

Profile



Abu Bakar Sade *PhD, MCIM(UK)*

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Prof Dr Abu Bakar Sade has about 10 years of managerial experience with high technology industries. Companies served were Intel, Fujitsu, Time Dot.com and Fibrecom. He joined the academia serving Universiti Tenaga Nasional (UNITEN) in 1998 as a Senior Lecturer and was promoted twice to Principal Lecturer and then Associate Professor. He was the Chief Executive, DRB-HICOM University (formerly International College of Automotive). Prior to that, he was the Director, Graduate Institute of Management after serving as the Dean of Research (Management) at Multimedia University (MMU), Cyberjaya, Malaysia. He is the immediate past Director (Thesis Programmes) of Putra Business School-Universiti Putra Malaysia (UPM); and was the Head of Postgraduate Studies & Research at UCSI University. He was also selected as a member of the PEMANDU (Performance & Delivery Unit under the Prime Minister Department) Education Lab working on the National Key Economic Areas (NKEA); Economic Transformation Programme (ETP).

He has published for journals and conferences in the areas related to technology marketing and management. His research interests are in technology marketing strategy, international marketing, and services marketing. “Insights Into Technology Roles in Fulfilling Market Demands” is his latest book published by Universiti Malaya Press. He has supervised and completed doctoral research projects and lead research projects funded by the Ministry of Science, Technology, and Innovation, Malaysia; National Biotechnology Directorate; and Malaysian Technology Development Corporation (MTDC). A university spin-off company he setup to commercialize biotechnology was awarded commercialization grant from Malaysian Technology Development Corporation (MTDC).

His professional and international recognition includes a selected member of The Chartered Institute of Marketing (CIM), UK; appointed as adjunct senior research fellow at International Graduate School of Business, University of South Australia (UNISA), which is accredited by the European Quality Improvement System (EQUIS); as external examiner for doctoral and master theses; and as reviewer for journal manuscripts. Recently, he was appointed as a member of Universiti Teknologi Petronas Accreditation Council.

He earned his PhD (Marketing) and MBA (International Business) degrees from University of Strathclyde, and his BBA (double major: Business Administration & Computer Science) degree from Central State University, Oklahoma, USA. He was selected and attended the Harvard’s Advanced Senior Management Program under Ministry of Education sponsorship. He also has a diploma in medical laboratory technology from the Institute for Medical Research (IMR), Kuala Lumpur.

Blessed with a good family life; he enjoys tennis, gym workouts, reading, and outdoor travelling.