

CURRICULUM VITAE



CONTACT INFORMATION

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Nationality : MALAYSIAN

EDUCATION

| Year | Degree | Area | University |
|------|---------------------------------------|------------------|--------------------------------|
| 2008 | Bachelor of Arts (Honours) | Business Studies | United Business Institutes |
| 2010 | Master of Business Administration | Marketing | Universiti Putra Malaysia |
| 2011 | Bachelor of Social Sciences (Honours) | Psychology | Universiti Kebangsaan Malaysia |
| 2015 | Doctor of Philosophy | Management | IIC University of Technology |

EMPLOYMENT HISTORY

| Position | Organization | Date |
|--------------------|--------------------|--------------|
| Trainer/Consultant | HB Academy | 2010-2016 |
| Finance Director | HB Academy PLT | 2016-2017 |
| Managing Director | Humanology Sdn Bhd | 2017-Present |

PROFESSIONAL QUALIFICATIONS

| Year | Title | Awarding Body |
|----------|--|----------------------------------|
| Sep 2008 | Train-the-Trainer | Human Resource Development Board |
| Nov 2010 | Certified Professional Marketer (Asia) | Asia Marketing Federation |

PUBLICATIONS

| Year | Title | Type |
|------|---|---|
| 2013 | Body Language Exposed: Find Out How Your Body Can Betray You ISBN: 978-0957476202 | Book |
| 2013 | Predicting Intention to Purchase Green Products: Application of Theory of Planned Behaviour | SRM-IMT Journal of Business & Management Research ISSN: 2319-6203 |
| 2014 | Workplace Counseling Among Managers: A Productivity Booster | SRM-IMT Journal of Business & Management Research ISSN: 2319-6203 |
| 2014 | Automotive Industry in Malaysia: Development and Sustainability Future | SRM-IMT Journal of Business & Management Research ISSN: 2319-6203 |
| 2014 | Engaging for Performance: Enhancing Productivity Through Employee Engagement | SRM-IMT Journal of Business & Management Research ISSN: 2319-6203 |
| 2015 | Human Value Ecosystem: Productivity Management in a Human Way | International Journal of Economics, Commerce & Management ISSN: 2348-0386 |
| 2015 | Reaching out Strategies for Higher Education Institution in Cambodia | International Journal of Social and Educational Innovation ISSN: 2393 – 0373 |
| 2015 | Creating Product Visibility To the Bottom of the Pyramid: Integration of Marketing Mix and Human Value Ecosystem Approach | Journal of Entrepreneurship, Business and Economics ISSN: 2345-4695 |
| 2015 | Selling With Heart and Soul : Transform Yourselves to be Sales Superstars ISBN: 978-0957476295 | Book |
| 2015 | Fast Food Advertisements on Eight Year Old Malaysian Children ISBN: 978-3659719578 | Book |
| 2015 | Factors Influence Intention to Seek Counselling Service Among Health Professionals: Application of Theory of Planned Behavior | International Journal of Humanities & Social Science Studies ISSN: 2349-6959 |

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|------|--|--|
| 2016 | The Impact of Human Leadership on Employee Innovation and Employee Engagement | International Research Journal of Humanities & Social Science ISSN: 2395-3942 |
| 2016 | The Needs of Research for Higher Education Institutions and Academicians in Cambodia | Academic Journal of Business Excellence ISSN:2413-8266 |
| 2016 | Power Divider Rule: AC Circuit Analysis | International Journal of Engineering Trends and Technology ISSN:2231-5381 |
| 2017 | Stress Among Medical Students: A Thematic Apperception Test Approach | International Journal of Sociological Research ISSN: 0974-8393 |

TRAINING/SEMINAR ATTENDED

| Year | Title | Organization |
|------------|--|--|
| Feb 2007 | Corporate Director's Training Programme | Companies Commission of Malaysia |
| April 2008 | NHAM Public CPR Education Programme | National Heart Association of Malaysia |
| Feb 2009 | Brand-What It Means To You and Your Business | Institute of Marketing Malaysia |
| Apr 2009 | Certificate in Marketing Management | Institute of Marketing Malaysia |
| May 2009 | Coaching & Mentoring For Organizational Effectiveness | Institute of Marketing Malaysia |
| May 2009 | The Future of Marketing | Universiti Putra Malaysia |
| July 2009 | A Symbiotic Approach to Integrity and Compliance In a Volatile Global Business Environment | Siemens Malaysia |
| Aug 2009 | Enhancing Competitiveness through Creativity & Innovation | Malaysian Productivity Corporation |
| Aug 2009 | Case Studies in Malaysia | Universiti Kebangsaan Malaysia |
| Oct 2009 | The Secrets of Winning Brands | Institute of Marketing Malaysia |
| Nov 2009 | WIPO-Malaysia National Seminar on the Creative Industries | World Intellectual Property Organization |

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| Jan 2010 | Connecting with Customers & Employees Through Innovation, Creativity & Humour | Institute of Marketing Malaysia |
| Apr 2010 | Image Building – Creating Impact for Business Success | Institute of Marketing Malaysia |
| Sep 2010 | Youth Marketing Asia 2010 (Singapore) | The Asia Business Forum |
| Sep 2010 | Revisiting Vision 2020 | Institute of Marketing Malaysia |
| Nov 2010 | Driving Innovation for Competitiveness | Malaysian Productivity Corporation |
| Nov 2011 | Intrade 2010 | Matrade |
| March 2011 | Certificate in Professional Selling Skills | Institute of Marketing Malaysia |
| Apr 2011 | Certificate in Entrepreneurship Skills | Institute of Marketing Malaysia |
| May 2011 | How to Apply Sun Tzu on Sales Strategies : Transform You to be a Better Salesperson | Institute of Marketing Malaysia |
| May 2011 | e-Learning on ISO 26000: Guidance on Social Responsibility | Asian Productivity Organization |
| July 2011 | The Great Workplace | Sepang Goldcoast |
| December 2011 | Workshop on Green Supply Chains and Eco-Design (Tokyo, Japan) | Asian Productivity Organization |
| August 2012 | International Conference On Productivity and Sustainable, Inclusive Development in the Asia-Pacific (Taipei, Taiwan) | Asian Productivity Organization |
| September 2013 | e-Learning on Green Productivity and Integrated Management Systems (ISO 9001, ISO 14001, OHSAS 18001) | Asian Productivity Organization |
| Augut 2014 | Business Excellence Training for Consultant | Malaysia Productivity Corporation |

TRAINING/SEMINAR CONDUCTED

| Year | Title | Organization |
|-------------|--|------------------------------------|
| 2011 | Youth Marketing for Non-Profit Organization | Department of Museum Malaysia |
| 2011 | ISO 26000: Social Responsibility | Malaysian Productivity Corporation |
| 2014 | Industrial Talk : Personalities and Attributes of Future Marketers | Putra Business School |
| 2014 | Maximize Profit, Increase Sales : Marketing Ninja | Alpro Pharmacy Sdn Bhd |
| 2015 | Entrepreneurship Mindset and Assessing Business Opportunity | Universiti Tun Abdul Razak |
| 2015 | Research Methodology | Lembaga Hasil Dalam Negeri |

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|------|--|-----------------------------------|
| 2015 | Certified Professional Trainer | Universiti Tun Abdul Razak |
| 2016 | Managing Generation Y | Suruhanjaya Koperasi Malaysia |
| 2016 | Certified Professional Trainer & Consultant | Universiti Teknologi Mara |
| 2016 | Transformation | Department of Fisheries, Malaysia |
| 2017 | Program Persijilan Kemahiran Malaysia Tahap 4-5 Kolej Vokasional | UteM Holdings Sdn Bhd |

TEACHING/LECTURING EXPERIENCE

| Year | Title | Organization | Level |
|------|--------------------------|------------------------------|--------|
| 2015 | Marketing Management | Wawasan Open University | Master |
| 2015 | Organizational Behavior | IIC University of Technology | Master |
| 2016 | Principles of Marketing | Wawasan Open University | Degree |
| 2016 | Principles of Management | IIC University of Technology | Master |
| 2016 | Marketing Management | Wawasan Open University | Master |
| 2017 | Principles of Marketing | Wawasan Open University | Degree |
| 2017 | Consumer Behaviour | Wawasan Open University | Degree |
| 2018 | Principles of Marketing | Wawasan Open University | Degree |

EVALUATION ACTIVITIES

| Year | Description | Evaluation Activity |
|------|---|---------------------|
| 2015 | Zahari Husin, Viva Voce, PhD, Key Success Requirements During Product Introduction in Malaysia's Automotive Industry | Examiner |
| 2015 | Shirley Joseph, Proposal Defense, PhD, Factors Promoting Enterprise Level Union-Management Partnerships in the Garment Industry of Cambodia | Examiner |
| 2016 | Tokyo 2 nd International Conference on " Business, Economics, Social Science & Humanities- BESSH-2016 | Session Chair |
| 2016 | Nor Haifzah Ismail, Proposal Defense, PhD, The G.E.T Theoretical Framework for Millennial Learner's Employability Skills | Examiner |

PROFESSIONAL

| Organization | Role | Year | Level |
|--------------|------|------|-------|
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| The International Micro Expressionists Association | Trainer Member | Since 2012 | International |
| Academic Journal of Business Excellence | Editorial Board Member | Since 2016 | International |
| Consultants and Business Management Research Association | Treasurer | Since 2019 | National |

SKILLS

| Skills | Proficiency |
|----------------------|--------------|
| Microsoft Word | Intermediate |
| Microsoft Powerpoint | Intermediate |
| Microsoft Excel | Intermediate |
| SPSS (Research) | Intermediate |

LANGUAGES

| Language | Spoken | Written |
|-----------------|-----------|-----------|
| Bahasa Malaysia | Excellent | Excellent |
| English | Excellent | Excellent |
| Cantonese | Native | - |

REFEREES

Professor Dato' Dr. Mohammad Shatar Sabran
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