



Curriculum Vitae

I. Personal Particulars

Name: NOOR NASIR BIN KADER ALI

Current position: DS54 – ASSOCIATE PROFESSOR

II. A. Academic and Professional Qualifications

Year	Degree	Discipline	University
Dec 1989	Master in Professional Accounting (MPA) magna cum laude, 3.72	Accounting	St Louis Uni, MO, USA
Aug 1988	Bachelor of Science in Business Administration (BSBA) cum laude, 3.52	Accounting	St Louis Uni, MO, USA
Jun 1983	Diploma in Accountancy	Accounting	UiTM, Arau, Perlis

III. Work Experience

Year	Position	Field of Work	Place of Work
Current	Assoc Prof in Entrepreneurship and Leadership	Classes, research, evaluation articles	Graduate School of Business, USM
Jan 2013- Dec 2015	Deputy Dean, Student Affairs & Network, EXCO of ASEAN University Network Business & Economics (AUNBE)	Collaboration with Industries for Staffs & Students development Strategic Plans & Implementation for 18 member Universities in ASEAN region	Graduate School of Business, USM USM & Universitas Gadjah Mada, Indonesia
May 2011- July 2015	Senior lecturer	Problem solving & business turnaround, SVP Model evaluation, Entrepreneurship, Leadership & Accounting for Services	Graduate School of Business, USM
Okt 2011- Dis 2011	Acting Programme Manager for MBA (Science, Services, Management & Engineering - SSMe)	Memangku semua urusan Program Sains, Pengurusan, kejuruteraan dan Perkhidmatan.	Graduate School of Business, USM

May 2009-Apr 2011	Timbalan Bendahari Kanan (TBK) Universiti Sains Malaysia	PTJ Budgets & approvals, JTK applications, staff loans, various product costing analysis by campus, kos per pelajar, asset controls, etc.	Bursary Department, USM
Jan 2009-Apr 2009	Program Manager Consultancy	Marketing, process improvements, HRM, cash flow controls, profitability improvements, cost savings.	Graduate School of Business, USM
Apr 2008-Dec 2008	Senior Lecturer, School of Accounting	Head for Accounting Information system, computerized accounting use to develop entrepreneurs & knowledge to students.	Accounting Section, School of Management USM
Aug 2003-Mar 2008	Lecturer,	Head of Accounting Information system, Coordinator for Ethnic Relations (Hubungan Etnik), Practical Training,	Accounting Section, School of Management USM
Aug 2003-Dec 2008			
2006-2007	Financial, Management & Operations Consultant,	Viability Study to shut down RSPSB, possible improvements to yield better earnings to landlords	RISDA Plantation
2000-2008	Panel Consultant on Viability Study on Corporate & Plantation for RISDA Malaysia Sdn Bhd.	Computerized Accounting training, Business Turnaround for SME, Profitability improvement	Majlis Amanah Rakyat (MARA) Licence No.: BPU 06/32 KE 4
1999-2000	General Manager Finance, Planning and Procurement.	Financial, IT, Warehouse & Shipping	AIC (M) Sdn Bhd, Kulim High Tech, Kulim, Kedah.
1991-1999	Financial Controller (Acting Director of Finance – 2 years) Financial manager, 2 years Senior Accountant, 2 years Accountant, 2 years	Financial management & reporting of a MNC company, cost control, pricing, product costing, payroll, inventory control, production planning, warehouse cost control, .	Applied Magnetics Sdn Bhd, Bayan Lepas FTZ, 11400, Pulau Pinang.
1990-1991	Money Market Executive Money Market Department,	Money market dealer for PETRONAS	PETRONAS, KL
1983-1986	Bank Credit Officer	Personal & business loan processing & approvals, debt collection	Bank Bumiputera Malaysia Berhad

IV. Main Current Research Areas (Please list a maximum of four)

1. Entrepreneurship – root cause analysis using SVP Framework
2. Customer Accounting Information Usage & Business Performance
3. Multiple Leadership Styles applied in Industries.
4. Crisis Management and And Consumer Purchase Intention Post-Crisis.

	RESEARCH AND PUBLICATION
1.1	Research Publications
(a)	<p>Research Book (i) Research Book (each publication)</p> <p>Please list authors, year, title, publisher and number of pages.</p> <ol style="list-style-type: none"> 1. Noor Nasir Kader Ali (Head of Research), Chan Tze Saw, Chu Ei Yet, Rosly Othman, Siti nabiha Abdul Khalid, Fathyah Hashim, Christopher Richardson (Sept 2013). "Economic Impact on Intel's Investment in Malaysia. Universiti Sains Malaysia and Intel Malaysia", Publisher - Intel Malaysia Sdn Bhd. 30-9-2013, 70 pages. 2. Noor Nasir Kader Ali (Head of Research), Dr Salmi Mohd Isa, Dr Zurina Mohaiden & Dr Goh Yen Nee (June 2014) "Perkhidmatan Pelaksanaan Kajian Soal Selidik Tahap Kepuasan Pelanggan Serta Maklumbalas Mutu Perkhidmatan TNB Negeri Pulau Pinang". Publisher: Graduate School Business, Universiti Sains Malaysia. ISBN 978-967-394-201-5. 94 pages. 3. Noor Nasir Kader Ali (Head of Research), Sofri Yahya & Azlan Amran (Feb 2014). "Penyediaan "Business Model" Pandai Besi Pekan Darat, Seberang Perai Utara". Publisher: Graduate School Business, Universiti Sains Malaysia. ISBN 978-967-394-197-1. 26 pages. 4. Siti Nabiha Abdul Khalid (Project Leader), Christopher Richardson, Siti Hasnah Hasan, Dr Rosly Othman, Dr Fathyah Hashim, Dr Chan Tze Haw, Dr Chu Ei Yet, Dr Hooy Chee Wee, Noor Nasir Kadir Ali "Silterra Investment In Malaysia, Aessing the Economic and Social Impact". Publisher: Pusat Racun, USM. (Sep 2015) 106 pages. <p>(ii) Monograph (each publication)</p> <p>Please list authors, year, title, publisher and number of pages.</p> <ol style="list-style-type: none"> 1. Noor Nasir Kader Ali (Editor-In-Chief), AP Dr. Phua Kia Kien, AP Dr. Mutharasu Devarajan, Dr Yeoh Fei Yee, Edzuwyn Fathin Mahyuddin (May 2014), "Internships: Ecosystem for Sustainable Excellence 2014." Publisher: Division of Industry and Community Network, Universiti Sains Malaysia. ISBN: 978-967-394-189-6. 101 pages.
(b)	<p>Journal/E-Journal/Journal Proceeding (each publication)</p> <p>Please list authors, year, title, publisher and number of pages.</p> <ol style="list-style-type: none"> 1. Faizuniah P, Yuserrie Z, Sofri Y, Noor Nasir KA (Feb 2006), "Antecedent and Outcome of Budgetary Participation: A proposed Model", <i>The Journal of Accounting, Management and Economics Research</i>, Vol 6, No 1, CAMD, Unviersity of Technology Yogyakarta, 11 pages.

2. S.M. Salleh, Y.Zainuddin & NNK Ali (May 2006), **“Design of Management Controls Systems and Production Innovations: A Proposed Model of Malaysian Firm”**, *Journal of Organizational and Behavioral Research, University of Technology Yogyakarta*, **8 pages**.
3. H Haron, DN Ibrahim, I Ismail, QC Hoo, NNK Ali, Y Zainuddin, E Nasruddin, Said R Saiful, H Hariri (2006), Governance, ethics and corporate social responsibility of public listed companies in Malaysia, A report submitted to the Institut Integriti Malaysia and IIM-MAREF, Malaysia (unpublished, 2006, Cited by 5 - Related articles).
4. Y Zainuddin, S Yahya, NN Kader Ali, AS Abuenniran (2008). The consequences of information asymmetry, task and environmental uncertainty on budget participation: evidence from Malaysian managers. International Journal of Managerial and Financial Accounting. Cited by 4 - Related articles - All 5 versions
5. Y Zainuddin, NNK Ali, AS Abuenniran, S Yahya **(2009)**. Information Assymmetry, Task and Environmental Uncertainty, and Budget Participation. - Sustaining Competitiveness in a Liberalized Economy: The Role of Accounting, Vol 73, Issue 91, Pages 73-91. Publisher Cambridge Scholars Publishing in association with GSE Research. Related articles - All 2 versions
6. Hamzah hussein Al-mawali, Yuserrie Zainuddin, Noor Nasir Kader Ali, **(Jun 2010)**, **“Balanced Scorecard (BSC) and Financial Performance of Branches in Jordanian Banking Industry”**, *World Academy of Science, Engineering and Technology*, Issue 66, ISSN 2070-3724, **WASET, PARIS, FRANCE**. Citation by 5.
7. Hamzah Hussein Al-mawali, Yuserrie Zainuddin, Noor Nasir Kader Ali **(2012)**, **“Customer Accounting Information Usage and Organizational Performance”**, *Emerald Business Strategy Series 2012*, Volume 13, Number 5, ISSN 1751-5637, Citation by 12.
8. Malik Muneer Abu Hafifa, Noor Nasir Kader Ali, Wadie George W. Mattar **(2013)**. "The Evolution of Management Accounting: Literature Review". International Journal of Research Development (IJORD), Volume 1, Issue 1, October 2013 Edition, 9 pages. (E-Journal).
9. Malik Muneer M. Abu Afifa, Dayana Jalaludin, Noor Nasir Kader Ali **(2013)**. "The Role of Management Accounting Practice in Risk Management: A Review of Literature". International Journal of Research Development (IJORD), Volume 1, Issue 2, November 2013 Edition, 8 pages. (E-Journal).
10. Kader Ali, Noor Nasir; Wilson, Priyah; & Mohammad, Ismeth Yazmin **(Nov 2014)**. "Symptoms and Problems Framework (SVP): An Innovative Root Cause Analysis Tool". The International Journal of Organizational Innovation (IJOI), Special Issue, November 2014, 10 pages. ISSN 1943-1813. Citation by 3.
11. NNK Ali, NR Roslan, A Mahmood, M Venugopal (2015). Enhancing Georgetown's Heritage Boutique Hotel Marketing Strategies: The Case of 1881 Chong Tian Cultural Hotel, Malaysia. Asia-Pacific Management and Business Application, 2015. Cited by 1 - Related articles - All 4 versions
12. NN Kader Ali, P Wilson, I Yazmin (2015). Symptoms Versus Problems (SVP) Analysis On Job Dissatisfaction And Managing Employee Turnover: A Case Study In Malaysia. - International Journal of Economics, Commerce and Management United Kingdom, 2015. Cited by 1 - Related articles - All 5 versions
13. Noor Nasir Kader Ali, Soon Bin Yun, Goh Lee San & Nur Arifi Binti Ahmad Razi **(2015)** "Symptoms and Problems in Household High Speed Broadband (HSBB): Regaining Momentum for Unifi, Malaysia". Problems and Perspectives in Management International Research Journal, Vol 13, Issue 2, Pages 330-346.
14. Noor Nasir Kader Ali, Choong Chee Wei and Krisnaswamy Jayaraman **(2016)**. "Critical Success Factors of Lean Six Sigma (LSS) Practices on Business Performance

	<p>in Malaysia". International Journal of Productivity and Quality Management (IJPQM). ISSN 1746-6474. INDERSCIENCE PUBLISHERS. 16 pages.</p> <p>15. NNK Ali, I Perumal (2016/1). <u>Symptoms Versus Problems (SVP) Framework on Export Barriers to SME'S Led Electronic Products in Taiwan</u>. - SHS Web of Conferences, 2016. <u>Related articles - All 4 versions</u>.</p> <p>16. NNK Ali, SY Tang (2016). <u>Does Multiple Leadership Styles Mediated by Job Satisfaction Influence Better Business Performance? Perception of MNC Employees in Malaysia</u>. SHS Web of Conferences, 2016. <u>Related articles - All 4 versions</u>.</p>
(c)	<p>Chapter In Research Book (non proceedings) each document</p> <p>Please list authors, year, title, publisher and number of pages.</p> <ol style="list-style-type: none"> Noor Nasir Kader Ali (Jun 2006), "Malay Companies Survival in Multiethnic Marketplace: A Consultant's Perspective", <i>Religious and Ethnic Pluralism in Malaysia</i>, Linkoping University Electronic Press, Sweden, 15 pages. http://www.ep.lie.se/ea/iap/2006/004/ KAJIAN DASAR PERUMAHAN NEGARA MALAYSIA, LAPORAN AKHIR. JILID 1, BAB1-9: (JUN 2006); BAB5: EKONOMI, KEWANGAN, PENGURUSAN DAN PENYAMPAIAN: BAB 5.3: ASPEK KEWANGAN DALAM PEMBANGUNAN PERUMAHAN; Jenis Pembiayaan untuk Pembangunan Perumahan, Sumber Pembiayaan, Pembiayaan Alternatif untuk Pemaju & Pembeli Rumah, dan System Insurans untuk Rumah Kediaman. 51 pages. Noor Nasir Kader Ali, Chan Tze Saw, Chu Ei Yet (Sept 2013) Chapter 1: The Economic Impact of Intel's Investment in Malaysia". Publisher: Intel Malaysia Sdn Bhd. 5 pages. Noor Nasir Kader Ali (Sept 2013). "Executive Summary."Economic Impact on Intel's Investment in Malaysia." Publisher: Intel Malaysia Sdn Bhd. 11 pages. Noor Nasir Kader Ali, Chan Tze Saw, Chu Ei Yet (Sept 2013) Chapter 2: The Quantitative Study". Publisher: Intel Malaysia Sdn Bhd. 15 pages. Noor Nasir Kader Ali, Rosly Othman, Siti Nabiha Abdul Khalid, Fathyah Hashim, Christopher Richardson (Sept 2013) Chapter 3: The Qualitative Study". Publisher: Intel Malaysia Sdn Bhd. 16 pages. Noor Nasir Kader Ali, David Hoong Liang Goon, John Foo, Seng Keat Chong, Chan Tze Saw, Chu Ei Yet (Sept 2013) Chapter 4, Conclusion & Appendix: Intel Alignment with ETP and Ecosystem Development". Publisher: Intel Malaysia Sdn Bhd. 13 pages. Noor Nasir Kader Ali (2014). "Executive Summary. Level of Service Quality on Customer Satisfaction for Tenaga Nasional Berhad, Penang. Universiti Sains Malaysia and TNB Penang". Publisher: GSB, USM. ISBN 978-967-394-205-1. Noor Nasir Kader Ali (2014). "Chapter 1. Introduction. . Level of Service Quality on Customer Satisfaction for Tenaga Nasional Berhad, Penang. Universiti Sains Malaysia and TNB Penang". Publisher: GSB, USM. ISBN 978-967-394-205-1. 4 pages Noor Nasir Kader Ali, Salmi Mohd Isa, Zurina Mohaiden, Goh Yen Nee (2014). "Chapter 2: Customer Satisfaction and Service Quality of Penang". Publisher: GSB, USM. ISBN 978-967-394-205-1. 2 pages Noor Nasir Kader Ali & Salmi Mohd Isa, (2014). "Chapter 3: Residential Sector". Publisher: GSB, USM. ISBN 978-967-394-205-1.24 pages.

12.	Noor Nasir Kader Ali & Zurina Mohaiden (2014). "Chapter 4: Commercial Sector". Publisher: GSB, USM. ISBN 978-967-394-205-1 . 23 pages.
13.	Noor Nasir Kader Ali & Goh Yen Nee (2014). "Chapter 5: Industrial Sector". Publisher: GSB, USM. ISBN 978-967-394-205-1 . 26 pages.
14.	Noor Nasir Kader Ali, Salmi Mohd Isa, Zurina Mohaiden, Goh Yen Nee (2014). "Chapter 6: Findings on Customers Awareness and General Response of TNB Products and Services". Publisher: GSB, USM. ISBN 978-967-394-205-1 . 3 pages.
15.	Noor Nasir Kader Ali (2014). "Chapter 7: Conclusion and Apendices". Publisher: GSB, USM. ISBN 978-967-394-205-1 . 13 pages.
16.	Noor Nasir Kader Ali & Sofri Yahya (Feb 2014). "Laporan Model Pengurusan 1: Model Perniagaan (Business Model) Konsep Gunasama". Penyediaan "Business Model" Pandai Besi Pekan Darat, Seberang Perai Utara". Publisher: Graduate School Business, Universiti Sains Malaysia. ISBN 978-967-394-197-1 . 7 pages.
17.	Noor Nasir Kader Ali & Azlan Amran (Feb 2014). "Laporan Model Pengurusan 2: Model Perniagaan (Business Model) Konsep Kaedah "Piece Rate". Penyediaan "Business Model" Pandai Besi Pekan Darat, Seberang Perai Utara". Publisher: Graduate School Business, Universiti Sains Malaysia. ISBN 978-967-394-197-1 . 4 pages.
18.	Noor Nasir Kader Ali (Feb 2014). "Laporan Model Pengurusan 3: Model Perniagaan (Business Model) Konsep Kaedah Pengilangan". Penyediaan "Business Model" Pandai Besi Pekan Darat, Seberang Perai Utara". Publisher: Graduate School Business, Universiti Sains Malaysia. ISBN 978-967-394-197-1 . 7 pages.
19.	Noor Nasir Kader Ali (Feb 2014). "Rumusan Model Perniagaan Pandai Besi, Kesimpulan & Model Perniagaan yang Lestari". Publisher: Graduate School Business, Universiti Sains Malaysia. ISBN 978-967-394-197-1 . 8 pages.

Proceeding

Please list authors, year, title, publisher and number of pages.

- International

1. Sima Akbarian, Yuserrie Zainuddin, **Noor Nasir Kader Ali (Nov 2008)**, "Top Management Emphasis, Organizational Systems and Market Orientation: A Case of Hotel Industry in Northern Region of Malaysia", *Academy For Global Business Advancement, Fifth World Congress, The Gulf University, Bahrain. Qatar*. 15-17 November 2008. 21 pages.
2. Hamzah Hussein Al-Mawali, Yuserrie Zainuddin, **Noor Nasir Kader Ali (2012)**, "Customer Accounting Information Usage : Evidence from Jordanian Services Companies", *Proceedings of the 2nd International Conference in Business Management and Information Services(ICBMIS),Bangkok. Thailand*. 19-20 January 2012.

- National

Please list authors, year, title, publisher and number of pages.

1. Abdullah Mahmood, Noor Nasir Kader Ali, Mohd Yahaya, Mod Daud, Wan Elyza Diani Wan Abdullah **(Jun 2005)**. "Ekonomi Kewangan, Pengurusan & Penyampaian (Delivery System)" *Bengkel Perumahan, Kajian Dasar Perumahan Negara, 21-22 Jun 2005*, Kompleks Eureka, Publisher-USM, 11 pages.
2. Yuserrie Zainuddin, Salmiah Che Putih, Hasnah Haron, Sofri Yahya, Noor Nasir Kader Ali **(Feb 2006)**, "Propensity to Create Budgetary Slack in Public Higher Learning Institutions", *Persidangan Kuantitatif Nasional: Kuantitatif & Kehidupan, 27-28 Feb 2006*, Auditorium INTAN Bkt Kiara, Publisher- INTAN & JPA, 29 pages.

3. Yusserie Zainuddin, Noor Nasir Kader Ali, Abdalmunaem Saleh Abuenniran, Sofri Yahya (Dec 2006), "Antecedents and Outcomes of Budget Participation: The Case of Malaysian Manufacturing Managers", **Seminar FEP 2006, Glocal Issues and Challenges in Business and Economics**, Faculty of Economics and Management, Universiti Putra Malaysia, 13-15 December 2006, Chorus Paradise Resort, Port Dicson. 27 pages.
4. Yuserrie Zainuddin, Rozita Amirudin, Noor Nasir Kader Ali (FEB 2007), "Organizational Culture in Malaysian Manufacturing Firms: Conceptualization and Measurement Through Factor Analysis". **Persidangan Penyelidikan Sektor Awam: Penyelidikan & Membuat Keputusan**, 27-28 Feb 2007, Auditorium INTAN, Bukit Kiara, KL. 21 pages.
5. Yusserie Zainuddin, Noor Nasir Kader Ali, Abdalmunaem Saleh Abuenniran, Sofri Yahya (Aug 2007), "Information Assymetry, Task and Environmental Uncertainty and Budget Participation", **International Management & Accounting Conference IV: Sustaining Competitiveness in a Liberalised Economy**. 15-17 Aug 2007, Universiti Kebangsaan Malaysia, Hotel Istana Kuala Lumpur. 16 pages.
6. Sofri Yahya, Hasnah Haron, Noor Nasir Kader Ali, Ishak Ismail (Oct 2007), "Relationship Between Managerial Ownership Structure and Firm Performance of Malaysian Listed Companies", **Accounting Studies International Conference 2007 (ASIC'07), Issues and Challenges in Accounting Studies**, Faculty of Accountancy, Universiti Utara Malaysia. 30-31 Oct 2007, Crown Prince Hotel, Kuala Lumpur. 15 pages.
7. Sofri Yahya, Adilla Kamarudin, Noor Nasir Kader Ali (Oct 2007), "Risk Management Disclosure of Listed Companies in Malaysia", **Accounting Studies International Conference 2007 (ASIC'07), Issues and Challenges in Accounting Studies**, Faculty of Accountancy, Universiti Utara Malaysia. 30-31 Oct 2007, Crown Prince Hotel, Kuala Lumpur. 12 pages.
8. Noor Nasir Kader Ali, Yudi Fernando, Faizuniah Pangil, Mohd Sobri Don, Sahniza Md Salleh (Nov 2008), "Enhancing Good Manufacturing Practices (GMP): A Case of a Manufacturing Company in Malaysia" *Applied International Business Conference, Labuan School of International Business, Universiti Malaysia Sabah*, 6-8 Nov, 2008. 12 pages.
9. Norizan Baba, Noor Nasir Kader Ali (2011), "A Study on Personal Career Growth and Fulfillment of Postgraduate Expectation with Scholarship Award as the Moderating Effect: Experiences in Unviersiti Sains Malaysia", **2011 International Conference and Postgraduate Research Colloquium: Contemporary Research Issues and Challenges in Emerging Economies**, UNIRAZAK, Capital Square, Kuala Lumpur, 10-11 Oct 2011. 19 pages.
10. Hamzah Hussein Al-mawali, Noor Nasir Kader Ali, Yusserie Zainuddin, (2011), "The Nature of the Relationship between Strategic Management Accounting Information Usage and Organizational Performance", *The 9th Asian Academy of Management International Conference 2011, AAM,USM*, 14-16 Oct 2011, Parkroyal Hotel, Penang. 12 pages.

Conference Presentation (oral and poster)

- International - 2 marks
- National - 1 mark

Please list title, venue and year

1. Noor Nasir Kader Ali (Feb 2005), "Malay Companies Survival In A Multiethnic Marketplace: A Consultant's Perspective", *Trans-disciplinary Workshop on Possibilities of Religious Pluralism: Trans-disciplinary Perspectives from Malaysia and Sweden* School of Social Science, USM, 2nd February 2005.
2. Abdullah Mahmood, Noor Nasir Kader Ali, Mohd Yahaya, Mod Daud, Wan Elyza Diani Wan Abdullah (Jun 2005). **Pembentangan Sektor T3: "Ekonomi Kewangan, Pengurusan & Penyampaian (Delivery System)" Bengkel Perumahan, Kajian Dasar Perumahan Negara**, 21 Jun 2005, Bengkel 1: Kompleks Eureka, Publisher-USM, 11 pages.
3. PM Dr Badaruddin, Hashim Mat, Jamil Jusoh, Noor Nasir Kader Ali (Jun 2005). **Pembentangan Sektor T5: komuniti & Alam Sekitar**, *Bengkel Perumahan Kajian Dasar Perumahan Negara*, USM, Bengkel 2.
4. Noor Nasir Kader Ali (Jun 2005). "Perbandingan Fasilitas Pembiayaan antara Malaysia dan Jepun", *Bengkel Perumahan Kajian Dasar Perumahan Negara*, USM. Bengkel 22 Jun 2005

5. Yuserrie Zainuddin, Salmiah Che Putih, Hasnah Haron, Sofri Yahya, Noor Nasir Kader Ali (Feb 2006), "Propensity to Create Budgetary Slack in Public Higher Learning Institutions", **Persidangan Kuantitatif Nasional: Kuantitatif & Kehidupan, 27-28 Feb 2006**, Auditorium INTAN Bkt Kiara, Publisher- INTAN & JPA, 29 pages.
6. **Noor Nasir Kader Ali (11 April 2006)**. "Wanita & Wang: Strategi & Etika untuk Memperkasakan Kewangan Anda, Keluarga Anda & Perniagaan Anda", Seminar Bengkel Pengurusan Kewangan, Pusat penyelidikan Pembangunan Wanita (KANITA), USM.
7. Yusserie Zainuddin, Noor Nasir Kader Ali, Abdalmunaem Saleh Abuenniran, Sofri Yahya (Dec 2006), A13 "Antecedents and Outcomes of Budget Participation: The Case of Malaysian Manufacturing Managers", *Seminar FEP 2006, Global Issues and Challenges in Business and Economics*, Faculty of Economics and Management, Universiti Putra Malaysia, 13-15 December 2006, Chorus Paradise Resort, Port Dickson. 27 pages.
8. Sofri Yahya, Adilla Khamaruddin, Noor Nasir Kader Ali (Oct 2007). "Risk Management Disclosure of Listed Companies in Malaysia". Accounting Studies International Conference 2007, Universiti Utara Malaysia, Crown Princess Hotel, KL, 30-31 October 2007.
9. Sofri Yahya, Hasnah Haron, Noor Nasir Kader Ali (Oct 2007). "Relationship Between Managerial Ownership Structure and Firm Performance of Malaysian Listed Companies". Accounting Studies International Conference 2007, Universiti Utara Malaysia, Crown Princess Hotel, KL, 30-31 October 2007.
10. Noor Nasir Kader Ali, Yudi Fernando, Faizuniah Pangil, Mohd Sobri Don, Salniza Md Salleh (Nov 2008), "Enhancing Good Manufacturing Practices (GMP): A Case of a Manufacturing Company in Malaysia" *Applied International Business Conference, Labuan School of International Business, Universiti Malaysia Sabah, 6-8 Nov, 2008*. 12 pages.
11. Sima Akbarian, Yuserrie Zainuddin, Noor Nasir Kader Ali (Nov 2008), "Top Management Emphasis, Organizational Systems and Market Orientation: A Case of Hotel Industry in Northern Region of Malaysia", *Academy For Global Business Advancement, Fifth World Congress, The Gulf University, Bahrain. 15-17 November 2008*. 21 pages.
12. **Noor Nasir Kader Ali (Aug 2014)**, "Elements of SME Exports and its relationship with Export Performance, Moderated by Global Export Standards". 11 August 2014. Universiti Sains Malaysia & Chung Ang University Joint Seminar. Venue: GSB, Universiti Sains Malaysia.
13. **Soon Bin Yun, Noor Nasir Kader Ali, Goh Lee San, Nur Arifi Binti Ahmad Razi (Jan 2015)** "Sustaining Customer Growth in Household High Speed Broadband (HSBB): The Case of Unifi, Malaysia". 4th Asian Management Research and Case Conference (AMRC) 2015 by GSB, LUMS Pakistan and IIM Bangalore, India.. 10-11 January, 2015. Sains@USM, Penang, Malaysia.
14. **Priyah Wilson, Noor Nasir Kader Ali, and Ismeth Yazmin Mohammad (Jan 2015)**, "Job Dissatisfaction and Managing Employee Turnover: The Case of Medicins Sdn. Bhd., Malaysia". 4th Asian Management Research and Case Conference (AMRC) 2015 by GSB, LUMS Pakistan and IIM Bangalore, India.. 10-11 January, 2015. Sains@USM, Penang, Malaysia.
15. **Ooi Chin Keong, Noor Nasir Kader Ali, Teh Kiat Loon and Lim Hwei Ling (Jan 2015)**, "Enhancing Bus Services towards Promoting Customer Satisfaction: The Case of OTL Sdn Bhd, Malaysia." 4th Asian Management Research and Case Conference (AMRC) 2015 by GSB, LUMS Pakistan and IIM Bangalore, India.. 10-11 January, 2015. Sains@USM, Penang, Malaysia.
16. **Naj Rizal Roslan, Noor Nasir Kader Ali, Amalina Mahmood and Malini Venugopal (Jan 2015)** "Enhancing Georgetown's Heritage Boutique Hotel Marketing Strategies: The Case of 1881 Chong Tian Cultural Hotel, Malaysia". 4th Asian Management Research and Case Conference (AMRC) 2015 by GSB, LUMS Pakistan and IIM Bangalore, India.. 10-11 January, 2015. Sains@USM, Penang, Malaysia.
17. **Noor Nasir Kader Ali & Khew Ying Ye (Jan 2015)**, "Factors Contributing to Customer Complaints on Audio Products: A Case of Gradcom Electronics, Malaysia". 4th Asian Management Research and Case Conference (AMRC) 2015 by GSB, LUMS Pakistan and IIM Bangalore, India.. 10-11 January, 2015. Sains@USM, Penang, Malaysia.

Publications Related to Teaching

Please list authors, year, title, publisher and number of pages.

(ii) Chapter in University Text Book

Each publication will be awarded 3 marks.

1. Noor Nasir Kader Ali and Hasnah Haron (2006). Management Accounting Concepts and Costing Terms. **Chapter 15, Accounting and Finance: Concepts, Principles and Techniques of Decision Making**, edited by Hasnah Haron. Prentice Hall, Pearson Malaysia Sdn. Bhd. Pp: 373-405.
2. Noor Nasir Kader Ali and Yusserie Zainuddin (2006) **"Absorption and Marginal Costing", Chapter 17. Accounting and Finance, Concepts, Principles and Techniques of Decision Making**, edited by Hasnah Haron, Prentice Hall, Pearson Malaysia Sdn. Bhd..

1.3	Research /Project Grant Please list project title, sponsorship, amount, list of researchers and date/duration.
(a)	International (i) Programme Head (Top Down Multiple Projects). 1. Noor Nasir Kader Ali (project head) , Meiliana Suparman, Teddy Jurnal, Heppy, Jaafar Ritonga (Sept 2012 - April 2013). "Business Downturn Root Cause Analysis, Customer Relationship Management (CRM), Web Marketing and New Market Optimization: Analysis, monitoring and Improvement of Business Performance" for PT Kreasi Putera Serayu, Batam Indonesia. RM 3,000.
(b)	National (i) Programme Head will be awarded 5 marks each. 1. Analysis and Development of marketing Strategies, Operations and Financial: The Case of Terang Bulan Food Industries (M) Sdn Bhd. Sponsor: Terang Bulan Food Industries (M) Sdn Bhd. RM15,000. Sept 2011-April 2012. Ketua Koordinator – Noor Nasir Kader Ali Koordinator – PM Nabsiah Abdul Wahid Koordinator – PM Junaimah Jauhar Penyelidik – PM Sofri Yahya Penyelidik – Dr Mohammad Hossein Motaghi (ii) Project Head will be awarded 3 marks each. 1. Noor Nasir Kader Ali & Shahidan Shafie (Jun 2007), "Laporan Akhir Kajian Viabiliti Ladang RSPSB (anak syarikat RISDA)", disediakan untuk RISDA, Kuala Lumpur, 152 mukasurat. RM45,000. 2. Noor Nasir Kader Ali & Shahidan Shafie (Jun 2007), "Laporan Akhir Kajian Viabiliti Syarikat RISDA Plantation Sdn Bhd", disediakan untuk Ibupejabat RISDA, Kuala Lumpur, 120 mukasurat. RM45,000. 3. Research Title: "Governance, Ethics and Corporate Social Resonsibility of Public Listed Companies in Malaysia" under "MAREF-IIM Commissioned Research Grant" Amount RM40,000. Project Head for Corporate Social Resonsibility (1 may 2006 – 31 October 2006). Noor Nasir Kader Ali (CSR Project head), Yuserrie Zainuddin, Ellisha Nasruddin. 4. KAJIAN PENYELIDIKAN TERHADAP FAKTOR-FAKTOR MEMPENGARUHI KEBERKESANAN SISTEM PAROL DAN PEMBENTUKAN INDEKS PENGUKURAN

	<p>KEBERKESANAN SISTEM PAROL (IPKSP) JABATAN PENJARA MALAYSIA. Sponsor: Jabatan Penjara Malaysia, RM100,000, Aug 2012 – Apr 2013 Program Head: Prof Hasnah Haron & PM Zamri Ahmad Project Head: Negeri Selangor-Noor Nasir Kader Ali Negeri Pulau Pinang-Prof Hasnah Haron Negeri Kelantan-Dr Siti Rohaida Mohamed Zainal Negeri Johor-PM DR Zamri Ahmad</p> <ol style="list-style-type: none"> 1. Research Title: "Perkhidmatan Pelaksanaan Kajian Soal Selidik Tahap Kepuasan Pelanggan Serta Maklumbalas Mutu Perkhidmatan TNB Negeri Pulau Pinang" Outside Agency Grant awarded by Tenaga Nasional Berhad amounting RM94,000. (Oct 2013-Jun 2014) Noor Nasir Kader Ali (Head of Research Project), Dr Salmi Mohd Isa, Dr Zurina Mohaiden & Dr Goh Yen Nee. 2. Research Title: "ECONOMIC IMPACT OF INTEL'S INVESTMENT IN MALAYSIA" a collaboration of Universiti Sains Malaysia and Intel Malaysia. Outside Agency Grant amounting RM45,000 (May 2013 – Dec 2013). Noor Nasir Kader Ali (Project Leader); Dr Chan Tze Haw; Dr Chu Ei Yet; Dr Rosly Othman; Assoc Prof Dr Siti Nabiha Abdul Khalid; Dr Christopher Richardson; Dr Fathyah Hashim. 3. Research Title: "Penyediaan 'Business Model' Padai Besi Pekan Darat, Sebeang Perai Utara" Universiti Sains Malaysia dan Lembaga Kemajuan Wilayah Pulau Pinang (PERDA). Outside Agency Grant amounting RM6,000. February 2014. Noor Nasir Kader Ali (Project Leader); Assoc Prof Dr Sofri Yahya; Assoc Prof. Dr Azlan Amran.
(c)	<p>University (i) Project Manager will be awarded 2 marks each.</p> <ol style="list-style-type: none"> 1. Noor Nasir Kader Ali (Editor-In-Chief), AP Dr. Phua Kia Kien, AP Dr. Mutharasu Devarajan, Dr Yeoh Fei Yee, Edzuwyn Fathin Mahyuddin (May 2014), "Internships: Ecosystem for Sustainable Excellence 2014." Division of Industry and Community Network, Universiti Sains Malaysia.

Graduate Supervision

For each graduated student supervised please list name, the year of graduation and title of dissertation. Indicate whether as Main Supervisor or Co-Supervisor (state the number of supervisors involved).

(i) Ph.D

- Main Supervisor - 8 marks
- Co-Supervisor - 4 marks

1. HAMZA HUSSEIN KHALAF AL-MAWALI (**Graduated April 2012**) "Customers Accounting Information and Jordanian Service Companies' Performance: Examining the Role of Perceived Environmental Uncertainty as a Moderator. (Main Prof Yusserie Zainuddin, Co-Supervisor Noor Nasir Kader Ali)
1. ABDULWAHAB YAHYA MOHAMMED ABDULQADER (**Graduated Aug 2012**) "The Moderating Effect of Perceived Organizational Culture on the Relationship Between Budget-Related Behaviour and Propensity to Create Slack for Yemeni Managers" (Main-Prof Yusserie Zainuddin, Co-Supervisor Noor Nasir Kader Ali)
2. AIDI ZULKARNAIN BIN MD NOR (P-GSD0046/11(R)) (Active Sept 2013-15) "Elements of SMEs Export Business Model and Its Relationship with Export Performance". (Main – Noor Nasir Kader Ali, Co-Dr Sofri Yahya).
3. WATCHARAPORN PIMPAPORN (P-GSD0005/13(R)) (Active 2014-15). "An Environmental Cost Accounting Is A Hidden Cost That Company;s Should Be Recognized For Accurate Product Costs". (Main – Noor Nasir Kader Ali).
4. MALIK MUNEER MAHMOUD ABU AFIFA (P-ED0015/13(R)) "The Effect of "Responsibility Accounting and Target Costing" Practices on risk management in Jordanian financial sector, moderated by environmental Uncertainty". (Main –Dr Dayana Nasrudin. Co-Sup: Noor Nasir Kader Ali).

5. Muhammad Ali Imran Bin Kamarudin (Ips16/Gsb/086). "Critical Success Factors In Education And Training And Its Influence On Family Business Sustainability In Malaysia" (Main – Noor Nasir Kader Ali, Co-Supervisor Dr. Norfarah binti Nordin).

(iii) Doctoral Dissertation (Mixed mode)/MMed (Mixed Mode)

- Main Supervisor - 3 marks
- Co-Supervisor - 1 mark

1. Valliammai Deepa a/p M. Meyyappan (**Graduated DBA 2014**). The Influence of Airline Service Quality on Airline Passengers' Switch Over Intentions: Mediating Role of Passenger Confidence". (Main: Noor Nasir Kader Ali. Co-Sup: Dr Krisnaswamy Jayaraman).

(iv) Master's Dissertation (Mixed Mode) (2 marks)

1. Amalina Mahmood; Malini Venugopal & Naj Rizal Roslan (Mei 2014). "Enhancing Georgetown's Heritage Boutique Hotel Marketing Strategies: The Case of 1881 Chong Tian Cultural Hotel." Main Supervisor Only.
2. Ooi Chee Keong; Teh Kiat Loon & Lim Hwei Ling (Mei 2014). "Enhancing Bus Services Towards Promoting Customer Satisfaction: A Case Study of Rapid Penang" Main Supervisor Only.
3. Soon Bin Yun; Goh Lee San & Nur Arifi Ahmad Razi (Mei 2014). "Sustaining Customer Loyalty in Telecommunication Household High Speed Broadband (HSBB): A Case of Telekom Malaysia UNIFI". Main Supervisor Only.
4. Ismeth Yazmin Mohammad & Priyah Wilson (Mei 2014). "Factors Contributing to Job Dissatisfaction and Its Effect on Employee Relationship Management (ERM): The Case of Managing Employee Turnover in Medtech Sdn Bhd". Main Supervisor Only.
5. Shobana Menon; Khew Ying Ye & Hamid Kareem (Mei 2014). "Factors Contributing to Customer Complaints on Audio Products in Software R&D: The Case of Gradcom Electronics, Penang, Malaysia." Main Supervisor Only.
6. Parisa Minoochehr; Nitiabalan Karuppayah & Prabakher Subramaniam (Mei 2014). "Critical Failure Factors for ERP Implementation: A Case Study of Tehran Regional Electric Company, A Governmental Organization in IRAN". Main Supervisor Only.
7. Affendi Abdullah; Tan Aik Yong & Soon Gim Hoe (Mei 2014). "A Case Study on Texchem Food Sdn Bhd's Readiness for GST Implementation". Main Supervisor Only.
8. Ho Chee Poh; Baliah MArthandam & Bustaman Mazuki bin Razmi (Mei 2014). "Marketing Strategies for Fabrication Operational Processes: The Case of Press Shop Sdn. Bhd." Main Supervisor Only.
9. PA Vikneswaran Palaninathan; Anthony Sahayan & Anathakumar (Mei 2014). "Productivity Optimization in a Diverse Working Environment: The Case of PEC-MY Sdn. Bhd." Main Supervisor Only.
10. Anisha Banu Dawood Gani & Rosdiana Binti Mohd Rosli (Mei 2014). "Factors Contributing to BOM Change Management Issues: The case of TIS Department in Leradoff Engineering Technologies (M) Incorporated". Main Supervisor Only.
11. Darren Wong Khor Weng; Khaw Weai Kae & Lim U Luen (Mei 2014). "Success Factors Fir Fabrication Operational Processes: The Case of Seng Chong Precision Sdn. Bhd." Main Supervisor Only.
12. Ng Wei Chet (Mei 2014). "Low Revenue Factors in Kuala Kedah Fishery Industry". Main Supervisor Only.
13. Ooi Teng Aik (Mei 2014). "Marketing Strategy for Malaysian Franchisor in China: The Case of Oldtown White Coffee Cafe' Outlets in Guangzhou". Main Supervisor Only.
14. Pemdip Kaur a/p Kalwant Singh (Mei 2014). "Challenges in Implementing Effective Human Resource Training and Development Activities: The Case of Carsem (M) Sdn Bhd". Main Supervisor Only.

15. Toh Seong Thye (Mei 2014). "Innovation as Success Factor for SMEs Business Performance at Northern Region of Malaysia". Main supervisor only.
16. Gayathri Seladurai (Mei 2013). ""Employee Burnout in an Era of headcount Downsizing (2013): The Case Analysis of Microchip Tech (Malaysia)". Main supervisor only.
17. Mohd Ariff Redza Bin Yusoff (Mei 2013). "Threat of Competitiveness in Metallic Streatate Industry; case of Peter Greven Asia Sdn Bhd". Main supervisor only.
18. Khor Soo Yee (Mei 2013). "The Resolution to Ineffective CRM: The Case of Wan Hai Lines Export Sales Section". Main supervisor only.
19. Choong Chee Wei (Mei 2013). "Lean Six Sigma (LSS) Practitioners' Perception on Critical Success Factors (CSF) for LSS Practices and Its Relationship with Business Performance, Mediated by Operational Performance" Main supervisor only.
20. Vinod Appu Nirmal (Mei 2013). "Impact of Temporary Workforce on Sustaining Product Quality in Automobile Component Manufacturer: The Case of Auto Company in India". Main supervisor only.
21. LOGANATHAN A/L YAGAMBARAN (Mei 2012), "Effects of Leadership Style on Job Satisfaction of Employees: Small and Medium Enterprises (SMEs) in Malaysia" Main Supervisor only.
22. RICHIE CHAN YUAN LIN (MEI 2012), "Employees' Perception on their Supervisors' Leadership Style and its Relationship with Support for Innovation in Manufacturing Industry in Penang, Malaysia". Main Supervisor only.
23. NORIZAN BABA (2011) "A Study on Personal Career Growth and Fulfillment of Postgraduate Expectation with Scholarship Award as the Moderating Effect: Experiences in Unviersiti Sains Malaysia", Main Supervisor only.
24. SIMA AKBARIAN (2008) "Top Management Emphasis, Organizational Systems and Market Orientation: A Case of Hotel Industry in Northern Region of Malaysia" Main Supervisor Only.

(v) Project (DBA Course Work Mode)

- Main Supervisor - 1 mark
- Co-Supervisor - 0.5 mark

AGW710 100% Course Work for DBA consultancy Program

1. Mohd Sah Basir, Che Mohd Zulkifli Che Omar, K. Shamuganathan (Sept 2004-March 2005). "**Improvement Action Plan for Dynamic Pattern Sdn Bhd and Consolidation of the Following Four Companies and Formation of Holding Company: Dynamic Pattern Sdn Bhd, DSA Dynamics Sdn Bhd, CK Resources Sdn Bhd, and Nova Painting Sdn Bhd**".
2. Ang Kee Seng, Balasandran A. Ramiah, Chuah Poh Lean (Sept 2004-Mac 2005). "**Scrap Cost Reduction – Fu Hao Sdn Bhd**".
3. Faizuniah Panggil, Mohd Sobri Don & Salniza Md Salleh (Sept 2005-April 2006). "**GMP Initiative At HR Manufacturing Sdn Bhd**".
4. Abdul Rahim Othman, Ahmad Fadzli Ahmad Tajuddin, Chang Chee Jia, Dolhadi Zainuddin (Sept 2005- May 2006). "**Sales & Marketing, Finance and Operation Improvement at Uzai Cororation Sdn Bhd**".
5. Nik Maheran Nik Muhammad, Filzah Md Isa, Bidin Chee Kifli (Sept 2005-May 2006). "**Improvement in Internal Control, Debt Management, Marketing and Human Resource Management**" for Pronaz Rekabina Sdn Bhd.
6. Susilawani Ayob, Norhayati Mohd Yusoff (Sept 2006 – April 2007). 400 pages. "Strategic Business Plan for **Fourplus Sdn Bhd**".
7. Tan Cheng Ling, Teoh Ai Ping, Goh Yen Nee, & Wan Norhayate Wan Daud (Sept 2007 – April 2008). "**Cerification of ISO 9001:2000, Improvement in marketing and debt collection strategies**" for Design Ark, Penang.

8. Mohd Faiz Hilmi, Che supian Mohammad Nor, Govindan Subramaniam, Marry Ann Harris (Sept 07 – April 2008). "Appraisal System, Training Needs Analysis and problem Solving /Decision Making Process" for **Smart Modular Technologies Sdn Bhd.**
9. Kelvin Ong Cheng Thin, Santhisegaran Nadarajan, Vijayasundram Balasundram, & Gunalan Nadarajah (Sept 2007 – April 2008). 91 pages. "**Improvement in Warehouse Management, Production Planning and Operational Cost**" for **First Jet Packages Sdn Bhd.**
10. Shishi Kumar Piaralal, Adib Kheireddine, Baderisang Mohamed & Nasina Mat Desa (Sept 2007 – April 2008). 184 pages. "Improvement of external marketing strategies and internal resources for client readiness" for **CKS Engineering Sdn Bhd.**
11. Khor Boon Hou, Choong Chee Hui, Abdul Rahman Zaini, Mohd Zubir (Sept 08 – April 2009). "Marketing Strategies, Operations Process Improvements and Human Resource Management Improvements" for **Focus Fine Engineering Sdn Bhd.**
12. Brandon Ooi, Teoh Leam Kee, Kee Swee Lin (Sept 08 – April 2009). "**Sales and Marketing Improvements, Operations Process Improvements and Financial Management**" for **VS Solution Sdn Bhd, Perai.**
13. Siti Haliza Asat, Tippawan Jantamaneechot, narges Hosseiniyan (Sept 2011-April 2012) "Analysis and Development of marketing Strategies, Operations and Financial: The Case of **Terang Bulan Food Industries (M) Sdn Bhd., Bukit Minyak, Juru, Penang.**
14. Fazilah Shaffie, Sathiskumari Ramalingam, Muthu Kumar N.S. Murugiah, Gilbeth Andrew John (Sept 2011- April 2012), "Consultancy Services on Industry Analysis to Optimize Existing Markets, Identify New Markets, enhance Customer Relationship Management (CRM) System and Improve Website Performance for **Rhombus Castor Sdn Bhd**", **Kulim, Kedah.**
15. Meiliana Suparman, Teddy Jurnal, Heppy, Jaafar Ritonga . (Sept 2012 - April 2013). "Marketing strategies & Analysis to Optimize Existing Markets, Identify New Markets, enhance Customer Relationship Management (CRM) and Improve Website Performance" for **PT Kreasi Putera Serayu, Batam Indonesia.**

AGW 658 Entrepreneurship In Global Business Project Report (MBA Course Work)

1. Siti Aishah Bt Attaullah, Teh Geik Oon, " Design Of Brunetti & Muffinnettes Cakes", (May 2012), 45 pages. Brunetti.Muffinnettes@Gmail.Com
2. Muhammad fadzly bin zakaria, khalidoun najati, "B'nana Cafe' 2U", (May 2012) 43 pages.
3. Zang Bin, Pan Zhen Yu, Chuah boon heng, "TeeFee – A Blend of Tea and Coffee" (May 2012) 50 pages.
4. Benson Tan hoo min, Adlina yong, Chong Jia Shun, "GEM (M) Sdn Bhd producing Guarana Coffee-Choc Cheese Cake & Guarana Coffee Chicken Rice" (May 2012) 53 pages.
5. Leong Xin Jian, Cheah Siew Wun, Tita Adityaranie, "Coffee Oat Bar Business Plan", (May 2012), 37 pages
6. Frederick Tan Wooi Hean, Ho Wan Shin, Jolyn Tan Mei Yee, "Lifestyle Bar Business Plan" (May 2012) 46 pages.

Guest Speaker: National / State

1. **Radio Malaysia Pulau Pinang.** Radio Broadcasting program "Universiti Di Udara" entitled "Current Issues Faced by Small and Medium Size Enterprises (SME's)" in relation to issues on Entrepreneurship, a program organized by Pusat Pengajian Jarak Jauh, on **25/7/04 3.00 pm.**
2. Speaker for "Kursus Haji Intensif Daerah Seberang Perai Utara anjuran Lembaga Tabung Haji" for the **period 6 Oct 2003 to 9 Oct 2003.** Masjid Jamek Seberang Jaya.

3. Speaker for "Kursus Haji & Umrah di Madrasah Mutmainnah, Jalan Tunku Bendahara, Kulim Kedah" on 28 May 2004.
4. Speaker for "Kursus Haji Intensif Daerah Seberang Perai Utara anjuran Lembaga Tabung Haji" for the **period 4 Oct 2004 to 14 Oct 2004**. Masjid Jamek Seberang Jaya.
5. **Speaker at "FORUM SEMPENA EKSPLO USAHAWAN MARA 2004", Kangar, Perlis on 7 Oct 2004.**
6. Speaker for "Kursus Haji & Umrah Bersiri 2005, Masjid Jamek Seberang Jaya", Jalan Tun Hussain Onn, Seberang Jaya on 17 April 2005.
7. Speaker for "Kursus Haji Intensif Daerah Seberang Perai Utara anjuran Lembaga Tabung Haji" for the **period 12 Sept 2005 to 13 Sept 2005**. All the above seminars is on "Procedures and Conditions in fulfilling Haj Ifrad, Haj Tamattuk and Haj Qiran", "Prohibition during Ihram" and "Fundamental doctrine and obligatory of Haj". Venue is at Masjid Jamek Al-Badawi, Kepala Batas. The contribution trained Haj pilgrims to simplify their pilgrims process and make it easy to perform haj and not entangled in error doing and having to pay penalties.
8. Panel speaker at the forum entitled "Keusahawanan Sebagai Satu Ibadah" Bengkel Keusahawanan Koperasi Qaryah Bil 1/2005. **Jabatan Pembangunan Koperasi Negeri Pulau Pinang. 11-12 April 2005, MS Garden Hotel, Sg Petani, Kedah.**
9. Invited speaker at **Masjid Jamek Zoo Road, "A Talk on Students Motivation", on 28 August 2003.**
10. Presented a paper on "**Pusat Pembungkusan Produk Makanan MARA**" at "Majlis Perbincangan Peserta Inkubator Teknologi Makanan (INTEM), Kawasan Industri Makanan (KIM), Batu Wilayah, Kuala Lumpur on 2nd August 2005, at Grand Seasons Hotel, KL.
11. **Jemputan Penceramah atas tajuk "Your Money, Your Business" Seminar Kebajikan; kemanakah Perginya Wang Anda?, Young Children's Connection Sdn Bhd, 3 Disember 2005.**
12. **Speaker on "Today's Supply Chain Management & Cost Sensitivity" Malaysia Integrated Warehouse (MIW) Cost Savings and Awareness Week by INTEL TECHNOLOGY SDN BHD, on 13 July 2006.**
13. Seminar Facilitator, "**Business Turnaround Consultation Workshop**", Hotel EDC, UUM Sintok, 11-12 Jun 2008, to Professors, Associate Professors, lecturers of UUM.
14. Jemputan Penceramah "Seminar Peningkatan dan Pembangunan Diri Usahawan Industri Asas Tani" Jabatan Pertanian Negeri Pulau Pinang, 31 mac – 2 April 2009 di Jerajak Resort & SPA, Pulau Jerejak, Pulau Pinang.
15. Speaker for "Kursus Haji & Umrah April 2009, Masjid Jamek Seberang Jaya", Jalan Tun Hussain Onn, Seberang Jaya pada 5 April 2009.
16. Invited speaker and Seminar Facilitator, "**Business Turnaround Consultation Workshop**", Darulaman Suites Hotel, Wang Tepus, Kedah, 26-27 April 2009, to lecturers of UUM, administrative officers and managers of UUM Publisher. Organized by Cooperative and Entrepreneurship Development Institute (CEDI), UUM.
17. Invited Speaker & seminar facilitator, "**Business Turnaround Consultation Workshop**", Imperial International Hotel, Kota Kinabalu, Sabah, 7-9 Jun 2009, to participants from UPM, UMS and Politeknik K.Kinabalu. Organized by Cooperative and Entrepreneurship Development Institute (CEDI), UUM. The above are **indicators of recognition by the public universities** of the contribution in consultancy and knowledge transfer on negotiation skills and problems solving for SMEs and industries to their lecturers.
18. "**MPPP Management Strategic Planning Workshop**", **Bilik Persidangan USM, 9-10 May, 2009, to Directors and executives of all divisions of MPPP.**
19. "**MPPP Management Strategic Planning Workshop- Continuing Discussion**", **Bilik Mesyuarat Yang DiPertua MPPP, Padang Kota Lama, Penang, 5 June, 2009, to Directors and executives of all divisions of MPPP.** Training to Directors and executives of all divisions of MPPP are also indicators of our leadership to support state government on determining key factors to strategic planning for Penang Division.

20. Penceramah "Kursus Ibadat Haji & Umrah Jun 2009, Masjid Tuan Abdullah, Tanah Liat", Bukit Mertajam pada 28 Jun 2009
21. Penceramah, Kursus pengurusan Strategik, Universiti Tenaga Nasional (UNITEN), Hotel Residence, 14-15 Disember 2009,
22. Lantikan sebagai **Penceramah/Fasilitator Skim Usahawan Siswazah (SUS) Dengan Kerjasama USM-INSKEN, Kuching Sarawak (2011).**
23. **Invited Speaker on the topic: "Ancaman Hypermarket dan Kedai Rakyat 1 Malaysia (KR1M) kepada Peruncit Melayu dan Langkah Mengatasinya"** Penceramah Konvensyen Transformasi Ekonomi Melayu Negeri Perak, Impiana Hotel, Ipoh, **21-22 Dec 2011**. At this Convention, this candidate opens up opportunities to entrepreneurs to engage on creative & innovative strategies and opportunities to overcome the threat of Hypermarkets to the Malay entrepreneurs in Perak. The future survival of entrepreneurship is no longer selling products, but has to integrate with technology and creative and innovative services. A standing ovation was given to the speaker for the presentation, branding USM in Perak Entrepreneurship community.
24. Lantikan sebagai **Penceramah/Fasilitator Skim Usahawan Siswazah (SUS) Dengan Kerjasama USM-INSKEN, di Heritage Hotel, Ipoh, Perak (2012)** Both the above programs signals my leadership capability to promote USM's image and quality facilitator to **MITI and SME Bank** in developing young graduates to become entrepreneurs.
25. **Pembentang Kertas Kerja bertajuk: "INTEGRITI HALAL: DARI SUDUT PERIHAL DAGANGAN"**. The impact is inquiries for assistance in developing entrepreneurs and opportunity to export their products to Vietnam through IPPJ Corp. **(April 2012)** Furthermore, **recognition from IPPJ Sdn Bhd, joint-organizers with School of Management to invite me as speaker.**
26. **Penceramah Jemputan: "PENGENALAN KEPADA PERUNDINGAN"**, Kem Satu Fakulti Satu Asirasi 12-14 April, 2012, anjuran UiTM Cawangan Kedah. Bukit Merah Laketown Resort, Semanggol, Perak.
27. **Local Seminar** on Problems Diagnostic, Graduate School of Business, USM, 22 Mar 2013.
28. **Invited Speaker** "Understanding Global Business in Malaysia". Presentation to EMBA, LUMS, Lahore, Pakistan. Graduate School of Business, USM. 10 April 2013.
29. **Invited Speaker** "Global Business and its Impact on Local SMEs in Malaysia" presented to EMBA, LUMS, Lahore, Pakistan, Graduate School of Business, USM. **1 July 2013.**
30. Invitation to present final report of **TNB'S Research Project Title: ""Perkhidmatan Pelaksanaan Kajian Soal Selidik Tahap Kepuasan Pelanggan Serta Maklumbalas Mutu Perkhidmatan TNB Negeri Pulau Pinang"**. Venue: TNB Penang, Anson Road, Penang. **21 July 2014.**
31. Noor Nasir Kader Ali (2014), "Elements of SME Exports and its relationship with Export Performance, Moderated by Global Export Standards". **11 August 2014. Venue: GSB, Universiti Sains Malaysia.**

INTERNATIONAL GUEST LECTURE

32. **International Guest Lecture.** "How to Develop Your Entrepreneurial Business". Universitas International Batam, Indonesia. 23 January 2013.
33. **International Public Lecture:** "Vicious Cycle and Its Impact on Accounting", Ruang Auditorium Arifin Panigoro, LT3, UAI, **Universitas Al-Azhar Indonesia, Jakarta, Indonesia, 24 December 2013.**
34. **International Guest Lecture**, "DBA Programme and Consultancy", Universitas Teknologi Yogyakarta, Yogyakarta, Indonesia. 25 Nov 2013
35. **International Guest Lecture**, "Design Thinking in Business Strategy", Universitas Teknologi Yogyakarta, Yogyakarta, Indonesia. 26 November 2013.
36. **International Guest Lecture**, "Vicious Cycle on Service Industry and Its Impact on Accounting", Universitas Teknologi Yogyakarta, Yogyakarta, Indonesia. 26 Nov 2013
37. **International Guest Lecture**, "The Vivious Cycle on Manufacturing Industries and Its Impact on Accounting" Universitas Brawijaya, Fakultas Ekonomi dan Bisnis, Malang, Indonesia. 27 November 2013.
38. **International Guest Lecture** on DBA and Consultancy Programmes. Universitas Brawijaya, Fakultas Ekonomi dan Bisnis, Malang, Indonesia. 27 - 30 November 2013.

39. **International Guest Lecture.** "Discussion on Case Method Teaching and Appraisal System", Universitas Indonesia, Jakarta-23 December 2013
40. **International Guest Lecture:** "Presentation on Business Model Development for SME Start-ups". Universitas Al-Azhar, Jakarta, Indonesia. 24 December 2013.
41. **International Guest lecture.** "Vicious Cycle in Manufacturing Operations and Its Impact on Accounting". Universitas Al-Azhar, Jakarta Indonesia. 24 December 2013.
42. **International Invited Speaker** "Entrepreneurship Challenges in ASEAN". Universitas Gadjah Mada, Yogyakarta, Indonesia. 25 Aug 2014.
43. **International Invited Speaker.** "AGBEP Strategies in Developing Terms of Agreement". Universitas Gadjah Mada, Yogyakarta, Indonesia. 26 Aug 2014.
44. **International Invited Speaker** in AGBEP Working Group in preparation for AGBEP 14th Annual General Meeting, held in Universitas Gadjah Mada, 25-26 Aug 2014.
45. **Opening Remarks and Chairperson** at The ASEAN Graduate Business and Economic Program (AGBEP) 14th Annual General Meeting, 8-9, October, 2014, Universiti Sains Malaysia.
46. **International Steering Committee** of ASEAN University Network for Business and Economics (AUN-BE) Virtual Meeting. 20 Dec 2014.
47. **International Steering Committee** of ASEAN University Network for Business and Economics (AUN-BE) Virtual Meeting. 18 Dec 2014.

International Consultancy

1. Noor Nasir Kader Ali, Meiliana Suparman, Teddy Jurnal, Heppy, Jaafar Ritonga .Marketing strategies & Analysis to Optimize Existing Markets, Identify New Markets, enhance Customer Relationship Management (CRM) and Improve Website Performance. Sponsor: **PT Kreasi Putera melayu, Batam, Indonesia. RM3,000. Sept 2012-April 2013.**

National Consultancy

1. Noor Nasir Kader Ali & Sofri Yahya (2014). "Memorandum of Agreement" between USM and Majlis Amanah Rakyat (MARA)for MBA "Off Shore" Programme offered to 13 MARA executives at Institut Latihan Kecemerlangan MARA (ILKM),Jawi, Sbrg Perai Selatan. RM333,200.00 (Sept 2013 – May 2017). 13 Students.
2. Noor Nasir Kader Ali and Noraini Mohd Sharipp (12 May 2014). "Video Presentation Etiquette Workshop for Infineon Malaysia Sdn Bhd ,Kulim High Tech Park." RM12,800.
3. Noor Nasir, Nabsiah, Junaimah (April 2012) Consultancy Services on Industry Analysis to Optimize Existing Markets, Identify New Markets, enhance Customer Relationship Management (CRM) System and Improve Website Performance. Sponsor: **Rhombus Castor Sdn Bhd. RM5,000. Sept 2011-April 2012.**

Principal Coordinator – Noor Nasir bin Kader Ali

Coordinator 2 – Dr Nabsiah Abdul Wahid

Coordinator 3 – Pn Junaimah Jauhar

Researcher 1 – Dr Rajendran Muthuveloo

Researcher 2 – Dr Teoh Ai Ping

Benefit to School – Knowledge transfer, image branding, network, small income.

Benefit to University – Image branding, small income.

3. Noor Nasir Kader Ali, Sofri Yahya, (Oct-2011- Apr 2012), "Improvements Of Marketing Strategies, Operational Processes, Product costing and Financial Accounting" For Inflow Fast Food Industries Sdn Bhd, Ipoh, Perak. **RM31,200**

Benefit to School – Knowledge transfer, image branding, network, small income.

Benefit to University – Image branding, small income.

4. Noor Nasir Kader Ali (Jan 2009), Penyediaan Kertas Kerja SHETSCO Science Park, Nigeria bagi pihak Bahagian Penyelidikan & Inovasi. (Apr-Jun 2008). Fee RM20,000.
Benefit to School – Knowledge transfer on planning, image branding, network.
Benefit to University – Image branding.
5. Noor Nasir Kader Ali, Khor Boon Hou, Choong Chee Hui, Abdul Rahman Zaini, Mohd Zubir (Sept 08 – April 2009). “Marketing Strategies, Operations Process Improvements and Human Resource Management Improvements” for **Focus Fine Engineering Sdn Bhd**. Consulting Fee RM10,000. 160 pages.
Nature of business: Plastic Moulding Industry.
Scope of Consultancy: Establishing sales and marketing strategies to boost sales, initiating process improvements, inprocess quality check and scrap reduction, TNA and human resource management and training.
Success Stories: i) Successfully developed a website that attracts new sales. Successfully identify process improvements and points for inprocess quality audit for scrap reduction, introduce planned preventive maintenance schedule, develop TNA analysis, and human resource development programmes. **Total actual cost savings between Jan-April 09 is RM78,000.**
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
6. Noor Nasir Kader Ali, Brandon Ooi, Teoh Leam Kee, Kee Swee Lin (Sept 08 – April 2009). “Sales and Marketing Improvements, Operations Process Improvements and Financial Management” for **VS Solution Sdn Bhd, Perai**. Consulting Fee RM5,000. 120 pages.
Nature of business: Mobile Stainless Steel Racking System.
Scope of Consultancy: Sales & Marketing, Operations and Financial Improvements.
Success Stories: i) **Successfully developed a website that attracts new sales from Vietnam and China. Successfully identify operations process improvements and introduced company profiles and powerpoint presentation to clients. Total actual cost savings between Jan-April 09 is RM48,000**
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
7. Noor Nasir Kader Ali, Tan Cheng Ling, Teoh Ai Ping, Goh Yen Nee, & Wan Norhayate Wan Daud (Sept 07 – April 2008). “Cerification of ISO 9001:2000, Improvement in marketing and debt collection strategies” for **Design Ark, Penang**. Consulting Fee RM10,000. 222 pages.
Nature of business: Printing of Corporate Gifts and Plastic Cards.
Scope of Consultancy: Establishing QMS for ISO 9001:2000 certification, improvement of operational performance, 5S implementation, improvement in marketing strategies, and debt collection strategies.
Success Stories: i) **Achieved ISO9001:2000 certification by April 2008. Successfully developed a website that attracts new sales. Successfully collected long outstanding debt collection by RM200,000 within 4 months. Listing the ageing, phonecalls, constant followups, enhance friendly relationship. Get to know clients better. Understand their payment problems. Work out some terms of payment acceptable to the client.**
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
8. Noor Nasir Kader Ali, Mohd Faiz Hilmi, Che supian Mohammad Nor, Govindan Subramaniam, Marry Ann Harris (Sept 07 – April 2008). “Appraisal System, Training Needs Analysis and problem Solving /Decision Making Process” for **Smart Modular Technologies Sdn Bhd**. Consulting Fee RM36,000. 199 pages.
Nature of business: An independent designer , manufacturer and supplier of value added subsystems to original equipment manufacturers (OEMs). Manufacturers of memory modules, embedded computing and thin film transistor liquid crystal display (TFT-LCD) products.
Scope of Consultancy: To identify the gaps between job description and training system, and identifying the training needs. Evaluate training system vs outcome of performance. Identifying gaps between performance and appraisal systems. And whether appraisal systems supports departmental goals & objectives, as well as, organizational mission and vision.
Success stories: **setting up of training department. Organized more structured, centralized training programs vs unstructured training previously (adhoc). Designed Strategic Operational Linkages of how to improve performance appraisal from job description to required performance that supports departmental targets and goals and achieving organizational mission statement and corporate vision.**
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.

9. Noor Nasir Kader Ali, Kelvin Ong Cheng Thin, Santhisegaran Nadarajan, Vijayasundram Balasundram, & Gunalan Nadarajah (Sept 07 – April 2008). 91 pages. "Improvement in Warehouse Management, Production Planning and Operational Cost" for **First Jet Packages Sdn Bhd**. Consulting Fee RM10,000.
Nature of business: Printing of Corrugated Carton boxes for Manufacturing Industries.
Scope of Consultancy: Introduce a feasible Production Planning, improvement of operational processes and cost reduction strategies by 10% of cost of sales, and restructure current logistic supply system by maximizing utilization of warehouse storage space.
Success stories: Improved warehouse management and storage space by 30%, introduce production planning for better control of operational activities. Improve on wastage of ink usage, and overall the group achieved a cost savings of 10% amounting to RM135,000 a year. Actual savings during the 4 months period of consultancy is RM44,400.
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
10. Noor Nasir Kader Ali, Shishi Kumar Piaralal, Adib Kheireddine, Baderisang Mohamed & Nasina Mat Desa (Sept 07 – April 2008). 184 pages. "Improvement of external marketing strategies and internal resources for client readiness" for **CKS Engineering Sdn Bhd**. Consulting Fee RM10,000. 199 pages
Nature of business: Manufacturer of Sheet Metal Fabrication and Design, Precision Machine Parts, Jigs & fixtures, Tooling Design, Automation system and metal Stamping.
Scope of Consultancy: Improvement of marketing strategies providing sales opportunities from RM3.5 Million to RM7 million, improvement in human resource development and operational processes for client readiness".
Success Stories: Designed marketing strategies to create market opportunities with targeted sales of RM7 million, doubled from annual revenue. Improved on website marketing, developed company profiles, strategic corporate gifts, improve on operational processes layout for client readiness, conduct training for teamwork development. The outcome, teamwork improves tremendously, outputs are improving with better quality less scraps. Client comments is that "I see a different CKS now!" and we managed to create an opportunity to grab contracts from one of its major client totally RM15 million. But his capacity does not permit him to do so. He will target for RM7-9 Million. Then work on expansion plan.
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
11. Noor Nasir Kader Ali, Susilawani Ayob, Norhayati Mohd Yusoff (Sept 06 – April 2007). 400 pages. "Strategic Business Plan for Fourplus Sdn Bhd".
Nature of business: General Engineering for civil work, supplying & Installing diversified general infrastructure and equipment in telecommunication.
Scope of Consultancy: Business plan for Feedlot Cattle Farming in Selangor. The client has implemented the business plan in Selangor and is currently running the program successfully.
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
12. Noor Nasir Kader Ali, Faizuniah Panggil, Mohd Sobri Don & Salniza Md Salleh (Aug05-April 2006). 257 pages "GMP Initiative at HR Manufacturing Sdn Bhd". **FEE: RM14,000.00**
Scope of Consultancy: Improvement of marketing strategies, GMP Initiatives for operation processes.
Success stories: The client has successfully improved GMP preparations. Improves marketing strategies, and its operating processes favorably.
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
13. Abdul Rahim Othman, Ahmad Fadzli Ahmad Tajuddin, Chang Chee Jia, Dolhadi Zainuddin (May 2006). "Sales & Marketing, Finance and Operation Improvement at Uzai Corporation Sdn Bhd". 120 pages for **Uzai Corporation Sdn Bhd. RM5,000.00**
Nature of Business: Manufacturer of Powder & Liquid Detergent.
Scope of Consultancy: Improvement of marketing strategies, operation processes and scrap reduction, product costing and financial analysis. The client has successfully improved its revenue, controlled its operating costs and cut its overheads favorably.
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.
14. Noor Nasir Kader Ali, Nik Maheran Nik Muhammad, Filzah Md Isa, Bidin Chee Kifli (Sept 2005 - May 2006). 220 pages. "Improvement in Internal Control, Debt Management, Marketing and Human Resource Management" for **Pronadz Reka Bina Sdn Bhd, Kota Bharu, Kelantan. FEE: RM12,020.00**
Nature of Business: Architect firm in consultation and design. The company is also involve in Construction and Development and retail trading of construction materials. The Client has successfully improved its internal document control processing and thus improved its services to its clients in a more effective and

efficient manner. Debt collection has also improved and human resource revealed a much improved teamwork in the process of delivering their outputs.
Benefit to School – Knowledge transfer, image branding, network, small income.
Benefit to University – Image branding, small income.

15. Noor Nasir Kader Ali, “Improvement in Production Planning and Establishing Effective Production Practices” for Dynamic Pattern Sdn Bhd, Puchong, Selangor. FEE: RM12,166.20

Nature of Business: A manufacturer in plastic molding supplying plastic materials to Proton and other car manufacturers. Consulting Fee RM10,000. 199 pages

Scope of Consultancy: Assessing demand plans, production planning, process flows of production operations and establishing an effective production practices.

- ii) Designing comprehensive strategy for consolidation of four companies to become a holding company. The project has been successfully completed. There is improved visibility of demand planning and integration with Production plan, material requirement plan, manpower plan and equipment plan. Production processes and productivity has also improved due to the improved planning process.

Benefit to School – Knowledge transfer, image branding, network, small income.

Benefit to University – Image branding, small income.

16. Noor Nasir Kader Ali, Ang Kee Seng, Balasandran A. Ramiah, Chuah Poh Lean (Aug 2004 – Mar 2005). “Streamlining Manufacturing Processes and Scrap Improvements using DMAIC System”. FEE: RM11,020.40

For Fu Hao Manufacturing (M) Sdn Bhd, Perai Industrial Estate, Perai Penang.

Nature of Business: A manufacturer in plastic molding supplying plastic materials to MNC.

Scope of Consultancy: Streamlining of manufacturing process, enhancing employee competency through Fu Hao’s development program and establishing a continuous development program. The company was able to identify areas of high scraps unknown to them before and improved the production processes with better control and monitoring using DMAIC system.

Benefit to School – Knowledge transfer, image branding, network, small income.

Benefit to University – Image branding, small income.

17. Hexafuji Sdn Bhd., “Developing business plan and working capital refinancing for Hexafuji Sdn Bhd. FEE RM18,217.40

Benefit to School – Knowledge transfer, image branding, network, small income.

Benefit to University – Image branding, small income.

18. Noor Nasir Kader Ali (Oct-Dec 2004), Preparation of “Due Diligence Report” and “Franchise Readiness Audit” on Restoran Ilyana Café Sdn Bhd. Sponsor Perbadanan Nasional Berhad (PNS). Fee RM16,800.

Success Story: Problem identification, business plan

Benefit to School – Knowledge transfer, image branding, network, small income.

Benefit to University – Image branding, small income.

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