

CURRICULUM VITAE

DR. WAN FADZILAH BINTI WAN YUSOFF, *Professor*

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Brief Profile

Dr. Wan Fadzilah Wan Yusoff is currently a Professor of Strategic Management Accounting at Putra Business School (PBS). She is also Manager of Research Manager Centre at PBS. On the industrial front, she has been appointed as the Regional Director of Innermetrix International, UK representing its office in South East Asia Region since 2016.

Her past academic employment was as a Professor and founding Dean of the Graduate School of Management, Multimedia University (MMU). Prior to that, she was Dean of the Faculty of Management. Those positions enabled her to be very actively involved in academic management, internationalization initiatives and university-industry engagement. She graduated with a PhD degree from University Sains Malaysia where her doctoral research was honoured with the best thesis award. Her first foray into the academia was in 1998 when she joined Universiti Tenaga Nasional (Uniten) after 17 years in the finance and banking sector holding various managerial positions. Such experience has enabled Professor Wan Fadzilah to establish and maintain a close link with the industry. Among the significant relevant industry experiences were as a financial analyst in a commercial bank's finance division preparing group annual accounts, a corporate trainer and a project manager for an international consulting firm. She has also managed to bring diversity into her teaching approach by incorporating both theory and practice in her lectures, especially when teaching courses at postgraduate levels.

Prof. Wan Fadzilah was exposed to training and consultancy work rather early in her career when she was selected to participate in projects involving credit management, change management and business process reengineering with a reputable international consultancy firm A.T. Kearney, Inc., USA. Her consultancy opportunities continued to thrive after she joined Uniten where she was consulted on regular basis in the areas of customer satisfaction and employee engagement studies.

As an active researcher, she has lead several research projects funded by IRPA, ERGS, FRGS, CIMA Centre of Excellence South East Asia and internal grants. The results from various researches were presented at international conferences and published in reputable journals. Her areas of research interest include performance measurement, intellectual capital, human capital, social capital, sustainability management and strategy.

1.0 EDUCATIONAL QUALIFICATIONS:

Year	Degree	University
2004	Doctor of Philosophy	Universiti Sains Malaysia
1986	Master of Business Administration	Morehead State University Kentucky, USA
1985	Bachelor of Business Administration (Accounting)	University of Oklahoma Norman, Oklahoma, USA

2.0 OTHER RELEVANT QUALIFICATIONS

Year	Certificate	Awarding Body
1991	Train-the-Tainer	Thames Valley University United Kingdom
1997	Dealers' Representative License	Securities Commission Malaysia
2000	Train-the-Trainer	Human Resource Development Council Ministry of Human Resources
2001	Sijil Penterjemahan Am (General Translation Certificate)	Malaysian Institute of Translation
2007	Module Writing Certificate	Open University Malaysia
2015	Train-the-Trainer	Institute of Certified Management Accountants, Australia
2016	Train-the Trainer	Centre for Entrepreneur Development and Research, SME Bank
2017	Train-the-Trainer	Pembangunan Sumber Manusia Berhad

3.0 SIGNIFICANT DISTINCTIONS / AWARDS

No	Awards title	Level	Awarding Body	Date of awards
1.	Best Thesis Award	National	Universiti Sains Malaysia	2004
2.	Education Leadership Award	International	5th Asia's Education Excellence Awards	2014

4.0 PRESENT and PREVIOUS APPOINTMENTS:

Year	Position/Designation	Employer
1 August 2018 – Present 1 September 2018 - Present	Professor Manager	Putra Business School Research Management Centre, PBS
1 March 2014 – 30 June 2018	Professor	Multimedia University
1 January 2012 – 28 Feb 2014	Dean / Professor Graduate School of Management	Multimedia University
15 Nov 2008 – 31 July 2011	Dean Faculty of Management	Multimedia University
1 July 2009	Associate Professor	Multimedia University
1 July 2008 – 14 Nov 2008	Deputy Dean Faculty of Management	Multimedia University
1 Feb 2008 – 30 June 2008	Professional President's Office	Multimedia University
1 July 2007 – 31 Jan 2008	Associate Professor Researcher/Analyst	Universiti Tenaga Nasional Strategic Planning Unit College of Graduate Studies
1 April 1998 – 30 June 2007	Senior Lecturer Consultant	Universiti Tenaga Nasional Uniten Consultancy Center
1 April 1996 – 31 March 1998	Dealer's Representative	RHB Securities Kuala Lumpur
1 May 1980 – March 1996	Credit Analyst Financial Analyst Manager Corporate Trainer (Accounting; Credit Management) Project Manager Project Consultant (Change Management; Business Process Reengineering)	Bank Bumiputra Malaysia Berhad (now CIMB Bank)

MAJOR CONTRIBUTIONS TO UNIVERSITY

- a. Coordinated the team that produced the Uniten R&D Roadmap.
- b. Coordinated the team that produced the MMU Research Roadmap.
- c. Implemented the SOPs for MBA and DBA programs in Faculty of Management, MMU.
- d. Established the Graduate Institute of Management in FOM.
- e. Facilitated active research collaborations with universities and institutes in the US, Germany, UK, Japan, China, Australia, Singapore and Korea. Activities included researcher-student exchanges, co-supervision of PhD students, and joint projects to develop new materials and industrial applications.
- f. Led to the team to obtain the accreditation for MMU DBA program.
- g. Instrumental in the developing and writing of Online MBA module and subsequently franchising it to international partners.
- h. Instrumental in franchising MBA program with international partners.
- i. Established the MMU Graduate School of Management.
- j. Introduced a new MBA program – Executive MBA.

5.0 TEACHING

1.1 In Putra Business School (1 August – present)

- a. Postgraduate
 - Research Methodology (PhD/MBA)

1.2 In Multimedia University (1 February 2008 – June 2018)

- a. Postgraduate
 - Advanced Accounting (DBA)
 - Research Methodology (DBA/PhD)
 - Case Methodology (DBA/PhD)
 - Management Consultancy (DBA)
 - Research Methodology (MBA)
 - Accounting for Managers (MBA)
 - Entrepreneurship (MBA)
 - Accounting and Finance for Managers (EMBA)

- a. Undergraduate
 - Accounting Theory
 - Research Methodology

1.3 In Universiti Tenaga Nasional from April 1998 – January 2008):

- a. Postgraduate program
 - Accounting and Finance for Managers
 - Managerial Finance
 - Management Information Systems
 - Strategic Management
- b. Undergraduate program
 - Introductory Financial Accounting I
 - Introductory Financial Accounting II
 - Intermediate Accounting
 - Accounting Theory and Practice
 - Management Accounting
 - Costing
 - Specialised Accounting
 - Computerised Accounting
 - Information Technology and Accounting Applications

1.4 On-going PhD Supervision

No. of PhD graduated	:	30
No. of MPhil graduated	:	0
On-going PhD supervision:		10
On-going MSc supervision:		1

6.0 JOURNAL PUBLICATIONS (Total: 90)

Recent publications

No.	Journal Title	Details on Journal	CIJ/WoS/SCOPUS	Date/Year of Journal Published
1	Journal of Asia Pacific Business	Wan Fadzilah W. Y., Raja Rizal Iskandar, R.H., Rahimi, R. & G. Marthandan, Sustainability of Franchise Entrepreneurship and the role of Trust	Q3	Under review
2	Global Business Review	Poon, W.C., Mohamad, O., Wan Fadzilah W. Y., Examining the Antecedents of Ambidextrous Behaviours in Promoting Creativity among SMEs in Malaysia https://doi.org/10.1177%2F0972150918779267	Q2	2018
3	Academy of Strategic Management Journal	Poon, W.C., Mohamad, O. Wan fadzilah W. Y., The Impact of Behavioral Complexity on Exploitative and Explorative Behavior Among Owner-Manager of SMEs in Malaysia, Vol. 17, Issue 1	Q4	2018
4	International Journal of Project Organisation and Management	Mahmoud Rajablu, Shabnam Hamdi, Govindan Marthandan, Wan Fadzilah Wan Yusoff, Managing for stakeholders: introducing stakeholder metrics-integrated model to lead project ethics and success, Vol. 9, Issue 1, Pages, 31-56	Q3	2017
5	SCIREA Journal of Management	Sabarudin Zakaria, Wan Fadzilah Wan Yusoff, Human Capital as a Strategic Imperative for Organizational Performance: How Relevant is Human Resource Contribution in Today's Digital Economy, Volume 1, Issue1, October 2016	Non-tiered	2016
6	The Journal of Developing Areas	Statistical and data mining methods in credit scoring, A Hooman, G Marthandan, WFW Yusoff, M Omid, S Karamizadeh, 50 (5), 371-381	Non-tiered	2016
7	Asian Social Science	Explaining Generation-Y Employees' Turnover in Malaysian Context, A Queiri, WFW Yusoff, N Dwaikat, 11 (10), 126	Q3	2015
8	Asian Social Science	Conceptual model of organizational trust and knowledge sharing behavior among multigenerational employees, B Samadi, CC Wei, S Seyfee, WFW Yusoff, 11 (9), 32	Q3	2015

9	Journal of Intellectual Capital	Exploring intellectual capital disclosure as a mediator for the relationship between IPO firm-specific characteristics and underpricing, Too, S W & Wan Yusoff, W F, 16(3), pp. 639 - 660	Q1	2015
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7.0 Conference Papers (Total: 42)

8.0 RESEARCH GRANTS OBTAINED (cumulative)

No.	Project Name	Size (RM)	Your Role (Principal Investigator, Member, etc)	Funder (MOHE, MOSTI, TM, etc)	Date Start & Date End
1	FRGS 2016-1	49000.00	PI	MOHE	Aug 2016 – December 2019
2	CIMA	GBP5000	PI	Chartered Institute of Management Accountants, UK	Jan 2015 – March 2016
3.	FRGS 2014-1	84500	Member	MOHE	Jan 2015 – March 2018
4.	FRGS 2013-1	35000	Member	MOHE	April 2013-March 2015
5.	FRGS 2013-2	72615	Member	MOHE	Oct 2013- June 2016
6	ERGS 2011-1	50000	PI	MOHE	June 2011- May 2013
7.	IRPA	80000	PI	MOSTI	July 2004 – June 2007

9.0 THESIS EXAMINER

PhD: 38

MBA: 60

Member of Viva Committee: 35

10.0 RESEARCH CONSULTANCY AND COMMERCIALIZATION:

(Technical Reports submitted to clients)

No.	Project Title	Role	Client	Amount (RM)
1.	Customers Satisfaction Study	Member	Tenaga Switchgear SdnBhd	30000
2.	Customers Satisfaction Study	Project Leader	InstitutLatihan Sultan Ahmad Shah	37000

3.	Employee Satisfaction Study	Member	TNB Transmission	35000
4.	Customer Satisfaction Study	Project Leader	Tenaga Switchgear SdnBhd	30000
5.	Employee Satisfaction Study	Project Leader	Tenaga Switchgear SdnBhd	20000
6.	Employee Satisfaction Study	Member	Tenaga Nasional Berhad	40000
7.	Employee Satisfaction Study	Project Leader	Malaysian Transformer SdnBhd	20000
8.	Competency Gap Analysis	Member	Malaysian Transformer SdnBhd	25000
9.	Employee Satisfaction Study	Project Leader	Malaysian Transformer SdnBhd	20000
10.	Market-Driven Branch Transformation Project	Member	Bank Bumiputra Malaysia Berhad	.90m
11.	Business Process Reengineering with A.T. Kearney, Inc. USA	Member	Bank Bumiputra Malaysia Berhad	2.4m

Education-based Training Consultancy

No.	Project Title	Client	Project Value (RM)
1.	Financial Management for Managers	Majuikan	15,000
2.	Basic Entrepreneurship	Colgate Palmolive Malaysia	15,000
3.	Development Program for Potential Bank Managers	Bank Bumiputra Malaysia Berhad	1.2m
4.	Development Program for Potential Officers	Bank Bumiputra Malaysia Berhad	.60m
5.	Training programs for bank officers and managers (3 times each annually): 1. Financial Accounting for Bank executives 2. Financial Statement Analysis for Credit Officers 3. Interpretation of Annual Accounts for Bank Managers	Bank Bumiputra Malaysia Berhad	180,000

Academic Recognition & Leadership (last 4 years)

Appointment	Organisation	Year
Steering Committee, Business Innovation and Engineering Conference	IPB University, Indonesia	2020
Board of Reviewer	Iranian Journal of Management Studies University of Tehran, Iran	2020
Board of Reviewer	Journal of Management Research University of Management and Technology, Pakistan	2020
Paper Reviewer	World Journal of Entrepreneurship, Management and Sustainable Development. Emerald Insight	2020
Board of Academic	Kolej Profesional Baitulmal Kuala Lumpur	2020 – 2022
Project Assessor	European Commision-Universiti Teknologi Malaysia for Erasmus Plus project	2019
Academic Advisor	Erican College Kuala Lumpur	2017 – present
Moderator, Specialised Financial Accounting Module	Open University Malaysia	2016
Speaker, Enhancement Program for Women Entrepreneur	MyWin Academy Berhad Prime Minister's Office	2016
Session Chair	11 th Annual London Business Research Conference	2016
Postgraduate Program Advisory Panel	Universiti Malaysia Kelantan	2016
PhD thesis examiner		On-going
Paper reviewer		On-going

Current University/Faculty Appointments

No.	Position* (Chairman/Committee /Member , etc	Name of Committee/Body/Society, etc	Date of Appointment	
			Date Start	Date End
1	Member	FOM Taskforce for Quality Assurance	1 Jan 2017	31 Dec 2017
2	Member	Academic Cluster Committee (Social Science – Professional)	April 2016	31 Dec 2017
3	Member	Peer Committee for Academic Promotion 2017	Aug 2017	Aug 2017