

Basheer Alhaimi
Assistant Professor of Management (Strategy & Technology Management)



External Relations & Global Manager

Scholar Name: Basheer Al-haimi

Current Address: No. 016 – UTM Scholars' Inn ,Kuala Lumpur, Malaysia

Date of Birth: 02/04/1988

Language Proficiency: Arabic, English, and Malay

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Core Competencies

- ❖ Excellent academic qualification maintaining first-class honor in all my academic stages (primary school, secondary school, high school, undergraduate and postgraduate degrees).
- ❖ Have great and professional skills in teaching the following managerial and technological courses including **Strategic Management, Leading Talent in organization, Managing Organization and People, International Business, Digital Transformation Technologies, Marketing Strategy, Digital Marketing, , Negotiation Strategies, IT Transformational for Organizations, Design Thinking and Business Information System)**
- ❖ **Supervising 19 PhDs, 7 DBAs and 20 MBAs. Graduated 15 under my supervision.**
- ❖ **Keynote Speaker at many conferences (Malaysia – Bahrain-Russia – Yemen-Singapore)**
- ❖ **Excellent research skills** that have resulted in producing more than **35 articles** (ISI Q1, Scopus, conference proceedings) and the best paper awards.
- ❖ **Coach and trainer** (Strategies, Digital Marketing, Leadership and Negotiation, Teaching Methods, communication skills, business writing skills, Teaching & Writing Case studies, AI in Education and Organizations).
- ❖ Very enthusiastic, passionate, and eager to learn new things expand knowledge, and improve skills.
- ❖ Excellent presentation, communication, and people management skills; and experience lecturing to large audiences.
- ❖ Excellent leadership skills that have made me lead international students society during my undergraduate and postgraduate studies.

Qualification

- ❖ **Ph.D. degree in Management at Universiti Malaysia Pahang, (September 2019). Thesis: "Strategies for Building World-Class Universities in Yemen with Specific Reference to the Malaysian Experience"**
- ❖ **Master of Science (Information Technology-Management), with Excellent Grade: First-Class Honours (CGPA 3.84/ 4.00) at Universiti Teknologi Malaysia, Johor**

Bahru, Malaysia - (September 2013). **Theis: " E-government service model in improving e-services for Ministry of Higher Education and Scientific Research in Yemen**

- ❖ **Bachelor Degree** in Computer Science (Software Engineering), with Excellent Grade: First Class Honours (**CGPA 3.56/ 4.00**) at Universiti Teknologi Malaysia (UTM), Johor Bahru, Malaysia (March 2012). **Project: "Web-based student information system for Yemen Culture attaché in Malaysia"**

Employment and Professional Experience History

Job Title	Date Joined
Senior Lecturer at Azman Hashim International Business School, UTM, Malaysia. 1.2 External Relations & Global (15 / 4/ 2025) 1.3 IT-Manager for (MBA-ODL) 1.4 Project consultant for AHIBS Executive Certificate Series.	October2022-Ongoing
Programs' Coordinator (Consultation) , Economic Faculty, Oxus University, Uzbekistan	March 2024 -September 2024
Business consultant to many start-up firms	2021-Ongoing
Business Development Manager (Acting Executive Manager) at Naya Najd Real Estate Development Company (Riyadh-Saudi Arabia).	August 2021-October 2022
Postdoctoral Fellow at University Malaysia Kelantan (Remotely)	July 2021- 30 June 2022
Marketing Manager and Business Analyst at Pacific Super Links SDN.BHD .	April -December 2020
Teaching assistant at University Malaysia Pahang. Subjects taught: Management Information System	2016-2017
Lecturer at Limkokwing University in Sana'a: Subjects taught: Software Engineering, Requirement Engineering and Management Information System.	1/1/2014 to 1/1/2015
Lecturer at Yemeni Jordanian University in Sana'a: Subjects taught: Strategic Management, Management Information System, Research Methodology and Database systems.	1/6/2014 to 1/1/2015
Executive Manager at Excellence company for educational services.	2/2/2014 to 30/9/2014

Taught courses (Taught Postgraduate -MBA & DBA)

Strategic Management, Leading Talent in organization, Managing Organization and People, International Business, Digital Transformation Technologies, Marketing Strategy, Digital Marketing, , Negotiation Strategies, IT Transformational for Organizations, and Business Information System)

Research Interest

My research interests include: **Strategies and Governance, Human and organizational development, Agile Government, Sustainability Development Goals, Technology Management, and higher education studies.**

Scholarship and Grants Awarded

- ❖ Research Grant: Azman Hashim Industry Grant 2024.
- ❖ PhD Degree Scholarship award from Ministry of Higher Education Yemen Ministry of Higher Education Yemen (2015 – 2018).
- ❖ Graduate Research Scheme (GRS) Scholarship from Universiti Malaysia Pahang (2016 –, 2018).
- ❖ Postgraduate Research Grants Scheme (PGRS) from Universiti Malaysia Pahang (2017 –, 2018).
- ❖ Bachelor Degree Scholarship award from Ministry of Higher Education Yemen (2007 – 2012).
- ❖ Master Degree Scholarship award from Ministry of Higher Education Yemen (2012 – 2013).

Academic Activities

No	Activity Name	Date
1.	Keynote Speaker: AI in Digital Economy : ASEAN Insights and Future Ready Skills in Global Business Education.	21 August 2025
2.	Keynote Speaker: Digital Transformation in Healthcare- Singapore	June2025
3.	Speaker AHIBS Open day : FUTURE-PROOFING CAREERS-Malaysia	28 /12/2024
4.	Keynote Speaker: Empowering Digital Economy Through AI -First Economic Conference in Yemen .	15 -10-2024
5.	Keynote Speaker: ASEAN DIGITAL ECONOMY – Malaysia	July 2024
6.	Speaker at the 17 th AGBA conference. Title: Building Digital Talents in Workforce Development: Where do Busines Schools Stand?	2-4 August 2021
7.	Speaker at World Leader Summit. Title: Artificial Intelligence and Big Data Analytics in Higher Education. Online	5 th -10 th /11/2021
8.	Speaker at the QS-MAPLE2020 conference. Title: Strategies for Building world-class universities in middle Eastern Countries. Bahrin	16-17 September 2020
9.	Speaker at Students Representative Council -Malaysia. Title: Academic Skills for University Success (Digital literacy, problem-solving and critical thinking skills).	02/11/2020
10.	Reviewer for many conferences and Journals.	2019-ongoing
11.	Editor -Journal of Information Technology and Computing.	December 2020

Professional Academic Certificates

No	Course name	University approved
1.	Teaching and Learning Methods	Trained by Harvard Business School Professors
2.	Project Management Professional (PMP).	Technical and Vocational Training
3.	Initiating and Planning	University of California Irvine -USA
4.	Introduction to Data Analytics for Business	University of Colorado Boulder
5.	Negotiation Skills	MACQUARIE University - Australia
6.	Business Intelligence Concepts, Tools, and Applications	University of Colorado System
7.	Strategic Management	Copenhagen Business School
8.	Business Strategy	University of Virginia
9.	Leadership in 21st Century Organizations	Copenhagen Business School
10.	Marketing Strategy (Market Research and Consumer Behavior)	IE Business School. Spain
11.	Marketing Strategy (Positioning: What you need for a successful Marketing Strategy).	IE Business School. Spain
12.	Marketing Strategy (Marketing Mix Fundamentals)	IE Business School. Spain
13.	Marketing Strategy (The Marketing Plan)	IE Business School. Spain
14.	Global Diplomacy-Diplomacy in the Modern World	University of London

Practical Experiences and Activities

Yemen cultural attaché representative at UMP	2015-2017
President of International Students Association -UMP	2015-2017
President of Yemen student society in UTM	2008-2012
Vice president of ISS UTM	2009-2010
Representative of Yemen Culture attaché at UTM	2010-2012
Head of organizing events	2008-2012
Executive manager at “Excellence Company” for Educational services	2013-2014

Certificates and Awards

Certificate	Date
Faculty Dean List	2008-2012(all semesters)
Appreciation certificate from Deputy Vice Chancellor, University Technology Malaysia.	2010
Event and activities organizer	2008,2009,2010,2011
Yemen embassy certificates as one of top Yemeni students in academic part.	2010
Appreciation from the ministry of higher education Malaysia	2010
Appreciation from deputy vice chancellor prof Azri bin Qasem as a coordinator between Yemen embassy and University Technology Malaysia.	2013
Certificate of Appreciation as Executive Committee of Postgraduate Association at University Malaysia Pahang - 2016.	2016
First Place Winner of 3 Minutes Competition at Faculty of Industrial Management, University Malaysia Pahang – January 2017.	January 2017
Winner of 3MT at University Malaysia Pahang (University Level)	27 March 2017
Best paper awards at Academic Global Business Advancement (AGBA) conference held in India 2-4 July 2019.	2 July 2019

Conferences & Workshops

No	Conference	Date
1.	2nd Conference on Governance and Integrity.	19-20 August 2019
2.	AGBA's 16th global conference (Delhi –India).	2-4 July 2019
3.	6th Global Higher Education Forum (Malaysia).	8-10 October 2018
4.	4th Asian International Multidisciplinary Conference (Malaysia).	12-14 December 2018
5.	The 42nd Federation of ASEAN Economic Association (FAEA) Conference (Malaysia).	5th-8th December 2017
6.	Asian International Multidisciplinary Conference (Malaysia).	1-2 May 2017
7.	First Governance and Integrity Conference (Malaysia).	3-4 April 2017
8.	National Conference for Postgraduate Research (Malaysia).	24-25 Sep 2016
9.	Asian Higher Education Summit (Malaysia)	28-29 November 2016
10.	Regional students' leadership summit (Malaysia).	10–15 November 2015
No	Workshops	Date
1.	Talent Development As A University Mission (Ministry of Higher Education Malaysia)	8-10 October 2018
2.	Advanced PLS-SEM with Professor Joe F.Hair	22 January 2018
3.	Intermediate SMART PLS 3.0 with Dr Mohammed Imran -UTM	29-30 April 2017
4.	Intermediate SMART PLS 3.0 with Professor Ramayah	11-12 November 2017
5.	SEM using SMART PLS 3.0 with Professor Ramayah	20-21 January 2018
6.	Development of Outcome Based Education Programs and Courses. Ass.Prof. DR Mohammed Alshargabi	10-11 July 2018
	Entrepreneurial Workshop at Malaysian Global Innovation –Malaysia	10 January 2020

Publications

Published : More than 30 articles

Accepted & Under review = 8 Articles in Scopus and Web of Science

Google Scholar

<https://scholar.google.com/citations?user=ra-ymZQAAAAJ&hl=en>

Referees

No	Name	Position	Contact
1	Professor Dr. Daing Nasir bin Daing Ibrahim	Professor and former Vice-chancellor University Malaysia Pahang. Rector , OXUS University.	Daingnasir1955@gmail.com
2	Professor Dr. Zafar U.Ahmed	Professor & CEO	zafaruahmed@gmail.com
3	Dr. Fadhl Mohammed Hujainah	Associate Researcher at Chalmers , University of Gothenburge, Sweden.	fadelhogina@gmail.com