

# Curriculum Vitae of Haniruzila Bt Md Hanifah

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## **PERSONAL DETAILS**

Full Name: Haniruzila Bt Md Hanifah  
Residential Address: B3-25-3A Bayswater  
Condominium, Lebuhr Tunku Kudin 2,  
Penang

Nationality: Malaysian  
Languages: English – Fluent | Bahasa Melayu – Native  
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## **EDUCATION**

**PhD Organisation Behaviour (Entrepreneurship and Enterprising Culture)- School of Management - Universiti Sains Malaysia (USM), Malaysia (2017)**

*Thesis Title: Innovation Performance among Bumiputera SMEs: The Role of Internal Resources and Innovation Culture.*

**Master in Office System Management, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia (2011)**

*Thesis Title: The Moderating Effect of Gender on the Technology Acceptance Factors and Computer Literacy Level among Public in Rural Areas.*

**Bachelor's Degree in Management- School of Management - Universiti Sains Malaysia (USM), Malaysia (2009)**

## **WORKING EXPERIENCES**

1 <sup>st</sup> Oct 2018 - Present	<b>Senior Lecturer</b> Graduate School of Business, Universiti Sains Malaysia, Malaysia
1 <sup>st</sup> July 2018 – 28 <sup>th</sup> Sept 2018	<b>Post-Doctoral Fellow</b> School of Management, Universiti Sains Malaysia, Malaysia
January 2018 - Present	<b>Research Officer</b> School of Management, Universiti Sains Malaysia, Malaysia Research officer for MTDC Project: <i>"Enablers and Inhibitors Impacting Young Technopreneurial Ventures' Agility and Competitiveness in Malaysia"</i>
1 <sup>st</sup> August 2017 – 3 <sup>rd</sup> August 2018	<b>Research Officer</b> School of Management, Universiti Sains Malaysia, Malaysia Research officer for Project: <i>"Doing Well by Doing Good: An Entrepreneurial Bricolage Approach Towards Sustainable Entrepreneurship Paradigm Among Malaysian SMEs"</i>
1 <sup>st</sup> June 2017 – 31 <sup>st</sup> Dec 2018	<b>Research Officer</b> GIATMARA and NCIA  Research officer for Project: <i>"Impact Study on Skills Development Training Programme under NCIA"</i>
1 <sup>st</sup> September 2016 – 28 <sup>th</sup> February 2017	<b>Research Assistant</b> Research Assistant for project: <i>"Study on the Awareness and Perception of the "Competition Act 2010 (CA2010) and Role of the Malaysia Commission (MyCC) in Malaysia"</i>

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1 <sup>st</sup> June 2016 - 30 <sup>th</sup> August 2016	<b>Research Assistant</b> Usains, Universiti Sains Malaysia, Malaysia Research assistant for Project: <i>"National Assisted Care Centre Service"</i>
5 <sup>th</sup> July 2013 – 14 <sup>th</sup> Dec 2014	<b>Graduate Research Assistant</b> School of Management, Universiti Sains Malaysia, Malaysia Graduate research assistant for Project: <i>"Creating an Entrepreneurial Ecosphere Within Higher Learning Institutions: Towards A Model Entrepreneurial University"</i>
5 <sup>th</sup> July 2011- 4 <sup>th</sup> July 2013	<b>Research Assistant</b> School of Management, Universiti Sains Malaysia, Malaysia  Research assistant for Project: <i>"Outsourcing and Its Impact on Organizational Performance: A Study of Small and Medium Size Organizations"</i>
Feb – May 2018	<b>Tutor</b> School of Management, Universiti Sains Malaysia  Subject taught: <ul style="list-style-type: none"><li>• Entrepreneurship.</li></ul>
Feb 2014 - July 2015	<b>Tutor</b> School of Management, Universiti Sains Malaysia  Subject taught: <ul style="list-style-type: none"><li>• Entrepreneurship.</li><li>• Introduction Management.</li></ul>
June 2010 – December 2010	<b>Skim Khidmat Siswazah</b> Universiti Teknologi MARA, Puncak Alam, Selangor  Responsibilities: <ul style="list-style-type: none"><li>• Exam Invigilation.</li><li>• Organizing seminars/conference.</li><li>• Assisting administrative staff and dividing responsibilities to ensure performance.</li><li>• Develop and maintain a filing system.</li></ul>

### **CONSULTANCY: ENTREPRENEURSHIP PROJECTS AND TRAINING**

1. GIATMARA and NCIA Programme and Training
  - Facilitator for Managers and teachers GIATMARA in skill development training.
  - Study on skills development programme for entrepreneurs, entrepreneurs' alumni, trainers from GIATMARA.
  - Assist in preparing the module for GIATMARA in how to develop future talents and strategy for GIATMARA.
  - Preparation for finding report.
2. Project Malaysian Technology Development Corporation (MTDC)
  - Study on young technopreneurs.
  - Face-to-face interview with technopreneurs regarding young technopreneurial ventures' agility and competitive in Malaysia.
3. Project on National Assisted Care Centre Service
  - Conduct market research in order to ascertain the market demand for national assisted care centre service in the selected area/state in Peninsular Malaysia.
  - Prepared the interim report.
4. Project on NESCAFE Youth Entrepreneurship Development Program
  - Assist in coordinating Nescafe project under Nestle Sdn. Bhd.
    - a) Empowering students for the future which is to provide students with right skills and mindset to embrace opportunities of the future.

- b) 'On-campus' platform for practical training/internship that can be easily integrated and customized into University's existing coursework on business, marketing and entrepreneurship.
- c) Support students' placement for internships and post-graduation career opportunities.

### **RESEARCH UNIVERSITY: ENTREPRENEURSHIP PROJECT**

1. Doing Well by Doing Good: An Entrepreneurial Bricolage Approach Towards Sustainable Entrepreneurship Paradigm Among Malaysian SMEs
2. Creating an Entrepreneurial Ecosphere Within Higher Learning Institutions: Towards A Model Entrepreneurial University
3. Outsourcing and Its Impact on Organizational Performance: A Study of Small and Medium Size Organizations

#### **Responsibilities:**

- a) Involved with statistical analysis on the practice of SMEs and entrepreneurship: focus group and discriminant analysis.
- b) Established the interview protocol for the SMEs on the issue of sustainable entrepreneurship paradigm, A model entrepreneurial University and SME performance.
- c) Involved in depth interview with entrepreneurs in Malaysia.
- d) Developed the instruments for SMEs index in Malaysia.
- e) Involved with entrepreneurial study which are descriptive and qualitative data mapping, thematic analysis, triangulation of qualitative and quantitative data, framing the databases (SMECorp Directory).
- f) Comprehending the details of innovation performance in adversity among SMEs through entrepreneurial bricolage.
- g) Documentation of best practices of SMEs in addressing the issues on adversities.
- h) Write and publish research articles.

### **TEACHING AND TUTORIAL**

1. IDEX project for entrepreneur's course "Linking Classroom to the Reality"
  - a) Assisted students in exposing to the concept of entrepreneurship.
  - b) Instilled students to develop entrepreneurship thinking.
  - c) Assisted students in developing own entrepreneurship portfolio, examining the viability of the opportunity via venture opportunity screening scorecard.
  - d) Assisted student in developing business model canvas (structure own idea, understanding big picture of entrepreneurship) and develop NABC model (pitch talk and feedback).

### **AREAS OF INTEREST**

Entrepreneurship, Innovation, Strategic Management, Business Management, Organisation Behavioural, Small and Medium Enterprise, and Information System.

### **RESEARCH SKILLS**

- Strong ability to think critically and reason clearly and come out with genuine ideas.
- Ability to set project goals, objectives, and finally achieving effective results as evidenced by research achievement.
- Writing research grant proposal.
- Ability to run statistical analysis with strong interpretation skills.

### **TEACHING SKILLS**

Helping undergraduate and postgraduates' students throughout their projects from early stage of literature review and setting objectives to assisting them in their statistical analysis and deriving interpretations.

### **IT SKILLS & SOFTWARE**

- Windows, Mac OS, and Office tools (MS Word, Excel, PowerPoint).
- Statistical software: SPSS, SmartPLS, WarpPLS.

### **TRAINING PROGRAM**

- 2-day Pre-conference workshop on basic PLS using SmartPLS 3.0: A Hands-on Approach to Structural Equation Modelling by Profesor T. Ramayah.
- 2-day workshop on SEM-PLS using WarpPLS software by Profesor T. Ramayah.
- PHD Symposium Series 2013: Research Methodology.
- Workshop entitle: Entrepreneurship and Innovation Agenda: Key Lesson for Iranian SMEs. Held at Payame Noor University of Fars, Shiraz, Iran.
- Workshop entitled: Increasing Impact of Research: Strategies and Practical Solutions for Universities and Research Institutions. Held Regional Information Center for Science and Technology and ISC, Iran.

### **PUBLICATIONS**

1. **Haniruzila Hanifah**, Hasliza Abdul Halim, Noor Hazlina Ahmad, & Ali Vafaei-Zadeh (2018). Emanating the Key Factors of Innovation Performance: Leveraging on The Innovation Culture among SMEs in Malaysia. *Journal of Asia Business Studies*. (**SCOPUS indexed journal**). (Under Review)
2. **Haniruzila Hanifah**, Hasliza Abdul Halim, Noor Hazlina Ahmad, & Ali Vafaei-Zadeh (2018). Can Internal Factors Improve Innovation Performance via Innovation Culture in SME. *Benchmarking: An International Journal* (**SCOPUS indexed journal**). (Under Review)
3. **Haniruzila Hanifah**, Hasliza Abdul Halim, Noor Hazlina Ahmad, & Ali Vafaei-Zadeh (2018). Dwelling into Internal Constraints on Innovation Performance among Malaysian SMEs, *PERTANIKA*, (**SCOPUS indexed journal**). (Under Review)
4. **Haniruzila Hanifah**, Hasliza Abdul Halim, Noor Hazlina Ahmad, & Ali Vafaei-Zadeh (2018). Social Capital as Driver for Innovation Performance in SMEs. *Journal of Small Business and Enterprises*. (**SCOPUS indexed journal**). (Under Review)
5. Ali Vafaei-Zadeh, T. Ramayah, & **Haniruzila Hanifah** (2018). Extending the Theory of Planned Behavior (TPB) to Modeling Anti-Malware Use Intention of University Students in a Developing Country. *Kybernetes*. Submitted in 2018. (**IF = 0.811, ISI indexed journal**).
6. Ali Vafaei-Zadeh, **Haniruzila Hanifah**, Behzad Faroughi, & Yashar Salamzadeh (2018). Knowledge Leakage, an Achilles' Heel of Knowledge Sharing, *Eurasian Business Review Journal*. (**SCOPUS indexed journal**). (Under Review)
7. Rasoolimanesh, S.M, Taheri, Babak., Gannon, Martin., Vafaei-Zadeh, Ali & **Haniruzila Hanifah** (2018). Does living in the vicinity of heritage and tourism sites influence residents' perceptions and attitudes? *Journal of Sustainable Tourism*. (**IF = 2.978 (Q1), ISI indexed journal**). (Under Review)
8. Yifeng Lin, Shaohua Yang., **Haniruzila Hanifah**., & Qaisar Iqbal (2018). An Exploratory Study of Consumer Attitudes towards Green Cosmetics in the UK Market. *Administrative Sciences*. 8(4):71.
9. **Haniruzila Hanifah**, Hasliza Abdul Halim, Noor Hazlina Ahmad, & Ali Vafaei-Zadeh (2017). Understanding the Innovation Culture towards Innovation Performance among Bumiputera SMEs. *International Journal of Economic Research*. 14(16), 279-293. (**Scopus Indexed Journal**).
10. **Haniruzila Hanifah**, Hasliza Abdul Halim, Noor Hazlina Ahmad, & Ali Vafaei-Zadeh (2017). Innovation Culture as Mediator between Specific Human Capital and Innovation Performance among Bumiputera SMEs in Malaysia. In *Handbook of Research on Small and Medium Enterprises in Developing Countries* (pp. 261-279). Hershey, PA: IGI Global. (**Scopus Indexed**).
11. Ali Vafaei-Zadeh, T. Ramayah, Wong Wai Peng, & **Haniruzila Hanifah** (2017). Modelling Internet Security Software Usage among Undergraduate Students: A Necessity in an Increasingly Networked World. *VINE Journal of Information and Knowledge Management Systems*, 48 (1). (**Q2, SCOPUS Indexed, B ranked in ABDC journal ranking**).
12. Hasliza Abdul Halim, Noor Hazlina Ahmad, T Ramayah, & **Haniruzila Hanifah** (2017). Entrepreneurial Readiness Towards Venture Creation Among BOP Community. *International Journal of Entrepreneurship*, 21(2), 1-12. (**Scopus Indexed Journal**).
13. Hasliza Abdul Halim, Noor Hazlina Ahmad, **Haniruzila Hanifah**, & T. Ramayah (2017). The Impediments to Entrepreneurial Ventures among the Bottom of Pyramid Community in Northern Malaysia. In *Handbook of Research on Small and Medium Enterprises in Developing Countries* (pp. 67-81). IGI Global. (**Scopus Indexed**).
14. Hasliza Abdul Halim, **Haniruzila Hanifah**, Noor Hazlina Ahmad, & T. Ramayah (2017). Understanding the Innovation Culture among the Bottom of Pyramid's SMEs: A Preliminary Study from Northern Malaysia. *International Academic Journal of Innovative Research*, 4(1), 58-61.
15. Hasliza Abdul Halim, Noor Hazlina Ahmad, T. Ramayah, **Haniruzila Hanifah**, Seyedeh Khadijeh Taghizadeh, & Marini Nurbanum Mohamad (2015). Towards an Innovation Culture: Enhancing Innovative Performance of Malaysian SMEs. *Academic Journal of Interdisciplinary Studies*, 4(2), 85-94.

16. Hasliza Abdul Halim, Noor Hazlina Ahmad, **Haniruzila Hanifah**, & T. Ramayah (2014). The Upsurge of Outsourcing among SMEs: The Perspective from an Emerging Country. *International Journal of Business and Management Studies*, 3(1), 117-128.
17. Hasliza Abdul Halim, Noor Hazlina Ahmad, T Ramayah, & **Haniruzila Hanifah** (2014). The Growth of Innovative Performance among SMEs: Leveraging on Organisational Culture and Innovative Human Capital. *Journal of Small Business and Entrepreneurship Development*, 2(1), 107-125.

### **CONFERENCE PROCEEDINGS & PRESENTATIONS**

1. Haniruzila Hanifah, Hasliza Abdul Halim, Noor Hazlina Ahmad & Ali Vafaei-Zadeh (2018). Does Innovation Culture Contribute to Innovation Performance? A Preliminary Study from Malaysian SMEs. The Asian Academy International Conference 2018 (Iran Chapter), 5<sup>th</sup> – 6<sup>th</sup> March 2018, Shiraz, Iran.
2. Haniruzila Hanifah, Hasliza Abdul Halim, Noor Hazlina Ahmad & Ali Vafaei-Zadeh (2017). Emanating the Key Factors of Innovation Performance: Leveraging on The Innovation Culture Among SMEs In Malaysia, 12th Asian Academy of Management International Conference 2017, 6<sup>th</sup> -9<sup>th</sup> October 2017, Parkroyal Hotel, Penang.
3. Haniruzila Hanifah, Hasliza Abdul Halim, Noor Hazlina Ahmad & Ali Vafaei-Zadeh (2017). Understanding the Innovation Culture Towards Innovation Performance. The Importance of Specific Human Capital: Study from Bumiputera SMEs. International Conference on Business, Economics and Finance 2017, 3<sup>th</sup> – 5<sup>th</sup> April 2017, Langkawi Island, Malaysia.
4. Hasliza Abdul Halim, Haniruzila Hanifah, Noor Hazlina Ahmad & Ali Vafaei-Zadeh (2017). Enduring the Rough Business Landscape through Innovation Culture: Repositioning Malaysian SMEs. International Conference on Multidisciplinary Academic Studies 2017, 21<sup>st</sup> -22<sup>nd</sup> July 2017, Vistana Hotel, Penang, Malaysia.
5. Haniruzila Hanifah, Hasliza Abdul Halim & Noor Hazlina Ahmad (2016). The Relationship Between Social Capital and Innovation Performance: The Mediating of Innovation Culture in Bumiputera SMEs in Malaysia. 3<sup>rd</sup> International Conference on Management and Economics, 8 September 2016, Masshad, Iran.
6. Hasliza Abdul Halim, Haniruzila Hanifah, Noor Hazlina Ahmad & T. Ramayah (2015). Understanding the Innovation Culture among the Bottom of Pyramid's SMEs: A Preliminary Study from Northern Malaysia. 11th Asian Academy of Management International Conference 2015, 2<sup>nd</sup> -4<sup>th</sup> October 2015, Parkroyal Hotel, Penang.
7. Kuan-Siew Khor, T. Ramayah, Eng Yong Keong William, & Haniruzila Hanifah (2015). The Mediating Effects of Green Product Design on Business Performance of Reverse Logistics: A Conceptual Study. The Asian Conference on Society, Education and Technology 2014. Official Conference Proceedings.
8. Hasliza Abdul Halim, Haniruzila Hanifah, Noor Hazlina Ahmad & T. Ramayah (2013). Scrutinizing the Impact of Organizational Culture on Innovative Performance from The Lens of SMEs In Malaysia: A Conceptual Approach. 2nd International Conference on Technology Management, Business and Entrepreneurship 2013, 4<sup>th</sup> - 5<sup>th</sup> December 2013, Mahkota Hotel, Malacca.

### **PROFESSIONAL DEVELOPMENT**

1. Reviewed paper for Asian Academy of Management entitled "How Dynamic Capabilities and RBV contribute to SME-Performance in Developing Countries". Dec 2018
2. Chairman for MBA Programme(viva-voce), 26 Nov 2018, Graduate School of Business
3. Chairman for PhD proposal Défense, 23 Nov 2018, Graduate School of Business
4. Facilitator for Skill Development Training Programme for GIATMARA, 28<sup>th</sup> - 30<sup>th</sup> April 2018 at The Light Hotel, Bandar Sunway, Seberang Jaya, Penang.
5. Session Chair for area leadership in Asian Academy of Management International Conference 2017, 6<sup>th</sup>-9<sup>th</sup> October 2017, Parkroyal Hotel, Penang.
6. Editorial Board Memberships, International Academic Journal of Innovative Research, website: <http://iaiest.com>
7. Reviewed paper for the 12<sup>th</sup> Asian Academy of Management International Conference 2017.

8. Reviewed paper for the 14<sup>th</sup> International Conference on Social Implications of Computers in Developing Countries.
9. Reviewed paper for 8th International Economics and Business Management Conference (IEBMC2017).

## **PROFESSIONAL MEMBERSHIP**

1. Member, Asian Academy of Management.
2. Associate Member, Centre of Development Modern Training in Iran (METANA)

## **ACHIEVEMENT/AWARD**

- Poster Competition 2011: Gold Medal, Faculty of Office System Management, UiTM, Puncak Alam, Selangor.

## **EXTRA-CURRICULAR AFFILIATIONS**

**PhD Club committee, School of Management, Universiti Sains Malaysia (2013-2016).**

Responsibilities:

- Advocator for the rights and responsibilities of the post graduate students.
- Negotiate with the faculty authority regarding post graduate students' facilities.
- Act as an active player to involve post graduate students in the extracurricular activities.
- Initiate innovative programs as part of social responsibilities towards the society with the cooperation of the faculty authority and post graduate students.
- Lead the team of research group.
- Arrange academic and research-oriented workshop for the post graduate students.

### **Event Organizer of 33<sup>rd</sup> Postgraduate Colloquium**

Date: 1<sup>st</sup> August 2016 – 5<sup>th</sup> August 2016.

Venue: School of Management, Universiti Sains Malaysia, Penang.

### **Event Organizer of International Conference on Management and Dynamic Economics 2016**

Date: 12<sup>th</sup> May 2016.

Venue: Kompleks Eureka, Universiti Sains Malaysia, Penang.

### **Event Organizer for “Menginsankan Kecemerlangan Lestari” by Yg. Bhg. Datuk Ustaz Mohammad Kazim b. Elias**

Date: 26<sup>th</sup> August 2015.

Venue: Dewan Tengku Syed Putra, Universiti Sains Malaysia, Penang.

### **Event Organizer for “Managing during turbulent times” by YB Senator Dato’ Sri Idris Jala (Minister in Prime Minister’s Office & Chief Executive Officer, PEMANDU)**

Date: 20<sup>th</sup> August 2015.

Venue: Kompleks Cahaya, Universiti Sains Malaysia, Penang.

Responsibilities Held:

- Organising staff.
- Promoting an event.
- Planning layouts.
- Ensuring the event is dismantled correctly and on time.

### **Secretariat of PhD Symposium Series**

Date: 27<sup>th</sup> – 28<sup>th</sup> November 2013.

Venue: School of Management, Universiti Sains Malaysia, Penang.

Responsibilities Held:

- Selecting keynotes and invited speakers.
- Preparations of minutes and/or written reports.
- Written notice of meetings to be conducted will be given to Committee members along with briefing materials.

## **SPORT EXPERIENCE**

- Athletics International Games, Johor (4 x 400m, Gold medal).
- Mini Temasya Olahraga, Desasiswa Jaya, Universiti Sains Malaysia (4 x 400m, Gold medal).
- Futsal Tournament, Sukan antara Jabatan (SUKJAP), Universiti Sains Malaysia (gold medal).
- USM Relay Open, (4x400m, Bronze medal).
- Temasya Olahraga Tahunan, Universiti Sains Malaysia (400m, Bronze medal).
- Kejohanan Olahraga Terbuka, Perak (400m, 4x100m, 4x400m).

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- Kejohanan Olahraga Terbuka, Perlis (400m, 4x100m, 4x400m).
- Netball, Sukan antara Jabatan (SUKJAP), Universiti Sains Malaysia.
- Badminton, Sukan antara Jabatan (SUKJAP), Universiti Sains Malaysia.
- SUKMA, Malaysia (400m).
- Kejohanan Olahraga MAKSAM, Malaysia (400m, 4x100m, 4x400m).

### **HOBBIES**

Playing Badminton, futsal and jogging.

### **REFERENCE**

- Professor Dr. Azlan Amran  
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Graduate School of Business  
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Penang  
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