### AREA OF EXPERTISE

**FACULTY OF BUSINESS AND ECONOMICS**

(Qualifications and Expertise)

*Updated as 10.8.2022*

<table>
<thead>
<tr>
<th>No.</th>
<th>Name/Position</th>
<th>Email @um.edu.my</th>
<th>Expertise</th>
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<tbody>
<tr>
<td>1</td>
<td>Dr. NurulHuda Mohd Satar</td>
<td>nurulhuda</td>
<td>• Household Economics</td>
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</table>
| 2   | Prof. Dr. Evelyn Shyamala a/p Paul Devadason | evelyns          | • International Trade
                                                   • Regional Integration |
| 3   | Assoc. Prof. Dr. Kwek Kian Teng   | ktkwek           | • Financial Economics                          |
| 4   | Assoc. Prof. Dr. Lim Kian Ping    | kianpinglim      | • Financial Economics                          |
| 5   | Assoc. Prof. Dr. Lau Wee Yap      | wylau            | • Financial Econometrics
                                                   • Applied Econometrics
                                                   • Applied Statistics
                                                   • Finance
                                                   • Portfolio Management |
| 6   | Assoc. Prof. Dr. Santha a/p Chenayah @ Ramu | santha           | • Environmental Economics                      |
| 7   | Assoc. Prof. Dr. Yong Chen        | ccyong           | • Human Capital                                |
| 8   | Dr. Roza Hazli Zakaria            | roza             | • Household Economics                          |
| 9   | Dr. Mohamed Aslam Gulam Hassan    | maslam           | • International Macroeconomics                 |
| 10  | Dr. Zarina Yusof                  | zarinahy         | • Macroeconomics                               |
| 11  | Dr. Meenachi a/p Muniandy         | jessica.m        | • Macroeconomics                               |
| 12  | Dr. Yong Sook Lu                  | yongsl           | • Industrial Economics                         |
| 13  | Dr. Tang Tuck Cheong              | tangtuckcheong   | • Open-economy
                                                   • Macroeconomics        |
<table>
<thead>
<tr>
<th>No.</th>
<th>Name/Position</th>
<th>Email @um.edu.my</th>
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<td>Dr. Ong Sheue Li</td>
<td>ongsl</td>
<td>• International Economics</td>
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<td>Dr. Elya Nabila Abdul</td>
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<td>• Macroeconomics</td>
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<td>16</td>
<td>Dr. Goh Lim Thye</td>
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<td>• Development</td>
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<td>Dr. Muzalwana Abdul</td>
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<td>• Applied Statistics</td>
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<td>18</td>
<td>Dr. Ahmad Farid Osman</td>
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<td>• Statistics</td>
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<td>Dr. Lai Siow Li</td>
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<td>• Demography/ Population Studies</td>
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<td>Dr. Ng Yin Mei</td>
<td>yinmei.ng</td>
<td>• Social Gerontology</td>
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<td>21</td>
<td>Dr. Adilah Abdul Ghapor</td>
<td>adilahghapor</td>
<td>• Outlier Detection</td>
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<td>• Missing Values Estimation</td>
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<td>22</td>
<td>Dr. Diana Abdul Wahab</td>
<td>diana.abdwahab</td>
<td>• Decision Science</td>
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<td>23</td>
<td>Dr. Soon Siew Voon</td>
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<td>• Applied Econometrics</td>
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<td>• Time Series Analysis</td>
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<td>24</td>
<td>Dr. Hannuu Eadiela</td>
<td>hnuun_yy</td>
<td>• Bayesian Analysis</td>
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<td>Yaacob</td>
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<td>• Biostatistics</td>
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<td>25</td>
<td>Dr. Muhammad Ashraf</td>
<td>ashraf.khalid</td>
<td>• Knowledge Synthesis (Scoping Review)</td>
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<td>26</td>
<td>Mr. Chong Chin Sieng</td>
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<td>• Financial Economics</td>
</tr>
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<td>27</td>
<td>Mdm. Nor Hasniah Kasim</td>
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<td>• Household Economics</td>
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<td>2.</td>
<td>Prof. Dr. Rubi Ahmad</td>
<td>rubi</td>
<td>Bank Performance &amp; Regulations, Corporate Finance</td>
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<td>4.</td>
<td>Assoc. Prof. Dr. Mohd Edil Abd Sukor</td>
<td>mohdedil</td>
<td>Stock Return Seasonalities (Investment), Islamic Finance</td>
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<tr>
<td>5.</td>
<td>Dr. Aidil Rizal Shahrin</td>
<td>aidil_rizal</td>
<td>Microeconomics, Econometrics, Macroeconomics</td>
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<tr>
<td>6.</td>
<td>Dr. Fauzi Zainir</td>
<td>zfauzi</td>
<td>Financial Development, Financial Savings and Corporate Finance</td>
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<tr>
<td>7.</td>
<td>Assoc. Prof. Dr. Koh Hsieng Yang Eric</td>
<td>erickoh</td>
<td>Bank Management, Risk Management</td>
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<tr>
<td>8.</td>
<td>Dr. Md Mahfuzur Rahman</td>
<td>mahfuzur</td>
<td>Consumer Finance, Financial Decision Making, Behavioural Science</td>
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<tr>
<td>9.</td>
<td>Dr. Mohamed Hisham Hanifa</td>
<td>mhisham</td>
<td>Accounting, Islamic Finance, Finance, Personal Finance, Corporate Finance</td>
</tr>
<tr>
<td>10.</td>
<td>Dr. Shahrin Saaid Shaharuddin</td>
<td>shahrin</td>
<td>Corporate Finance, Money and Banking, Capital Markets, Investments, Banking,</td>
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<tr>
<td>11.</td>
<td>Dr. Jacinta Chan Phooi M'ng</td>
<td>jacinta</td>
<td>Capital Markets and Investment, Derivatives, Algorithmic Quantitative Trading, Technical Analysis, Quantitative Finance</td>
</tr>
<tr>
<td>12.</td>
<td>Dr. Rozaimah Zainudin</td>
<td>rozaimah</td>
<td>Derivative Market, Risk Management, Corporate Finance</td>
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| 1   | Prof. Dr. Beh Loo See          | lucybeh          | • Human Resource Management  
• Public Administration                                                     |
| 2   | Prof. Dr. Khadijah Md Khalid   | dijut            | • Malaysian Politics (Political Elections, Malaysian Public Service)  
• Comparative Politics  
• International Politics  
• Political Economy  
• Malaysian Foreign Relations/Policy                                        |
| 3   | Assoc. Prof. Dr. Makmor Tumin  | makmor           | • Civil Society  
• political philosophy  
• Theory and Political Thought  
• Politics and religion  
• Health Policy                                                             |
| 4   | Assoc. Prof. Dr. Raja Noriza Raja Ariffin | rnoriza | • Urban Planning  
• Local Government  
• Transportation  
• Public Policy                                                             |
| 5   | Dr. Muhammad Asri Mohd Ali     | muhasri          | • Electoral Politics  
• Comparative Politics  
• Malaysian Politic  
• Nation Building  
• Public Administration                                                     |

**Department of Finance**

<table>
<thead>
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<th>No.</th>
<th>Name/Position</th>
<th>Email @um.edu.my</th>
<th>Expertise</th>
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</table>
| 13  | Dr. Wan Marhaini Wan Ahmad    | wmarhaini        | • Islamic Finance  
• Islamic Banking  
• Islamic Economics  
• Fiqh al-Muamalat  
• Shariah Advisory for Islamic Financial Institutions  
• Zakat, Waqf |
| 14  | Dr. Mohd Zaidi Md Zabri       | zaidizabri       | • Islamic Finance  
• Islamic Social Finance  
• Islamic Financial Education                                               |
| 15  | Dr. Norazli Binti Ab Aziz     | azlinaziz        | • Islamic Finance  
• Islamic Capital Market  
• Sustainable Development  
• Textual Analysis                                                         |
| 16  | Dr. Adilah A. Wahab           | adilahw          | • Financial Market  
• International Finance                                                     |

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• Islamic Financial Education                                               |
| 15  | Dr. Norazli Binti Ab Aziz     | azlinaziz        | • Islamic Finance  
• Islamic Capital Market  
• Sustainable Development  
• Textual Analysis                                                         |
| 16  | Dr. Adilah A. Wahab           | adilahw          | • Financial Market  
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**Department of Public Administration**

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• Malaysian Foreign Relations/Policy                                        |
| 3   | Assoc. Prof. Dr. Makmor Tumin  | makmor           | • Civil Society  
• political philosophy  
• Theory and Political Thought  
• Politics and religion  
• Health Policy                                                             |
| 4   | Assoc. Prof. Dr. Raja Noriza Raja Ariffin | rnoriza | • Urban Planning  
• Local Government  
• Transportation  
• Public Policy                                                             |
| 5   | Dr. Muhammad Asri Mohd Ali     | muhasri          | • Electoral Politics  
• Comparative Politics  
• Malaysian Politic  
• Nation Building  
• Public Administration                                                     |
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<td>7.</td>
<td>Dr. Nur Hairani binti Abd Rahman</td>
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<td>- Public Administration &lt;br&gt; - Policy Studies &lt;br&gt; - Social Policy</td>
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<td>8.</td>
<td>Dr. Nurul Liyana binti Mohd Kamil</td>
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<td>- Human Resource Management &lt;br&gt; - Organizational Behavior &lt;br&gt; - Public Administration</td>
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<td>9.</td>
<td>Dr. Kevin Fernandez</td>
<td>kevin</td>
<td>- Social Movements and New Media &lt;br&gt; - Safety &lt;br&gt; - Democracy &lt;br&gt; - Politic’s identity</td>
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<td>10.</td>
<td>Dr. Mohammad Tawfik Yaakub</td>
<td>tawfik</td>
<td>- Malaysian Politics &lt;br&gt; - Malay Politics &lt;br&gt; - Political History &lt;br&gt; - Law &lt;br&gt; - Federalisme &lt;br&gt; - Comparative Politics</td>
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<td>11.</td>
<td>Dr. Myoung-Jin Lee</td>
<td>mjinlee</td>
<td>- Public Management &lt;br&gt; - Experimental Methods &lt;br&gt; Basic analysis of comparative studies</td>
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<td>12.</td>
<td>Dr. Maria Ismail</td>
<td>maria.ismail</td>
<td>- Public Policy &lt;br&gt; - Public Administration &lt;br&gt; - Urban Management</td>
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**Department of Public Administration**

**Department of Accounting**
<table>
<thead>
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<th>No.</th>
<th>Name/Position</th>
<th>Email @um.edu.my</th>
<th>Expertise</th>
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</table>
| 6   | Assoc. Prof. Dr. Anna Azriati Che Azmi | annaazriati      | • International Accounting  
• Taxation  
• Information Technology and Taxation/Accounting |
| 7   | Assoc. Prof. Dr. Ervina Alfan      | ervina_alfan     | • Financial Reporting  
• Financial Reporting Quality and Value Relevance  
• Accounting Education  
• Accountability in Public-Private Partnerships  
• Public Sector Accounting and Governance |
| 8   | Assoc. Prof. Dr. Mazni Abdullah    | mazni            | • International Financial Reporting Standards  
• Financial Reporting  
• Accounting Education  
• Taxation  
• Corporate Governance |
| 9   | Assoc. Prof. Dr. Rusnah Muhamad   | rusnah           | • Financial Accounting and Auditing  
• Islamic Banking  
• Religiosity and Ethics |
| 10  | Assoc. Prof. Dr. Noor Adwa Sulaiman | adwa             | • External and Internal Auditing (Audit Quality)  
• Data Analytics  
• Audit Regulation  
• Audit Methodology and Audit Effectiveness) and Corporate Governance (Interactions and Relationship among Corporate Governance Mechanisms  
• Effects of Corporate Governance on Earnings Management and Effectiveness of Audit Committees) |
| 11  | Dr. Mohd Haniff Zainuldin         | haniff.zainuldin | • Financial Accounting and Reporting  
• Ethics and Governance  
• Islamic Banking  
• Corporate Social Responsibility (CSR) |
| 12  | Dr. Azlina Abdul Jalil            | azlinajalil      | • Earnings Management and Corporate Governance  
• Financial Reporting and Disclosures  
• Accounting for SMEs |
| 13  | Dr. Dalilawati Zainal             | dalilawati       | • Corporate Social Reporting  
• Corporate Governance  
• Financial Reporting & Accounting |
| 14  | Dr. Haslida Binti Abu Hasan       | haslida          | • Public Sector Accounting  
• Auditing  
• Performance Measurement  
• CSR |
| 15  | Dr. Khairul Saidah Abas Azmi      | khairul_saidah   | • Fraudulent and Corrupt Practices  
• Forensic Accounting  
• Ethics  
• Governance  
• Audit  
• Public Sector and Qualitative Studies |
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| 16  | Dr. Noor Sharoja Sapiei          | noorsharoja      | • Taxation  
• Financial Reporting  
• Accounting Education  
• Accountability and Governance |
| 17  | Dr. Nurliana Md Rahin            | lianarahin       | • Financial Accounting and Reporting  
• Corporate Social Reporting  
• Sustainability and Corporate Governance |
| 18  | Dr. Oon Yen Nee                  | oonelaine        | • Strategic Management  
• International Business  
• Corporate Governance  
• Family Firms and Gender Diversity |
| 19  | Dr. Suhail Shahimi               | suhailly         | • Internal Auditing  
• External Auditing  
• Risk Management and Corporate Governance |
| 20  | Dr. Suria Zainuddin              | suriaz           | • Management Accounting and Control Systems  
• Accounting Education  
• Taxation |
| 21  | Dr. Yazkhiruni Yahya             | yazkhiruni      | • Islamic Accounting and Auditing  
• Accounting and Auditing Judgement Decision Making Research (JDM)  
• Internal and External Audit  
• Corporate Governance |
| 22  | Dr. Kamisah Ismail               | kamisah.ismail   | • Management Accounting and Control Systems |
| 23  | Dr. Dayana Jalaludin             | Dayana           | • Environmental Management Accounting  
• Performance Management  
• Accountability  
• Environmental Reporting |
| 24  | Dr. Mas Nordiana binti Haji Rusli| annarusli        | • Corporate Governance  
• Finance  
• Voluntary Disclosure |
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| 1   | Assoc. Prof. Dr. V.G.R Chandran Govindaraju                           | vgrchandran      | • Industrial Development  
• Innovation Economics           |
| 2   | Assoc. Prof. Dr. Baskaran Angathevar                                   | baskaran         | • National Innovation System  
• Science, Technology and Development  
• Entrepreneurship and Innovation       |
| 3   | Dr. Sharifah Muhairah Shahabudin                                       | muhairah         | • Socio-Economy & Social Mobility  
• Gender Development  
• Development Studies          |
| 4   | Dr. Muhammad Mehedi Masud                                               | mehedi           | • Environmental Economics  
• General Management  
• Organizational Communication |
| 5   | Dr. Sonia Kumari Selvarajan                                             | soniakumari      | • Development Economics  
• Financial Development and Inclusiveness  
• Agriculture Development       |
| 6   | Dr. Nur Annizah Ishak                                                    | annizah          | • Development Economics  
• Sociology  
• Crime Economics  
• Community Development       |
| 7   | Dr. Louis Augustin-Jean                                                  | louis            | • Development Studies  
• Economic Sociology  
• Rural Development  
• Sociology of Markets  
• Food Safety                     |
|     | **Department of Management**                                             |                  |                                                                          |
| 1   | Assoc. Prof. Dr. Ezlika Mohd Ghazali                                     | ezlika           | • Consumer Behaviour  
• E-loyalty  
• Switching Behaviour  
• Green Consumer  
• Ethical and Social Marketing  
• Digital Marketing               |
| 2   | Prof. Dr. Mohd Nazari Ismail                                             | mdnazari         | • International Business  
• Strategic Management  
• Management  
• Islamic Perspectives in Business & Management |
| 3   | Datin Sri Prof. Dr. Suhaiza Hanim Dato’ Mohamad Zailani                  | shmz             | • Operations Management  
• Supply Chain and Logistics                  |
| 4   | Prof. Dr. Noor Ismawati Jaafar                                          | isma_jaafar      | • Management Information Systems  
• IT Governance  
• Accounting Information Systems       |
| 5   | Assoc. Prof. Dr. Aida Idris                                              | aida_idris       | • Entrepreneurship  
• SME Development  
• Change Management                  |
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| 6   | Assoc. Prof. Dr. Chan Wai Meng | chanwm | • Commercial Law  
• Company Law |
| 7   | Assoc. Prof. Dr. Kanagi A/P Kanapathy | kanagik | • Operations Management  
• Quality Management and Supply Chain Management |
| 8   | Prof. Dr. Norbani Che Ha | norbanicheha | • Marketing Capabilities and Sustainability  
• Consumer Behaviour  
• Islamic and Halal Marketing  
• Small & Medium Enterprises |
| 9   | Assoc. Prof. Dr. Norizah Mohd Mustamil | norizahmm | • Business Ethics  
• Human Resource Management  
• Mixed Methods |
| 10  | Assoc. Prof. Dr. Sedigheh Moghavvemi | sedigheh | • Management Information System (Technology Adoption) |
| 11  | Assoc. Prof. Dr. Sharmila A/P Jayasingam | sharmila | • Leadership  
• Knowledge Management  
• Organisational Behaviour |
| 12  | Assoc. Prof. Dr. Suhana Mohezar Ali | suhanamohezar | • Supply Chain Management  
• Operations Management  
• Technology Management  
• Logistics Management |
| 13  | Prof. Dr. Yusniza Kamarulzaman | yusniza | • Retailing  
• Digital Marketing  
• Tourism Marketing  
• Halal Marketing  
• Sustainable Marketing  
• Entrepreneurship Marketing |
| 14  | Assoc. Prof. Dr. Mohammad Nazri Mohd Nor | nazryy | • Human Capital  
• Management and Organizational Behavior |
| 15  | Dr. Amrul Asraf Mohd Any | amrul_asraf | • Services Marketing  
• Customer Participation  
• Value Co-creation  
• Digital Marketing  
• Food Marketing |
| 16  | Dr. Quah Chee Heong | quahch | • International Business  
• International Monetary System  
• Austrian Economics |
| 17  | Dr. Mozard Mohtar | mozardt | • Branding  
• Marketing  
• Advertising |
| 18  | Dr. Shamshul Bahri Zakaria | esbi | • Management Information Systems  
• Social Informatics  
• Health Informatics |
| 19  | Dr. Tey Lian Seng | teyls | • Strategic Management  
• Knowledge Management  
• Innovation |
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<td>Dr. Yeong Wai Chung</td>
<td>yeongwc</td>
<td>- Quality and Productivity Measurement (Statistical Quality Control)</td>
</tr>
</tbody>
</table>
| 21  | Dr. Azmin Azliza Aziz          | aazliza          | - Operational Research  
- Applied Statistics  
- Industrial Mathematics |
| 22  | Dr. Azni Zarina Taha           | aznitaha         | - Strategic Management  
- Tourism Management  
- Service Management |
| 23  | Dr. Farzana Parveen Tajudeen   | farzanatajudeen  | - Social Media Impact and Management  
- Mobile Internet  
- Technology Adoption and Impact |
| 24  | Dr. Lee Su Teng                | stlee            | - Human Resources  
- Generational Cohort  
- Employee Engagement |
| 25  | Dr. Nor Hazlina Hashim         | n_hashim         | - IMC  
- Digital Marketing,  
- Content Marketing |
| 26  | Dr. Ong Lin Dar                | lindar           | - Organizational behaviour  
- Human Resource Management  
- Leadership |
| 27  | Dr. Phoong Seuk Wai            | phoongsww        | - Applied Statistics  
- Time Series  
- Econometric  
- Education |
| 28  | Dr. Raida Abu Bakar            | raida            | - Employee Motivation & Happiness  
- Work-Family Issues  
- Qualitative Research |
| 29  | Dr. Rosmawani Che Hashim       | wanie285         | - International Trade Law  
- Commercial Law  
- Islamic Banking and Finance Law |
| 30  | Dr. Safiah Omar                | safiah           | - Human Resource Management  
- Organizational Behaviour  
- Strategic Management |
| 31  | Dr. Thinaranjeney A/P Thirumoorthi | thinaranjeney | - Tourism Marketing and Management  
- Consumer Behaviour |
| 32  | Dr. Zalfa Laili Hamzah         | zalfa            | - Corporate  
- Product, Service and Digital Branding  
- Corporate Image and Reputation  
- Consumer Behaviour  
- Green Consumer  
- Sustainable Consumption  
- Islamic Marketing |
| 33  | Mr. Mohamad Said Othman        | msaidothman      | - International Business  
- Entrepreneurship |
| 34  | Dr. Rajenthyran A/L Ayavoo     | rajenthyran.ayavoo | - Technological Capability  
- Innovation  
- Collaboration  
- Knowledge Management  
- Mixed Methods |
<table>
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<tr>
<th>No.</th>
<th>Name/Position</th>
<th>Email @um.edu.my</th>
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<td>Dr. Marini Nurbanum</td>
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<td>• Supply Chain Management</td>
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<td>Mohamad</td>
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<td>36</td>
<td>Mr. Shamsul Izwan</td>
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<td>• Hospitality and Tourism Marketing</td>
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<td>• Marketing Management &amp; Entrepreneurship</td>
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<tr>
<td>37</td>
<td>Dr. Mashiur Rahman</td>
<td><a href="mailto:mashiur.rahman@um.edu.my">mashiur.rahman@um.edu.my</a></td>
<td>• Sustainability</td>
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