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Putra Business School
Level 3, Office Building of the Deputy Vice Chancellor (Research & Innovation)
Universiti Putra Malaysia
43400 Serdang
Selangor,
Malaysia.

EDUCATION

Universiti Kebangsaan Malaysia
(UKM)

Doctor of Philosophy (Quality and Productivity Improvement) – Year 2008

Thesis title: "Knowledge Management Capabilities of the Manufacturing Sector in Malaysia"

Universiti Kebangsaan Malaysia
(UKM)

Master's Degree of Economics – Graduation Year 2000

Thesis title: "Determinants of Labour Productivity of the Manufacturing Sector in Malaysia"

International Islamic University
(IIUM)

Bachelor of Economics (Hons) – Graduation Year 1993

CERTIFICATE

Certified Sustainable Supply Chain Professional- CSSCP

Awarded by: International Supply Chain Education Alliance (ISCEA)

In recognition of the fulfillment of requirements pertaining to this certification

Conferred in Cleveland, Ohio, USA

Starting date: February 21, 2025

Expiration Date: February 28, 2028

Certificate No. 250220S002

To verify, visit

www.iscea.org/verify-certification

www.iscea.org

Certified Professional Marketer (Asia)

Awarded by: Asia Marketing Federation

Fulfilled the prescribed requirements in respect of professional examinations and experience

Conferred on August 24, 2021

Certificate No. 20131

<https://asiamarketingfederation.org/>

Life Member: Case Writers' Association of Malaysia (CWAM)

Membership number: CWAM-LM-0045

Starting date: April 2025

<http://www.cwam.org.my/>

EMPLOYMENT

Current Position: Associate Professor

Year of Award: 2022

Putra Business School

Current Role:

Manager of Society Engagement, Alumni & Endowment

Year of appointment; 2024 till now

Program Coordinator MBA (International Business)

Year of Appointment: 2023 till now

Advisor to Putra Student Association (PSA)

Year of appointment: 2023 till now

Date of employment: 1 February 2016

Currently attached to Non-Thesis Based Programme Department, teaching MBA students on Business Economics and International Business. Supervise research students (PhD and Masters) on topics related to business and management namely Business Economics, International Business & Management Policy and International Trade.

Involved in various consultancy projects such as with Asian Productivity Organization (APO), Tourism Productivity Nexus, Razak School of Government, Accountant General's Department of Malaysia, Higher Education Leadership Academy (AKEPT), Malaysia Productivity Corporation (MPC), Standard and Industrial Research Institute of Malaysia

(SIRIM), etc.

Senior Manager

Malaysia Productivity Corporation (MPC)

An agency under the Ministry of International Trade and Industry

Date of employment: 1 May 1993

(Worked in various Divisions such as Knowledge Management Division, Manufacturing Research Division, Services Research Division and in Strategic Planning & Corporate Communication Division).

MPC is an agency under the Ministry of International Trade and Industry (MITI). It has been entrusted with enhancing the nation's productivity and innovation to move Malaysia into an innovation-driven economy in which productivity is prominently featured. MPC is assisting the private sector to be re-energised in order to generate a more competitive domestic economy while collaborating with the public sector in setting and implementing policies aimed at providing a more conducive business environment.

Chief Deputy Director

Ministry of International Trade and Industry (MITI)

- Date of employment: 7 Mei 2010 – 7 February 2011 (Secondment for 9 months) in the Strategic Planning Division. The main tasks in this division was to publish International Trade and Industry Report, Weekly MITI Bulletin and coordination of trade issues among Ministries. The programme was called 'Cross-fertilisation HR programme among MITI and agencies. The mission is to promote and strategise Malaysia's global competitiveness in international trade by producing high value added goods and services as well as to spur the development of industrial activities towards enhancing Malaysia's economic growth for achieving a developed nation status.

Knowledge Management Expert, **Asian Productivity Organization**

Date of commencement: Since 2007 until now, on project basis. The Asian Productivity Organization (APO) was established on 11 May 1961 as a regional intergovernmental organization, based in Tokyo, Japan. The mission is to contribute to the socio-economic development of Asia and the Pacific through enhancing productivity. The APO strengthens the capability of the National Productivity Organizations (NPOs) in 21 member countries and other institutions to provide productivity promotion, training, and consultancy services to the public and private sectors.

Expert Panel for Research and Development Fund. **Ministry of Science, Technology and Development (MOSTI)**

Date of commencement: 1 January 2021 – 31 December 2023. As a panel, the main responsibilities are to review the proposals based on criteria outlined by MOSTI such as technical aspects, viability, financial and commercial impact. The panel is to propose to the grant committee in MOSTI on the suitability of the projects and monitor the implementation and project management.

RESEARCH & PUBLICATIONS

Journal Articles, Books, Case Study and Conference Proceedings

1. **The Strategic Emergence of BRICS in Business, Policy and Economics Reimagining Global Trade and Development.** Ida Md Yasin and Wasib bin Latif. *Pacific Journal of Business Innovation and Strategy. Pacific Journal of Business Innovation and Strategy*. Vol. 2, Issue 3, 2025.
<https://scienceget.org/index.php/pjbis>
2. **The Evolution of Business Models: How Innovation is Redefining Strategic Success.** Wasib bin Latif and Ida Md Yasin. *Pacific Journal of Business Innovation and Strategy*. Vol. 2, Issue 2, 2025.
<https://scienceget.org/index.php/pjbis>
3. **Innovative Safety Moderation Among Workplace Environment, Workplace Health, and Employee Sustainable Performance: A Holistic Approach for SMEs.** Ghulam Abbas, Ida Md Yasin, Sazali Abdul Wahab and Ahmad Qammar. *Journal of the Knowledge Economy*. 2024. Springer.
SCOPUS Q1 Indexed.
<https://doi.org/10.1007/s13132-024-01923-y>
4. **Book: Strategies for Ensuring Business Continuity of SMEs in the APO Developing Economies - Management Practices for Challenging Times.** Ida Md Yasin (Malaysia). Page 90-124. 2024. Published by Asian Productivity Organization. Japan.
<https://www.apo-tokyo.org/publications/strategies-for-ensuring-business-continuity-of-smes-in-the-apo-developing-economies/>
5. **A Conceptual Framework on the Impact of Green Human Resource Management on Employee Green Performance.** Qayenat Ahmad, Ida Md Yasin and Risidaxshinni Kumarasamy. *International Journal of Economics, Commerce & Management* . Vol 12, Issue 12, December **2024**.
<https://ijecm.co.uk/volume-12-issue-12/>
6. **Optimizing Firm Supply Chain Performance Through Big Data Analytics Capabilities: The Intermediary Role of Supply Chain Resilience.** Shahbaz Sultan, Abu Bakar Abdul Hamid, Ida Yasin, Saqlain Humayun, Muhammad Haroon. *International Journal of Social Science Bulletin*. Vol. 2, Issue: 4, **2024**. ISSN: (E) 3007-1917 (P) 3007-1909.
7. **Examining the Nexus Between Big Data Analytics Capabilities and Organizational Performance: The Mediating Role of Supply Chain Visibility in Manufacturing Organizations.** Shahbaz Sultan, Abu Bakar Abdul Hamid and Ida Md Yasin. *Qlantic Journal of Social Sciences and Humanities*, Vol. 5 (4), 49-63. **2024**.
DOI: [10.55737/qjss.971389566](https://doi.org/10.55737/qjss.971389566)

8. **The Relationship between Full-Range Leadership Styles and Police Integrity.** Irwan Hardy Borian, Huam Hon Tat and Ida Md Yasin. International Journal of Academic Research in Business and Social Sciences. September **2024**.
<http://dx.doi.org/10.6007/IJARBSS/v14-i9/23021>

9. **Digital Transformation and Business Model Innovation: Moderating Role of Digital Leadership.** Sylvia Addision, Devika Nadarajah and Ida Md Yasin. International Journal of Social Science and Human Research, August 2024.
DOI: 10.47191/ijsshr/v7-i08-09

10. **The Adhesive Effect of Corporate Spirituality on Organizational Internal-External Strategies and Sustainability.** Muhammad Rayyan Salihu, Sazali Abdul Wahab, Ida Md Yasin and Hannah Bello. Journal of Economics and Management Sciences. Vol 7(1):2576 – 3008, January **2024**.
DOI: [10.30560/jems.v7n1pXX](https://doi.org/10.30560/jems.v7n1pXX)

11. **Significance of intellectual capital measurement: an investigation of the Bangladesh pharmaceutical industry.** Tahsin Farzana Jisun, Devika Nadarajah, Ida Md Yasin and Zerine Tasnim. International Journal of Learning and Intellectual Capital. Vol. 21(6):668-708. January **2024**
DOI: [10.1504/IJLIC.2024.144293](https://doi.org/10.1504/IJLIC.2024.144293)

12. **The Evolution of HEIs Sustainability Model -A Contemporary Approach.** Abdullah Emad Al-Sultan, Sazali Abdul Wahab and Ida Md Yasin. Kurdish Studies. Vol 11(2):5303. January **2024**
[DOI: 10.58262/ks.v11i2.384](https://doi.org/10.58262/ks.v11i2.384)

13. **Environment Social Governance Investing and Firm Performance in Telecommunication Industry.** Mohd Nizam Abd Karim, Ida Md Yasin and Ahmed Razman Abdul Latiff. *European Proceedings of Social and Behavioural Sciences. The 9th International Conference on Marketing and Retailing 2023*.
<https://www.europeanproceedings.com/article/10.15405/epsbs.2024.05.1>

14. **Exploring the Impact of Bonding, Bridging and Linking Social Capital on Scaling Social Impact: An Emerging Economy Perspective**
Md. Fazla Mohiuddin, Ida Md Yasin, Ahmed Razman Abdul Latiff and Mahafuz Mannan. 2023. Journal of Social Entrepreneurship. Routledge.
<https://doi.org/10.1080/19420676.2023.2263762>
SCOPUS Q1 Indexed.

15. **The trade-off between outreach and sustainability of microfinance institutions: does loan delinquency play a mediating role?**
Mohammad Zainuddin, Masnun Mahi, Ida Md. Yasin, Shabiha Akter. International Journal of Business Excellence. August 2023, Vol. 30 Issue 3: pp 295-317. ISSN (online): 1756-0055
SCOPUS Q3 Indexed.
<https://www.inderscienceonline.com/doi/abs/10.1504/IJBEX.2023.132638>

16. Book: **Big Data Analytics: Essential Tool in Fintech Industry**. 2023.
Authors: Ida Md Yasin, Ahmed Razman Abdul Latiff, Rehana Kassim and Fakhruul Hazman Yusoff.

17. **Knowledge base for social capital's role in scaling social impact: A bibliometric analysis**. Md. Fazla Mohiuddin, Ida Md. Yasin, Ahmed R. A. Latiff. Journal of Business Ethics, the Environment and Responsibility. Volume 32, Issue 2. 06 January 2023. **SCOPUS Q3 Indexed**
DOI: <https://doi.org/10.1111/beer.12513>

18. **User perceptions and continuance intentions: An in-depth analysis of perceived values in amateur-hosted sharing accommodations**. Leyi Zhang, Rosli Mahmood, Ida Md Yasin and Yongpeng Ma. Journal of Retailing and Consumer Services. Vol. 77(C). December 2023.
DOI: [10.1016/j.jretconser.2023.103675](https://doi.org/10.1016/j.jretconser.2023.103675)

19. **A Review of the Role of Workplace Spirituality and Organizational Citizenship Behavior in Enhancing Corporate Sustainability: An Underpinning Role of Stern and Dietz's Value Model**. Muhammad Hafeez, Ida Md Yasin, Dahlia Zawawi, Naveed Akhtar Qureshi, Syed Talib Hussain, and Muhammad Arif. SAGE Open. April-June 2022: 1-9.
SCOPUS Q2 Indexed.
DOI: [http://doi.org/10.1177/21582440221099530](https://doi.org/10.1177/21582440221099530)

20. **The Effect of Economic Freedom on Commercial Banks Efficiency, Does Economic Freedom Enhance Bank's Efficiency?** Ahmad Shakhshiro, Fakarudin Kamarudin and Ida Md Yasin. Asian Journal of Research in Business and Management e-ISSN: 2682-8510. Vol. 4, No. 1, 83-97, 2022.
<http://myjms.mohe.gov.my/index.php/ajrbm>.
DOI: <https://doi.org/10.55057/ajrbm.2022.4.1.8>

21. **Destination image's mediating role between perceived risk, perceived constrained, and behavioral intention**. Muhammad Umair, Ida Yasin, Huam Hon Tat. Journal of Heliyon (July 2021)
- **SCOPUS Q1 Index; WoS Q1 indexed**.
DOI: <https://doi.org/10.1016/j.heliyon.2021.e07613>

22. **The Influence of International Tourists' Destination Image of Pakistan on Behavioral Intention: The Roles of Travel Experience and Media Exposure**. Muhammad Umair, Ida Yasin, Huam Hon Tat, Sultan Adal Mehmood. International Journal of Hospitality & Tourism Administration (June 2021) **SCOPUS Q2 Indexed**
DOI: [10.1080/15256480.2021.1938782](https://doi.org/10.1080/15256480.2021.1938782)

23. **Do Female Travelers Perceive More Risks and Restrictions than Male Travelers? A Multigroup Analysis**. Muhammad Umair Nazir, Sultan Adal Mehmood, Ida Yasin, Huam Hon Tat, Ali Naimat Pervaiz, and Muhammad Imran Majeed. Journal of Applied Structural Equation Modeling: 5(2),1-24, July 2021
SCOPUS Q3 Indexed. eISSN: 2590-4221

24. **Collaborative Governance in Consultative Management of Minimum Wage Fixing Mechanism in Malaysia.** Grace Dairiam, Ida Md. Yasin and Devika Nadarajah. *International Journal of Business and Economy*. eISSN: 2682-8359 | Vol. 3, No. 1, 21-31, 2021.
<http://myjms.mohe.gov.my/index.php/ijbec>
25. **Factors Influencing Online Shoppers to Shop at Marketplace or Website: A Qualitative Approach.** Syafeqah Nurul Marzuki and Ida Md Yasin. *Asian Journal of Business and Management (ISSN: 2321 - 2802) Volume 9 – Issue 4, October 2021.*
26. Ahmad Shakhashiro, Fakarudin Kamarudin and Ida Md Yasin. **Bank Technical Efficiency, Pure Technical Efficiency and Scale Efficiency. Does Economic Freedom Matter? Evidence from Central Europe.** 4th International Conference on Tourism, Technology and Business Management 2021. (4th ICTTBM 2021). 1-2 August 2021: Global Academic Excellence
eISBN: 978-967-2426-33-2
27. **Mediating Role of Workplace Health Between Compensation Pay, Workplace Environment, Safety Climate and Employee Sustainable Performance Among Leather Firms in Pakistan**
Ghulam Abbas, Ida Md. Yasin & Sazali Abdul Wahab
Putra Business School Research Colloquium, November 2020.
28. **The Role of National Culture in the Relationship Between Microfinance Outreach and Sustainability: A Correlated Random Effects Approach**
Mohammad Zainuddin, Masnun Mahi, Shabiha Akter & Ida Md Yasin
Journal of Cross Cultural & Strategic Management (July 2020)
– **SCOPUS Q1 Indexed**
29. **Are Women Better Borrowers in Microfinance? A Global Analysis**
Mohammad Zainuddin & **Ida Md. Yasin**
The Empirical Economics Letters (Vol. 19. No: 7 - July 2020)
ISSN:1681-8997 - Indexed in *EconLit* and included in *Cabell's Directory*
ERA accredited and included in ABDC journal quality list
30. **Multilevel Analysis on Employee Wellbeing: The Roles of Authentic Leadership, Rewards, and Meaningful Work**
Asian Academy of Management Journal (June 2020)
Eva Salmee, Zuraina Mansor, Siti Rohaida Mohamed Zainal & **Ida Md. Yasin**
– **SCOPUS Q3 Indexed**
31. **Resurgence of an Ancient Idea? A Study on the History of Microfinance**
Mohammad Zainuddin & **Ida Md. Yasin**
FIIB Business Review (May 2020) – ICI Indexed.

32. **Depth of Outreach and Financial Sustainability of Microfinance Institutions: An Empirical Revisit**
 Mohammad Zainuddin, **Ida Md Yasin**, Masnun Mahi & Shabiha Akter
 DOI: [10.4018/978-1-7998-2704-7.ch010](https://doi.org/10.4018/978-1-7998-2704-7.ch010)
 Chapter 10 in book: Building an Entrepreneurial and Sustainable Society
 Publisher: IGI Global, Hershey PA, USA (March 2020) - CIJ

33. **The Mediating Effect of Self-Efficacy in the Relationship between Work Family Conflict, Family Work Conflict and Organizational Citizenship Behavior of Academicians in Nigerian Public Universities**
 Ibrahim Toro, **Ida Md Yasin** & Sazali Abdul Wahab
 Putra Business School Research Colloquium, January 2020.

34. **How Culture Influences Social and Financial Performance of Microbanks: Evidence from an Empirical Study**
 Mohammad Zainuddin & **Ida Md. Yasin**
 Conference on Ethics and Sustainable Development: National Kaohsiung University of Science and Technology, Taiwan (Nov 2019)

35. **Loan delinquency in microfinance: does it have any relationship with poverty level of borrowers?**
 Mohammad Zainuddin & **Ida Md. Yasin**
 International Conference on Business, Accounting, Finance and Economics
 Universiti Tunku Abdul Rahman, Malaysia (Oct 2019)

36. **The Trade-off debate in Microfinance – A Review of the Theoretical and Empirical Literature**
 Mohammad Zainuddin & **Ida Md. Yasin**
 Journal of Enterprise Development and Microfinance (March 2019)
 - **SCOPUS Q3 and ABDC (Australian Business Deans Council) Indexed**

37. **Employee Motivation in Social Enterprises: Tackling the Dual Mission Dilemma**
 Mohammad Zainuddin & **Ida Md. Yasin**
 International Conference on Business and Economics (ICBE2018) Seoul, South Korea, June 25-27, 2018. (Proceeding is indexed in [ISI Thomson Reuters](https://www.isi-thomson.com) - ISSN: 2287-478X). CIJ.

38. **Consumer Perception towards Imported Genetically Modified Food Products in Malaysia**
Ida Yasin & Yap Yan Jun
 Saudi Journal of Business and Management Studies, Vol-3, Issue 3 (Mar, 2018): 320-358. DOI: 10.21276/sjbms.2018.3.3.15. CIJ.

39. **Alternative Cross-Cultural Theories: Why Still Hofstede?**
 Mohammad Zainuddin & **Ida Md. Yasin**
 Proceeding of 144th ISERD-Science Global International Conference, Jakarta,

Indonesia, 30th -31th December 2018.

40. **The Role of Incentive Mix to Prevent Mission Drift in Microfinance: A Sequential Explanatory Study**
Mohammad Zainuddin & **Ida Md. Yasin**
Proceeding of 2nd International Conference on Innovation Research in Science, Technology and Management, Singapore, 29-30 September 2018.
41. **Determining Factors on the Usage of Cashless Transaction in Retail Industry: A Consumer Perspective**
Ida Yasin & Azhar Manap
3rd International Conference on Dynamic Innovation (ICDI) 2018, Langkawi, Malaysia.
42. **Leadership Case Study on Decision Making and Negotiation Skills: Tan Sri Salleh Yassin**
Ida Yasin & Zainal Abidin Mohamad
Akedemi Kepimpinan Pendidikan Tinggi (AKEPT), Malaysia. 2018.
43. **'Knowledge Productivity in the Public Sector: Enhancing Knowledge Work to Improve Effectiveness'** (2017) published by Asian Productivity Organization, Tokyo – Co-writer
44. **'Knowledge Management for the Public Sector'** (2013) published by Asian Productivity Organization, Tokyo – Co-writer
45. **'Knowledge Management: Facilitators' Guide'** (2009) published by Asian Productivity Organization, Tokyo – Co-writer
46. **'Knowledge Management in Asia: Experience and Lessons'** (2008) published by Asian Productivity Organization, Tokyo – Co-writer
47. Community of Practices for Process Improvement in **PETRONAS** – 2017
48. Making the Impact: **Yayasan Bank Rakyat** – 2017
49. Knowledge Productivity in the Public Sector: **Asian Productivity Organization (APO)** – 2015
50. Knowledge Management Practices at **Malaysian Agricultural Research and Development Institute (MARDI)** – 2012
51. Issue 23, Jan-Feb 2014: 'Learning & Idea Capture'. Articles contributed in the 'Insurance Magazine', Column Writer for Knowledge Management Feature
52. Issue 22, Nov-Dec 2013: 'Community of Practice'. Articles contributed in the 'Insurance Magazine', Column Writer for Knowledge Management Feature
53. Issue 21, Sep-Oct 2013: 'Peer Assist as KM Tool'. Articles contributed in the 'Insurance Magazine', Column Writer for Knowledge Management Feature

54. Issue 20, Jul-Aug 2013: Using Brainstorming as KM Tool. Articles contributed in the 'Insurance Magazine', Column Writer for Knowledge Management Feature
55. 'Promoting a Culture of Excellence' in Jurnal Produktiviti Vol. 22, Dec 2006
56. 'The Emerging Service Quality Dimensions: A Study of Selected Tourist Destinations in Malaysia' in Jurnal Produktiviti' Vol. 22, Dec 2006
57. Workshop on Best Practices for Productivity Promotion organised by Korea Productivity Centre: Jeju, Korea (2014)
58. Persidangan Kebangsaan Ekonomi Malaysia anjuran **Universiti Kebangsaan Malaysia**: Melaka (2007) – 'Keupayaan Pengurusan Ilmu Organisasi bagi Sektor Perkilangan di Malaysia'
59. Seminar Pembangunan Wanita Wilayah Utara anjuran MPC: Penang (2009) – 'Ke Arah Peningkatan Produktiviti dan Daya Saing'
60. Productivity Report (various issues) – co-writer. Year: 1994, 1995, 1996, 1997, 2001, 2002, 2007, 2008.
61. International Trade and Industry Report (2010) – editor
62. MITI Weekly Bulletin (June 2010 to January 2011) – editor
63. The Effect of Public Holidays on Productivity – 2008
64. A Study on Industry Competitiveness of Hotel Industry in Malaysia – 2008
65. Efficiency of Health Services - 2008
66. Total Factor Productivity (TFP) Contribution of Hotel Industry in Malaysia – 2007
67. Study on Business Practices and Performance in the Tourism Services - 2007
68. Knowledge Management in Malaysia – 2007
69. Knowledge Management Implementation at Bank Negara Malaysia (BNM) – 2007
70. Knowledge Management Implementation at Tun Abdul Razak Library, MARA University of Technology – 2007
71. The Emerging Service Quality Dimensions of Tourist Destinations in Malaysia – 2005
72. Benchmarking for Private Hospitals in Malaysia – 2007
73. Benchmarking for Independent Power Producers - 2001
74. Total Factor Productivity (TFP) of the Manufacturing Sector - 1996

JOURNAL REVIEWER

1. Tourism Review (2025). Emerald Journal. Reviewer.
2. Asian Journal of Case Research (2020-2023), Putra Business School and Universiti Putra Malaysia (UPM). Editor/Reviewer.
3. Jurnal Pengurusan (2022). Universiti Kebangsaan Malaysia (UKM). Reviewer
4. Journal of Commerce Economics and Social Sciences (2021). University of Central Punjab, Lahore, Pakistan. Reviewer.

RESOURCE SPEAKER

1. Title: Training Course for Assessors for the Productivity Specialists Certification Program

Role: Trainer

Project Code 24-RC-02-GE-TRC-B

Project Timing: 16 September 2024–20 September 2024

Hosting Country: Vietnam

Venue City: Ho Chi Minh City

Implementing Organizations: Directorate for Standards, Metrology and Quality, Vietnam and Asian Productivity Organization (APO), Japan.

1. Erdenet Mining Corporation, Erdenet, Mongolia. **Productivity Improvement through Knowledge Management.** April and June 2023.
2. Thermal Power Plant No. 3, Ulaanbataar, Mongolia. **Productivity Improvement through Knowledge Management.** April and June 2023.
3. Cable Utilization and Maintenance Company, Ulaanbataar, Mongolia. **Productivity Improvement through Knowledge Management.** April and June 2023.
4. Asian Productivity Organization (APO) Productivity Talk. **Knowledge Management: A Basic Ingredient for Productivity.** 18 May 2023.

<https://www.youtube.com/watch?v=LHuNvj-l44U>
5. Swiss-Asian MBA Residential Week. **University of Applied Sciences and Arts Northwestern Switzerland.** Title: Business potential in

Malaysia. 2 October 2022.

6. Haniffa Business School, MAHSA University Research Seminar Series. **The importance of social enterprises in fighting against COVID-19 pandemic and building a better tomorrow.** 3 March 2022.
7. Swiss-Asian MBA Residential Week. **University of Applied Sciences and Arts Northwestern Switzerland.** Title: Economy of Malaysia. 25 November 2021.
8. Malaysia Higher Education Leadership Academy (AKEPT). **Module 102: Essentials of Human Governance.** 30 September 2021.
9. Institut Pendidikan Guru Malaysia (IPGM). Kursus *Human Governance*. 7 Mei 2021.
10. **Tourism Productivity Nexus-Knowledge Management Webinar Series #18.** Reviving Business: What's Next? 14 April 2020, 3pm.
11. **6th Annual Learning & Development Conference,** 27 March 2019; Organised by Kerjaya One PIt.
12. **East Coast Tourism Corridor Summit,** 2-4 December 2018; Organised by Tourism Productivity Nexus.
13. **International Conference on Human Capital and Knowledge Management,** 10 October 2017; Organised by Universiti Teknologi Malaysia.
14. Bengkel Pelan Tindakan Penambahbaikan Program Pengurusan Pengetahuan untuk Jabatan Akauntan Negara Malaysia, 17-19 April 2017, Pahang; Organised by Jabatan Akauntan Negara Malaysia.
15. Human Governance Training Programme for Deans, Deputy Deans and Head of Departments of Malaysian Universities, 28-30 September 2016; Organised by Higher Education Leadership Academy (AKEPT).
16. Knowledge Management Models in the Public Sector: 21-23 September 2015, Kuala Lumpur; Organised by Asian Productivity Organization.
17. Research on Knowledge Management Models in the Public Sector: 11-12 May 2016 in Hanoi, Vietnam; Organised by Asian Productivity Organization.
18. Workshop on Best Practices of Knowledge Management Implementation in NPOs: 14-17 June 2016 in Ulaanbaatar, Mongolia; Organised by Asian Productivity Organization.
19. Train the Trainer: 4-5 May 2015 in Kuala Lumpur; Organised by Malaysia Productivity Corporation.

20. Workshop on Knowledge Management Implementation: 2-5 June 2015 in Phnom Penh, Cambodia. Participated by 24 participants from 18 countries; Organised by Asian Productivity Organization.
21. Training Course on Knowledge Management and Innovation in the Public Sector Organization: 2-6 December 2013 in Colombo, Sri Lanka. Participated by 25 participants from 14 countries; Organised by Asian Productivity Organization.
22. e-Learning Course on Knowledge Management for Public Sector
Organization: Cambodia, Iran, Mongolia, Nepal and Pakistan: 11-14 June 2013: (120 participants) Bangladesh, Indonesia, India, Malaysia and Thailand: 15-18 July 2013 (120 participants)
Fiji, Philippines, Vietnam and Sri Lanka: 12-15 August 2013 (100 participants); Organised by Asian Productivity Organization.
23. Knowledge Management Conference organised by Bank Negara Malaysia (BNM): Kuala Lumpur (2012) – 'Leveraging Knowledge Management for Optimal Performance'; Organised by Asian Productivity Organization.
24. Training on Development of Productivity Practitioners: 1-2 February 2012 in Colombo, Sri Lanka. Participated by 35 participants from Sri Lanka; Organised by Asian Productivity Organization
25. Training Course on Small Business Development for Women: 19-29 June 2006. Participated by 17 participants from 14 countries; Organised by Asian Productivity Organization.

CONSULTANCY PROJECTS

2. Title: Research on Assessing the Needs of APO Member Countries

Role: Resource person for Malaysia – principal consultant

Project Code: 24-RC-16-GE-RES-A

Project Timing: 22 July 2024–31 December 2024

Organizer: Asian Productivity Organization (APO), Japan

3. Productivity Improvement in Energy and Mining Sectors through Knowledge Management - Principal consultant

Project Code: 22-SN-04-GE-DMP-C-MN01

Project Timing: 1 April 2023–30 November 2023

Venue: Ulaanbaatar and Erdenet, Mongolia.

Organizer: Mongolian Productivity Organization and Asian Productivity Organization (APO), Japan

4. **Asian Productivity Organization (APO)**, Japan. February 2023. National Expert from Malaysia for the APO **Research on Emerging Needs of APO Member Economies** – principal consultant.
5. **Asian Productivity Organization (APO)**, Japan. September 2022. National Expert from Malaysia for the APO **Research on Independent Impact Evaluation Study of APO Member Economies 2020-2021**- principal consultant
6. Expert panel for **Malaysia Productivity Corporation (MPC)** on Behavioral Insights (BI) initiatives. May to July 2021 – Principal consultant.
7. Expert panel for **Tourism Productivity Nexus (TPN)** Project: Development of Concept Paper on TPN Go Digital 1010. October to November 2020 – Principal consultant.
8. Case writing on leadership in ASEAN universities for **Higher Education Leadership Academy** (2019). Team member
9. Impact Study on **SIRIM-Franhofer** Projects for Selected Small and Medium Enterprises (2019) – team member.
10. Case writing grant scheme from **Ministry of Higher Education** (2018) – team member.
11. Risk Management and Institutional Governance consultancy project for **Razak School of Government**, Putrajaya (2017). Team member.
12. Expert panel for **Asian Productivity Organization** on Best Practices on Knowledge Management Implementation in National Productivity Organizations (2016). Principal consultant.

AUDITOR

1. THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW – a 21st Century Organization (ABEST21). Peer Review Team for PPM School of Management, Jakarta, Indonesia. 8 October 2024.
2. Assessor for Malaysia **Multimedia University**. Program maintenance audit for Master of Science in Engineering Business Management, Faculty of Engineering, Cyberjaya. 5-7 September 2023.
3. THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW– a 21st Century Organization (ABEST21). Peer Review Team for Universitas Udayana, Bali, Indonesia. 11 September 2023.

4. Expert Panel for Research and Development Fund. **Ministry of Science, Technology and Development (MOSTI)**: 1 January 2021 – 31 December 2023.
5. THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW– a 21st Century Organization (**ABEST21**). Peer Review Team for Waseda University, Japan. 26 August 2022.
6. External Auditor for Malaysia **Multimedia University**. Quality audit for Bachelor of Management (Hons.) (HRM), Faculty of Management, Cyberjaya. 9 December 2021.
7. THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW– a 21st Century Organization (**ABEST21**). Peer Review Team for Universiti Sains Malaysia. 26 August 2021.
8. THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW– a 21st Century Organization (**ABEST21**). Peer Review Team for Universiti Tunku Abdul Rahman, Malaysia. 4-5 November 2020.
9. Assessor for MPC-CB Certified Productivity Specialist (CPS). **Malaysia Productivity Corporation**. 2020.
10. Internal Auditor for **Malaysian Qualifications Agency (MQA)** accreditation: Malaysia. Year 2021, 2020, 2019, 2018.
11. **Internal auditor** for The Association to Advance Collegiate Schools of Business (AACSB) accreditation: USA. Year 2019.
12. THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW " a 21st Century Organization (**ABEST21**). Peer Review Team for Universitas Padjadjaran, Bandung, Indonesia. 26-27 August 2019.
13. THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW " a 21st Century Organization (**ABEST21**). Peer Review Committee: Singapore. 19 November 2019.
14. Auditor for Agrobank Agropreneur Award (2018).
15. Auditor for Public University Autonomy Audit commission by the Ministry of Higher Education, Malaysia (2017-2018)
 - a. Universiti Sultan Zainal Abidin, Terengganu – Lead Auditor for Academic Governance
 - b. Universiti Malaysia Kelantan – Lead Auditor for Academic Governance
 - c. Universiti Pertahanan Malaysia - Lead Auditor for Academic Governance
16. Assessor for Industry Excellence Award in 2015. An award conferred by the **Ministry of International Trade & Industry (MITI)** for excellent organisations in Malaysia.

17. Audit committee for National Innovation Award 2014. An award conferred by the **Ministry of Science and Technology (MOSTI)**.
 18. Intervention Programme for 200 companies in Knowledge Content in Key Economic Sector in Malaysia – **MPC and Economic Planning Unit** (2010-2011)
 19. Malaysia Management Capability Index 2010 – **MPC and Malaysia Institute of Management** (MIM)
 20. **Multimedia University** Industrial Advisor for Bachelor of Business and Knowledge Management (2012-2014)
 21. Auditor for Public University Autonomy Audit commission by the **Ministry of Higher Education**, Malaysia (2012-2014)
- iv. Universiti Teknikal Malaysia Melaka – Chief Auditor for the team
 - v. Universiti Teknologi MARA – Lead Auditor for Academic Governance
 - vi. Universiti Sains Islam Malaysia - Lead Auditor for Academic Governance
 - vii. Universiti Malaysia Terengganu – Lead Auditor for Academic Governance
 - viii. International Islamic University Malaysia – Auditor
 - ix. Universiti Utara Malaysia – Auditor
 - x. Universiti Malaysia Sabah - Auditor
 - xi. Universiti Malaysia Sarawak – Auditor

MEDIA APPEARANCE

1. Astro Awani TV. 15 July 2025.

Title: **Tarif Trump 25 Peratus, Runding Selagi Boleh. Agenda Awani.**

2. Astro Awani TV. 10 June 2025

Title: **Semakan, Perluasan SST: Impak Ekonomi dan Rakyat?**

<https://www.youtube.com/watch?v=jq4MIoU-eVc>

3. Astro Awani TV. 19 May 2025

Title: **KDNK 2025: Q1 Tumbuh 4.4 Peratus, Apa Maknanya?**

<https://www.youtube.com/watch?v=UOUvHKilgCo>

4. Bernama TV. 27 May 2025

Title: **Skop Perbincangan Siaran Khas Sidang Kemuncak ASEAN Ke-46. ASEAN Menyulam Kuasa Timur Tengah dan Asia.**

5. Biz Malaysia RTM TV. 24 April 2025

Title: Diplomasi Ekonomi - Peluang Niaga ASEAN

<https://www.youtube.com/watch?v=xoLBj8mV5Nc>

6. Vulcan Post. 8 April 2025.

Title: What do Trump's tariffs actually mean for M'sia? We asked local experts & biz owners

<https://vulcanpost.com/884811/us-tariffs-impact-malaysian-businesses-interview-opinion/>

7. Malaysia Bangkit.com. 5 April 2025.

Title: Jendela Pacu Ekonomi Digital: Rapat jurang bandar, luar bandar

<https://malaysiabangkit.com/2025/04/05/jendela-pacu-ekonomi-digital-rapat-jurang-bandar-luar-bandar/>

8. The New Straits Times. 25 March 2025.

Title: Experts call for intervention in loan, credit card and BNPL promotions

<https://www.nst.com.my/news/nation/2025/03/1192744/experts-call-intervention-loan-credit-card-and-bnpl-promotions>

9. Malaysia Hari Ini. TV3. 21 March 2025.

Tajuk: Pengurusan kad kredit kepada golongan muda.

<https://www.youtube.com/watch?v=9Y3ZGc7r3bc>

10. The New Straits Times. 3 March 2025.

Title: EPF's RM74b investment income benefits 16 million members

<https://www.nst.com.my/news/nation/2025/03/1183068/epfs-rm74b-investment-income-benefits-16-million-members>

11. The New Straits Times. 28 July 2024.

Title: BRICS will allow Malaysia to tap into new markets

<https://www.nst.com.my/news/nation/2024/07/1083100/brics-will-allow-malaysia-tap-new-markets?form=MG0AV3>

12. Biz Malaysia. **Malaysia dan Pengiktirafan Global. 15 Julai 2024. 4.30pm.**

https://www.youtube.com/watch?v=xuoaY_VZCG8

13. Bernama Radio. **BRICS: Ekonomi Dinamik Malaysia** . 11 Julai 2024. 8.30am

<https://www.facebook.com/bernamaradio/videos/live-reaksi-brics-ekonomi-dinamik-malaysia/1176093183436831/?mibextid=xfxF2i&rdid=2ypiZXU0mCrTWnWh>

14. TV3 Malaysia Hari Ini (MHI). **Soal Wang: Pengurusan Hutang (Gali Lubang, Tutup Lubang)**. 17 Mei 2024. 9.30am.

<https://www.youtube.com/watch?v=vT-4wFgFRLM>

15. TV3 Malaysia Hari Ini (MHI). **Soal Wang: Proses COD**. 8 Mac 2024. 9.30am.

16. TV3 Malaysia Hari Ini (MHI). **Duitnow QR: Kadar Diskaun Pedagang**. 6 Oktober 2023. 9.30am.

<https://www.facebook.com/mhitv3/videos/mhi-6-oktober-2023-duitnow-qr-kadar-diskaun-pedagang/1010761886670288/>

17. Bernama Radio. **Kerjasama Ekonomi antara ASEAN dan Negara Rakan Dialog Semakin Positif**. 8 September 2023. 8.30am.

18. TV1 Biz Malaysia. **Memperkukuh Produktiviti Buruh**. 5 September 2023. 2pm.

<https://www.youtube.com/watch?v=er61qHRHEDo>

19. Radio Selangor fm100.9. Hello Selangor: Dompot Kita – **Pinjaman Peribadi, keperluan atau jerat?**. 17 Ogos 2023. 2.30pm.

20. Radio Selangor fm100.9. Hello Selangor: Dompot Kita – **Ekonomi Madani memperkasa rakyat**. 3 Ogos 2023. 2.30pm.

21. TV1 RTM Biz Malaysia. **INTEGRASI EKONOMI ASEAN**. 15 Mei 2023.

<https://www.youtube.com/watch?v=0sIDIFNfan8>

22. TV1 RTM Biz Malaysia. **PRESTASI PASARAN BURUH**. 23 Mei 2022.

<https://www.youtube.com/watch?v=fV9g2Xzqm5g>

23. TV1 RTM Biz Malaysia. **RCEP DAN MANFAAT MALAYSIA**. 3 Februari 2022.

https://www.youtube.com/watch?v=Ht9CoXkvWEI&t=11s&ab_channel=BizMalaysia

24. TV1 Bicara Naratif. **CPTPP - Apa Untungnya kita?**. 10 Januari 2023.

<https://www.youtube.com/watch?v=Iciq08R5RVA>

25.TV1 RTM **Berita Perdana. MEMORANDUM PERSEFAHAMAN TRANSFORMSI DAN KESTABILAN POLITIK DAPAT MEMBANTU EKONOMI NEGARA.** 14 September 2021.
https://www.youtube.com/watch?v=kOaexCbhcw4&ab_channel=BeritaRTM

26.Utusan Malaysia. 3 Januari 2022. **Selesaikan perkara asas, baru ekonomi rancak.** Seksyen Ekonomi.

27.TV1 RTM **Bicara Naratif. GELEMBUNG PELACONGAN: PULIH INDUSTRI DAN EKONOMI.** 8 September 2021.
https://www.youtube.com/watch?v=OxjvlejeO3o&ab_channel=BeritaRTM

28.TV1 RTM Biz Malaysia. Berita RTM Saluran 123. **PELAN PEMULIHAN NEGARA.** 17 June 2021, 2pm.

29.TV1 RTM, Biz Malaysia. Berita RTM Saluran 123. **PERDAGANGAN PACU EKONOMI.** 7 May 2021, 3.30pm.

30.TV1 RTM **Bicara Naratif. DARURAT : IMPAK EKONOMI DAN PELABUR.** 22 Januari 2021.

<https://www.facebook.com/BeritaRTM/videos/2860797160817787/>

31.TV Astro Awani, Saluran 501 www.astroawani.com. **Manfaat Geran PRIHATIN.** 30 November 2020, 8.30am.

32.TV1 RTM, Biz Malaysia. Berita RTM Saluran 123. **Visi Putrajaya 2040, RCEP dan Pemulihan Ekonomi.** 23 November 2020, 3.30pm.

33.TV1 RTM. **Berita Perdana – Belanjawan 2021.** 11 November, 8pm.

34.TV1 RTM. Selamat Pagi Malaysia. **Belanjawan 2021–Perkasa Usahawan Mikro B40.** 11 November 2020, 8.30am.\

MODERATOR

College of Economics, Management and Information Systems. University of Nizwa, Oman. **How to publish in reputable journals?** 6 October 2021.

Public Service Department of Malaysia (JPA) Leadership Programme for the Senior Diplomatic and Administrative Officers. Participants are the grade 48 and 52. Date: 13th July 2021 (Tuesday). Time: 10:00 am – 12:00 pm. Speaker: YBhg. Dato' Hussamuddin Haji Yaacob. Title: Integrity & Authentic Leadership.

Malaysia Productivity Corporation. **National Conference on Behavioral Insights.** 23 March 2021.

National Competitiveness Webinar Series. **Communication Using Artificial Intelligence.** 12 March 2021, 10am.

National Competitiveness Webinar Series. **If you can't measure it, you can't improve it.** 10 March 2021, 10am.

National Competitiveness Webinar Series. **Short-form Video is the Future.** 5 March 2021, 10am.

National Competitiveness Webinar Series. **Impactful Content Writing and Image.** 3 March 2021, 10am.

MPC Sustainability Talk #14. **Translating Circular Economy Strategy into Revenue.** 13 November 2020, 10am.

MPC Smart Incentives Webinar Series #2. **Tax Incentives, Unlock the Opportunities.** 8 October 2020, 10am.

MPC Smart Incentives Webinar Series #1. **Insentif Berkesan, Tingkatkan Pengeluaran.** 27 August 2020.

SEMINAR/FORUM/TRAINING/WORKSHOP ATTENDED

2024 AAPBS (Association of Asia Pacific Business School) Academic Conference. Title: Creating the New Era - Innovations and Trends in K-Technology and K-Culture. 30 May-1 June 2024. Venue: Yonsei University, Seoul, South Korea.

National Conference on Behavioral Insights 2024. Title: Enhancing Productivity Through Navigating Together – Behavioural Insights Public Policy for Malaysia. 30 July 2024. Venue: Putrajaya.

Asian Productivity Organization. **Workshop on Management of the APO Certification Body of Productivity Specialists,** 13-15 June 2023. Virtual Session.

Women Leadership Foundation. **International Women Entrepreneurship e-Forum.** 24 August 2021. Malaysia.

Digital Productivity Nexus. **Jom Digital Webinar Series 3/2021 eCommerce Solution Software.** 26 August 2021. Malaysia.

Digital Productivity Nexus. **Jom Digital Webinar Series 2/2021 ePayment.** 19 August 2021. Malaysia.

Universiti Teknologi MARA, Fakulti Pengurusan dan Perniagaan. **Enhancing Research Idea using Pitching Framework.** 18 August 2021. Malaysia.

Malaysian Qualifications Agency (MQA). **Open and Distance Learning (ODL).** 9 June 2021.

MPC. **Training on Behavioural Insights.** 26-28 April 2021. Singapore.

MPC Behavioral Insights Webinar. **Enhancing Behavioural Insights to Create Sustainable Behavioural Change at Work**. 16 April 2020.

Asian Productivity Organization. **International Circular Economy Investment and Trade Forum"** of TASS 2020 Asia's Sustainable Supply & Circular Economy Conference and Exhibition: Taiwan (Virtual). 2-3 December 2020.

Tourism Productivity Nexus. **Inbound Tourism Bootcamp** (Virtual). 20 November 2020.

Penjana HRDF. **Certificate of Business Strategies**. 28-30 September 2020: Kuala Lumpur.

Malaysia Productivity Corporation. **COVID-19- Managing Non-Tariff Measures in Critical Sectors**. 2 June 2020.

Universiti Putra Malaysia, Malaysia
Qualitative Research Using Atlas.ti (2018)

Training.com Asia (Human Resource Development Fund, Malaysia)
Certification in Training the Trainer (25-29 September, 2017) Certificate No: TTT/18641

Ministry of Higher Education
iCGPA Workshop (19 July, 2017)

Asia Global Marketing & Consultant, Malaysia
Aligning Leadership Principles and Synergy (23-25 March, 2015)

Franklin Covey, Malaysia
The 4 Discipline of Execution Training Program (14-15 April, 2015)

American Society for Quality (ASQ), United States
Business Excellence: U.S. Best Practices Sharing – Baldrige (16-19 June, 2014)

Malaysian Press Institute
Media Relations Training: Hands-on-approach (10-12 June, 2014)

Institute of Management Development (IMD), Lausanne, Switzerland
Strategic Leadership for Women (3-6 April, 2006)

National Productivity Organization of Islamic Republic of Iran
Productivity Measurement (1996)

MEDAL

The conferment of royal medal, **Bintang Kesatria Mahkota Wilayah (K.M.W.)** by **Yang di-Pertuan Agong Tuanku Abdul Halim Ibni AlMarhum Sultan Badlishah** in conjunction with Hari Wilayah Persekutuan on the 1st February 2014.

MEMBERSHIP

Chartered Management Institute (CMI) United Kingdom. Membership number: P04687181. Since year 2021.

Member of **Institute of Marketing Malaysia** for since year 2017.

External Member of Board of Studies for Academic Review Bachelor of Mathematical Science (Honours), Kuliyah of Science, **International Islamic University Malaysia** (14 March 2017 - 14 February 2018).

Certified Assessor for Business Excellence, 2015; **Malaysia Productivity Corporation.**

Certificate of Completion 'Business Excellence: U.S. Best Practices Sharing – Baldrige, 16-19 June 2014; **American Society of Quality.**

COMPETITION

2024 Bangkok Business Challenge (BBC@Sasin). Advisor to Kairos team. Semi-finalist. Venue: Sasin School of Management, Bangkok. Thailand. 20-22 June 2024.

2022 SCG Bangkok Business Challenge. Role: Advisor to Carbotech team from Putra Business School. The team won 3 awards, namely, Global60-second pitch; Best Business Plan and Best Presentation Award.

2022 Swiss Innovation Challenge ASEAN. Role: Coached for six teams from Malaysian and Indonesian university. A team managed to qualify in the final round.

2021 International Challenge for Data Analysis and Decision Making in Economics. Third Prize – with MBA students of Putra Business School. Organised by: China Association of Game Theory and Experimental Economics. Certificate of Honor No: JS00210000349

Siam Commercial Bank Future Leader Challenge (SCBFLC) 2018. Semi-finalist. Organised by SCB and Sasin School of Management – with MBA students of Putra Business School.

I won essay writing competition organised by the **Ministry of International Trade and Industry** in 2002. The theme was on international trade and competitiveness.

OFFICIAL VISIT PROGRAMME

2023: Official Visit to **Universitas Padjajaran, Bandung, Indonesia** with Putra Business School management team. Signing of Memorandum of Understanding in July 2023.

2023: Official Visit to **Universitas Telkom, Bandung, Indonesia** with Putra Business School management team. Signing of Memorandum of Understanding in July 2023.

2023: Official Visit to **BINUS University, Jakarta, Indonesia** with Putra Business School management team. Signing of Memorandum of Understanding in July 2023.

2023: Official Visit to **Institut Teknologi Bandung, Indonesia** with Putra Business School MBA students – Lead to MoU signing in July 2023.

2019: Official Visit to **Institut Teknologi Bandung, Indonesia** with Putra Business School MBA students.

2007: Official visit to New Zealand on Benchmarking Industry Competitiveness: **Ministry of Economic Development of New Zealand**, Wellington, New Zealand. Now, it is Ministry of Business, Innovation and Employment since 1 July 2012.

Department of Economics, **Otago University**, Dunedin, New Zealand.

Economics Department, **ANZ Bank**, Auckland, New Zealand.

PERSONAL INTERESTS

I love sports such as table tennis, volleyball, badminton, netball, dart are my favourite games.

I have been representing MPC team at MITI & Agencies Tournament, university and school.

Edited: 16 April 2025