OF CONSULTANCY	ROLE	AMOUNT (RM)	STARTING DATE	ENDING DATE	VOTE NO
1	Entrepreneurship Beyond Boundary	Project Member/ Mentor	RM100,000.	25 Nov 2017	31 Jan 2018	1427

2	International Conference on Innovation in Business and Strategy (ICIBS 2016) - Chiba University of Commerce	Member	RM19,804.73.	1 Nov 2016	3 Nov 2016	-
3	ICIBS 2016 - CUC Support Japan	Member	RM20,000.	1 Nov 2016	3 Nov 2016	-
4	ICIBS 2016- - Pejabat Menteri Besar Kedah	Member	RM5,000.	1 Nov 2016	3 Nov 2016	-
5	ICIBS 2016 - Nikkei Incorporation	Member	RM4,000.	1 Nov 2016	3 Nov 2016	-
6	Global Star Rating project	Project Member	RM14,400.	15 Nov 2016	15 Feb 2017	-
7	Service Report for UAE, Prime Minister Office	Project Member	RM160,000.	Oct 2016	February 2017	1125
8	Entrepreneurship Development Program, Fahd Bin Sultan University, Kingdom of Saudi Arabia	Facilitator/ Member	RM91,437.	2015	2016	945
9	Global Outreach Management Program, Jazan, Kingdom of Saudi Arabia	Facilitator/ Member	RM548,000.	2015	2016	915
10	Kajian Keberkesanan Transformasi Program of Universiti (TPU.2) (UTM QRiM)	Project Member	RM50,000.	1 Jan 2014	31 Dec 2014	SODO 61000.08956

8.0 FACULTY APPOINTMENT COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1	Ahli Jawatankuasa Penyelidikan Sekolah Perniagaan Antarabangsa Azman Hashim (Ahibs)	Member	1 Jan 2023	31 Dec 2025
2	Online Proposal Defense (PHD): Daniel	Chairperson	13 Feb 2023	-
3	Ahli Jawatankuasa Inovasi dan Pengkomersilan Peringkat Fakulti	Member	1 July 2023	30 June 2025
4	Online Proposal Defence (PHD): Cui Jueting	Examiner	9 Mar 2022	-
5	UTM AHIBS Incubator	Assistant Manager	1 Mar 2022	28 Feb 2025
6	Online Proposal Defense (PHD): Zhao Kune	Chairperson	31 Oct 2022	-
7	Online Proposal Defense (PHD): Ayu Andirah Binti Sakka	Chairperson	13 Oct 2022	-
8	AHIBS Action Research Challenge 2022	Chairperson	Jan 2022	-
9	Ahibs Action Research Challenge (AARC) 2022 - Semester 2, 2021/2022	Academic Panel	June 2022	-
10	Knowledge Transfer Project 2022, Sem 1 2021/2022	Academic Leader	May 2022	June 2022
11	Task force Postgraduate MBA Business Ideas Pitch Competition 2022	Committee member	1 Jan 2022	31 Jan 2022
12	AJK Taskforce Program Pembangunan Ahibs Business Inkubator Peringkat Fakulti Azman Hashim International Business School (Ahibs)	Committee member	1 Nov 2022	31 Oct 2024
13	ERASMUS ANGEL Strategic Task Force	Committee member	Nov 2022	Dec 2022
14	Publication Committee, FOODI International Conference 2022	Committee member	June 2022	Nov 2022
15	Jawatankuasa Penyelidikan Dan Inovasi UTM AHIBS	AHIBS & DIME Research Leader	1 Jan 2022	Present
16	Ahli Jawatankuasa Kurikulum Program Azman Hashim International Business School Utm Kuala Lumpur	Committee member	1 Mar 2022	29 Feb 2024
17	AHIBS Action Research Challenge 2021	Academic Panel	6 July 2021	11 July 2021
18	AHIBS Action Research Challenge 2021	Chairperson	3 July 2021	3 July 2021

19	Concentration Leader (Techno Entrepreneurship) for MBA UTM AHIBS	Leader	1 July 2020	30 June 2021
20	MCMC Leadership Learning Lab with DHL Malaysia	Academic Expert	28 June 2021	28 June 2021
21	Program Home-Based and Uni-Based Retailer Project for B40 Groups 2021	Committee Member	3 April 2021	30 September 2021
22	MBA-ODL Full Accreditation Exercise	Working Committee	1 January 2021	31 Dis 2021
23	Program Penubuhan AHIBS Business Inkubator Peringkat Fakulti AHIBS	Committee Member	1 March 2021	31 December 2021
24	Task Force MYRA, UTM AHIBS	Member	Jan 2019	Aug 2019
25	Ahli Jawatankuasa Panel Audit Dalaman	Member	Sept 2017	Jan 2018
26	Students Entrepreneurship Club, Ecell UTM IBS	Academic Advisor	Feb 2016	Jan 2018
27	Entrepreneurship Beyond Boundaries	Member	Sept 2017	Jan 2018
28	MBA in Aviation Management Forum UTM AHIBS	Committee Member	May 2017	Dec 2017
29	Marketing Committee, MBA Aviation Management Concentration UTM AHIBS	Committee Member	Oct 2016	Sept 2017
30	Jawatankuasa Penilaian Harga Fakulti/PTJ, UTM IBS	Committee Member	June 2015	May 2017
31	Aviation Safety Management Program UTM IBS	Committee Member	April 2015	Mar 2017
32	7th UTM IBS Business Post Graduate Colloquium 2016, UTM IBS	Committee Member/ Panellist	Oct 2016	Oct 2016
33	Proceeding of the 6th UTM IBS Post Graduate Colloquium 2015, UTM IBS	Committee Member/ Reviewer	Dec 2015	Dec 2015
34	UTM Postgraduate Info Day 2015, UTM IBS	Committee Member	Nov 2015	Nov 2015
35	Task force, UTM Postgraduate Info Day 2015, UTM IBS	Committee Member	May 2015	May 2015

36	UTM-IBS Staff Club, UTM IBS	Vice President	Apr 2013	Mar 2015
37	3 Minute Thesis Competition, UTM IBS	Examiner	Feb 2015	Feb 2015
38	Workshop of Writing Case, UTM IBS	Programme Director	Sept 2014	Sept 2014
39	Bengkel Penulisan Kes UTM IBS, UTM IBS	Coordinator	Jan 2014	Dec 2014
40	5th Business Postgraduate Colloquium, UTM AHIBS	Chairman Section/ Assessor	May 2014	May 2014
41	Ministry of Education Entrepreneurship Award 2013 (MEA 2013), UTM IBS	Committee member	July 2013	Sept 2013
42	Senior Advanced Management Program on Productivity, Future of World Economy and Innovation, UTM IBS	Committee member	June 2013	June 2013

9.0 UNIVERSITY APPOINTMENT COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1	Pelantikan Sebagai Penilai Dalam Bagi Pelaksanaan APEL Q Di Fakulti	Internal Assessor	14 April 2023	13 Mar 2025
2	Bengkel Pembangunan Modul Pengajaran Dan Pembelajaran Berasaskan Kes	Fasilitator	11 Sept 2022	21 Sept 2022
3	Innovation and Business Strategy Research Group (IBSRG)	Research Leader	1 July 2022	28 Feb 2023
4	Innovation and Business Strategy Research Group (IBSRG)	Assistant Research Leader	1 Jan 2022	30 June 2022
5	Ahli Jawatankuasa Pecha Kucha Future Ready Educators Bagi Program New Academia Learning Innovation (NALI) 2022	Committee member	30 June 2022	6 Oct 2022
6	APEL C UTM - Pilot Test, New Venture Creation MBSA2313	Assessment Panel	1 Dec 2020	30 Nov 2021
7	APEL C UTM	Committee member	1 Jan 2020	31 Dis 2021
8	Program Sustainable Entrepreneurial Mindset Showcase (Sems 3.0) 2020	Panel of Jury	20 May 2020	31 May 2020
9	UTM XCITE bagi program MTDC Business Challenge 2019	Committee member	Oct 2019	Dec 2019

10	Program Grand Challenges Competition 2019	Facilitator	Sept 2019	Sept 2019
11	UTM XCITE bagi program MTDC Business Challenge 2018	Technical Committee member	Jan 2018	Sept 2018
12	Transdisciplinary Research Grant UTM Task Force	Committee member	Jan 2018	Sept 2018
13	Projek Mempertingkatkan Ekonomi Individu Menerusi Modul 'NTP-G', Program Libatsama Komuniti Berfokus – UTM@NICE'17, UTM	Publication Coordinator/ committee member	Jan 2017	Sept 2017
14	GUP Proposal 2016/1 Technical Evaluation Panel, Universiti Teknologi Malaysia	Committee member	July 2016	July 2016
15	Viva-voce Oral Examination, UTM	Vice Chairperson	July 2019	July 2019
16	Mesyuarat Jawatan Kuasa Alumni UTM	Committee member	Sept 2015	Mar 2016
17	JAPSU UTM	Committee member	Apr 2015	Mar 2016
18	Research Proposal Defence (UTM Razak School),	Examiner	Dec 2015	Dec 2015

10.0 NATIONAL APPOINTMENT COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1	Perlantikan Pengadil Peribadi DS54: Universiti Kebangsaan Malaysia	Pengadil Peribadi	14 Sep 2023	-
2	Universiti Islam Selangor	External Assessor	Oct 2023	-
3	Impact Digital Entrepreneurship Apprentice@ Kementerian Pengajian Tinggi (IDEA@KPT 2021	Jury	Nov 2021	Nov 2021
4	Kolej Pengajian Islam Johor (MARSAH)	Panel Pemurnian Kertas Peperiksaan Akhir	Nov 2021	Nov 2022
5	MTDC Business Challenge 2019	Facilitator	2019	2019
6	MTDC Business Challenge 2019	Facilitator	2018	2018
7	SEGI College (Subang Jaya) Certificate in Business, Diploma in Business Administration, Diploma of Marketing and Executive Diploma in Business Administration programmes	External Program Assessor	Dec 2016	August 2020
8	Ministry of Education Demand-Driven Innovation Project by Public-Private Innovation Project workshop	Facilitator	Nov 2014	Nov 2014

11.0 INTERNATIONAL APPOINTMENT COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1	AHIBS Online Global Class. ECommerce and Digital Business – Case Study Oman	Speaker	18 June 2022	-
2	University of Business and Technology, Jeddah - Intro to Qualitative Research	Guest Speaker/ Adjunct Researcher	29 Dec 2022	-
3	University of Business and Technology, Jeddah - Formulating Research Problem	Guest Speaker/ Adjunct Researcher	10 Nov 2022	-
4	FOODI International Conference	Reviewer	Aug 2022	Nov 2022

5	University of Business and Technology, Jeddah	Adjunct Research Fellow	12 Oct 2021	11 Oct 2022
6	Frontiers in Education	Reviewer	1 Sept 2021	-
7	ASEAN Cases in Business Management of Innovation & Business Strategy	Reviewer	3 Oct 2020	30 Oct 2020
8	Entrepreneurship Research Journal	Reviewer	May 2020	May 2020
9	Gadjah Mada International Journal of Business	Reviewer	Oct 2015	Dec 2017
10	International Conference on Management in Emerging Markets and International Conference on Innovation in Business and Strategy (ICMEM-ICIBS 2017)	Reviewer	Mar 2017	July 2017
11	ICMEM-ICIBS 2017	Track Chair	Mar 2017	July 2017
12	ICMEM-ICIBS 2017	Secretary	Mar 2017	July 2017
13	ICIBS 2016	Committee Member	Jan 2016	Dec 2016
14	MALTESAS	Reviewer	Feb 2016	Feb 2016
15	Journal of Business Economics and Management	Reviewer	Aug 2015	Aug 2015
16	Jurnul Teknologi, UTM	Reviewer	Feb 2014	Mar 2014

12.0 SELECTED ACTIVITIES / WORKSHOPS / SEMINARS / COURSES

NO	NAME OF ACTIVITIES	PLACE OF ACTIVITIES	STARTING DATE	ENDING DATE
1	Knowledge Sharing Programme: Bibliometric Analysis Using VOSviewer	Webinar	29 Sept 2021	29 Sept 2021
2	Design Thinking for Practical Technology Readiness Level (TRL)	Webinar	9 Aug 2021	9 Aug 2021

3	Kursus Online Penulisan Artikel Berimpak Tinggi di WOS & SCOPUS	Webinar	3 May 2020	3 May 2020
4	Kursus Online Penulisan Artikel Systematic Literature Review (SLR)	Webinar	2 May 2020	2 May 2020
5	Kursus Action Research: A Hands-on-Approach	UTM AHIBS KL	3 July 2019	3 July 2019
6	Bengkel Teaching Excellence System (TES)	UTM AHIBS KL	4 July 2019	4 July 2019
7	Program Desa Sejahtera	Kempas, Johor	1 May 2019	4 May 2019
8	Bengkel 'Qualitative Research"	USIM	22 Jan 2019	30 Jan 2019
9	Professional Certificate for Entrepreneurial Educators@3EP	UUM	27 July 2018	3 Aug 2018
10	Qualitative Research Methodology and Interview Analysis	Selangor	10 Feb 2018	10 Feb 2018
11	Supervisory Evaluation Pack AS103	UTMLead	2017	2017
12	UTM IBS Teambuilding 2017 One Mission One Identity	Pahang	12 Aug 2017	13 Aug 2017
13	Case Writing Workshop Level 2	UTM KL	12 Apr 2017	13 Apr 2017

13.0 RESEARCH ACTIVITIES

BIL	NAME OF GRANT	ROLE	CATEGORY OF GRANT (UTM/ OTHERS)	TYPE OF GRANT	AMOUNT (RM)	STARTING DATE	ENDING DATE	VOTE NO
1.	Feasibility and Supply Chain Studies on Amorphophallus sp. as Agrifood Commodity in Malaysia	Project Leader	External Grant	Geran Penyelidikan Hi-Tech (F4)	RM100,000	1/8/2024	31/7/2026	00124
2.	A Framework for Resource Construction through Social Networks for Malaysian Social Enterprises Business Growth	Project Leader	External Grant	FRGS	RM74,132	1/10/2023	30/9/2025	02137
3.	Improving Digital Presence of Takaful Players in Malaysia	Project member	External Grant	Contract	RM12,000	15/08/2021	15/02/2022	01841
4.	Sustainable manufacturing practices framework through industry 4.0 competencies and rational culture	Project member	External Grant	FRGS	RM84,500	07/09/2021	06/09/2024	02053
5.	Assessing household electricity savings and consumer behaviour	Project member	External Grant	Contract	RM10,000	15/07/2021	31/12/2022	00969
6.	A Framework of Digital Interactive Platforms among Small Medium Enterprises (SMEs) Internationalization	Project Leader	UTM	UTM ER	RM51,000	1 Oct 2020	30 Sept 2022	04038

7.	The Moderating Effect of Board of Directors on the Role of Investment Committee In Influencing the Selectivity Performance of Malaysian Unit Trust Equity Funds	Project member	UTM	RUG -Tier 2	RM10,000	1 Aug 2019	31 July 2021	00282
8.	Exploring Mobile Payment Adoption from The Malaysian Urban Generation-Y's Perspectives	Project member	UTM	RUG -Tier 2	RM15,000	1 Aug 2019	31 July 2021	00240
9.	Framework to Scale-up Malaysian Microenterprises: A Study Protocol	Project member	MOHE	FRGS	RM62,000	1 Jan 2019	31 Dec 2020	00162
10.	CRG2.2 Social Return on Investment (SROI) Impact Analysis to Creating Social and Economical Values to Community Engagement Projects in UMT	Project member	UTM	Collaborative Research Grant (CRG)	RM20,000.	1 Dec 2018	30 Nov 2020	02750
11.	SROI: Projek Mempertingkat Ekonomi Individu Menerusi Modul NTP-G Bagi Komuniti Jelebu, Negeri Sembilan	Project member	UTM	Business Entity Grant	RM4,000	1 Sept 2018	30 Mar 2019	03039
12.	Exploring Lifelong Learning Outcomes among Information Literacy Self Efficacy UTM Research University Grant	Project member	UTM	RUG -Tier 2	RM10,000	1 Feb 2018	31 Jan 2019	01329

13.	Addressing Shortage of Rural Doctors: Fundamental Research to Develop a Model of Interventions to Attract and Retain Medical Doctors in Rural Areas	Project member	MOHE	FRGS	RM57,240	15 Aug 2017	14 Aug 2019	01184
14.	Exploring Municipal Waste Incineration Plant Operations in Malaysia	Project Leader	UTM	RUG -Tier 1	RM40,000	1 July 2017	31 Dis 2018	00734
15.	SROI: Projek Mempertingkat Ekonomi Individu Menerusi Modul NTP-G Bagi Komuniti Jelebu, Negeri Sembilan.	Project member	UTM	Business Entity Grant	RM22,500.	21 March 2017	30 Sept 2017	00161
16.	The Role of Emotional Intelligence in Fostering Employee Pro-Environmental Behavior	Project member	UTM	RUG -Tier 2	RM7,000	1 Dec 2016	28 Feb 2018	07816
17.	Growth Strategies for Ana Ikan Bakar Petai Bangi	Project leader	MOHE	CWGS	RM10,000	1 Nov 2016	30 Sept 2017	08049
18.	Vertigo: Action Today, Perfect Day Tomorrow	Project member	MOHE	CWGS	RM10,000	1 Nov 2016	30 Sept 2017	08038
19.	Growing Number of Operations Incidents in MUFG: Who Gets the Blame?	Project member	MOHE	CWGS	RM10,000	1 Nov 2016	30 Sept 2017	07992
20.	Abling the Disabled: A Case Study on Employment of Persons with Disabilities in Malaysia	Project member	MOHE	CWGS	RM10,000	1 Nov 2016	30 Sept 2017	07988

21.	Accounting Income as an Alternative Measure of Economy	Project member	UTM	RUG -Tier 2	RM10,000	1 Oct 2016	31 Dec 2017	07504
22.	A Framework for Exploration and Exploitation Strategies in Family Firms	Project leader	MOHE	FRGS	RM52,000	1 Aug 2016	28 Feb 2019	07240
23.	Exploring Youth Intention to Initiate Social Entrepreneurship Activities.	Project Leader	UTM	RUG -Tier 1	RM49,916	1 July 2016	30 June 2017	06324
24.	Generation Profiling and Employability Competencies of Marginal Malaysian Youths	Project member	UTM	RUG -Tier 1	RM39,550	1 July 2016	30 June 2017	06313
25.	Islamic Work Ethic in the Islamic Financial Organizations in Malaysia	Project member	UTM	PAS Tier 2	RM20,000	1 June 2015	31 May 2016	04353
26.	Exploring Entrepreneurial Strategic Flexibility in Resource Construction at Knowledge-Intensive Firms	Project leader	MOHE	FRGS	RM84,200	1 July 2014	30 June 2016	03218
27.	Embedded Values in the Technology Based Service Delivery System: Developing an Integrated Framework	Project member	MOHE	FRGS	RM93,400	1 July 2014	30 June 2016	03216
28.	A Framework for Fraud Prevention Mechanisms in Malaysia Micro, Small and Medium Enterprises (MSMEs)	Project member	MOHE	FRGS	RM76,000	1 July 2014	30 June 2016	03215

29.	Exploring Resource Construction in Malaysian Technology-based Firms	Project Leader	UTM	RUG -Tier 2	RM17,948	1 April 2014	31 Mar 2015	02534
30.	The Governance Issues of Malaysian SMEs: Towards Achieving Best Practices	Project member	UTM	RUG -Tier 2	RM20,000	1 April 2014	31 Mar 2015	02650
31.	Consumption from the Islamic Viewpoint: How Do Epicureanism and Global Consumerism Affect Muslim Buyers' Consumption Pattern?	Project member	UTM	RUG -Tier 2	RM20,000	1 April 2014	31 Mar 2015	02027
32.	Perspective on Transformative Service for Societal Well-Being	Project member	UKM	ERGS	RM90,000	1 Jan 2014	31 Dec 2014	04248
33.	Towards an Integrated Risk Management Framework for Malaysian Federal Statutory Bodies	Project member	MOHE	FRGS	RM65,000	1 April 2013	31 Mar 2015	00499

14.0 COLLABORATION / MOU

NO	NAME OF MOU	LEVEL OF MOU (NATIONAL/ INTERNATIONAL)	STARTING DATE	ENDING DATE
1.	Agreement for the Academic Collaboration in Aviation Safety Management (Operation)	NATIONAL	1 April 2015	31 March 2018

15.0 TEACHING ACTIVITIES

15.1 UNDERGRADUATE

YEAR OF SEMESTER	SEMESTER (1/2)	SUBJECT CODE	NAME OF SUBJECT	CREDIT HOUR	SECTION
20122013	2	UFS1133	Entrepreneurship and Supervisory Roles	2	1

TOTAL CREDIT HOUR 2

15.2 POSTGRADUATE

YEAR OF SEMESTER	SEMESTER (1/2)	SUBJECT CODE	NAME OF SUBJECT	CREDIT HOUR	SECTION
20232024	2	PBSA2343	Global Innovation and Entrepreneurship	3	01
20212022	1	MBSA2313	New Venture Creation	3	1
20212022	1	MBSA2313	New Venture Creation	3	17
20212022	1	MBSA2313	New Venture Creation	3	50 (ODL)
20212022	1	MBSA2313	New Venture Creation	3	52 (ODL)
20202021	2	MBSA2313	New Venture Creation	3	1
20202021	2	MBSA2313	New Venture Creation	3	3
20202021	2	MBSA2313	New Venture Creation	3	18
20202021	2	MBSA2313	New Venture Creation	3	50 (ODL)
20202021	1	MBSA2313	New Venture Creation	3	1
20202021	1	MBSA2313	New Venture Creation	3	2
20202021	1	MBSA2313	New Venture Creation	3	16
20202021	1	MRSE2143	Entrepreneurship and New Venture Creation	3	5
20182019	1	MBSA2313	New Venture Creation	3	2
20182019	1	MBSA2313	New Venture Creation	3	8
20182019	1	MBSA2313	New Venture Creation	3	1
20182019	2	MBSA2313	New Venture Creation	3	0

20172018	1	MBSA2313	New Venture Creation	3	2
20172018	1	MBSA2313	New Venture Creation	3	4
20172018	1	MBSA2313	New Venture Creation	3	6
20172018	2	MBSA2313	New Venture Creation	3	2
20172018	2	MBSA2313	New Venture Creation	3	7
20162017	1	MBSA2313	New Venture Creation	3	2
20162017	1	MBSA2313	New Venture Creation	3	3
20162017	3	MBSA2313	New Venture Creation	3	6
20162017	3	MBSA2313	New Venture Creation	3	6
20152016	1	MBSA2313	New Venture Creation	3	2
20152016	2	MBSA2313	New Venture Creation	3	2
20142015	1	MRC1323	Entrepreneurship	3	2
20142015	1	MRC1323	Entrepreneurship	3	3
20142015	2	MRC1323	Entrepreneurship	3	2
20142015	2	MRC1323	Entrepreneurship	3	3
20132014	1	MRC1323	Entrepreneurship	3	3
20132014	1	MRC1323	Entrepreneurship	3	2
20132014	2	MBSA2313	Entrepreneurship	3	2
20132014	2	MRF0073	Project Paper	3	1
20122013	2	MRC1323	Entrepreneurship	3	2
20122013	2	MRF0073	Project Paper	3	1

TOTAL CREDIT HOUR 114

16.0 SUPERVISION

16.1 PHD STUDENTS

Main Supervisor

No	Name	Status (Graduated/ Ongoing)	Title	Registration Date
1	Renne Pramila A/P Punadi	Graduated	Motives, Resources and Business Model of Community-based Social Enterprises Growth in Malaysia	April 2014
2	Farsi, Suhad Ahmed M	Graduated	The Role of Goals, Decision Making, And Strategic Behavior Towards Performance of Family- Owned Enterprises	2024
3	Norshamsiah Binti Ibrahim	Graduated	Resource Allocation and Flexible Capabilities in Exploration and Exploitation in SME Family Firms	Feb 2015

4	Azlina Binti Mohamad	Ongoing (Data Analysis)	Digital Interactive Platforms And Small Medium Enterprises Smes Speed Internationalization	Sept 2017
5	Dania Ashfaq Hussain Shaikh	Done VIVA	Role of Rehabilitation Center and Human Resource department Toward Cancer Survivors Employees Return to Work In The Kingdom Of Saudi Arabia	Oct 2024
6	Ng Jui Hee	Ongoing	Mobile Commerce Strategy Proposition in Creating Value for Customers to Increase Purchase Motivation and Retail Sales	Oct 2021
7.	Aizuddin Bin Daut	Ongoing	Sustainability of Malaysian SME Family Firm: A Study in the Succession Strategic Decision Making	Mar 2023
8.	Engku Badreena Binti Engku Mohamad Zaki	Ongoing	The Effectiveness of Learning Management System (LMS) in Direct Selling Organization	Sept 2023

16.2 DBA STUDENT

Main Supervisor

No	Name	Status (Graduated/Ongoing)	Title	Registration Date
1	Mohd Zaki Bin Abdul Razak	Ongoing (PD corrections)	Innovating Entrepreneurial Education Towards Creating More Innovative Entrepreneurs In Malaysia	Sept 2019
2	Ahmad Bin Shafie	Graduated	Exploring Municipal Solid Waste Incineration Plants in Malaysia	Oct 2024

16.3 PHD CO SUPERVISOR

No	Name	Status (Graduated/On going)	Title	Date
1	Bebe Abu Bakar	Graduated	Mediating Enterprise Risk Management on Accountability in the Public Sector	Sept 2014
2	Chen Jian	Graduated	Marketing strategies to strengthen consumer continuous usage intention for mobile social networking applications	2016
3	Shahab Aziz	Graduated	Factors influencing intentions to purchase family takaful schemes in Pakistan, an extension of decomposed theory of planned behaviour	2016
4	Ahmad bin Khaliq	Graduated	A Critical Studies on the Waqf Unit Trust Model Feasibility as an Apparatus for Waqf Sustainability	2017
5	Leila Yazdani	Graduated	Venture Capital Internationalization Strategies of Small and Medium Firms in Malaysia	Sept 2014
6	Sara Foghani	Graduated	Cluster Based Industrial SMEs Development Strategies for Globalization in Malaysia	Sept 2011
7	Malar A/P Gunasegaran	Ongoing	Fraud Prevention and Detection Mechanisms In E-Procurement of Malaysian Public Sector	Oct 2020

16.4 MASTER STUDENTS

Master by Taught Course – Business Research Project/ Action Research (Main Supervisor)

No	Name	Status (Graduated/On going)	Title	Date
1	Nor Nai'Matul Farah Binti Nordin	On going	Examining The Impact of Social Media Marketing on Sales Performance of a Small Enterprise	2021

2	Deng Lincan	On going	Further Developing Overseas Markets of Khat Al Samaa by Building the High Quality Talents Team	2021
3	Susiana Binti Yusof	On going	The importance of the financial facility to their growth of start-up business in the nutrition food industry	2021
4	Nurshafira Binti Muhamad Noh	On going	Implementation of A Digitized Framework of Business Model Innovation to Improve Operation & Scalability	2020
5	Tarig Abdelrahman Mohamed Elamin	On going	Improving Business Operation by Enhancing Freelancers' Relationship for a Social Media Marketing Start-Up in Qatar	2020
6	Lee Pei Wah	On going	To Explore How to Expand the Company Scale by Product Diversification in Wioco Mothercare Sdn. Bhd.	2020
7	Chan Cheow Fah	On going	Using Social Media to Strengthen Public Awareness of Children De-Institution Reintegration Programme (DRP) in Malaysia	2020
8	Ain Nurkamilia Binti Kamarudin	On going	An Improvement of Burn-In Yield to Enhance Sales Revenue	2020
9	Norshiela Rapaie	Graduated	Gemalai Spa: Stay or Relocate	2019
10	Angela Loo Chiu Ching	Graduated	Riverside Seafood case	2019
11	Lee Borway	Graduated	The Impact of Facebook Marketing Influences SME in Johor Bahru, Malaysia	2019
12	Safiyatun Abu Talib	Graduated	Novijaya case	2019
13	Tan Kai Sin	Graduated	Chip Hoe Trading & Transport Agency case	2019
14	Mazita Abd Malek	Graduated	Poliklinik Mahkota Moving Forward	2018

15	Noraziah Abd Rahman	Graduated	Home Phototherapy Services For Neonatal Jaundice – FHP On Threat?	2018
16	Jegr Mohammed Mustafa Zebari	Graduated	The Role of Experiential Learning on The Entrepreneurial Intention	2018
17	Noor Linda Ibrahim	Graduated	Factor Affecting the Sustainability of the Family Business	2018
18	Indravathy a/p Morgan	Graduated	Women Entrepreneurs' Success Factors And Challenges in Malaysia	2018
19	Tan Chee Khoon	Graduated	The Role of Young Entrepreneurs' Attitude in Their Business Success And Challenges Faced When Register Halal Certificate in Food Industry Malaysia	2018
20	Goh Huei Shan	Graduate	Generation Y's Attitude Affect Banking Industry Workforce Malaysia	2018
21	Ng Jui Hee	Graduated	Omni Channel Management In Enriching Customer Shopping Journey And Experiences to Enhance Customer Satisfaction	2018
22	Fathiah Nabila Mohamad Daud	Graduated	The Types of Mentoring Support that Influence Students to be Involved in Entrepreneurial Activities	2017
23	Nurfatin Farhana Jamalludin	Graduated	The Brand-Building Efforts in Small-Medium Enterprise (SMEs)	2017
24	Nur Khaiyum Abizal Azizal	Graduated	Factors that Encourage Engineering Student are Interested in Entrepreneurial Activity	2017
25	Zurina Patrick	Graduated	Factors that Hinder Undergraduate Students From Starting a Business while Studying	2017
26	Ezzah Fatin Jemain	Graduated	Eryna J – A Blooming Career on Threat	2016

27	Engku Badreena Engku Mohamad Zaki	Graduated	Assessment of Effective Sales Training in Direct Sales Organization	2015
28	Kogeswaren Subpiah	Graduated	Managing and Evaluating the Challenges of Growth in Etan Tuition Centre	2015
29	Imran fazley Ibrahim	Graduated	Strategic Online marketing for HRS Carpet & Deco	2015
30	Ahmad Shukri Zaki Naziff	Graduated	Business Plan: Oliveherbs Series	2015
31	Tony Chong	Graduated	Manufacturing of Building Material – Evolution or Revolution	2015
32	Lenny Simbolon	Graduated	Synthomer Challenge In Rubber Glove Industry	2015
33	Nur Aidilia Suraya Roslan	Graduated	The Case of Putra Al-Mawashi Genetics Sdn. Bhd.	2015
34	Janet Pang	Graduated	The Case of Persona Kosmetik Sdn. Bhd.	2015
35	Azlina Binti Mohamad	Graduated	Learning And Experiencing From Mara Entrepreneur's Failure	2014
36	Khogila A/P Morgan	Graduated	Factor Influence Business Loss in Kulim Nursery SB	2014
37	Noorazah Binti Mohd Hussien	Graduated	Phyto Biznet Sdn Bhd Case	2014
38	Xu Kun	Graduated	China Railway Construction Corporation	2014
39	Zurina Binti Samsudin	Graduated	Proton Case	2014
40	Sri Ram Sivasambu	Graduated	LLP: Mitigating Delays in Construction Projects	2014
41	Hosein Rahmati	Graduated	An Investigation of Malaysian Consumers' Outshopping Motives from a Culture Perspective	2013
42	Siew Boon Tern	Graduated	Business Plan: Pirates' Café	2013

43	Nik Mohd. Fahim Muhaimin	Graduated	Tenage Nasional Berhad: The Light at End of Tunnel	2013
44	Khairulamisah Mat Said	Graduated	Business Plan: Extreme IT Solutions	2013
45	Mohd. Fahmi Kamarudin	Graduated	Business Plan: MIRZA Public Print Kiosk	2013
46	Mohd. Shafian Bin Kasim	Graduated	Supply Chain Risk Management (SCRM): Empirical Study in Felda Global Ventures	2013
47	Nurul Hanna Binti Mohd. Suhot	Graduated	Corporate Plan: Alami Indah Sdn. Bhd.; Business Plan of Frozen Food in Bukit Gambir, Muar, Johor	2012

17.0 UTM POSTGRADUATE EXAMINATION / VIVA

17.1 PHD - VIVA

NO	ROLE	NAME OF STUDENT	TITLE	YEAR
1	Assistant Chairman	Shamsul Razni	Self-Concept Related Consumer Value From Corporate Social Responsibility	2016

17.2 **PHD/DBA – PROPOSAL DEFENCE**

NO	ROLE	NAME OF STUDENT	TITLE	YEAR
1	Examiner	Budiyanto	A Framework of New Business Growth in a Malaysian Tape Adhesive Multinational Company	2021
2	Examiner	Mohd Firdaus	The Role of Network, Cluster and Ambidexterity on Farmer Participation in Green Fertilizer Technology	2021
3	Examiner	Sanzida	Strategic Entrepreneurship and SME Performance for The Perceived Entrepreneurial Ability of Women	2021
4	Examiner	Khalid	Genesis and Typology of Entrepreneurial Orientation Among Gen-Y	2021
5	Examiner	Shaza Aldairany	Antecedents and Outcomes of Philanthropic Attitude in the Syrian Conflict	2017
6	Examiner	Unnaisha Naina Mohamed	Management Development for Cross Culture Adjustment in Stimulating Knowledge Sharing Motivation Among Expatriates MNCs in Malaysia	2016
7	Examiner	Ahmad bin Khaliq	A Critical Studies on The Feasibility of Waqf Unit Trust Model as An Apparatus for Waqf Sustainability	2016
8	Examiner	Hartini Mad Arshad	Financial Incentives for Retention of Medical Doctor in the Rural Public Healthcare	2016
9	Examiner	Hassan Danial Aslam	Evaluation of MBA Program in the Context of Developing Countries	2016
10	Examiner	Noorlizawati Abd Rahim	Empowering Engineering Scientists With Entrepreneurial Characteristics to Become Academic Entrepreneur	2015
11	Examiner	Syarul Nizam Syariff	Developing Entrepreneurship Education Empirical Outcome from Malaysian Public Universities	2015
12	Chairman	Dzul Fahmi b Md Nordin	Exploring National Talent Retention	2014

			Through Value Proposition Influential Factors	
13	Examiner	Sara Foghani	Cluster Based Industrial SMEs Development Strategies for Globalization in Malaysia	2014
14	Chairman	Mohd. Azri Usman	Mediating Effect of Spiritual Leadership in the Relationship between Leader-Member Exchange and Emotional Intelligence	2014
15	Examiner	Shazlinda Md. Yusof	First Stage Evaluation titled "Leadership's Effect on Creativity and Innovation of Knowledge Workers in Japan	2013

17.3 **MASTER – GRADUATE BUSINESS PROJECT**

NO	ROLE	NAME OF STUDENT	TITLE	YEAR
1	Academic Reviewer	Affra Nadia Ab. Rahim	Knowledge, Awareness and Practices Regarding Needlestick Injury Among Doctors in Hospital Enche' Besar Hajjah Khalsom, Kluang, Johor	2021
2	Academic Reviewer	Nuzul Hakim Ahmad	Implementation of Lean Technique in Patient Admission Process from Emergency Department in Columbia Asia Hospital Tebrau	2021
3	Academic Reviewer	Toh Phang Teck	The Implementation of Lean Technique in Casemix Workflow in Hospital Sultan Ismail, Johor Bahru	2021
4	Academic Reviewer	Sujayah A/P Suthandiram	Theory-Based Interventions for Imatinib Mesylate Adherence Improvisation Amongst Chronic Myeloid Leukemia Patients	2021
5	Academic Reviewer	Zairis Zahira Binti Mior Zawari	A Study of Factor Influencing Adoption of Mobile Application Among Baby Boomers in Selangor During afraCovid-19 Pandemic	2021

6	Examiner	Koh Rui Jing	The Impact of Human Resource Management Practices Among Employee Performance in Manufacturing Sector in Malaysia	2017
7	Examiner	Salahuddin Ahmad bin Ayob	Linking Extrinsic Motivation and Purchase Intention of Ready-To-Eat Food Among Malaysian Urban Residents	2017
8	Examiner	Ng Chun Howe	Social Networking Sites Experience: Addiction and Disorder Among Youth in Malaysia	2017
9	Examiner	Murni Hariyanti Muslim	The Functions, Attributes and Challenges of Academic Leadership in Universiti Teknologi Malaysia	2015
10	Examiner	Renuka Devi Krishna Younee	Tender Procedure Failure at AKRYA Medical Centre: What Went Wrong?	2015
11	Examiner	Shaliana Sajuddin	Managing Employees' Performance Towards High Performing Organization	2014
12	Examiner	Syed Khairulazrin Syed Khairuddin.	Case of Malaysian Telecommunication Industry	2014
13	Examiner	Norzielah Ismail	Recycled Cooking Oil: Increase The Rate of Heart Disease and Cancer Patient	2014
14	Examiner	Sharmila Kaur d/o Darchand Singh	Build the Innovation Network in Texas Instruments Through Organizational Behaviour Changes	2014
15	Examiner	Leila Araghieh Farahani	Gender Differences in Student's Online Trading	2014
16	Examiner	Sousan Gharib	The Role of Intrinsic and Extrinsic Motivation to Employees Job Satisfaction and Performance: The Case of Semi-Conductor Industry	2014

17	Examiner	Ainaa Farhana Ramli	KFCH International College Towards Becoming a Leading Private Higher Education Institution: Student Recruitment Issues and Challengers	2014
18	Examiner	Nurdlyana Abd Rahman @ Haron	Technology Acceptance Model of Smartphone Utilization for Mobile Internet Social Network	2014

18.0 PUBLICATIONS

18.1 JOURNAL

NO	ARTICLE TITLE	JOURNAL TITLE	ISSN	Vol.	Issue	Page	Publication year	IF	Type of Publication	Category of Publication	Quartile Ranking	Category Author
1	Embracing Digital Interactive Platforms for Rapid Internationalization	Journal Of Southwest Jiaotong University	02582724	57	3	89-101	2022	-	Article	SCOPUS	-	Corresponding Author
2	The Relationship Between Brand Awareness, Brand Loyalty, Advertisement and Customer Purchase Decision Among Property Purchasers in Malaysia: A Conceptual Analysis	International Journal of Academic Research in Business & Social Sciences	22226990	12	4	187-194	2022	-	Article	ERA	-	Co-Author

3	Electricity Savings and Consumers' Behaviours Towards Electricity Consumption	International Journal of Academic Research in Accounting, Finance and Management Sciences	2225-8329	12	4	33-41	2022	-	Article	ERA	-	Co-Author
4	Well-Being In the Workplace: Unravelling the Determinants And Consequences Of Work Stress Presenteeism From The Perspective Of The Job Demands resources (JD-R) Model	Xinan Jiaotong Daxue Xuebao/Journal of Southwest Jiaotong University	0258-2724	3	57	1-13	2022	-	Article	SCOPUS	-	Co-Author
5	Willingness Of Healthcare Workers to Treat Covid-19 Patients During the Pandemic: Extended Theory of Planned Behavior	Problems And Perspectives in Management	1727-7051	20	4	210-223	2022	-	Article	SCOPUS	-	Co-Author

6	Exploring The Co-Creation of Small and Medium Enterprises, And Service Providers Enabled By Digital Interactive Platforms For Internationalization: A Case Study In Malaysia	Sustainability	2071-1050	14	23	16119	2022	-	Article	WOS	Q2	Corresponding Author
7	Factors Affecting Transactional Leadership Style At Engineering Sector In Malaysia	International Journal of Academic Research In Business And Social Sciences	2222-6990	12	7	327-334	2022	-	Article	ERA	-	Co-Author
8	The Role of Trust in The Digital Interactive Model for SME Speed Internationalisation	7th International Conference on Research and Innovation in Information Systems, ICRIIS 2021	-	-	-	-	2021	-	Article	SCOPUS	-	Corresponding Author

9	Timeliness of Quarterly Reports and Pandemic Disease	International Journal of Academic Research in Economics and Management	2226-3624	10	3	428-440	2021	-	Article	ERA	-	Co-Author
10	Factors Influence Malaysian Small-Medium Enterprise To Engage In Facebook Marketing	International Journal of Academic Research in Business And Social Sciences	2222-6990	11	11	686-695	2021	-	Article	ERA	-	Corresponding Author
11	Increasing Customer Satisfaction Through Omnichannel Retailing	International Journal of Academic Research in Business and Social Sciences	2222-6990	11	11	696-707	2021	-	Article	ERA	-	Corresponding Author

12	Factors Affecting Job Satisfaction Among Young Employees in The Information & Communications Technology Sector in Malaysia	The 2021 International Conference on Decision Aid Sciences and Applications (Dasa'21)	978-166541634-4	0	0	414-418	2021	-	Article	WOS Proceeding	-	Co-Author
13	Middle Eastern Immigrants' Satisfaction with Malaysian Healthcare	Business Management and Strategy	2157-6068	12	2	238-268	2021	-	Article	ERA	-	Co-Author
14	The link between green human resource management and green management practices in achieving green competitive advantage: the moderating role of stakeholder pressure	International Journal of Academic Research in Business And Social Sciences	2222-6990	11	8	1392-1401	2021	-	Article	ERA	-	Co-Author

15	Resource Allocation Between Exploration and Exploitation Strategies: A Case Study on a Malaysian SME Family Firm	International Journal of Entrepreneurial Venturing	1742-5360	12	4	355 - 375	2020	-	Article	ISI (ESCI) & SCOPUS	-	Corresponding author
16	Short-Term and Long-Term Entrepreneurial Intention Comparison between Pakistan and Vietnam	Sustainability	2071-1050	11	23	6529-6529	2019	2.592	Article	ISI (SSCI) & SCOPUS	Q2	Co-author
17	Digital Interactions and Internationalisation of Small, Medium Enterprises	International Journal of Recent Technology and Engineering	2277-3878	8	4	11029-11034	2019	-	Article	SCOPUS	-	UTM First Author
18	Risk Management Practices to Strengthen Public Sector Accountability	Asian Journal of Business and Accounting	2180-3137	12	1	1-40	2019	-	Article	ISI (ESCI) & SCOPUS	-	Co-Author

19	Factors Hindering Undergraduate Students from Starting a Business While Studying	International Journal of Academic Research in Business and Social Sciences	2222-6990	9	1	455-468	2019	-	Article	ERA	-	Corresponding author
20	Mentoring Supports for Engaging University Students in Entrepreneurship Activities	International Journal of Academic Research in Business and Social Sciences	2222-6990	9	1	443-454	2019	-	Article	ERA	-	Corresponding author
21	Exploration and Exploitation Strategies in SME Family Firms	International Journal of Academic Research In Business And Social Sciences	2222-6990	9	1	430-442	2019	-	Article	ERA	-	Corresponding author
22	Literature Review on Organizational Learning and Technological Innovation and Manufacturing Performance in Malaysia	International Journal of Academic Research in Business and Social Sciences	2222-6990	8	6	371-378	2019	-	Article	ERA		Co-Author

23	Exploring Lifelong Learning Outcomes Among Adult Learners via Goal Orientation and Information Literacy Self-Efficacy	International Journal of Evaluation and Research in Education	2252-8822	8	4	616-623	2019	-	Article	SCOPUS	-	Co-Author
24	Succession Management Practices and Employee Retention in The Property Industry: Evidence from Malaysia	International Journal of Scientific & Technology Research	2277-8616	8	10	1409-1412	2019	-	Article	SCOPUS	-	Co-Author
25	Foreign Consumers Purchasing Intention Towards Halal Product in Malaysia	International Journal of Engineering and Technology (UAE)	2227-524X	7	4.28	299-304	2018	-	Article	ERA	-	Co-Author
26	Learning Goal Orientation and Turnover Intention of the Malaysian Adult Students	International Journal of Human Resource Studies	2162-3058	8	2	201-215	2018	-	Article	ERA	-	Co-Author

27	Literature Review on Organizational Learning and Technological Innovation and Manufacturing Performance in Malaysia	International Journal of Academic Research in Business and Social Sciences	2222-6990	8	6	371-378	2018	-	Article	ERA	-	Co-Author
28	Linking Emotional Intelligence with Employee Pro Environmental Behavior	International Journal of Academic Research in Business and Social Sciences	2222-6990	8	2	502-522	2018	-	Article	ERA		Co-Author
29	Factors Influencing Employee Job Satisfaction: A Conceptual Analysis	International Journal of Academic Research in Business and Social Sciences	2222-6990	8	6	331-340	2018	-	Article	ERA		Co-Author
30	Determinants of Innovative Performance in the Service Industry: A Review	International Journal of Academic Research in Business and Social Sciences	2222-6990	8	6	379-388	2018	-	Article	ERA	-	Co-Author

31	Learning Goal Orientation and Turnover Intention of The Malaysian Adult Students	International Journal of Human Resource Studies	2162-3058	8	2	201-215	2018	-	Article	ERA	-	Co-Author
32	Effective Sales Training in a Direct Selling Organization	Advanced Science Letter	1936-6612	23	4	3021-3024	2017	-	Article	SCOPUS	-	Corresponding author
33	The Role of Management Capabilities on Entrepreneurial Orientation and Firm Growth Relationship	Advanced Science Letter	1936-6612	23	4		2017	-	Article	SCOPUS-		UTM First Author
34	Family Firm Behaviour and Resources, Exploration and Exploitation Strategies toward Innovation in Family Business	Advanced Science Letter	1936-6612	23	4	2791-2794	2017	-	Article	SCOPUS	-	UTM First Author

35	Motivating Factors Contributing to Young Social Entrepreneurs' Intention to Start Social Activities	Advanced Science Letter	1936-6612	23	4	2787-2790	2017	-	Article	SCOPUS	-	UTM First Author
36	The Perception of Muslim on Family Takaful Scheme Participation in Malaysia: A Qualitative Study	Advanced Science Letter	1936-6612	23	4	3037-3041	2017	-	Article	SCOPUS	-	Co-Author
37	Employee Engagement and Turnover Intention: An Empirical Investigation in The Plantation Industry	Advanced Science Letter	1936-6612	23	4	3046-3048	2017	-	Article	SCOPUS		Co-Author
38	A Proposed Framework of Academic Staff Up-Take in Integrating E-Learning in The Education Delivery.	International Journal of Academic Research in Business and Social Sciences	2222-6990	7	11	345-355	2017	-	Article	ERA		Co-Author
39	Does Liquidity Affect Profitability?	Advanced Science Letters	1936-6612	22	12	4506-4508	2016	-	Article	SCOPUS	-	Co-Author

40	Business Discontinuity Among Small and Medium Enterprises	Advanced Science Letter	1936- 6612	21	6	1763-1766	2015	-	Article	SCOPUS	-	Corresponding author
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H INDEX :

3 (SCOPUS) / 9 (GOOGLE SCHOLAR)

18.2 PROCEEDINGS/CONFERENCE

- i) Adriana M.R. and Khairul Akmaliah A. Resource construction in social enterprises: The role of Entrepreneurial Bricolage. International Virtual Conference on Management and Economics (IVCME 2020), Lithuania, 29 May 2020.
- ii) Adriana M.R., Khairul Akmaliah A., Renne Pramila P. and Musli S. Youth Intention to Initiate Social Entrepreneurship Activities: A Case Study of a Malaysian Social Enterprise. International Virtual Conference on Management and Economics (IVCME 2020), Lithuania, 29 May 2020.
- iii) Theresa H.C.F., Rafidah O., Adriana M.R. and Chin M.Y., Challenges and Anticipation of Small and Medium Enterprises (SMEs) In Malaysia, Proc. 2nd International Conference on Business, Management and Social Science 2019, Kuala Lumpur 28-30 June 2019.
- iv) Muhammad Fakhrullah Haziq W., Maizaitulaidawati M.H., Harcharanjit M.S., Adriana, M.R. and Suzilawati K., How Does Ethics Contribute to Customer Satisfaction, Trust And Loyalty? A Study of Islamic Banks in Malaysia, Proc 2nd Korea International Conference on Humanities, Social Science and Business Studies (KIBSS), Crown Park Hotel, Seoul, 13-14 September 2018, pg. 4 (ISSN 9786025167287).
- v) Zarina P., Adriana M.R., Suzilawati K. and Ong C.H., Factors that Hinder Undergraduate Students from Venturing into Businesses While Studying, Proc. 5th International Conference On New Ideas In Management, Economics And Accounting, Paris, Perancis, 2 – 4 November 2018, pp. 1-2 (ISSN 9786098239003).
- vi) Asim N., Suzilawati K., Adriana M.R. and Rosmini O., A Conceptual Framework for Understanding Entrepreneurial Intention and Behaviour for Near and Distance Future, Proc. 5th International Conference On New Ideas in Management, Economics, and Accounting, Paris, Perancis, 2 - 4 November 2018, (ISSN 9786098239003).
- vii) Zarina A.S., Adriana M.R. and Maizaitulaidawati M.H., Impact of GST on Malaysian Listed Companies, Proc. The IISER Conference, Seoul, Korea 18-19 November 2018, (ISSN 9789388350617).
- viii) Zarina A.S., Zukarnain Z., Adriana M.R., Nazimah H., Farzana Q., Rosillah J., Nor Raihana M.A. and Nomahaza M., Sales and tax to measure economy?, Proc. 3rd International Conference on Business, Management, Tourism and Hospitality BIZMATOUR 2017, Bandung, Indonesia, 28 November - 30 November 2017 (ISSN 19367317).
- ix) Norshamsiah I., Adriana M.R., Ong C H., Zarina A.S., Maizaitulaidawati M.H., Suzilawati K., Mas Bambang B. and Rosillah J., Exploration and

Exploitation Strategies in SME Family Firms, Proceeding of International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, (ISBN 9786025014109).

- x) Ungku Norulkamar U.A., Ong C.H., Adriana M.R. and Tan O.K., A Study of Affective Commitment, Job Satisfaction and Customer-Oriented Behavior among Malaysian Nurses, Proceeding of International Conference on Innovation In Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, (ISBN 9786025014109).
- xi) Maizaitulaidawati M.H., Suzilawati K., Adriana M.R., Harcharanjit M.S. and Rahayu T., Generation Y Employees: An Examination of Work Turnover in the Islamic Banking Industry, Proceeding of International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017. (ISBN 9786025014109).
- xii) Chen Jian, Suzilawati K., Adriana M.R., Maizaitulaidawati M.H. and Mas Bambang B., Review and Prospect of Chinese and Foreign Entrepreneurship Research, Proceeding of International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, pp.75-79 (ISBN 9786025014109).
- xiii) Asim N., Suzilawati K., Puteri Nor Ellyza N., Adriana M.R., Maizaitulaidawati M.H. and Rosillah J., Critical Reflections: Women Empowerment in the Context of Pakistan. Proceeding of International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, (ISBN 9786025014109).
- xiv) Deborah O., Rosillah J., Adriana M.R., Suzilawati K., Maizaitulaidawati M.H. and Mas Bambang B., Investigating the Moderating Effect of Transformational Leadership, Job Design and Employee Engagement on Technostress and Job Satisfaction among Nigerian Bankers, Proceeding of International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, pp. 183-186 (ISBN 9786025014109).
- xv) Maizatulaidawati M.H, Suzilawati K., Adriana M.R., Rahayu T. and Harcharanjit S., Generation Y Employee: An Examination of Work Turnover in the Islamic Banking Industry, Proc. International Conference on Management in Emerging Markets and International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, pp. 154-157 (ISBN 9786025014109).
- xvi) Noraini I., Maizaitulaidawati M.H., Hariz Akmal H.S., Izzaamirah I., Suzilawati K. and Adriana M.R., What Affects Profitability of Insurance Companies? A Study in Malaysia, Proceeding of International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, pp. 489-492 (ISBN 9786025014109).

- xvii) Norshamsiah I., Adriana M.R, Ong C.H., Zarina A.S., Maizaitulaidawati M.H., Suzilawati K., Mas Bambang B. and Rosillah J., Exploration and Exploitation Strategies in SME Family Firms, Proceeding of International Conference on Innovation in Business and Strategy (ICIBS 2017), Bali, Indonesia, 26 July - 28 July 2017, pp. 741-745 (ISBN 9786025014109).
- xviii) Khadijah Syarina I., Nomahaza M., Adriana M.R., Zarina A.S. and Mohd Faiq A.Z, The Moderating Effect of Past Experience on the Relationship Between Behavioural Intention on Mobile Learning Adoption, Proc. International Conference on Innovation in Business and Strategy, Universiti Teknologi Malaysia, Kuala Lumpur, 1 - 3 November 2016.
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19.0 PLENARY/CHAIRPERSON/ORAL POSTER PRESENTER/KEYNOTE ADDRESS / INVITED GUEST SPEAKER

NO	ROLE	TITLE OF PROGRAMME	DATE	LOCATION
1	Invited guest speaker	DSR Workshop: Introduction to Qualitative Research	29 December 2022	University of Business and Technology, Jeddah, Saudi Arabia (Online)
2	Invited guest speaker	DSR Workshop: Formulating Research Problem	10 November 2022	University of Business and Technology, Jeddah, Saudi Arabia (Online)
3	Speaker	AHIBS Online Global Class. ECommerce and Digital Business – Case Study Oman	18 June 2022	AHIBS Online Global Class.
4	Invited guest speaker	Entrepreneurship Beyond Boundaries: <i>Goes Digital</i>	20-26 February 2020	University of Business and Technology, Jeddah, Saudi Arabia
5	Facilitator/Guest speaker	Qualitative Research Workshop	22-30 January 2019	Universiti Sains Islam Malaysia (USIM), Nilai
6	Invited guest speaker/facilitator	Entrepreneurship Beyond Boundaries	25 Nov 2017- 31 Jan 2018	UTM AHIBS, KL

20.0 COPYRIGHT

No.	Name	Status of Copyright	Role
1	Interview Protocol on The Growth of Community-Based Social Enterprises in Malaysia	Copyright No MyIPO LY2021E03214 (2021)	Main inventor
2	Developing Market Survey Questions	LY2021E03380 (2021)	Main inventor
3	Interview Protocol for a Framework for Digital Interactive Platforms among Small Medium Enterprises Internationalization	LY2021E03381 (2021)	Main inventor
4	New Venture Creation Module	LY2021E02631 (2021)	Main inventor
5	Exploration and Exploitation Strategies Interview Protocol	LY2021E03383 (2021)	Main inventor
6	Building And Writing a Good Hypothesis	Reference No IP/CR/01905 (2021)	Co-inventor
7	Interview Protocol for Resource Construction in Social Enterprises	LY2020003457 (2020)	Main inventor
8	Factors Contributing to Malaysian Youth Intention to be Involved in Social Entrepreneurship Activities	LY2020003456 (2020)	Main inventor
9	Interview Protocol: Manufacturing SMEs Post COVID-19 Impact and Readiness	Reference No IP/CR/00490 (2020)	Co-inventor
10	Interview Protocol in Assessing the Perception of E-wallet among Micro Enterprises in Malaysia	Reference No IP/CR/00262 (2020)	Co-inventor
11	Interview Protocol - Financial Challenges Faced by Chinese Small and Medium Enterprises (SMEs)	Reference No IP/CR/2019/0230 (2019)	Co-inventor
12	Interview Protocol on Generation Y Attitudes and Banking Industry Turnover	LY2019002183 (2018)	Main inventor
13	Interview Protocol on Brand Building Efforts of SMEs	LY2019002143 (2018)	Main inventor
14	Interview Protocol for Mentoring Student Entrepreneurs	LY2019002167 (2018)	Main inventor

15	Interview Protocol: Factors That Hinder Undergraduate Students from Starting a Business While Studying	LY2019002168 (2018)	Main inventor
16	Interview Protocol: Factors Affecting the Sustainability of a Family Business	LY2019002169 (2018)	Main inventor
17	Interview Protocol for Women Entrepreneurs Success Factors and Challenges in Malaysia	LY2018006124 (2018)	Main inventor
18	Interview Protocol for Omni Channel Management in Enhancing Customer Satisfaction	LY2018006187 (2018)	Main inventor
19	Interview Protocol: Supply Chain Risk Management for Oil Palm Industry	LY2018001339 (2017)	Main inventor
20	Interview Protocol: Restarting After Business Discontinuity Among SMEs	LY2018001340 (2017)	Main inventor
21	Interview Protocol for Exploring Youth Intention to Initiate Social Entrepreneurship Activities	LY2018001344 (2017)	Main Inventor
22	Flexibility-Resource Construction Model	LY2016003781 (2016)	Main Inventor
23	Taxonomy of Flexibility-Resource Construction	LY2016003779 (2016)	Main Inventor
24	Interview Protocol for Resource Construction in Technology-based Firms	LY2016003777 (2016)	Main Inventor
25	My Exciting PhD Journey! (Guideline for PhD Research in First Semester)	Reference No IP/CR/2016/1838 (2016)	Co-inventor