

## CURRICULUM VITAE

### 1. PERSONAL DATA

Name : Elisha Nasruddin  
Nationality : Malaysia

Current Position : Associate Professor

Qualifications : 2004: PhD (UUM) Technology and Quality Management  
1996: M.Sc. (Bradford) Industrial Technology / Manufacturing Management  
1991: B.Sc (Purdue University) Management

Field of specialization : 1) Green Business, 2) Futures Studies, 3) Social innovation in management of organisations, 4) Pluralism, Diversity & inclusion, 5) Philosophy of research

Tel (office) /HP : 0134803351

Email : [elisha@usm.my](mailto:elisha@usm.my)



### 2. RESEARCH GRANTS/ SUPERVISION

- Ongoing grants : 1. **Investigator, Malaysian Partner – SIDA.** Comparative Perspectives on Migration: Indonesia, Malaysia and Sweden Note, Swedish Research Council, RM 295,500, 1/1/2014 - 31/12/2017.
- Completed grants : 2. **Principal Investigator, RU grant – Foresight On Corporate Social Responsibility and Corporate Power in The Tourism Sector: A Case Study of Penang as A Sustainable Heritage Site, USM (RU),** RM138,900.00, 1/12/2013-1/3/2017.
3. **Investigator, Tanggungjawab Sosial Korporat (CSR) Dan Perbauran Komuniti Kilang Dan Tempatan: Kajian Kes Pekerja Migran Indonesia Di Multinasional, Pulau Pinang, USM (RU),** RM96,300.00, 1/12/2013-30/11/2015.
4. **Ahli Projek - Pembina atau Pembina: Pembina atau Pembina: Kuasa Korporat dan Tanggungjawab Sosial Korporat (CSR) dalam membentuk Kesepaduan Sosial, (1/1/2012 – 30/11/2016).** Total: RM 68,175.00.
5. **Researcher, Sub-project of Program Kesepaduan Sosial Negara, LRGS – Pembina atau Pembina: Kuasa Korporat dan Tanggungjawab Sosial Korporat (CSR) dalam membentuk Kesepaduan Sosial, (1/1/2012 – 31/12/2014).** Total: RM 150,000.00 Program Head – Prof Ulung Dato' Shamsul A.B.
6. **Project Manager - Development of Learning Materials and Methodological Support on Sustainable Production and Consumption, United Nations University (UNU). (2013-2014).** Total RM28,105.28.

7. **Researcher, ISIS** (Institut Kajian Strategik dan antarabangsa) grant - Fellowship from Institute of Strategic and International Studies - *Foresight on national integration in Malaysia through futures perspective* (2010 - December 2012). Total: RM 40,000.
8. **Investigator, Malaysian Partner - SIDA** (Swedish International Development Agency) European PI partner: Professor Goran Collste – *Possibilities of Religious Pluralism* (2007-2012). Total: RM 90,408.00.
9. **Principal Investigator, RU grant** – *Corporate social responsibility in Malaysia: Ontological and epistemological research orientation in building theoretical foundations*. (2007-2009). Total: RM 70,000.
10. **Investigator, Long-term IRPA** – *The Development of Engendered Social Safety Net Approach in Public Policy*. Account: 305/PKANITA/612303. (2004-2006). Total: RM150,000. Other researcher: Reevany Bustami.
11. **Investigator, Fundamental Top-down** – *Impact of Globalisation on Women's Work*. Account: 203/PKANITA/670046. (2004-2006). Total: RM 2.2 million. Other researcher: Reevany Bustami.
12. **Investigator, IIM-MAREF grant** – Governance, ethics and corporate social responsibility of public listed companies in Malaysia. (Jun-Nov 2006). Total: RM 40,000.
13. **Investigator, Malaysian Partner - SIDA** (Swedish International Development Agency). European PI partner: Profesor Goran Collste – *Possibilities of Religious Pluralism*. (2004-2005). Total: RM 32,000 (SEK 75000).

Graduated students : PhD:

**Ali Abbas Suleiman Albdour**, 2011, The relationship between internal corporate social responsibility, organisational commitment and employee engagement within the banking sector in Jordan.

**Loo Saw Khuan**, 2016, Purchasing Social Responsibility in the Electronics and Electrical Industry of Penang: a phenomenological approach.

**Saravanan Nathan A/L Lurudusamy**, 2016, Factors Influencing the Adoption and usage Continuance of Broadband Internet Technology among Individuals.

DBA:

**Jacki Teo Lam Chew**, 2015, Impact of employee perception of CSR practices on Organisational commitment and role behaviour in SMEs in Malaysia.

MBA:

1. **Kim Lin Siew**, 2010, Embedding CSR into corporate strategy, main supervisor
2. **Ryan Blair**, 2010, Process improvement in Motorola Penang's two way radio assembly, main supervisor
3. **Julia Dreeseen**, 2011, Localising CSr for development cooperation, main supervisor
4. **Suleiman Fawwaz Kanan**, 2012, CSR and stakeholder engagement, main supervisor
5. **Darab Salamat**, 2012, Productivity and well-being
6. **NurZairin Zahari**, 2012, Recycling behaviour among scndary students
7. **Oi Chiew Ling**, 2012, Determinants of energy savings program in an organisation
8. **Hafidayu**, 2014, Solid waste management, main supervisor

9. **Nur Aulia Fahada Misardin**, 2014, Social enterprise in Malaysia, main supervisor
10. **Nazura Mansor**, 2015, Training and employee development programme – the case study of Kelana Agresif Automart Sdn Bhd
11. **Muhammad Jamil Halimi Bin Abd Rahman**, 2015, Environmental issues and its effect towards business operation: a case study of a rare earth business organisation

Postgraduate under supervision : Ph.D.

1. **Idola Pertini Putri**: Construction of Indonesia National Industry: an analysis of Indonesia Independent Film Industry, (2009-2015)
2. **Ebtisssam Labib**: The impacts of social media on SME's customer equity
3. **Mohamed Alaamri**: Special Education needs in Jordan public schools
4. **Khairul Anuar**: Corporate Power and its impact on socio-economic heritage of Bumiputera entrepreneurs in Penang

### 3. RESEARCH PUBLICATIONS:

#### Chapter(s) in research books:

1. Reevany Bustami & Elisha Nasruddin (2006), **"Impact of Globalisation on Women's Work"**, Abd Aziz Tajuddin, Lim Koon Ong (eds) *Fundamental research at USM, 2002-2005*, Vol 3 (Arts), Penerbit USM.
2. Reevany Bustami & Elisha Nasruddin, (2005), **'Religious Pluralism, Islam and the New Prime Minister's Ethical Rationality'**, Goran Collste (ed), *Possibilities of Religious Pluralism no.3*, Linkoping University Press, 2–30. (Based on outputs from SIDA grant Religious Pluralism)
3. Elisha Nasruddin & Reevany Bustami (2005), **'Quality Management and Ethnic Integration'**, Goran Collste (ed), *Possibilities of Religious Pluralism no.3*, Linkoping University Press, 31–47. (Based on outputs from SIDA grant Religious Pluralism)
4. Reevany Bustami, Elisha Nasruddin & Nusrah Samat (2006), **'Religious Pluralism: Mapping the complexities in Malaysia'**, Goran Collste (ed), *Religious and ethnic pluralism, no.4*, Linkoping University Press, 10-26. (Based on outputs from SIDA grant Religious Pluralism)
5. Reevany Bustami & Elisha Nasruddin (2006), **'Three Technological Paradoxes: Power Manifestations of Mobile Phone Usage among Malaysians on the Run'**, Raul Pertiera (ed), *The Social Construction and Usage of Communication Technologies: Asian and European Experiences*, The University of the Philippines Press, Chapter 8.
6. Reevany Bustami, Elisha Nasruddin, et. al., (2006), **'Development and governance: emerging ethical and sustainable paradigms in Malaysia'**, Salahuddin M. Aminuzzaman (ed), *Governance and development: Bangladesh and regional experiences*, University of Dhaka Publication, Chapter 12.
7. Elisha Nasruddin & Reevany Bustami, (2007), **'Transformasi pendidikan tinggi: pengalaman Universiti Sains Malaysia melakar scenario masa depan'**, Zailan Moris (ed) *50 tahun pembangunan pendidikan tinggi di Malaysia (1957-2007)*, Penerbit USM, 195-204.
8. Hasnah Haron et.al. (2007), **Governance, ethics and corporate social responsibility of public listed companies in Malaysia. KL:** Malaysia Institute of Integrity. Total pages: 150. Monograph based on MAREF-IIM Commission Research Report
9. Ahmad Sofwan Nathan, A. and Elisha, N. (2007). **Introduction**. In: (Ed., Elisha, N. et.al.), *Constructing Future Scenarios of Higher Education. Insights from USM*, USM Press, Malaysia. Pp. 1-14.

10. Ellisha, N. and Linariza, H. (2007). **Creating the future of higher education in Malaysia**. In: (Ed., Ellisha, N. et.al.), *Constructing Future Scenarios of Higher Education. Insights from USM*, USM Press, Malaysia. Pp. 16-34.
11. Ellisha, N. (2007). **Dreaming and visualising the preferred vision for USM**. In: (Ed., Ellisha, N. et.al.), *Constructing Future Scenarios of Higher Education. Insights from USM*, USM Press, Malaysia. Pp. 113-122.
12. Ahmad Sofwan Nathan, A. and Ellisha, N. 2007. **Moving forward**. In: (Ed., Ellisha, N. et.al.), *Constructing Future Scenarios of Higher Education. Insights from USM*, USM Press, Malaysia. Pp. 123-125.
13. Ellisha, N. and Reevany, B. 2007. **Hala tuju dan masa depan pendidikan tinggi di Malaysia**. In: (Ed.), *50 Tahun Pembangunan Pendidikan Tinggi di Malaysia (1957-2007)*, USM Press, Malaysia. Pp. 159-91.
14. Reevany Bustami & Ellisha Nasruddin, (2007), '**Paradigms and values: exploring the cultural psyche of peace and conflict management among Malays in Malaysia**', Kamarulzaman Askandar (ed) *Building Peace: Reflections from Southeast Asia*, SEACRN publication, 113-126.
15. Josie M. F., Ellisha Nasruddin & Reevany Bustami, (2009), '**Philanthropic Trends in Indonesia**', Josie M. F. (ed) *From Charity to Social Investments and Social Justice: Philanthropy in Indonesia*, Centre for the Advancement of Philanthropy, 35-59.
16. Reevany Bustami, Ellisha Nasruddin & Sarmila Md Sum, (2010), "**Corporate Social Responsibility and Ethnic Diversity in Malaysia**", Goran Collste (ed.), *Identity and Pluralism: Ethnicity, Religion and Values*, Linkoping University Press, 9-17.
17. Ellisha Nasruddin, Reevany Bustami & Ng Sen Fa, (2010), '**Trends and Challenges in Sustainable Pluralism within Malaysia's Higher Education: a Foresight Perspective**', Goran Collste (ed) *Identity and Pluralism: Ethnicity, Religion and Values*, Linkoping University Press, 20-32.
18. Reevany Bustami, Ellisha Nasruddin, & Kinsley Sen Fa Ng, (2012), "**Ethnic Diversity in Pluralistic Economy: CSR in Four Critical Areas of Organizational Integration in Malaysia and beyond**", *Building Bridges: CSR in Cross-Ethnic Context*, SITE Perbanas Surabaya, Linkoping University, Asiatic Research and Knowledge-Network (ARK), 67-98.
19. Reevany Bustami & Ellisha Nasruddin (2014), "**Corporate Social Responsibility, Southeast Asian Perspectives**", *Ethics, Science, Technology and Engineering*, 2nd Edition, USA: Cengage Learning, 464-466.
20. Ellisha Nasruddin (2014), "**Sustainable Production and Consumption and Education for Sustainable Development: Using the Learning Case Method Approach**", *ProSPER.Net: Transforming Higher Education and Creating Sustainable Societies*, Japan: UNU-IAS, 88-95.

#### **Author of books:**

1. Reevany Bustami, Ellisha Nasruddin and Norman Blaikie (2013), **Lima Falsafah Penyelidikan: Paradigma dan Strategi Penyelidikan untuk Sains Sosial dan Pengurusan**, Indonesia: Malindo Nusantara Press. Total pages: 218.
2. Universiti Sains Malaysia (2007), *Constructing Future Scenarios of Higher Education. Insights from USM*. Penang: Penerbit USM. Total pages: 135.

#### **Article publications:**

1. M. Reevany Bustami and Ellisha Nasruddin (1995), '**A Foundational Model of Organisational Transformation**', *Al-Mizan. The Balance*, Fosis and The Islamic Foundation UK, Volume 1 Issue 2, 64-75.
2. Reevany Bustami and Ellisha Nasruddin (1999), **Towards a Reorientation of Theory and Research on Development in Malaysia: A critical evaluation of current ontological and epistemological assumptions**, *Kajian Malaysia. Journal of Malaysian Studies*, Penerbit USM, Vol XVII, no. 2, 105-124.
3. Ellisha Nasruddin and Reevany Bustami (2006), **Imagining a larger ethical picture: Corporate Social Responsibility (CSR) Relational Matrix**, *Ide Quarterly*, ODC, Vol. 5, No. 3: 81-90.
4. Ellisha Nasruddin and Reevany Bustami (2007), **The Yin and Yang of CSR Ethical Branding**, *Asian Academy Management Journal (AAMJ)*, Penerbit USM, Vol 12, No. 2, 83-100.
5. Reevany Bustami, Ellisha Nasruddin & Sarmila, (2008), **Servicing the Multi-ethnic Communities in Penang: Four Typologies of CSR Community Initiatives**, *Jurnal Kerja Sosial*, Vol.6, No.2, November 2007
6. F.H.Hussin, Reevany Bustami & Ellisha Nasruddin, (2008), **B.A.S.I.C.S. in C.S.R: Building Academic Systems of Instruction for Constructive Sustainability in Corporate Social Responsibility in Southeast Asia**, *Jurnal Kerja Sosial*, Vol.6, No.2, November 2007
7. Al-bdour, A. Ali, Ellisha Nasruddin, Soh Keng Lin, (2010), **The relationship between internal corporate social responsibility and organizational commitment within the banking sector in Jordan**, *World Academy of Science, Engineering and Technology*, vol 4 2010-07-22, 852-871.
8. Ellisha Nasruddin, Reevany Bustami & Sohail Inayatullah, (2011), **Transformative foresight. USM leads the way**, *Futures. The Journal of Policy, Planning and Futures Studies*, 44, Special issue. *Futures education*: 36-45.
9. Reevany Bustami, Diao Na, Ellisha Nasruddin, Shah Reeyaal A'mmaari (2013), **Exploring ISO 26000 and global reporting initiatives: a neo-institutional analysis of two CSR institutions**, *Intenational Economic Letters*, vol 2, issue 2, 10-17.
10. Ellisha Nasruddin & Nur Aulia Fahada Misaridin, (2014), **Innovation for a social enterprise business model: an analysis of key success factors**, *The International Journal of Organisational Innovation*. Special issue, 149-157.
11. Jacki Teo Lam Chew and Ellisha Nasruddin, (2015), **The Relationship between Employee Perception of CSR Practice and Role Behaviors: The Mediating Role of Organisational Commitment within Service-Related SMEs in Penang**, *The International Journal of Recent Advances in Organisational Behaviour and Decision Science*, Vol 1, Issue 4: 617-631.
12. Ellisha Nasruddin (2016), **Rethinking The Rare Earth Industry**, *The International Journal of Asian Management Briefs*, Publisher Singapore Management University.
13. Suyatno, Reevany Bustami & Ellisha Nasruddin (2016), **Four Scenarios of Malaysia-Indonesia Migration: From the status quo to the wildcard scenarios**, *The International Journal of Global Strategies*.

### Proceedings

1. Reevany Bustami and Ellisha Nasruddin (2003). '**It isn't all about Technology! Three Knowledge Paradigms of Income Generation for Families in the K-Economy**'. In Jamilah Ariffin and Adeline Louis (eds), *Proceedings of the APFAM National Conference on Family in the K-Economy: Challenges to Parenthood*. Malaysia: ADFAM (Malaysia) and Family Development Foundation of Johor. Pp. 139-151. (Proceeding publication). Paper presented at Park Plaza International Hotel, 9-11 November, 2001, Kuala Lumpur.

2. Reevany Bustami and Elisha Nasruddin (2004). **'Re-conceptualizing Information Society in Malaysia'**. For *6th ASEAN Inter-University Seminar on Social Development*, 14-16 May 2004, USM, Penang.
3. Reevany Bustami and Elisha Nasruddin (2005). **'Total Synergistic Community Living. Designing & Realising A Vision for Differently-abled University Students'**. For *International Conference on Healthy University*, 20-22 November, 2005, USM Penang.
4. Reevany Bustami, Elisha Nasruddin (2005). **Inventing Realities: Exploring the interconnectedness between Mobile Phone, Reality TV, and Giving in Malaysia**. In *International Conference on Mobile Communication and Asian Modernities II. Information, Communication Tools & Social Changes in Asia*. (Proceeding publication). Paper presented in Beijing, October 20-21, 2005.
5. Elisha Nasruddin and Reevany Bustami (2006). **"Branding from the soul: Seven pillars of CSR Ethical Branding for SMEs"**. In *SME and Marketing Conference 2006. Enhancing SMEs: Using Branding as Strategic Tools*, 20 November, Penang. Pp. 1-14 (CD publication). Paper presented at Cititel Hotel, 20 November, 2006, Penang.
6. Reevany Bustami, Elisha Nasruddin, Omar Osman, Zainal Abidin, Jeffrey Phang and Roslinya Latip (2006). **'Championing Ethical Rationality in Higher Education: The USM Journey and academia-industry collaborations on EfSD'**. In *The 2006 ASAIHL Conference on Education for Sustainable Development*. Pp. 536- 548 (CD publication). Paper presented at The Gurney Resort Hotel & Residence, 19-22 June, 2006, Penang.
7. Reevany Bustami, Elisha Nasruddin, Zainal Abidin, and Roslinya Latip (2006). **'Ethical Transformation of Higher Education in ASEAN: Sharing the USM journey of education for sustainable development (EfSD)'**. In *8th AUN Educational Forum and Young Speakers Contest. Tertiary Education in ASEAN. Perspectives from Young Leaders. 2006 Conference Proceedings*. Singapore: National University Singapore. Pp. 41-56. Paper presented National University of Singapore, 21-23 May, 2006.
8. Tan Chin Chin, Reevany Bustami, and Elisha Nasruddin (2006). **'Transforming the Hearts and Minds: Insights into the World of Differently-abled Students'**. In *The 2006 ASAIHL Conference on Education for Sustainable Development*. Pp. 237-241 (CD publication). Paper presented at The Gurney Resort Hotel & Residence, 19-22 June, 2006, Penang.
9. Reevany Bustami and Elisha Nasruddin (2006). **'The home, the heart and the hyperglue. Three Transformational Cultural Pillars in Community Re-building Within a Disaster Zone in Aceh'**. In *ASAIHL 50<sup>th</sup> Anniversary Conference: Disaster Management Through Regional Cooperation*. Pp. 208-216. (CD Publication). Paper presented at University of Indonesia (UI), 4-7 December, 2006, Jakarta.
10. Reevany Bustami dan Elisha Nasruddin. **'Peranan PEMENANG sebagai NGO Melayu di Pulau Pinang: empat scenario transformasi organisasi dalam masyarakat pluralistik.'** For **Persidangan Pensejarahan dan peranan PEMENANG dalam memertabatkan Melayu di Pulau Pinang**, 25 August, (2007), USM.
11. Reevany Bustami and Elisha Nasruddin (2008). **"Empat Paradigma Penyelidikan Konvensional: Suatu Analisis Ontologival dan Epistemologikal"**. In *Seminar Pengurusan Pembangunan Islam II. Kaedah Penyelidikan Berteraskan Islam*. (CR publication). Paper presented at IPS, USM, 6 Februari, 2008, Penang.
12. Reeva Bustami, Reevany Bustami and Elisha Nasruddin (2009). **Islamic-based Holistic Screening Framework: A Three-layered Working Assessment for Listed Companies**. Paper Presenter in *The 3<sup>rd</sup> ISDEV International Development Management Conference (IDMAC 2009): Islamic Capital Market* (Proceeding publication), 28-29 October 2009, Penang.
13. Kim Lin Siew and Elisha Nasruddin (2010). **Embedding CSR into Corporate Strategy: Review of a Best Employer Company in Vietnam**. In *The 1st ICBB and CSR-UN Conference. International Conference on Business and Banking & Corporate Social Responsibility University Network Conference*. (Proceeding publication). Pp. 355-368. Paper presented STIE Perbanas Surabaya, 23-24 February, Indonesia.

14. Ellisha Nasruddin (2013). *International Conference: Transformation Malaysia Indonesia Relation: Toward ASEAN Community 2015*. Paper presented at Pusat Studi Malindo, 25th January 2013, Indonesia.
15. Ellisha Nasruddin and Reevany Bustami (2013). '**OCBC Malaysia. Embedding the Spirit of Corporate Responsibility**'. In 3rd South Asian Management Research and Case Conference. Paper presented at Indian Institute of Management, 27-29 December, 2013, Bangalore, India.
16. Reevany Bustami, Prof Madya Jamilah Ahmad, Ellisha Nasruddin, Jeffry Phang Fatt Kong (2014). '**The contribution of private sector in social cohesion**'. In *Persidangan Antarabangsa Program Kesepaduan Sosial Negara*. Paper presented at Hotel Seri Pacific, 18-19 Mac, 2014, Kuala Lumpur.
17. Loo Saw Khuan and Ellisha Nasruddin (2014). **Purchasing Social Responsibility activities in Malaysia: Labour, health, and safety**. In *6th International Conference on Operations and Supply Chain Management*. Paper presented in Bali, Indonesia, 10-12 December, 2014.
18. Teo Lam Chew & Ellisha Nasruddin (2015), **The Impact of Employee Perseption of CSR Practices on organisational commitment and role Behavior: A Study of SME's in Malaysia**. In *The 4th Asian Management Research and Case Conference 2015*. Paper presented at Sains@USM, Bukit Jambul, Penang, Malaysia on 10th-11th January.
19. Tale Selvi Muniandy and Ellisha Nasruddin (2015). **Green Recruiting to Attract and Retain Top Talent: The Significance of Green Video Interview for the Manufacturing Industry in Penang**. *International Conference on Green Human Resource Management*.
20. Loo Saw Khuan and Ellisha Nasruddin (2016). **Barriers to Purchasing Social Responsibility Activities in Northern Malaysia: A focus on labour and health and Safety**, QRC 2016 proceedings, 340-349.

#### 4. ACADEMIC RECOGNITION AND LEADERSHIP:

##### i. Reviewing Articles in Academic Journals / Assessor of Working Papers / Reviewing Books

1. 5<sup>th</sup> AAM Proceedings 4 paper reviewers: Aspects of SCM in India, Implementation challenges of mobile supply chain management, Supply chain management in Malaysia, Effects of TQM practices.
2. AAMJ 2 paper reviewer: Positioning knowledge management as key success factor in growth of cooperatives in Malaysia, Strategic management practices amongst traditional performing arts entrepreneurs.
3. AAMJ paper reviewers (November, 2006): Incubators within a university and clustered context.
4. AAMJ paper reviewers (November, 2007): Social capital for knowledge management: The case of MSMEs.
5. AAMJ paper reviewer (May, 2007): The Tsunami Transformation: How agency construction and rehabilitation converting disaster into an opportunity to sustainably develop Tsunami affected regions of Aceh and Nias.
6. 7<sup>th</sup> AAM Conference Proceedings paper reviewer n. 93
7. Paper reviewer AAMJ: improving cost competitiveness of Sri Lankan garment industry.
8. Paper reviewers 8<sup>th</sup> AAM Conference Technology and Operations track.
9. Paper reviewers 1<sup>st</sup> ICBB Banking and CSR conference.
10. Reviewer for Jurnal Ventura, STIE Perbanas Surabaya: Consumer religiosity and the importance of store attribute. Oktober 2008.
11. Paper reviewer AAMJ no. 2751: The lens of pragmatism and critical realism in management research.

12. Paper reviewer 4<sup>th</sup> AMRC 2015 conference.
13. Paper reviewer for 10 Prosper.Net cases (part of ProSPER.Net university project): Financial gradients, Cheonggyecheon restoration, Greening campus-led economy, sustainability-led institution, participatory development of indigenous people, Effective collaboration on SCP, Sustainable rural development, Weaving wealth, resource efficient for rice milling, green technology in developing nations.
14. Paper reviewer for ProSER.Net online publication: (2013), Learning case: supply chain integration for sustainable rattan and bamboo crafts.
15. Paper reviewer: (2014), Moderating Role of Context Satisfaction: Exploring the Job Characteristics Model in Indian Public Sector Banks, Asian Management Research Conference.
16. Paper Reviewer on "International Workshop on Migration and Cohesion in Multi-ethnic Societies: Irregular Migration, Nusantara Heritage and Social Responsibility on 25-26 Februari 2015, CenPRIS, USM, Penang, Malaysia.
17. Paper reviewer: (2015), Journal of Engineering and Technology (JET), 6(1).
18. Paper reviewer: (2016), Perilaku Herding Dalam Keputusan Investasi Pada Investor Individu di Bursa Efek Indonesia (BEI).

## ii. Keynote Speaker

### International

1. Invited to be Plenary II Speaker for "Reimagining Management in an Era of Multiple Crises: Success and Sustainability of Businesses in Dynamic Asia", **7<sup>th</sup> AAM International Conference and 4<sup>th</sup> AGBA World Congress**, 21-25 Mei, (2007), Park Royal Hotel, Pulau Pinang. Organised by Asian Academy of Management and School of Management, USM.
2. Invited speaker on 'Green business and natural capitalism' **International Seminar on CSR, Integrity and Global Justice** (2012), 2nd March, Rumah Peranginan Persekutuan Pulau Pinang.
3. Invited speaker for **2013 Public health program** with University of South Florida University, Thailand, 5 July, (2013).
4. Speaker on the "International Workshop on Migration and Cohesion in Multi-ethnic Societies: Irregular Migration, Nusantara Heritage and Social Responsibility on 25-26 Februari (2015), CenPRIS, USM, Penang, Malaysia.

### National

5. Workshop activity - 'Your ethical winning code on money', at Charity Seminar Workshop: 'Kemanakah Perginya Wang Anda'? Organised by Young Children's Connection and School of Social Sciences, USM. 3 December, (2005).
6. Penyelidikan Kualitatif: Lima Strategi Penyelidikan dan Mendalami Strategi Penyelidikan Abdukti for **Bengkel Penyelidikan Kualitatif**, 26 Mei, (2005), Fakulti Pengurusan Teknologi, UUM, Sintok, Kedah.
7. Ellisha Nasruddin, Reevany Bustami, and Dzulkifli Abdul Razak (2006). 'Ethical Rationality: Dreaming a Future for the Universities'. For National Conference on Management Sciences 2006. **Academia-Industry Collaboration: Strategies for Dream Economy**, 3-4 April, (2006), Sunway Lagoon Resort Hotel.
8. Speaker on Pembinaan Kapasiti Organisasi Dan Pasukan, at Educate to Learn, Damansara Perdana. (21-22 January 2006).
9. **Ceramah kewartawanan**, (16 September, 2007), School of Social Sciences.
10. Invited Panelist for **Youth awareness and organisational development**, (18-20 November, 2006), Pearl International Hotel, KL.



11. Invited as trainer for **Penang CSR training workshop**, (13 December, 2007).
12. Invited speaker for **Bengkel pengukuhan uinversiti-komuniti**, (12-14 December, 2008), Paradise Sanfy Beach resort.
13. Invited speaker for **UEM group dialogue and survey 2008**, "Making the utmost of CSR projects and challenges in CSR", (20 Ogos, 2008), UEM, KL.
14. Invited Presenter in **Penang CSR Forum on "Ethics in Business"** (Ethics and Business Sustainability). (11 June 2009) Komtar Penang.
15. Invited presenter at **Research Seminar GSB**, (7 October, 2011): Foresight epistemology.
16. Invited speaker for **Graduate Student Success workshop**, (24-25 November 2014), Sains@USM
17. Invited speaker for Green Business: Building Competitive Advantage & Innovative Practices in Social Enterprise, International Sustainable Business Week 2015 organised by Graduate School of Business, USM, Penang. (October 2015).

### iii. **Editorial Board**

1. *Asian Academy of Management Journal*. As member of panel editors, (August, 2006).
2. ProsPER.Net online website. (International). As a project project leader. (2013).
3. *International Journal of Multicultural and Multireligious Understanding*. As an editor. (2015).

### iv. **Member of a Panel Discussion / Forum**

#### **International**

1. Panel discussion on 'Religious Pluralism, Islam and the new Malaysian Prime Minister's ethical rationality'. At Multidisciplinary workshop on **Possibilities of Religious Pluralism** in Linkoping University, (16 August, 2004).
2. Panelist for Culture and pluralism: Handy's perspective, in **1<sup>st</sup> Transdisciplinary Workshop on Religious Pluralism: Perspectives from Malaysia and Sweden**, (2<sup>nd</sup> March 2005), Penang.
3. Panelist for Let the mouse deer dance: Mapping out Iconoclastic Knowledge in Organizations, **2<sup>nd</sup> Transdisciplinary Workshop on Iconoclasm and Knowledge Society: Transforming and Challenging the Present Paradigms & Powers**, (26 March 2005), Penang.
4. Panel discussant for workshop on **Possibilities of Religious Pluralism** in Linkoping University, (16-17 Jun, 2008).
5. Panelist for Aligning to Islam Hadhari: Reflecting on Current Paradigms in Management of Technology in **3<sup>rd</sup> Transdisciplinary Workshop on Hadharization of ICT: Redesigning and Realigning Technology towards Ethical Rationality**, (27 April 2005), Penang.
6. Moderator for **International Corporate Social Responsibility Conference**, (29 July 2008), KL.
7. Panel discussion for 52nd societias ethical annual conference on globalisation and global justice in Linkoping University, (20-23 August 2015).

#### **National**

8. Panelist for 1st **National Seminar on Asset Management: Investing in a Gender-Sensitive Millenium**, (29 April 2000), Penang.
9. Dialogue Partner, **Academia-Industry Collaboration**, (8th March 2006), UTAR, Selangor.

10. **Bengkel Wanita dan Wang**, (11 April 2006), USM. Discussion of findings of research on Social Safety Net.
11. **Qualitative research**: the philosophies of research, at School of Management colloquium, (20 July 2005).
12. Panel discussion on '**Perancangan Senario Pendidikan Tinggi**: Pengalaman USM' at workshop: 'Bengkel Buku 50 Tahun Pengajian Tinggi', (25 June 2007), PPIK.
13. Panelist for '**Championing Ethical Rationality**: Ethics-centred transformative research' untuk Direction of research in technology management, *16th Graduate Colloquium School of Management*, (19 June 2006).
14. **Strategic positioning and branding of a Diva**: A Case study of Siti Nurhaliza, Management Forum, (23 July 200), Penang.
15. Moderator for roundtable discussion, **ISOTRA**, (14 May 2008), School of Social Sciences, USM.
16. **Caux Round Table** discussion, (18 February), Royal Lake Club.
17. Panelist **interview session** MBA/DBA 2008/2009, (11-12 Mac, 2008), School of Management.
18. Discussant School of Management **22nd Graduate Colloquium**, (15-19 June, 2009).
19. Discussant **Business Seminar** AGW 728, GSB for Chong Chee Hui, (9 Mac, 2010).
20. Discussant **Business Seminar** AGW 728 reseach methodology, GSB for Agustina Fitrianingrum, (23 April, 2013).
21. Discussant **Business Seminar** AGW 728 reseach methodology, GSB for Hassan Ahmed, (23 April, 2013).
22. Discussant **Business Seminar** AGW728 reseach methodology, GSB for Chee Hui Hong, (7 October, 2011).
23. Discussant **Business Seminar** AGW 728 reseach methodology, GSB for Chong Chee Hui, (17 March, 2011).
24. Speaker on "The Rise of Ethics and Socially Responsible Investment (SRI)", for **Green Technology Forum**, (20 April, 2011), School of Management, USM.
25. Panelist for **A forum among generations**, (16 December, 2011), USM.
26. Discussant for CSR power seminar: Innovation to create sustainable change, (26 September, 2013).
27. Discussant **PhD reseach Seminar** for Conceptual paper Aidi Zulkarnain Md Nor: Elements fo SMEs Halal Export Business Model and its relationship with Export performance, (14 March, 2014).
28. Discussant **Business Seminar** AGW728 research methodology, GSB for Sherijah Sheikh Kamaruddin: Green financing, (21 April, 2014).
29. Panel discussion for **International Sustainable Business Week 2015**, Auditorium Graduate School of Business, USM, (12-16 October 2015).
30. Discussant for Drivers of Corporate Social Innovation (CSI): An Empirical Study of Malaysian Public Listed Companies, (2016).
31. Discussant for Investigating Dynamic Capabilities as Antecedents to The Relationship Between CSR and Employee Outcome in Malaysia Pharmaceutical Companies, (2016).
32. Discussant for The Role of Social Capital in Determining Success of Developing Rural Development. The Case of Nestle, 2016.
33. Discussant for the Lean Manufacturing Approaches and Practices in Precision Plastic Mould Fabrication Industry, (2016).

34. Discussant for The Perceived Impact Of Outsourced Activities And Product Recall On Manufacturing Cost Performance: A Mediating Effect Of Outsourcing Capability, (2017).

v. **Member in Professional / Academic Associations/ Committee**

**International: Committee Member (Conference / Seminar /Workshop)**

1. Organizing Committee for 1<sup>st</sup> Transdisciplinary Workshop on Religious Pluralism: Perspectives from Malaysia and Sweden, (2 March 2005), Penang, collaboration between Linköping University.
2. Organising Committee for **2<sup>nd</sup> Transdisciplinary Workshop on Iconoclasm and Knowledge Society: Transforming and Challenging the Present Paradigms and Powers**, (26 March 2005), School of Social Sciences, USM.
3. Organising Committee for **3<sup>rd</sup> Transdisciplinary Workshop on Hadharization of ICT: Redesigning and Realigning Technology towards Ethical Rationality**, (27 April 2005), School of Social Sciences, USM.
4. Organising committee for Religious pluralism workshops in Linköping University, August 16-17 2004, and June 16-17, 2008.
5. Organising committee 7th AAM International Conference, (21-25 Mei, 2007): Ketua buku program dan 'Call for papers'
6. Co-chairperson in the organizing committee for the **1st International Conference on Business, Banking and CSR** (jointly organized by STIE Perbanas and USM), (Februari 2010).
7. **Co-chairperson** for 2010 **International Conference on Religious and Ethnic Pluralism Conference** (jointly organized by SIDA, USM and UKM) "RETHINKING REALITIES, REIMAGINING PLURALISM: FUTURE LANDSCAPES OF PLURALISM FOR DEMOCRATIC SOCIETIES" on 14-15 DECEMBER 2010 at Puri Pujangga Universiti Kebangsaan Malaysia, Bangi, Selangor.
8. Organising committee **Green technology financing forum** 20 April 2011.

**National**

9. Organising Committee, **Bengkel Wanita dan Wang: Strategi dan Etika untuk memperkasakan Kewangan Anda, Keluarga Anda & Perniagaan Anda**, anjuran projek IRPA Engendered Approach to Social Safety Net bersama KANITA dan Pertubuhan Ibu-Ibu Tunggal, 11 April 2006, PPSK.
10. Organising committee **7<sup>th</sup> AAM Conference** December, 2007
11. **Penang Corporate Social Responsibility (CSR)** State committee, (2007).  
Founding committee - Penang CSR State Committee (under Human Resources Development Council).
12. Organising committee **14<sup>th</sup> MFA conference** 2012.
13. Organising committee for **PhD research seminar** proposal defence, as chairman, 21 November, 2012, for Ooi Say Keat.
14. Organising committee for **DBA viva voce**, AGW 729, as chairman, 25/9/2013, for Noor Fareen Abdul Rahim.
15. Organising committee for **DBA viva voce proposal defence**, Seminar AGW 728, as chairman, 10/6/2013, for Sathiskumari.
16. Organising committee for **DBA viva voce** AGW 729, as chairman, 3/11/2014 for Sathiskumari;
17. Organising committee for **DBA viva voce** AGW 729, as chairman, 29/4/2014 for Sathiskumari.

18. Organising committee for **DBA viva voce proposal defence**, AGW 728 as chairman, 26/6/2014 for Surya Dharamdass.
19. Organising committee for DBA viva voce, AGW728 as chairman, 21/4/2014 for Sazani Shafie on organization culture and product innovation.
20. Organising committee for **MBA viva voce** AGW 622/ADW622/AGW623/AGW/625/AGW630, as chairman, 29/5/2014 for Tan Peng Hooi, Pung Xin Yi, Toh Seong Thye, Anas Mahath, Lee Hsun Yee, Alia Nadhirah, Ng Wei Chet, Pemdip Kaur.
21. Organising committee Futures relevance and global agenda APEX university.
22. Organising committee **HR Roundtable**: Chairman of roundtable discussion, 2014.
23. Organising committee for DBA Viva Voce Proposal Defence, AGW729 as Chairman for Cheng Mui Gek on Corporate Transparency, competitive advantage and firm performance.

## vi. Consultancy

### National

1. Resource expert and speaker for 3 workshops: 25-26 May 2007, 27-29 July 2007, 14-21 November 2007 (Bengkel 'Scenario Planning' **Majlis Peperiksaan Malaysia**)
2. CSR Research Expert Consultant for **Prime Minister's CSR Awards** for B Braun.
3. **Corporate Scenario Projection and Consultancy Timeframe**: Golden Sands Management Retreat 9th & 10th Jan 2012, Golden Sands Resort Penang, Pulau Pinang.

### International

4. Principal Consultant for **Development of learning materials and methodological support for 5th ASEAN-Plus-Three Leadership Programme on sustainable production and consumption**, sponsored by United Nations University-Institute of Advanced Studies, 1st September 2012 – 30th August 2013 (RM 84,007.47).
5. Program **Pengurusan Organisasi dan kewangan pendidikan awal kanak kanak**, sponsored by Institute of Early Years Development, August-September 2005.
6. Chief Rapporteur for Economic reformation through Technology: Re-emergence of Ethical Rationality in **KICT4D** (Knowledge & ICT for Development) OIC Networks (21-22 June 2005) PutraJaya International Convention Centre.
7. **Intercultural Consultancy** for Intel / Prudential Financial, November 17, 2005, Intel Penang.
8. **Intercultural Consultancy** for Intel / Prudential Financial, January 5, 2006, Intel Penang.
9. Resource expert on CSR at a meeting during the **Asian Forum on Corporate Social Responsibility** "CSR resource experts regional meeting", 27-28 September 2007, Sheraton Saigon Hotel, Ho Chi Minh City, Vietnam.
10. Resource expert for **planning of Futures workshop** - collaboration with USA, 15 April, 2008, Hotel Park Royal Pulau Pinang.

## National

11. Principal Trainer **Program Pengasuhan dan Pendidikan Awal Kanak-kanak**, 8-15 September 2005, 8am – 10pm, Wisma Belia, KL.
12. Speaker for 'Pengurusan Operasi Organisasi', Seminar Pengurusan Pendidikan Awal Kanak Kanak peringkat Negeri Pulau Pinang, 15-17 April, 2005.
13. Workshop on entrepreneurial basic module, Institute of Early Childhood Development (I-EYD): resource expert for **curriculum development on financial management and operations management for early childhood education** (29 May 2006- 31 May 2006, KL)
14. Rapporteur for '**Creating the Futures of Higher Education in Malaysia**: Implications for USM (30 May-1 June 2005), Grand Plaza Park Royal, P. Pinang.
15. Rapporteur for '**Creating the Futures of Universiti Sains Malaysia**: Backcasting and Visioning the Scenarios' (4-6 December 2005), Grand Plaza Park Royal, P. Pinang.
16. Resource expert for Bengkel pengukuhan hubungan universiti-komuniti, 12-14 December, 2008, Paradise Sandy Beach Resort, Pulau Pinang.
17. Facilitator for seminar perancangan scenario MPM, 22-23 Julai, 2010, Hotel Eastin, Penang.
18. CSR Advisor for Whyte House Education Group (2014-2015).

## vii. Service to the University

### Administration

1. DBA Program Manager (1 January 2013-31 December, 2015)
2. Program Manager Yunus Center @ USM (beginning 2016)

### University Committee

3. Committee member Jawatankuasa Bertindak Pelaksanaan Dasar Bahasa Malaysia (1/9/05 – 31/08/07)
4. Committee member jawatankuasa kajian model universiti untuk Malaysia, IPPTN (April-June 2006)
5. Organising Committee: 'head rapporteur' seminar "*The myth of the lazy native revisited: A seminar in honour of Professor Datuk Syed Hussein Alatas*", 30 Julai, 2007, Dewan Budaya, USM
6. Committee member Workshop I and II Creating Futures of USM (2005-2007)
7. Committee member Future Scenario USM, meeting 28 January 2008.
8. Committee member Futures project collaboration with MIGHT, meeting 27/3/2008
9. CSR consultant supply chain management and future scenario planning, CPTAG, USM (2009)
10. Committee member at the national public lectures working committees for Tan Sri Mahaleel Tengku Ariff
11. Programme manager for Green technology forum 1st January 2011 – 30th April 2011.
12. Chairman of Head for NST column project 27 April 2011 – 31 December 2011.

13. Programme Chairperson for Research Collaboration on Sustainable Development with World Bank (April 2011).

#### **School Committee**

14. Committee member CEO forum Programme for Graduate School of Business (2010)
15. Committee member for ISO 9001: 2008 and Internal Auditor for Graduate School of Business (2010)
16. Committee member Grand scholarly debate (2010)
17. Internal Auditor for Graduate School of Business (2012)
18. Committee member for Graduate School of Business sustainability seminar series (2012)
19. Head committee DBA Business Seminar for Graduate School of Business (2013)
20. Committee member CEO talk series for Graduate School of Business (2013)
21. Research Committee member for Graduate School of Business (2013-2016)
22. Head committee for papers in industry/trade publications (2013-2015)
23. Committee member, "New Student Intake (Mod: Coursework)", Graduate School of Business, (2015)
24. Committee member MFA Proceedings Editor (1st October 2011 – 30 June 2012)
25. Committee member MFA 2012 Conference (1st February 2012 – 30 June 2012)
26. Committee member 'Majlis sambutan ulangtahun penubuhan ketiga' PPSP (1st March 2012 – 21st March 2012)
27. Research Committee member for Graduate School of Business (1/1/2017-31/12/2018)

#### **viii. Service to the Community / Industry**

1. Organizing Committee for Australian Business Volunteers' Malaysia's **1st International IBM volunteer program** (under IBM Corporate Service Corp) - IBMers from India, Canada, USA, Argentina, Germany. (10 July 09).
2. Judge for Social Business Week (under Graduate School of Business, USM), 10<sup>th</sup> December 2016.
3. Operation Management Workshop for students involved in Reality Programme 'Misi Suara Hati II', conducted by Yayasan Budi Penyayang and ASTRO (1 May – 28 May 2005, (The first charity reality show (joint-venture project between Penyayang and ASTRO)
4. Aktiviti **menambah nilai** kepada laporan transformasi pengajian tinggi untuk Kementerian Pengajian Tinggi. (1 Februari, 2007), Pan Pacific, KLIA.
5. Panel diskusi untuk 'Mesyuarat menambah nilai laporan Kementerian Pengajian Tinggi. **Transformasi Pengajian Tinggi**. (7 & 14 February, 2007), Pan Pacific KLIA.

6. Aktiviti **menambah nilai** kepada laporan transformasi pengajian tinggi untuk Kementerian Pengajian Tinggi. (14 Februari, 2007), Hotel Equatorial, Bangi.
7. Consultant for Whyte House Education Group Thank You Project 2014 nationwide community service project (2014-2015)
8. CEO's CSR Roundtable (5 July 2007) - **'Moderator'** for CEO roundtable dialogue session between panel speaker and corporate leaders.
9. **Speaker and trainer-facilitator** for Penang CSR training workshop 'Understanding the Essence and the Power of CSR' dan 'Developing CSR strategies and programmes, 13 December 2007, Gurney Hotel, Penang.
10. Judge for SEAGATE Eco city model competition, 14 July, 2012.
11. Facilitator for PIBG Empowerment Training Program: Preventing Obesity In School, 28 Mei 2016.
12. Speaker for KANITA and School of Social Sciences workshop, 10 April, 2003, USM: Total Financial Planning (TFP) for Women and Families: Creating your own financial plan to build a secure future.
13. Ahli jawatankuasa bagi Meluluskan minit Mesyuarat Agung Tahunan ke 36 Koperasi Tadika Minden (October 2012)

#### ix. Assessor / Examiner

##### Internal Examiner for Thesis

1. (25/10/04): Proposal defence PhD Sri Nita: The impact of knowledge system on enterprise performance in Indonesian manufacturing firms
2. (21/3/05): MBA Management project thesis Goh Eng Ann: The impact of EMS certification toward firms' performance in Malaysia
3. (24/5/05): MBA Management project thesis Jasmine Yeap: Application of use-diffusion in home technological durables
4. (21/3/05): MBA Management project thesis Balamurugan: Doing more with less: a lean manufacturing model
5. (25/5/05): MBA Management project thesis Saari Din: The Effect of internal measure of service quality on business performance
6. Sem II, 2005/2006: DBA Dissertation Tan Hooi Sien: Service sabotage in hotel industry. A test of social bonding theory: proposal defence 24/3/2005; findings 20/1/2006; viva voce 20/6/2006
7. (21/11/06): proposal defense Ph.D. Rosly Othman: The Level of Islamic Food Standards Adoption and its relationship with Manufacturer's Halal Operations; Viva 29/12/2010
8. (22/05/06): proposal defence Ph.D. Roaimah Omar: The influence of supply chain quality strategy and resource availability on supply chain quality practices and supply chain performance
9. 12/11/07: proposal defense untuk PhD Alizar Hasan: IT competency and firm performance: The role of organisational learning capability
10. (9/4/07): proposal defense PhD (Zarifah Abdullah): A study of management control system in a newly acquired subsidiary of foreign multinational company; Viva 24/12/2010
11. (12/2/07): proposal defense PhD; 21/7/08 Findings defence; Viva 29/1/2010 (Halim Md Lazim): Total productive maintenance practices and manufacturing performance: the moderating effect of types of production processes

12. (27/6/07): MBA management project thesis (Ng Chee Mei): A study on the adoption of technology—Based self-service: comparing automated teller machine (ATM) and internet banking in Penang
13. (27/6/07) MBA management project thesis (Wallace Raymond): Competitive adv of lean production: case study in manufacturing companies in northern part of Malaysia
14. (9/7/07): Viva voce DBA dissertation (Filzah Md Isa): Change management initiatives and the change success: The moderating effect of attitude towards change
15. (15/1/07): proposal defense MA (Mazni Saad): Roles of quality standards on occupational health and safety management system towards MNC companies' performance in Penang; proposal defense: 20/6/2008
16. (3/9/07): proposal defense PhD (Tariq Khidir Eltayeb): Key drivers and outcomes of green supply chain practices: moderating effect of relationship orientation
17. (12/11/07): findings defense untuk PhD Alizar Hasan: IT competency and firm performance: The role of organisational learning capability
18. 22/10/07): proposal defence PhD (Iwan Vanany): Supply chain risk management: Investigating the impact of supply chain risk practices on supply chain risk performance with the influence of supply chain sources in Indonesian manufacturing companies
19. (25/2/08): proposal defense PhD Ang Boon Sin: Six sigma and organisational performance: A knowledge creation perspective. Viva: 10/12/2014
20. (14/7/08): findings defence; 2/12/2008: Viva Voce MA Mazni Saad: A study on the relationship of occupational health and safety practices and companies' performance
21. (9/6/08): Findings defence; 12/9/2008: Viva Voce PhD Tariq Khidir Eltayeb Nouralhadi: Adoption of green supply chain initiatives by the certified manufacturing firms in Malaysia: key drivers, outcomes, and moderating effect of relationship orientation.
22. (20/2/2008): Viva Voce PhD (Roaimah Omar): The Mediating effect of supply chain quality practices on supply chain quality orientation and supply chain performance: An empirical study on the manufacturing firms in Malaysia
23. (19/2/2008): Viva Voce PhD Alizar Hasan: IT competency and firm performance: the role of organizational learning capability.
24. (29/4/2008): Viva voce MBA management project tesis Koay Li Li: Quality performance outcome for manufacturing industry in Penang, Malaysia.
25. (12/6/2008): Viva voce MBA management project thesis Hemalathe a/p Murugiah: Job mobility among engineers working in manufacturing industries in Penang. Comparing job-related and non-related factors.
26. (29/4/2008): Viva voce MBA management project thesis Khoo Kah Kheng: Absorptive capacity knowledge: processing capabilities and innovation performance. An empirical study of manufacturing firms in northern region of Malaysia.
27. (21/7/2008): Final viva voce Ph.D (Alizar Hassan): IT competency and firm performance: the role of organisational learning capability
28. (12/6/2008): viva voce MBA Keong Mei Ling: Researching end-users' intention to use and usage of ERP system: a replication and extension of UTAUT model
29. (13/3/09): viva voce PhD Sharmila Jayasingam: Influence of leader's base power on knowledge management project performance
30. (21/8/2009): proposal defence PhD Zunirah Mohd Talib: Drivers and outcomes of halal orientation strategy among food firms in Malaysia
31. (19/5/2009): Viva voce DBA (AGW712) Govindan Subarmaniam: Business intelligence and impact towards performance; 22/6/09: correction representation; final viva voce: 12/11/09



32. 18/3/09: viva voce MBA Lim Poon Howe: Critical factors impacting sustainability of continuous improvement
33. 4/6/2010: Viva voce MBA Vengadasen a/l Govindasamy
34. 17/6/2010: Viva voce MBA Goh Chee Wooi:
35. 11/5/2010: Viva voce MBA Kim Lin Siew: Integrating CSR in corporate strategy, management, systems
36. 11/5/2010: Viva voce MBA Ch'ng Li Guat: Factors influencing the intentions of Singaporean Tourists to visit Malaysia
37. 14/4/2010: Proposal Defence DBA: Chong Chee Hui: Franchisee's entrepreneurial competencies as the prediction of sustainable franchise success in Malaysia
38. 11/5/2010: Viva voce MBA Abdul Halim Mohamed Sharif: Sustainable food consumption
39. 18/6/2010: Viva voce MBA Sandasamy a/l Phlovandron
40. 22/11/2011: Viva voce MBA Siti Zulaikha: Relevance of creating MBA (SD) in the university programme
41. 26/9/2011: Viva voce DBA: Chong Chee Hui: Franchisee's entrepreneurial competencies as the prediction of sustainable franchise success in Malaysia
42. 5/4/2011: Viva voce MBA Teh Ting Lee: A study of green innovation influences on corporate competitive advantages in Malaysia
43. 22/11/2011: Viva voce MBA Lim Heng Kiang: Brain drain
44. 4/4/2011: Viva voce MBA Bong Mei Yen: Influencing factors of employee participation in workplace wellness program
45. 2/5/2012: Viva voce MBA Chong Yong Yee: Social business management
46. 2/5/2012 Viva voce MBA Fazreen Mansor: CSR and property
47. 8/11/2012: PhD proposal defence Chua Chong Tat: The influence of music preference and emotional involvement on ethical decision-making with business dilemma
48. 18/2/2013: Viva voce MBA Hannani Ismail: The influence of CSR on employee engagement
49. 18/2/2013: Viva voce MBA Chong Jia Shun: Strategy formulation for gree lighting industry
50. 18/2/2013: Viva voce MBA Shanti Manakaran: Case study of Wisma MMUGM
51. 21/5/2013: Proposal defence DBA Hassan Ahmed: Transformation of university-based business and management education
52. 10/6/2013: Proposal defence DBA Agustina Fitrianingrum: An empirical analysis on determinant factors of export performance in electronic and electrical industry
53. 23/9/2013: Viva voce MBA Chin Chun Kong: Managing environmental cost
54. 23/9/2013: Viva voce MBA Phuan Soo Yee: Green supply chain integration and green supply chain ability
55. 10/10/2014, Ang Boon Sin, A study of knowledge creation in six sigma DMAIC project and its impact on organizational performance.
56. 20/11/2014: Viva voce MBA Ooi Hooi Yin: a study on recycling behavior of householders in Penang
57. 28/5/2014: Viva voce MBA Siti Insyirah: theory of planned behavior
58. 27/5/2014: Viva voce MBA Cheong Yon Khan: National water services commission

59. 22/5/2014: Viva voce PhD Amin Maghsoudi: An antecedent-outcome study coordination mechanism along humanitarian supply chain
60. 21/10/2014: viva voce MBA Ooi Hooi Yin: study of recycling behavior of householders in Penang
61. 21/10/2014: viva voce MBA Gayathri a/p Selvaraju: Factors influencing the optimization of organisational sustainable performance
62. 14/5/2014: viva voce MBA Ananthakumar et.al.: productivity optimization
63. 18/5/2014: viva voce MBA Soon Gik hoe et al.: Readiness for GST
64. 29/4/2014: Findings viva; 3/11/2014: Viva voce DBA Agustina Fitrianingrum
65. 10/5/2013: Proposal defence; 28/4/2014 Findings Viva; 27/10/2014: Viva voce DBA Hassan Ahmed
66. 14/10/2014: Proposal defence DBA Loo Teck Khun
67. 26/6/2014: Proposal defence DBA Sherijah Sheikh Kamaruddin
68. 1/4/2015: Nurul Shamsza Binti Shahrom, Kesan factor individu dan factor institusi terhadap tingkah laku inovatif jurutera di PKS bioteknologi.
69. 21/05/2015: Nik Salehah Nik Abdul Aziz, Factors Influencing consumer buying behavior of solar panel.
70. 21/5/2015: Edzuwyn Fathin Bt Hj. Mahyuddin, Factors influencing biodiversity reporting in hotel industry.
71. 21/5/2015: Minoshini Shamala Thevi a/p Paidi Taly, Factors leading to improved workplace behavior of generation 'Y' within an organisation Malaysia.
72. 28/10/2015: Loo Teck Khun, The impact of the scenario planning, innovation, customer satisfaction and leadership on organizational performance: A perspective in Malaysia hotel industry.
73. 20/11/2015: Jayacelia A/p Michael, Determinants of sustainable purchase behavior for Penang site consumer: Moderating effect of Consumer Social Responsibility (CRISR).
74. 2016: PhD chairmanship for PhD conceptual paper presentations by Telkom University students at GSB.
75. 2016: PhD proposal defence internal examiner for Telkom University students at GSB.
76. 2016: Loke Cheng Kong, The Effects of Ethical Leadership and Employee's Perception of Company's CSR on Employee CSR Engagement. The Moderating Effect of Person-Organization Fit.
77. 2016: Keong Theng Kah, Musical Instrument Learning Demand: A Study of Music Genre Preference and Personality Traits Among the Population in Penang Island.
78. 2016: Chung Kin Leong, The Impact of Human Capital Development Process and Organizational Culture on Employee Performance- A Study Among E & E Manufacturing Companies in Malaysia.
79. 2016: Ng Houi Houi, Determinants of Green Purchase Intention Toward Fast Moving Consumer Goods in Malaysia.
80. 2016: Ruben Charles A/L Davadas Michael, Investigating the Effect of Purchasing Social Responsibility on The Supplier's Social Performances: The Mediating Effect of Collaboration.
81. 20/1/2016: Loo Teck Khun, The Impact of the Scenario Planning, Innovation, Customer Satisfaction and Leadership on Organizational Performance: A Perspective in Malaysia Hotel Industry.
82. 20/12/2016: Sheirijah Binti Sheikh Kamaruddin, Environmental Issues and Lending Practices in Malaysian Banking Industry.
83. 9/6/2016: Nurul Aimi Norazmi, The Mediating Role of Organisational Pride in The Relationship Between Perceived CSR and Employee Outcomes.

84. 15/2/2016: Suraiya Ibrahim, Management Control System and Governance Practices in NGO's- An Institutional Approach.
85. 6/1/2016: Aidi Zulkarnain, Determinants of Export Performance: A Business Model Perspective of Malaysian SMEs Export Manufacturers.
86. 26/10/2016: Indira Rachmawati, The Role of User Experience, Satisfaction and Switching Barrier Towards Loyalty in Indonesia Cellular Operators: The Moderating of Corporate Image.
87. 28/10/2016: Reni Nuraeni, A Study on the Indonesian Journalist's Job Performance: Examining the Mediating of Proactive Behaviour.
88. 28/10/2016: Anita Silvanita, A Model Linking the Knowledge Management Enablers, Knowledge Management Process, Adhocracy Culture and Operational Performance in Indonesia Automobile Industry.
89. 25/11/2016: Amir Imran Zainoddin, The Role of Social Capital in Determining Success of Developing Rural Development: The Application from Nestle Practices.
90. 8/2/2017: Cheah Sau Seng, The Determinants of Organisational Performance of Social Enterprise in Southeast Asia.
91. 13/4/2017: Lim Chia Yon, Drivers of Corporate Social Innovation Adoption: An Empirical Study of Malaysian Public Listed Companies.
92. 13/4/2017: Sharifah Sabrina Syed Ali, Stakeholder Pressure, Green Innovation Practices and Performance: The Role of Moderating Effect of Disclosure.
93. 9/5/2017: Ang Chin Leong, A Case Study on Critical Success Factors for Business Sustainability of Dell Configuration Services.
94. 9/5/2017: Toi Ai Yin, Examining the Effect of the Safety Best Practices on Safety Performance.
95. 9/5/2017: Lu Kiong Lee, Consumer Responses Towards Corporate Social Responsibility Electronic Brands in Malaysia: The Moderating Effects of Face Concern and Corporate Social Responsibility Skepticism.

### **Teaching and Supervision**

1. Semester I, 2004/2005, AKP 302/AKW301—Pengurusan Operasi (Minor in Management). 1 lecturer. Between 50 and 70 students.
2. Semester II, 2004/2005, ATW 223 (slot A) —Pengurusan Operasi. 1 lecturer. Over 200 students.
3. Semester II, 2004/2005, ATW 223---Pengurusan Operasi. As course facilitator for Franchise programme established by School of Management at Kolej Teknologi Pulau Pinang (KTP), Balik Pulau. Role and responsibilities: prepared final exam questions, facilitated course administration with KTP lecturer, moderated grading for final exam, handled two teaching sessions. Less than 100 students involved.
4. Semester I, 2005/2006, AKP 302/AKW301—Pengurusan Operasi (Minor in Management). 1 lecturer. Between 30 and 40 students.
5. Semester I, 2005/2006, ZKT 321/3/1: Jurutera dalam Masyarakat. 5 Lecturers. Between 30 and 40 students.
6. Semester II, 2005/2006, AKP 302—Pengurusan Operasi (Minor in Management). 1 lecturer. Between 30 and 40 students.
7. Semester II, 2005/2006, APP 373—Produktiviti dan kualiti. 1 lecturer. Between 50 and 60 students.
8. Semester I, 2006/2007, AKP 302—Pengurusan Operasi (Minor in Management). 1 lecturer. Between 20 and 30 students

9. Semester I, 2006/2007, ATP 391—Etika Perniagaan. 2 Lecturers. Over 400 student enrolment.
10. Semester II, 2006/2007, AKP 302—Pengurusan Operasi (Minor in Management). 1 lecturer. Between 10 and 15 students.
11. Semester III, 2006/2007, ASU 662—Productivity and Quality management, (MBA programme). 1 lecturer. Between 50 and 70 students.
12. Semester I, 2007/2008, APP 371--Pengurusan Projek dan Lokasi Kemudahan. 1 lecturer. Between 50 and 70 students
13. Semester II, 2007/2008, ATW 223 (slot A)—Pengurusan Operasi ATW 223. 1 lecturer. Between 150 and 180 students. Slot Bi. 1 lecturer. Between 150 and 180 students. Total: 346 students
14. ATW 223 sem III, 2007/2008 Kursus semasa cuti panjang KSCP ATW 223. 1 pelajar USM. 1 pelajar Kolej Teknologi Pulau. 2007-08.
15. ASU664 sem I, Global supply chain management, 2008/2009: MBA course (between 10-20 students)
16. AKP302 sem I, 2008/2009 (between 20-30 students)
17. ATW 223 sem II, 2008/2009 (over 200 students)

#### **MBA courses**

18. 2009/2010 Sem 1: AGW617 (Operations Management), Sem II: AGW633 (Green business)
19. 2010/2011: Sem 1: AGW631 (Sustainable development), 617; sem II: AGW633
20. 2011/2012: Sem 1: AGW631 AGW634 (CSR and social Enterprise); sem II: AGW633
21. 2012/2013: Sem 1: AGW631, sem II: AGW633
22. 2013/2014: Sem 1: AGW634
23. 2016: sem 1: AGW 624 (Business Ethics)

#### **DBA courses**

24. 2014/2015/2016/2017: Sem 1: AGW724 (Technology Management), AGW728, AGW729; Sem II: AGW728, AGW729 Research Methodology and Dissertation)