

PROF. DR. AZMAWANI ABD RAHMAN

Professor Dr. Azmawani Abd Rahman is the President and chief executive officer of Putra Business School (PBS), Malaysia.

She obtained her B.Sc. in finance from the University of South Alabama in the United States, her M.Sc. in management from Universiti Putra Malaysia (UPM), and her doctorate in management from Aston University in the United Kingdom.

Azmawani has extensive managerial and leadership experience in both the commercial and higher education sectors. She has served as the Director of Corporate Strategy and Communication Office at UPM, where she was responsible for various key university functions, including media and public relations, university world rankings and ratings, strategic communication, strategic directions, risk management, and key performances. Prior to that, she served as the Deputy Dean and Head of Department, as well as Deputy Director at the UPM Research Management Center.

She also led various national and international research and consultation projects. She has published in more than 100 citation-indexed international journals. Azmawani actively participates in the industry through her work as a trainer, advisor, assessor, and consultant. She now serves on the Malaysia Franchise Association (MFA) as the main Committee. She has served as the chairman of the renowned Malaysian Franchise Award and chairman for the Franchise International Conference.

Through her comments and writings, she has made more than 80 appearances in the mainstream media (TV, newspaper, radio).