



Ts. Dr. Ahmad Shaharudin joined the academia quite late in his life. He began his career in the accounting field and has been in the banking and corporate sectors since 1988. Most of his involvements in the banking and corporate sectors were as an internal auditor and accounting professional. He had the experience of conducting internal audits and operational reviews in several industries such as banking, construction, shipbuilding, manufacturing and many more. He was also instrumental and had prepared business proposals for obtaining banking licenses in setting up commercial banks in several countries, such as Albania, Ghana and Guinea.

In 1999, he started his own MSC status company and was involved in his business full time since 2001. As an entrepreneur, he dealt with information and communication technologies. He supplied ADSL systems for home internet and sold satellite phones to local authorities. He also supplied to the international market, video-conferencing products and developed web-based applications of all-sorts for the public and private sector. He had delivered computing systems, software and digital contents to the Malaysian Administration and Modernisation Planning Unit (MAMPU), the National Library of Malaysia (PNM), the Malaysian Islamic Development Department (JAKIM) and many other government bodies in Malaysia. He was the principal researcher for a MOSTI-funded Technofund project "Semantic-based Multilingual Search & Retrieval System" to develop an ontology-based enterprise search engine in 2007.

In 2014, Ts. Dr. Ahmad Shaharudin joined Universiti Malaysia Kelantan (UMK) as an academic fellow and headed the UMK Entrepreneurship Institute (UMKEI). At UMKEI, he groomed university students and trained the surrounding people in Kelantan and East Coast of Malaysia to be entrepreneurs.

Ts. Dr. Ahmad Shaharudin completed his Doctor of Philosophy in Information Technology and Quantitative Sciences at the Universiti Teknologi MARA Malaysia (UiTM) in 2017. The title of his thesis was "Ontology-Based Islamic Banking Product Information for Informed Decision Making and Product Innovation". In his research, he developed a computer-based model (i.e., ontology) for Islamic banking products and tested the ontology so that it could be used by intelligent systems to differentiate Islamic banking products and facilitate the design of new Islamic banking products. Ts. Dr. Ahmad Shaharudin joined Putra Business School in 2018.

Professional Experience

PUTRA BUSINESS SCHOOL – SERI KEMBANGAN, MALAYSIA

2018 to Present

Senior Lecturer

Key Results:

- Teach the courses of Management Information Systems, Business Intelligence and Analytics Systems, Digital Business and Entrepreneurship, Financial Technology and Knowledge Management.
- Conducted research works related to management, technology and knowledge management.
- Produce publications in high impact journals.
- Coordinates Open and Distance Learning programme and courses.
- Establish relationship and network with external entities.

UNIVERSITI MALAYSIA KELANTAN – KOTA BHARU, MALAYSIA

2014 to 15 Jan 2018

Fellow – Faculty of Entrepreneurship and Business

Deputy Director – UMK Entrepreneurship Institute

Key Results:

- Taught entrepreneurship subjects which are made compulsory to the university's undergraduates; i.e. Foundations of Entrepreneurship, Entrepreneurial Behaviour, Corporate Entrepreneurship, Principles of Management and Management Information Systems.
- Responsible to lead, plan and organise the activities of the Entrepreneurship Institute of the university. The institute is a one-stop entrepreneurship centre of the university which monitor and organizes all entrepreneurial activities in the University, which include all faculties, centre and departments operating in the university.
- Conduct research works relating to entrepreneurship in the University.
- Produce publications in high impact journals.
- Establish relationship and network with external entities of the university.

ASHTECH SYSTEMS SDN BHD – BANGI, MALAYSIA

2002 to Present

Executive Director

Key Results:

- Responsible to head, plan and organise the research and development activities of the company which gained the MSC Malaysia status for its research areas in Semantic-based Search and Retrieval Systems.
- Prepared the proposal, planning and conducted research and development to produce the 'Semantic Based Search and Retrieval System' which was awarded a TechnoFund grant of RM1.5 million from the Ministry Of Science, Technology and Innovation of Malaysia (MOSTI). The project was awarded the Silver Medal in the International IT Expo 2009 (ITEX 2009).
- Prepared the proposal, planning and conducted research and development to produce the prototype of the 'IslamGRID' project; a knowledge grid collaboration between the Malaysian Government, International Islamic University of Malaysia, Universiti Teknologi MARA, Multimedia University of Malaysia and MIMOS Berhad.

FAZILIATON CORPORATION SDN BHD – KAJANG, MALAYSIA

2002 to Present

Executive Director

Key Results:

- The information technology company focused in business and IT consulting, systems integration and web development.
- Amongst major projects handled are the developments of the Digital Islamic Resource Centre (DIRECT) for the Department of Islamic Religious Development (JAKIM), Malaysia and also the content development for the International Islamic Digital Library (IIDL) for the National Library of Malaysia. This includes training of the staff of the government department and librarians on the concept of the digital library, its related processes, maintenance of the system and how to use the system.
- Supplied the Royal Malaysian Police with mobile satellite phones and devices. This includes training on geosynchronous satellite activities, its foot prints and how to use satellite based devices to officers of the Royal Malaysian Police (PDRM).
- Headed the marketing and operations of the company in the areas of system integration and web development.

ASHTECH HOLDINGS SDN BHD– KUALA LUMPUR, MALAYSIAExecutive Director***Key Results:***

- Founded the information technology company which focused in knowledge and document management, and also development of digital libraries.
- Amongst the project involved is the development of digital library contents for the Department of Islamic Affairs of the Federal Territory of Malaysia. This includes training on digital library as library without walls, and the metadata creation for digital libraries.
- Planned and organised the research and development activities of the company in the areas of digital libraries.
- Launched the Islamic Digital Library as a private initiative of web-based Islamic knowledge repository in collaboration with Harf Information Technology Company of the Kingdom of Saudi Arabia and Sakhr Software Company of Cairo, Arab Republic of Egypt.

PDS TECHNOLOGY (M) SDN BHD– CYBERJAYA, MALAYSIA

2000 to 2002

Financial Controller***Key Results:***

- Handled the financial activities and management of the MSC Status company belonging to South Korean investors.
- Company is involved in development and production of RAID storage equipment and also internet security software in collaboration with South Korean share partners.
- Prepared the proposal on Total Hospital Information System (THIS) to the Ministry of Health (MOH), Malaysia

PUTERA CAPITAL BERHAD– KUALA LUMPUR, MALAYSIA

1997 to 1999

Manager – Corporate Services***Key Results:***

- Handled the corporate services and strategic planning activities of the public listed company.
- Liaised with statutory bodies, government agencies, banks and the public with regard the group of company's activities.
- Performed internal audit and performance review of the subsidiary construction and textile companies.
- Involved and instrumental for the preparation of business proposals in application for banking licenses for the International Commercial Bank (ICB) in Albania, Ghana and Guinea.

1995 to 1997

PSC INDUSTRIES BERHAD– KUALA LUMPUR, MALAYSIAInternal Auditor***Key Results:***

- Responsible to plan, organise and conduct internal audit and operational reviews at the public listed company and its subsidiaries.
- The companies audited belong to the construction, shipbuilding & ship repairs and food manufacturing sectors. Also involved in the audit of sister companies, Setron Malaysia Berhad and Actacorp Berhad; which are in electronics manufacturing and construction industry, respectively.

- Conducted internal training on operational audit and how to do risk assessment to staff of the Internal Audit Department.

1992 to 1994

PERWIRA AFFIN BANK (M) BERHAD– KUALA LUMPUR, MALAYSIA

Executive – Internal Audit Department

Key Results:

- Performed internal audit and credit reviews at the branches of the commercial bank and its sister company, Affin Finance Berhad.
- Performed analysis and reviews of shortcomings and weaknesses of the banking system for continuous improvements.
- Conducted training on Hire Purchase Accounting to officers of the Internal Audit Department of the bank.

MERLIN INN JOHOR BAHRU SDN BHD– JOHOR BAHRU, MALAYSIA

1991 to 1992

Accounts Controller

Key Results:

- Responsible for the overall financial matters, cost control and accounting records of the 4 star hotel.
- Performed monthly and annual analysis of the business performance of the hotel.
- Initiated the cost control records at the city hotel.
- Conducted training on cost management to staff of the Accounts Department of the hotel.

FABER MERLIN MALAYSIA BERHAD– KUALA LUMPUR, MALAYSIA

1989 to 1991

Internal Audit Officer

Key Results:

- Responsible to plan, organise and conduct operational audits and reviews of internal controls at the subsidiaries of the hotel and properties groups. The Group of Hotels comprises of 12 hotels and several properties companies throughout Malaysia.
- Conducted operational audits at the hotels and properties subsidiaries which is not limited to financial review, but include operational efficiency and cost management.
- Performed analysis of each hotels performance and reports to the Audit Committee of the public listed company.
- Conducted internal control self-audit training at subsidiary companies.

MALAYAN UNITED FINANCE BERHAD– KUALA LUMPUR, MALAYSIA

1988 to 1989

Officer – Accounts Department

Key Results:

- Began work in the Loan Processing Department, handled loan processing for hire purchase accounts.
- Transferred to Accounts Department, responsible to keep full set of accounts for the branch of finance company.

Education

UNIVERSITI TEKNOLOGI MARA– SHAH ALAM, MALAYSIA
Doctor of Philosophy (Information Technology and Quantitative Sciences)

OPEN UNIVERSITY MALAYSIA– KUALA LUMPUR, MALAYSIA
Bachelor of Information Technology (Honours) Passed with Distinctions

THE CHARTERED ASSOCIATION OF CERTIFIED ACCOUNTANTS (ACCA)
Professional Accounting Qualification

Professional Membership

Professional Technologist (Information & Communication Technology)
Lembaga Teknologis Malaysia (Board of Technologists Malaysia, MBOT)

Fellow
Chartered Management Institute (CMI)

Publications

Latiff, A.S.A. (2013, March). The need for an information system for the dissemination of knowledge on Islamic banking. In 2013 5th International Conference on Information and Communication Technology for the Muslim World (ICT4M) (pp. 1-5). IEEE.

Latiff, A.S.A., Haron, H., & Anamalai, M. (2015). Grievances on Islamic Banks: A Survey. In Islamic perspectives relating to business, arts, culture and communication (pp. 295-306). Springer, Singapore.

Latiff, A.S.A., Haron, H., & Annamalai, M. (2016, August). Characteristics and development criteria for Islamic banking ontology. In 2016 Third International Conference on Information Retrieval and Knowledge Management (CAMP) (pp. 136-142). IEEE.

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Rahman, M. A., Khan, S. A., Abdul Hamid, A. B., Latiff, A.S.A., & Mahmood, R. (2018, November). Impact of Electronic Word of Mouth (e-WOM) on Brand Image and Online Purchase Intention: The Perspective of Bangladesh. In Proceedings of 3rd International Conference on Dynamic Innovation (pp. 61-79).

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Nimfa, T. D., Yunus, M. B. R. M., Latiff, A.S.A., Mahmood, R., & Wahab, A. S. (2019). Sustainable innovation and creativity for value creation: A study of hospitality enterprises in Jos Metropolis, Nigeria. European Journal of Business and Management, 11 (26) 35-48. doi: 10.7176/ejbm.

Abdullah, N.F., Nadarajah, D., Yusof, R.N.R., & Latiff, A.S.A. (2019). Leveraging on Social Media as a Communication Channel for Improving Services of the Government of Malaysia. International Journal of Academic Research in Business and Social Sciences, 9(9).

Hafiz, N., & Latiff, A.S.A. (2020). Entrepreneurship as a Sustainable Solution for the Female Graduates in the SME Sector of Bangladesh. *Journal of Business and Social Review in Emerging Economies*, 6(2), 483-492.

Nimfa, D. T., Latiff, A.S., & Wahab, S. A. (2020). Instrument for testing innovation on the sustainable growth of manufacturing SMEs in Nigeria. *Journal of Economics and Management Sciences*, 3(2), p57-p57.

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Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A.S.A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates?. *Heliyon*, 6(12), e05710.

Uzir, M. U. H., Nimfa, D. T., Lawal, I. T., Hamid, A. B. A., Latiff, A.S.A., & Wahab, S. A. (2020). Does service quality ensure customer satisfaction in Mr bigg's, Nigeria. *Interciencia J*, 45(2), 285-325.

Ali, R., Latiff, A.S.A., & Wahab, S.A. (2021, July). Factors Influencing Decision-Making Process in Relation to Public Service Delivery (PSD) in Malaysia. In *Business Innovation and Engineering Conference 2020 (BIEC 2020)* (pp. 15-20). Atlantis Press.

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