

**AREA OF EXPERTISE**  
**FACULTY OF BUSINESS AND ECONOMICS**  
**(Qualifications and Expertise)**  
**Updated as 10.8.2022**

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Economics &amp; Applied Statistics</b>			
1	Dr. NurulHuda Mohd Satar	nurulhuda	<ul style="list-style-type: none"> <li>• Household Economics</li> </ul>
2	Prof. Dr. Evelyn Shyamala a/p Paul Devadason	evelyns	<ul style="list-style-type: none"> <li>• International Trade</li> <li>• Regional Integration</li> </ul>
3	Assoc. Prof. Dr. Kwek Kian Teng	ktkwek	<ul style="list-style-type: none"> <li>• Financial Economics</li> </ul>
4	Assoc. Prof. Dr. Lim Kian Ping	kianpinglim	<ul style="list-style-type: none"> <li>• Financial Economics</li> </ul>
5	Assoc. Prof. Dr. Lau Wee Yeap	wylau	<ul style="list-style-type: none"> <li>• Financial Econometrics</li> <li>• Applied Econometrics</li> <li>• Applied Statistics</li> <li>• Finance</li> <li>• Portfolio Management</li> </ul>
6	Assoc. Prof. Dr. Santha a/p Chenayah @ Ramu	santha	<ul style="list-style-type: none"> <li>• Environmental Economics</li> </ul>
7	Assoc. Prof. Dr. Yong Chen Chen	ccyong	<ul style="list-style-type: none"> <li>• Human Capital</li> </ul>
8	Dr. Roza Hazli Zakaria	roza	<ul style="list-style-type: none"> <li>• Household Economics</li> </ul>
9	Dr. Mohamed Aslam Gulam Hassan	maslam	<ul style="list-style-type: none"> <li>• International Macroeconomics</li> </ul>
10	Dr. Zarinah Yusof	zarinahy	<ul style="list-style-type: none"> <li>• Macroeconomics</li> </ul>
11	Dr. Meenachi a/p Muniandy	jessica.m	<ul style="list-style-type: none"> <li>• Macroeconomics</li> </ul>
12	Dr. Yong Sook Lu	yongsl	<ul style="list-style-type: none"> <li>• Industrial Economics</li> </ul>
13	Dr. Tang Tuck Cheong	tangtuckcheong	<ul style="list-style-type: none"> <li>• Open-economy</li> <li>• Macroeconomics</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Economics &amp; Applied Statistics</b>			
14	Dr. Ong Sheue Li	ongsl	<ul style="list-style-type: none"> <li>• International Economics</li> </ul>
15	Dr. Elya Nabila Abdul Bahri	elyanabila	<ul style="list-style-type: none"> <li>• Macroeconomics</li> <li>• Macroeconometrics</li> </ul>
16	Dr. Goh Lim Thye	ltgoh	<ul style="list-style-type: none"> <li>• Development</li> <li>• Economics</li> <li>• International Economics</li> </ul>
17	Dr. Muzalwana Abdul Talib @ Abdul Mutalib	wana_am	<ul style="list-style-type: none"> <li>• Applied Statistics</li> <li>• Statistical Quality Control</li> <li>• Multivariate Technique</li> <li>• Service Quality</li> </ul>
18	Dr. Ahmad Farid Osman	faridosman	<ul style="list-style-type: none"> <li>• Statistics</li> <li>• Econometrics</li> <li>• Time Series Analysis</li> </ul>
19	Dr. Lai Siow Li	laisl	<ul style="list-style-type: none"> <li>• Demography/ Population Studies</li> <li>• Applied Statistics</li> <li>• Survey Sampling</li> <li>• SPSS use</li> </ul>
20	Dr. Ng Yin Mei	yinmei.ng	<ul style="list-style-type: none"> <li>• Social Gerontology</li> <li>• Population Studies</li> <li>• Life Course Studies</li> <li>• Applied Statistics</li> </ul>
21	Dr. Adilah Abdul Ghapor	adilahghapor	<ul style="list-style-type: none"> <li>• Outlier Detection</li> <li>• Missing Values Estimation</li> </ul>
22	Dr. Diana Abdul Wahab	diana.abdwahab	<ul style="list-style-type: none"> <li>• Decision Science</li> <li>• Applied Statistics</li> <li>• Data Mining</li> </ul>
23	Dr. Soon Siew Voon	svsoon	<ul style="list-style-type: none"> <li>• Applied Econometrics</li> <li>• International Finance</li> <li>• Time Series Analysis</li> </ul>
24	Dr. Hannuun Eadiela Yaacob	hannuun_yy	<ul style="list-style-type: none"> <li>• Bayesian Analysis</li> <li>• Statistical Genetics</li> <li>• Biostatistics</li> </ul>
25	Dr. Muhammad Ashraf Khalid	ashraf.khalid	<ul style="list-style-type: none"> <li>• Knowledge Synthesis (Scoping Review)</li> <li>• Men's Health</li> <li>• Applied Statistics</li> </ul>
26	Mr. Chong Chin Sieng	cschong	<ul style="list-style-type: none"> <li>• Financial Economics</li> </ul>
27	Mdm. Nor Hasniah Kasim	norhasniah	<ul style="list-style-type: none"> <li>• Household Economics</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Finance</b>			
1.	Assoc. Prof. Dr. Nurul Shahnaz Ahmad Mahdzan	n_shahnaz	<ul style="list-style-type: none"> <li>• Personal Finance</li> <li>• Financial Behaviour</li> <li>• Financial Planning</li> <li>• Economics</li> <li>• Risk Management &amp; Insurance</li> </ul>
2.	Prof. Dr. Rubi Ahmad	rubi (Bersara pada 15.8.2022 & dilantik sebagai Prof Kehormat)	<ul style="list-style-type: none"> <li>• Bank Performance &amp; Regulations</li> <li>• Corporate Finance</li> </ul>
3.	Assoc. Prof. Datin Dr. Izlin Ismail	izlin	<ul style="list-style-type: none"> <li>• International finance</li> <li>• Fintech – cashless payments</li> <li>• Financial wellbeing</li> <li>• Energy finance</li> <li>• Capital markets – equity, fixed income, derivatives</li> </ul>
4.	Assoc. Prof. Dr. Mohd Edil Abd Sukor	mohdedil	<ul style="list-style-type: none"> <li>• Stock Return Seasonalities (Investment)</li> <li>• Islamic Finance</li> </ul>
5.	Dr. Aidil Rizal Shahrin	aidil_rizal	<ul style="list-style-type: none"> <li>• Microeconomics</li> <li>• Econometrics</li> <li>• Macroeconomics</li> </ul>
6.	Dr. Fauzi Zainir	zfauzi	<ul style="list-style-type: none"> <li>• Financial Development</li> <li>• Financial Savings and Corporate Finance</li> </ul>
7.	Assoc. Prof. Dr. Koh Hsieng Yang Eric	erickoh	<ul style="list-style-type: none"> <li>• Bank Management</li> <li>• Risk Management</li> </ul>
8.	Dr. Md Mahfuzur Rahman	mahfuzur	<ul style="list-style-type: none"> <li>• Consumer Finance</li> <li>• Financial Decision Making</li> <li>• Behavioural Science</li> </ul>
9.	Dr. Mohamed Hisham Hanifa	mhisham	<ul style="list-style-type: none"> <li>• Accounting</li> <li>• Islamic Finance</li> <li>• Finance</li> <li>• Personal Finance</li> <li>• Corporate Finance</li> </ul>
10.	Dr. Shahrin Saaid Shaharuddin	shahrin	<ul style="list-style-type: none"> <li>• Corporate Finance</li> <li>• Money and Banking</li> <li>• Capital Markets, Investments, Banking,</li> </ul>
11.	Dr. Jacinta Chan Phooi M'ng	jacinta	<ul style="list-style-type: none"> <li>• Capital Markets and Investment</li> <li>• Derivatives</li> <li>• Algorithmic Quantitative Trading</li> <li>• Technical Analysis</li> <li>• Quantitative Finance</li> </ul>
12.	Dr. Rozaimah Zainudin	rozaimah	<ul style="list-style-type: none"> <li>• Derivative Market</li> <li>• Risk Management</li> <li>• Corporate Finance</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Finance</b>			
13.	Dr. Wan Marhaini Wan Ahmad	wmarhaini	<ul style="list-style-type: none"> <li>• Islamic Finance</li> <li>• Islamic Banking</li> <li>• Islamic Economics</li> <li>• Fiqh al-Muamalat</li> <li>• Shariah Advisory for Islamic Financial Institutions</li> <li>• Zakat, Waqf</li> </ul>
14.	Dr. Mohd Zaidi Md Zabri	zaidizabri	<ul style="list-style-type: none"> <li>• Islamic Finance</li> <li>• Islamic Social Finance</li> <li>• Islamic Financial Education</li> </ul>
15.	Dr. Norazlin Binti Ab Aziz	azlinaziz	<ul style="list-style-type: none"> <li>• Islamic Finance</li> <li>• Islamic Capital Market</li> <li>• Sustainable Development</li> <li>• Textual Analysis</li> </ul>
16.	Dr. Adilah A. Wahab	adilahw	<ul style="list-style-type: none"> <li>• Financial Market</li> <li>• International Finance</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Public Administration</b>			
1.	Prof. Dr. Beh Loo See	lucybeh	<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Public Administration</li> </ul>
2.	Prof. Dr. Khadijah Md Khalid	dijut	<ul style="list-style-type: none"> <li>• Malaysian Politics (Political Elections, Malaysian Public Service)</li> <li>• Comparative Politics</li> <li>• International Politics</li> <li>• Political Economy</li> <li>• Malaysian Foreign Relations/Policy</li> </ul>
3.	Assoc. Prof. Dr. Makmor Tumin	makmor	<ul style="list-style-type: none"> <li>• Civil Society</li> <li>• political philosophy</li> <li>• Theory and Political Thought</li> <li>• Politics and religion</li> <li>• Health Policy</li> </ul>
4.	Assoc. Prof. Dr. Raja Noriza Raja Ariffin	rnoriza	<ul style="list-style-type: none"> <li>• Urban Planning</li> <li>• Local Government</li> <li>• Transportation</li> <li>• Public Policy</li> </ul>
5.	Dr. Muhammad Asri Mohd Ali	muhasri	<ul style="list-style-type: none"> <li>• Electoral Politics</li> <li>• Comparative Politic</li> <li>• Malaysian Politic</li> <li>• <i>Nation Building</i></li> <li>• Public Administration</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Public Administration</b>			
6.	En. Nawi Abdullah	a.nawi	<ul style="list-style-type: none"> <li>• Public Finance</li> <li>• Public Administration</li> </ul>
7.	Dr. Nur Hairani binti Abd Rahman	nurhairani	<ul style="list-style-type: none"> <li>• Public Administration</li> <li>• Policy Studies</li> <li>• Social Policy</li> </ul>
8.	Dr. Nurul Liyana binti Mohd Kamil	nurulliyana	<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Organizational Behavior</li> <li>• Public Administration</li> </ul>
9.	Dr. Kevin Fernandez	kevin	<ul style="list-style-type: none"> <li>• Social Movements and New Media</li> <li>• Safety</li> <li>• Democracy</li> <li>• Politic's identity</li> </ul>
10.	Dr. Mohammad Tawfik Yaakub	tawfik	<ul style="list-style-type: none"> <li>• Malaysian Politics</li> <li>• Malay Politics</li> <li>• Political History</li> <li>• Law</li> <li>• Federalisme</li> <li>• Comparative Politics</li> </ul>
11.	Dr. Myoung-Jin Lee	mjinlee	<ul style="list-style-type: none"> <li>• Public Management</li> <li>• Experimental Methods</li> <li>• Basic analysis of comparative studies</li> </ul>
12.	Dr. Maria Ismail	maria.ismail	<ul style="list-style-type: none"> <li>• Public Policy</li> <li>• Public Administration</li> <li>• Urban Management</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Accounting</b>			
1	Assoc. Prof. Dr. Zarina Zakaria	zarinaz	<ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Accountability and Governance</li> </ul>
2	Prof. Dr. Che Ruhana Isa @ Mohamed Isa	cruhana	<ul style="list-style-type: none"> <li>• Management Accounting and Control Systems</li> <li>• Strategic Management Accounting</li> <li>• Accounting for SMEs</li> </ul>
3	Prof. Dr. Ruzita Jusoh	geee	<ul style="list-style-type: none"> <li>• Management Accounting and Control Systems</li> <li>• Performance Measurement and Management</li> </ul>
4.	Prof. Dr. Zakiah Saleh	zakiahs	<ul style="list-style-type: none"> <li>• Public Sector Accounting</li> <li>• Financial Accounting and Reporting</li> <li>• Accountability and Governance</li> </ul>
5.	Assoc. Prof. Dr. Mohd Zulkhairi Mustapha	zulkhairi	<ul style="list-style-type: none"> <li>• Corporate Governance</li> <li>• Tax Compliance and Incentives</li> <li>• Accounting Education</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Accounting</b>			
6	Assoc. Prof. Dr. Anna Azriati Che Azmi	annaazriati	<ul style="list-style-type: none"> <li>• International Accounting</li> <li>• Taxation</li> <li>• Information Technology and Taxation/Accounting</li> </ul>
7	Assoc. Prof. Dr. Ervina Alfian	ervina_alfan	<ul style="list-style-type: none"> <li>• Financial Reporting</li> <li>• Financial Reporting Quality and Value Relevance</li> <li>• Accounting Education</li> <li>• Accountability in Public-Private Partnerships</li> <li>• Public Sector Accounting and Governance</li> </ul>
8	Assoc. Prof. Dr. Mazni Abdullah	mazni	<ul style="list-style-type: none"> <li>• International Financial Reporting Standards</li> <li>• Financial Reporting</li> <li>• Accounting Education</li> <li>• Taxation</li> <li>• Corporate Governance</li> </ul>
9	Assoc. Prof. Dr. Rusnah Muhamad	rusnah	<ul style="list-style-type: none"> <li>• Financial Accounting and Auditing</li> <li>• Islamic Banking</li> <li>• Religiosity and Ethics</li> </ul>
10	Assoc. Prof. Dr. Noor Adwa Sulaiman	adwa	<ul style="list-style-type: none"> <li>• External and Internal Auditing (Audit Quality)</li> <li>• Data Analytics</li> <li>• Audit Regulation</li> <li>• Audit Methodology and Audit Effectiveness) and Corporate Governance (Interactions and Relationship among Corporate Governance Mechanisms</li> <li>• Effects of Corporate Governance on Earnings Management and Effectiveness of Audit Committees)</li> </ul>
11	Dr. Mohd Haniff Zainuldin	haniff.zainuldin	<ul style="list-style-type: none"> <li>• Financial Accounting and Reporting</li> <li>• Ethics and Governance</li> <li>• Islamic Banking</li> <li>• Corporate Social Responsibility (CSR)</li> </ul>
12	Dr. Azlina Abdul Jalil	azlinajalil	<ul style="list-style-type: none"> <li>• Earnings Management and Corporate Governance</li> <li>• Financial Reporting and Disclosures</li> <li>• Accounting for SMEs</li> </ul>
13	Dr. Dalilawati Zainal	dalilawati	<ul style="list-style-type: none"> <li>• Corporate Social Reporting</li> <li>• Corporate Governance</li> <li>• Financial Reporting &amp; Accounting</li> </ul>
14	Dr. Haslida Binti Abu Hasan	haslida	<ul style="list-style-type: none"> <li>• Public Sector Accounting</li> <li>• Auditing</li> <li>• Performance Measurement</li> <li>• CSR</li> </ul>
15	Dr. Khairul Saidah Abas Azmi	khairul_saidah	<ul style="list-style-type: none"> <li>• Fraudulent and Corrupt Practices</li> <li>• Forensic Accounting</li> <li>• Ethics</li> <li>• Governance</li> <li>• Audit</li> <li>• Public Sector and Qualitative Studies</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Accounting</b>			
16	Dr. Noor Sharoja Sapiei	noorsharoja	<ul style="list-style-type: none"> <li>• Taxation</li> <li>• Financial Reporting</li> <li>• Accounting Education</li> <li>• Accountability and Governance</li> </ul>
17	Dr. Nurliana Md Rahin	lianarahin	<ul style="list-style-type: none"> <li>• Financial Accounting and Reporting</li> <li>• Corporate Social Reporting</li> <li>• Sustainability and Corporate Governance</li> </ul>
18	Dr. Oon Yen Nee	oonelaine	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• International Business</li> <li>• Corporate Governance</li> <li>• Family Firms and Gender Diversity</li> </ul>
19	Dr. Suhaily Shahimi	suhaily	<ul style="list-style-type: none"> <li>• Internal Auditing</li> <li>• External Auditing</li> <li>• Risk Management and Corporate Governance</li> </ul>
20	Dr. Suria Zainuddin	suriaz	<ul style="list-style-type: none"> <li>• Management Accounting and Control Systems</li> <li>• Accounting Education</li> <li>• Taxation</li> </ul>
21	Dr. Yazkhiruni Yahya	yazkhiruni	<ul style="list-style-type: none"> <li>• Islamic Accounting and Auditing</li> <li>• Accounting and Auditing Judgement Decision Making Research (JDM)</li> <li>• Internal and External Audit</li> <li>• Corporate Governance</li> </ul>
22	Dr. Kamisah Ismail	kamisah.ismail	<ul style="list-style-type: none"> <li>• Management Accounting and Control Systems</li> </ul>
23	Dr. Dayana Jalaludin	Dayana	<ul style="list-style-type: none"> <li>• Environmental Management Accounting</li> <li>• Performance Management</li> <li>• Accountability</li> <li>• Environmental Reporting</li> </ul>
24	Dr. Mas Nordiana binti Haji Rusli	annarusli	<ul style="list-style-type: none"> <li>• Corporate Governance</li> <li>• Finance</li> <li>• Voluntary Disclosure</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Development Studies</b>			
1	Assoc. Prof. Dr. V.G.R Chandran Govindaraju	vgrchandran	<ul style="list-style-type: none"> <li>• Industrial Development</li> <li>• Innovation Economics</li> </ul>
2	Assoc. Prof. Dr. Baskaran Angathevar	baskaran	<ul style="list-style-type: none"> <li>• National Innovation System</li> <li>• Science, Technology and Development</li> <li>• Entrepreneurship and Innovation</li> </ul>
3	Dr. Sharifah Muhairah Shahabudin	muhairah	<ul style="list-style-type: none"> <li>• Socio-Economy &amp; Social Mobility</li> <li>• Gender Development</li> <li>• Development Studies</li> </ul>
4	Dr. Muhammad Mehedi Masud	mehedi	<ul style="list-style-type: none"> <li>• Environmental Economics</li> <li>• General Management</li> <li>• Organizational Communication</li> </ul>
5	Dr. Sonia Kumari Selvarajan	soniakumari	<ul style="list-style-type: none"> <li>• Development Economics</li> <li>• Financial Development and Inclusiveness</li> <li>• Agriculture Development</li> </ul>
6	Dr. Nur Annizah Ishak	annizah	<ul style="list-style-type: none"> <li>• Development Economics</li> <li>• Sociology</li> <li>• Crime Economics</li> <li>• Community Development</li> </ul>
7	Dr. Louis Augustin-Jean	louis	<ul style="list-style-type: none"> <li>• Development Studies</li> <li>• Economic Sociology</li> <li>• Rural Development</li> <li>• Sociology of Markets</li> <li>• Food Safety</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Management</b>			
1	Assoc. Prof. Dr. Ezlika Mohd Ghazali	ezlika	<ul style="list-style-type: none"> <li>• Consumer Behaviour</li> <li>• E-loyalty</li> <li>• Switching Behaviour</li> <li>• Green Consumer</li> <li>• Ethical and Social Marketing</li> <li>• Digital Marketing</li> </ul>
2	Prof. Dr. Mohd Nazari Ismail	mdnazari	<ul style="list-style-type: none"> <li>• International Business</li> <li>• Strategic Management</li> <li>• Management</li> <li>• Islamic Perspectives in Business &amp; Management</li> </ul>
3	Datin Sri Prof. Dr. Suhaiza Hanim Dato' Mohamad Zailani	shmz	<ul style="list-style-type: none"> <li>• Operations Management</li> <li>• Supply Chain and Logistics</li> </ul>
4	Prof. Dr. Noor Ismawati Jaafar	isma_jaafar	<ul style="list-style-type: none"> <li>• Management Information Systems</li> <li>• IT Governance</li> <li>• Accounting Information Systems</li> </ul>
5	Assoc. Prof. Dr. Aida Idris	aida_idris	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• SME Development</li> <li>• Change Management</li> </ul>



No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Management</b>			
6	Assoc. Prof. Dr. Chan Wai Meng	chanwm	<ul style="list-style-type: none"> <li>• Commercial Law</li> <li>• Company Law</li> </ul>
7	Assoc. Prof. Dr. Kanagi A/P Kanapathy	kanagik	<ul style="list-style-type: none"> <li>• Operations Management</li> <li>• Quality Management and Supply Chain Management</li> </ul>
8	Prof. Dr. Norbani Che Ha	norbanicheha	<ul style="list-style-type: none"> <li>• Marketing Capabilities and Sustainability</li> <li>• Consumer Behaviour</li> <li>• Islamic and Halal Marketing</li> <li>• Small &amp; Medium Enterprises</li> </ul>
9	Assoc. Prof. Dr. Norizah Mohd Mustamil	norizahmm	<ul style="list-style-type: none"> <li>• Business Ethics</li> <li>• Human Resource Management</li> <li>• Mixed Methods</li> </ul>
10	Assoc. Prof. Dr. Sedigheh Moghavvemi	sedigheh	<ul style="list-style-type: none"> <li>• Management Information System (Technology Adoption)</li> </ul>
11	Assoc. Prof. Dr. Sharmila A/P Jayasingam	sharmila	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Knowledge Management</li> <li>• Organisational Behaviour</li> </ul>
12	Assoc. Prof. Dr. Suhana Mohezar Ali	suhanamohezar	<ul style="list-style-type: none"> <li>• Supply Chain Management</li> <li>• Operations Management</li> <li>• Technology Management</li> <li>• Logistics Management</li> </ul>
13	Prof. Dr. Yusniza Kamarulzaman	yusniza	<ul style="list-style-type: none"> <li>• Retailing</li> <li>• Digital Marketing</li> <li>• Tourism Marketing</li> <li>• Halal Marketing</li> <li>• Sustainable Marketing</li> <li>• Entrepreneurship Marketing</li> </ul>
14	Assoc. Prof. Dr. Mohammad Nazri Mohd Nor	nazrry	<ul style="list-style-type: none"> <li>• Human Capital</li> <li>• Management and Organizational Behavior</li> </ul>
15	Dr. Amrul Asraf Mohd Any	amrul_asraf	<ul style="list-style-type: none"> <li>• Services Marketing</li> <li>• Customer Participation</li> <li>• Value Co-creation</li> <li>• Digital Marketing</li> <li>• Food Marketing</li> </ul>
16	Dr. Quah Chee Heong	quahch	<ul style="list-style-type: none"> <li>• International Business</li> <li>• International Monetary System</li> <li>• Austrian Economics</li> </ul>
17	Dr. Mozard Mohtar	mozardt	<ul style="list-style-type: none"> <li>• Branding</li> <li>• Marketing</li> <li>• Advertising</li> </ul>
18	Dr. Shamshul Bahri Zakaria	esbi	<ul style="list-style-type: none"> <li>• Management Information Systems</li> <li>• Social Informatics</li> <li>• Health Informatics</li> </ul>
19	Dr. Tey Lian Seng	teyls	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Knowledge Management</li> <li>• Innovation</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Management</b>			
20	Dr. Yeong Wai Chung	yeongwc	<ul style="list-style-type: none"> <li>• Quality and Productivity Measurement (Statistical Quality Control)</li> </ul>
21	Dr. Azmin Azliza Aziz	aazliza	<ul style="list-style-type: none"> <li>• Operational Research</li> <li>• Applied Statistics</li> <li>• Industrial Mathematics</li> </ul>
22	Dr. Azni Zarina Taha	aznitaha	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Tourism Management</li> <li>• Service Management</li> </ul>
23	Dr. Farzana Parveen Tajudeen	farzanatajudeen	<ul style="list-style-type: none"> <li>• Social Media Impact and Management</li> <li>• Mobile Internet</li> <li>• Technology Adoption and Impact</li> </ul>
24	Dr. Lee Su Teng	stlee	<ul style="list-style-type: none"> <li>• Human Resources</li> <li>• Generational Cohort</li> <li>• Employee Engagement</li> </ul>
25	Dr. Nor Hazlina Hashim	n_hashim	<ul style="list-style-type: none"> <li>• IMC</li> <li>• Digital Marketing,</li> <li>• Content Marketing</li> </ul>
26	Dr. Ong Lin Dar	lindar	<ul style="list-style-type: none"> <li>• Organizational behaviour</li> <li>• Human Resource Management</li> <li>• Leadership</li> </ul>
27	Dr. Phoong Seuk Wai	phoongsw	<ul style="list-style-type: none"> <li>• Applied Statistics</li> <li>• Time Series</li> <li>• Econometric</li> <li>• Education</li> </ul>
28	Dr. Raida Abu Bakar	raida	<ul style="list-style-type: none"> <li>• Employee Motivation &amp; Happiness</li> <li>• Work-Family Issues</li> <li>• Qualitative Research</li> </ul>
29	Dr. Rosmawani Che Hashim	wanie285	<ul style="list-style-type: none"> <li>• International Trade Law</li> <li>• Commercial Law</li> <li>• Islamic Banking and Finance Law</li> </ul>
30	Dr. Safiah Omar	safiah	<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Organizational Behaviour</li> <li>• Strategic Management</li> </ul>
31	Dr. Thinaranjney A/P Thirumoorthi	thinaranjney	<ul style="list-style-type: none"> <li>• Tourism Marketing and Management</li> <li>• Consumer Behaviour</li> </ul>
32	Dr. Zalfa Laili Hamzah	zalfa	<ul style="list-style-type: none"> <li>• Corporate</li> <li>• Product, Service and Digital Branding</li> <li>• Corporate Image and Reputation</li> <li>• Consumer Behaviour</li> <li>• Green Consumer</li> <li>• Sustainable Consumption</li> <li>• Islamic Marketing</li> </ul>
33	Mr. Mohamad Said Othman	msaidothman	<ul style="list-style-type: none"> <li>• International Business</li> <li>• Entrepreneurship</li> </ul>
34	Dr. Rajenthyan A/L Ayavoo	rajenthyan.ayavoo	<ul style="list-style-type: none"> <li>• Technological Capability</li> <li>• Innovation</li> <li>• Collaboration</li> <li>• Knowledge Management</li> <li>• Mixed Methods</li> </ul>

No.	Name/Position	Email @um.edu.my	Expertise
<b>Department of Management</b>			
35	Dr. Marini Nurbanum Mohamad	marininur	<ul style="list-style-type: none"> <li>• Supply Chain Management</li> <li>• Operations Management</li> <li>• Technology Management</li> </ul>
36	Mr. Shamsul Izwan Saharani	ssaharani	<ul style="list-style-type: none"> <li>• Hospitality and Tourism Marketing</li> <li>• Marketing Communications</li> <li>• Consumer &amp; Organizational Behaviour</li> <li>• Marketing Management &amp; Entrepreneurship</li> </ul>
37	Dr. Mashiur Rahman	mashiur.rahman@um.edu.my	<ul style="list-style-type: none"> <li>• Sustainability</li> <li>• CSR Reporting</li> <li>• Corporate Governance</li> <li>• Earnings Management</li> <li>• Firm Valuation</li> <li>• Performance Management</li> <li>• Audit Quality</li> <li>• Accounting Information Systems</li> <li>• Audit Fees</li> </ul>