



Datuk Dr Leow Chee Seng

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Taman Seraya,
56100 Kuala Lumpur, Malaysia
D.O.B 2nd Oct 1976

Summary

- 23 Years of managerial experience
- 23 Years of research and consulting experience
- 23 Years of marketing and human resource experience
- 18 Years of Writing experience
- 18 Year of lecturing experience
- 17 Years of International business experience
- 17 Years of training and coaching experience

Skill areas include: Lecturing, Business planning, HR Management, Documentation, Market planning, Epidemiology, Research Development, Consultancy, Training, Coaching, Stress management, Strategic Marketing, Problem solving, Entrepreneurship.

Employment & Working Experience

- 1996 Tutoring in Erican Language Center as tutor for English 1119.
- 1996 – 2004 Tutoring A level, STPM, SPM - physics, chemistry, biology, further and pure mathematics (group tuition basis).
- 1997 - 1998 Attachment in Health Department DBKL to observe and to learn the system that is available in government sector.
- 1999 Research Assistant at Universiti Kebangsaan Malaysia (UKM), Medical faculty, in the research of “Role of antioxidant vitamins and palm vitee in diabetes mellitus patients.
Join in Ommi and Association Business Consulting as a consultant.
- 1999 Hospital Universiti Kebangsaan Malaysia as Medical Officer
- 1999 – 2004 Attachment in Health Department as an Internal Auditor. The projects conducted include:
- i) A study on Customer satisfaction – comparison on private and public hospital (Thesis MBA).
 - ii) Customer waiting time in staff clinics
 - iii) Networking planning and implementation.
- 1999 – 2008 Business Consultant, Ummi & Associate Consultancy Services
- 2001 – 2002 Part time lecturer for matriculation for chemistry and biology, University Malaya.
- Aug 2001 Invited speaker by PROSTAR to provide seminar to more than 100 STPM students for Biology and Chemistry.
- 2001 – 2002 Freelance consultants for Health Department, City Hall for any research for problems solving, policy implementation, human resource consultant and cost benefits analysis.
Members of Kualiti Mutu Kerja (KMK) for the Department competition.
- 2002 – 2006 Psychological Clinic in Health department as clinical psychology assistant under supervision of Prof. Malik Badri, a Chartered British Clinical Psychologist and doctorate of psychologist.
- 2002 – 2008 Writing revision and text books for different levels.
- 2009 – 2010 Director of Security Plus Sdn Bhd.
- 2009 – 2011 Program Director of Green International Academy
- 2009 – 2011 Program Director of Lence Academy
- 2012 – 2018 Council Member, Human Behaviour Academy, UK
- 2013 – 2014 Fellow Consultant, Putra Business School

2015 – 2016	Director, Centre of Executive Education, UNIRAZAK
2014 – 2018	Dean of Graduate School, IIC University of Technology, Cambodia
2017 - Now	Humanology Sdn Bhd
2015 – 2019	UNIDO, Principle Consultant, Austria

Training and Education

Sept 2018	Regulatory Impact Assessment, Malaysia Productivity Corporation, Malaysia.
May 2014	Business Excellence (Consultant), Malaysia Productivity Corporation, Malaysia.
Aug 2013	Entrepreneurship, incubation and commercialization, , Productivity Organisation (APO), Japan.
April 2013	Certificate in Green Productivity, Productivity Organisation (APO), Japan
Feb 2013	Innovation, entrepreneurship and commercialization, Asian Productivity Organisation (APO), Japan, executed by China Productivity Center (CPC).
July 2012	Master of Counselling, University Putra Malaysia
Oct 2011	Certificate in ISO 18001: OHSAS , occupational health and safety management system specification.
Aug 2011	Seminar on ISO 26000 Social Responsibility by Asian Productivity Organisation (APO), Japan, executed by China Productivity Center (CPC).
May 2011	ISO 26000 e-learning on Social Responsibility by Asian Productivity Organisation (APO), Japan.
Dec 2010	Certified Professional Marketer, (CPM – Asia Pacific)
Sept 2010	The Asia Business Forum – Youth Marketing Asia 2010, Singapore.
Mar 2010	Image Building – Creating Impact for Business Success, Institute of Marketing Malaysia.
Jan 2010	Certificate in Entrepreneurship Skills, Institute of Marketing Malaysia.
Aug 2009	Case Study Writing, National University Malaysia, (UKM).
May 2009	Professional Certificate in Coaching & Mentoring for organisation effectiveness, Marketing Management, Institute of Marketing Malaysia.
April 2009	Professional Certificate in Marketing Management, Institute of Marketing Malaysia.

May 2009	Professional Certificate in Branding Management, Institute of Marketing Malaysia.
Nov 2007	Certified Advance Human Resource (Consultant) by Malaysian Institute Human Resource Management (MIHRM)
Sept 2007	Certified Professional Trainer, Malaysian Institute of Management (MIM)
Sept 2007	Certificate of Professional Trainer, (PSMB)
March 2007	International Chartered Secretary Administration
March 2007	Seminar On strategic Marketing organized by Universiti Utara Malaysia.
Feb 2007	Certificate of Corporate Directors Training (SSM, Malaysia)
Oct - 2006	Certified Stress Management, ICTH (USA)
April 2000 -	PhD research topic “A study on influence of cigarettes
Sept 2013	advertisement on Malaysia eight year old children”
Feb 2000 –	Doctorate Business Administration, United Business
Sep 2002	Institute. Belgium.
Oct 2002	Certificate of Qualitative Research Method, University of Georgia, USA
Jan 2000 –	Doctorate Business Administration, United Business
Jun 2003	Institute, Belgium (Affiliation Program with Manchester University)
Jun 2001	Attended Research Method & Statistics in Sports & Allied Sciences Course (USM, Medical Faculty)
Apr 2001	Diploma In Homeopathic Medical Studies (D.F.Hom)
Aug 2000	IT.e-Com Certified IT e-Commerce Professional.
1999 – 2000	Master of Business Administration (MBA) under Malaysia Graduate School of Management (MGSM, UPM).

Awards

Young Investigator Award during “The 24th Annual Congress of the Malaysian Pediatric Association 2002”.

Best Model Development Award, IIC University of Technology, Cambodia

Productivity Champion (Practitioners), Malaysia Productivity Corporation.

School Book Publications

Leow, C, S, (2003), *Siri Latihan Tropikal Sains Tingkatan 5*: Federal Publication: Kuala Lumpur

Leow C.S. (2004), *1001 Soalan tropikal Biologi Tingkatan 5*. Sistem Publication: Kuala Lumpur.

Leow C.S. (2004), *1001 Soalan tropikal Sains Tingkatan 5*. Sistem Publication: Kuala Lumpur:

Leow C.S. (2004), *Kertas model Biologi SPM. Kuala Lumpur*: Penerbitan Pan Asia.

Leow C.S. (2004), *Kertas model Sains SPM*. Kuala Lumpur: Penerbitan Pan Asia.

Leow C.S. (2004), *Diagrammatic series: Biology Volume I*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2004), *Diagrammatic series: Physical chemistry*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2004), *Sarjana Examination series: Biology Paper I*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2004), *Sarjana Examination series: Biology Paper II*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2004), *Sarjana Examination series: Mathematics T Paper I*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2004), *Sarjana Examination series: Mathematics Paper II*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2004), *Sarjana Examination series: Chemistry Paper I*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2004), *Sarjana Examination series: Chemistry Paper II*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S., Loo, W.Y (2005), *Diagrammatic series: Physical volume I*. Kuala Lumpur: Penerbitan Sarjana.

Leow C.S. (2006). *Topical Science Form 2*. Kuala Lumpur: Penerbitan Yakin.

Leow C.S, Lim S.H.(2007). *Topical Science Form 4*. Kuala Lumpur: Penerbitan Yakin.

Leow C.S, Nik K.H (2007). Case Study for 123 Pharmacy Sdn Bhd. Universiti Utara Malaysia: 5 | Page

Sintok.

Leow C.S, Wong A.K (2007). *Mathematics: Topical Question Bank 1200*. Kuala Lumpur: Pan Asia Publications Sdn. Bhd.

Magazine Publication

Leow C.S. (2009, March). *Health*, Seeping into depression, 42-45.

Leow C.S. (2009, March). *Health*, Nutrition's impact on surgery, 58- 62.

Leow C.S. (2009, May). *Health*, Anti-aging secrets, 58 – 61.

Leow C.S. (2009, July). *Health*, Unbeatable silent killer, 50-53.

Leow C.S. (2009, September). *Health*, Gently tipping the balance, 44- 47

Leow C.S. (2009, September). *Health*, Aloe Aloe, 52-54

Leow C.S (2009). *Marketeer, Health*, The need for market research in Malaysia, 1/09, 15.

Leow C.S (2009, November). *Health*, Overcoming Panic Attack. 30 – 33.

Leow C.S (2010, January). *Health*, You are what you write. 12 – 13.

Leow C.S (2010, March). *Health*, Homeopathy aid for breast cancer. 22 – 25.

Leow C.S (2010, May). *Health*, Communicating well with children. 18 – 21.

Leow C.S (2010, Jul). *Health*, Saying goodbye to insomnia. 18 – 20.

Leow C.S (2010, Sept). *Health*, Taming the Beast in us. 12 – 13.

Leow C.S (2010, Nov). *Health*, Nutrition for the AIDS patient. 28 – 30.

Leow C.S. (2010, 03). The need for Market Research in Malaysia. 4.

Leow C.S. (2010, 03). You are what you write. 5 – 6.

Leow C.S (2011, Jan). *Health*, Bye Bye Cold Sores. 37 – 39.

Leow C.S. (2011, Mar). *Health*, Ward off hypertension. 41 – 43.

- Leow C.S (2011, May). *Health*, Hidden message within us. 41 – 45.
- Leow C.S (2011, July). *Health*, Window to the Soul. 42 – 46.
- Leow C.S (2011, Sept). *Health*, How Brow?. 62 – 65.
- Leow C.S (2011, Nov). *Health*, When a Smile is far more. 36 – 40.
- Leow C.S (2012, Mar). *Health*, The art and Science of Leg Reading, 46 – 50.
- Leow C.S., Baba, M (2012, May). *Health*, Nutrition and Stress, 29 – 32.
- Leow C.S (2012, July). *Health*, Holistic diet approach to diabetes, 42 – 45.
- Leow C.S (2012, Sept). *Health*, It's all in the face, 50 – 53.
- Leow C.S (2013, Jan). *Health*, Handling Relation destruction ?. 29 – 31.
- Leow C.S. (2013, Mar) *Heath*, Power of Spirulina. 24-26.
- Leow C.S. (2013, May) *Heath*, Forgiveness and Health. 32- 35.
- Leow C.S. (2013, July) *Heath*, The Power of Love. 31- 33.

Book Publication

- Leow, C.S, Pawanchee Z.A (2002). *How to produce a A Million dollar marketing plan*. Kuala Lumpur: Madina Publication.
- Leow C.S & Vincent, L. (2013). *Body Language Exposed*. Manchester: Human Behaviour Academy Ltd.
- Leow, C. S. (2012). Academy Teaching Case Study, *Singapore Management University*: Singapore.
- Leow C.S. (2012). *Case study on ISO 26000, Social responsibility in Asia*, Asian Productivity Organisation, Japan.
- Leow C.S., Shamsinar, M.D (2015). *Selling with Heart and Soul: Understanding the power of Nonverbal Communication*. Manchester: Human Behaviour Academy Ltd.
- Leow, C.S., Marimuthu, N., Saiful, J. Maisarah, A. (2015). *Trapping the cunning fox: Never Get*

Lies Again. Manchester: Human Behaviour Academy Ltd.

Shukur M., Leow, C.S.(2017). *I see, I hear and I conquer: Nurturing Human Leaders*. . Manchester: Human Behaviour Academy Ltd.

Ambrin, B., Leow, C.S. (2018). *Flinstones Management: Find Out How Compassion and Integrity Can Boost Your Organisation*.Kuala Lumpur: Humanology Sdn Bhd.

Omar, S., Leow, C.S. (2020). *Predictable Accident. Application of Behavioral Based Safety*. Kuala Lumpur: Humanology Sdn Bhd.

Razali, H., Leow, C.S., Vincent, L., Muzaffar, M. (2020). *Nudge or Fudge. Application of Behavioural Insights*. Kuala Lumpur: Humanology Sdn Bhd.

Latiff, A., Leow, C.S. (2020). *The Humane Way. Application of Behavioural Insights*. Kuala Lumpur: Humanology Sdn Bhd.

Shahrul, S., Leow, C.S., Vincent L., Siti., M (2021). *Synergy Beyond Boundary: Application of Standard on Corporate Branding*. Kuala Lumpur: Humanology Sdn Bhd.

Eliyas, S., Leow, C.S., Christopher, J. (2021). *Pusaka Yang Dipinggirkan: Pengusaha Kelapa Yang Berjaya*. Kuala Lumpur: Humanology Sdn Bhd.

Ambrin, B. Leow C.S. *Escaping from the Dungeon: Secrets of Corporate Leadership*. Kuala Lumpur: Humanology Sdn Bhd.

Khairul., S., Leow,. C.S. (2022) *Research Method 1: Impactful Reseach Proposal*. Kuala Lumpur: Humanology Sdn Bhd.

Nizom, M., Leow, C.S. (2022). *Bijak Cukai*. . Kuala Lumpur: Humanology Sdn Bhd.

Nizom, M., Leow, C.S. (2022). *Tax Savvy*. . Kuala Lumpur: Humanology Sdn Bhd.

Nizom, M., Leow, C.S. (2022). *Tax Corporate Governance Framework (TCGF)*. . Kuala Lumpur: Humanology Sdn Bhd.

Scholarly Professional Activities and Business Consultancy Experience

2001 Essential of ISO 9002 for Health Department DBKL
2001 Cost Benefit Analysis – City Hall Kuala Lumpur

- 2001 Implementation of ISO 9002- City Hall Kuala Lumpur
- 2001 Strategic interview – City Hall Kuala Lumpur
- 2002 Motivation camp – PROSTAR program
- 2004 Activity Based Costing for implementation - Kolej Gemilang
- 2005 Balance Scorecard – NKS Sdn Bhd, Malaysia
- 2007 “Essential of mental Health” - Health Awareness campaign
- 2007 How to overcome Depression – Malaysia Institute of Management.
- 2007 Marketing Management, Diploma in Management, Open University Malaysia.
- 2008 Road Show of MQA requirement
- 2008 MQA Documentation and Submission for B.A (TESL) for HELP University College.
- 2008 Business Law, Diploma in Management, Open University Malaysia.
- 2008 Research Method, Master Business Administration, Open University Malaysia.
- 2009 The Function of Aloe Vera Enzyme, Elite Health Marketing Sdn Bhd.
- 2009 Training on “Submission of MQA documentation”, HELP University College Malaysia; Sedaya College University.
- 2009 Kolej Application and Submission of Kolej Sekuriti Plus.
- 2009 MQA submission for Diploma of Protection Management.
- 2009 Designing Program for National Defense University, for MBA in Protection Management.
- 2009 Secret of Anti-aging, Malaysia Secretary Day, 2009.
- 2009 Strategy to create win and dominate market internationally, University Putra Malaysia.
- 2009 Corporate director training, PA Builder Sdn Bhd, VM Engineering Sdn Bhd., PGH Sdn Bhd., Sweet Home Sdn Bhd.
- 2009 Certified Stress Management, University Putra Malaysia
- 2009 Business Writing, PA Builder Sdn Bhd., VM Engineering Sdn Bhd. and PGH Sdn Bhd.
- 2009 Balance Scorecard and Key Performance Indicators (KPI), PA Builder Sdn Bhd, VM Engineering Sdn Bhd and PGH Sdn Bhd.
- 2009 Business Coaching for organisation effectiveness for PA Builder Sdn Bhd, VM Engineering Sdn Bhd and PGH Sdn Bhd.
- 2009 Corporate Image, Gamuda Berhad.
- 2010 Organising seminar, “Connecting with Customers & Employees Through Innovation, Creativity and Humor” – By Scoot Friedman
- 2010 Organising, “The Secretaries & Administrative Professionals Seminar & Luncheon” for Institute Marketing Malaysia
- 2010 Training on Maximise Profit, Increase Sales: Marketing Ninja, Institute Marketing Malaysia
- 2010 Appointment as assessor for Business Administration for Malaysia Qualification Agency (MQA)

- 2010 Courtesy Call with YB Tun Dr Mahathir
- 2010 Courtesy Call with YBM Tengku Tan Sri Razaleigh
- 2010 Organising The First Asia Marketing Conference with Institute Marketing Malaysia
- 2010 Email Marketing Consultation for National Museum Malaysia
- 2010 Marketing Consultation for Goldis Berhad
- 2010 Marketing Consultation for Million Stationary Sdn Bhd
- 2010 Business Development Consultation (Sri Lanka) for Kelington Berhad.
- 2010 Coaching and Mentoring for MSC Companies under MDEC
- 2010 Organising Scott McKain – Exclusive Talk and Book Launch, Institute Marketing Malaysia
- 2010 Conducting training on How to Apply Sun Tzu on Sales Strategies : Transform You to be the Top Salesperson, Biotech Corporation.
- 2010 Participating in PSMB 2010 Conference & Exhibition, Institute Marketing Malaysia.
- 2010 Organising Talk, Scott McKain - A Business Transformation Conference, Institute Marketing Malaysia.
- 2010 Organising Talk by YB Tun Dr Mahathir on Revisiting Vision 2020, Institute Marketing Malaysia.
- 2010 Conducting Training for National Museum Malaysia, Revisiting Marketing Strategy for Non-profit organization
- 2010 Organising Seminar for National Museum Malaysia, New Trend in Museum Marketing
- 2010 Invited Speaker by Biotech Corporation on Social Medial Marketing
- 2010 Certificate of Stress Management, Universiti Putra Malaysia
- 2010 Internationalization of Higher Education Provider, Orange International College.
- 2010 Accreditation team for AACSB for Universiti Putra Malaysia
- 2011 Accreditation team for AACSB for Putra Business School Malaysia
- 2011 Accreditation team for AACSB for Putra Business School Malaysia
- 2011 Conducting training on How to Apply Sun Tzu on Sales Strategies: Transform You to be the Top Salesperson, Biotech Corporation.
- 2011 Conducting training on Sales Strategy: Transform You to be the Top Salesperson, Institute Marketing Malaysia
- 2011 Business Sustainability through Business , LEO SYSTEM Ltd, Taiwan.
- 2011 Social Responsibility and Sustainability Marketing, Taiwan Manufacturing Glass, Taiwan.
- 2011 Social Responsibility and Sustainability Marketing , Jia Xin Cosmetic Manufacturing, Taiwan.
- 2011 Social Responsibility and Sustainability Marketing, Taiwan Semiconductor

- Manufacturing Corporation, Taiwan.
- 2011 Social Responsibility and Sustainability Marketing, Asus, Taiwan.
- 2011 Social Responsibility and Sustainability Marketing , ChungHwa Telecom, Taiwan.
- 2011 Audit for MBA program for HELP University
- 2011 Social Responsibility and Sustainability Business Malaysia Productivity Corporation (MPC), Malaysia.
- 2012 Project leader for Asian Productivity Organisation (APO) on study Mission in Taiwan.
- 2012 Expert Speaker on “Cultivate right attitude and behavior at work place as the corporate sustainability strategies.” By China Productivity Corporation (CPC), Republic of China.
- 2012 Accreditation Expert for SR-Asia, India on the chartered Program (Chartered Business Sustainability Consultant)
- 2012 Invited speaker by SR-Asia, Bangladesh on, “Creating Business Sustainability Strategy in Higher Learning Provider”
- 2012 Invited speaker by Methodist Church, “Spotting Lies, Relationship Sustainability”
- 2012 “Sun Tzu Art of War” for SMECorp training at Port Dickson, Institute Marketing Malaysia
- 2012 “Sun Tzu Art of War” for SMECorp training at Penang, Institute Marketing Malaysia
- 2012 “Professional Selling Skills” for SMECorp training at Port Dickson, Institute Marketing Malaysia
- 2012 “Marketing Ninja. Transforming Yourselves to be Super Sales” for SMECorp training at Kuala Lumpur, Institute Marketing Malaysia.
- 2012 “Sun Tzu Art of War” for SMECorp training at Medisense, Petaling Jaya
- 2012 “Spy the Liar” for ICAC, Hong Kong
- 2012 Accreditation team for ABEST21 for Putra Business School Malaysia
- 2012 “Sustainability and Development”, China Productivity Center, ROC
- 2012 “Cultivate the right attitude and Behaviour in workplace” China Productivity Center.
- 2013 Centre of Excellent, Green Productivity – China Productivity Center, ROC.
- 2013 “Nonverbal Communication for Teachers” – Kolej Aminudin Baki, Malaysia.
- 2013 “Healthy Mind, Healthy Heart” – Malaysia Productivity Corporation.
- 2013 “Cultivate the right attitude and Behaviour in workplace” – Malaysia Productivity Corporation.
- 2013 “Current issues in Marketing” – Kellogg Innovation Network, Kellogg University, United States.

- 2013 “Sustainable Development in Malaysia” Malaysia Productivity Corporation.
- 2013 “Social Responsibility: ISO 26000” Malaysia Productivity Corporation
- 2013 Incubation and Commercialization of Small Medium Enterprise in Malaysia – ICSB, Malaysia
- 2014 “Marketing Strategy and Coaching” – University Putra Malaysia
- 2014 “Marketing Strategy” – Alpro Pharmacy Sdn Bhd, Malaysia
- 2014 “Marketing Strategy” – Pang Luon (Pranet) IM. EXP. Construction CO., LTD.
- 2014 “Principle of Brainwriting” – Malaysia Productivity Corporation.
- 2014 “Personality and Attributes of a successful Entrepreneur” Ministry of Industry and Handicraft, Cambodia
- 2014 “From thesis to Book” – Universiti Selangor, Malaysia
- 2014 “Training Needs Analysis” – Tunku Abdul Rahman College University – Malaysia
- 2014 “ISO 26000 Social Responsibility and Sustainability” – Beacon Hospital
- 2014 “Body Language Exposed” – Federal Agricultural and Marketing Authority, Malaysia
- 2014 Audit for MBA program for Putra Business School
- 2015 “Creating visibility strategies for Memorials” – Tun Abdul Razak Memorials.
- 2015 “Awakening Leadership Talent Within You” – PERODUA Sales Sdn Bhd
- 2015 “Stress Management” Federal Agricultural and Marketing Authority, Malaysia
- 2015 “Body Language Exposed” Alpro Pharmacy Sdn Bhd, Malaysia
- 2015 “Body Language Exposed for Educator” TAR University College, Malaysia
- 2015 “A Strategic Choice for Organisational Sustainability and Competitiveness” Cambodia Chamber of Commerce and Ministry of Industry and handicraft, Cambodia
- 2015 “Effective Research Methodology Strategies”, Inland Revenue Board, Malaysia.
- 2015 Assessment Centre: Revealing Talent Within, PERODUA, Malaysia.
- 2015 Cambodia Business Excellence Award, UNIDO and Cambodia Chamber of Commerce.
- 2016 Customer Service Index, Inland Revenue Board, Malaysia
- 2016 Corporate University, Alpro Pharmacy Sdn Bhd, Malaysia
- 2016 Customer Service Transformation, PERODUA, Malaysia
- 2016 Employee Engagement Index, Inland Revenue Board, Malaysia
- 2016 Leadership Development Program PERODUA, Malaysia

2016	External Examiner, MASHA College University, Malaysia
2016	Leadership development program, Malaysia Prison Department
2016	Corporate Rebranding, Department of Fishery, Malaysia
2016	Tax Seminar 2017, Inland Revenue Board of Malaysia
2016	Analysing key candidates' body language of Hong Kong's next Chief, Executive, South China Morning Post, Hong Kong
2018	Compliance Consultancy, Kingsley University, Malaysia
2018	Customer Satisfaction Index, Suruhan Perumahan National Berhad (SPNB)
2018	Employee Engagement Index, Lembaga Pembiayaan Sektor Awam (LPPSA)
2018	Customer Satisfaction Transformation, PERODUA Malaysia.
2018	Analysing key candidates' body language of Meeting between President of US and President of Korea, South China Morning Post, Hong Kong.
2018	Strategic Plan of Marine Department of Malaysia
2018	Transformation of Department of Fishery Malaysia
2018	Behavioural Insights Technical Support for Good Regulatory Practices for Malaysia Government
2020	Behavioural Insights Forum, 2020: As the Moderator and Speaker for the sessions.
2021	Succession Planning and Leadership, Inland Revenue Board of Malaysia
2021	Revision of Audit Framework, Inland Revenue Board of Malaysia
2021	Qualitative Research Method, TAR University College
2021	Body Language Exposed, TAR University College
2021	Student Supervisory Skills, TAR University College
2022	Customer Satisfaction Index, Inland Revenue Board of Malaysia
2022	Employee Engagement Index, Inland Revenue Board of Malaysia
2023	Body Language Exposed, Ministry of Finance
2023	Komunikasi Berkesan, Istana Budaya

Academic Taught Subjects

Undergraduate Program

Principle of Marketing Management	Open University Malaysia
Principle of Business Management	Open University Malaysia
Business Law	Open University Malaysia
Consumer Behaviour	Open University Malaysia
International Business	HELP University College
International Business Project	HELP University College

Graduate Program

Quantitative Research Method	Yu Da University, Taiwan
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Promotional and Strategic Marketing	Yu Da University, Taiwan
Consumer Analysis and Marketing	Yu Da University, Taiwan
Advanced Research Methodology	National Taiwan University
Emerging Issues in Marketing	Graduate School, HELP University
Marketing Management	Graduate School, HELP University
Organisation Change	Graduate School, HELP University
Advanced Qualitative Research Method	Graduate School, HELP University
Advanced Quantitative Research Method	Graduate School, HELP University
Marketing Management	National Taiwan University (NTU)
Marketing Management	National Academic and Public Administration and Politics, Vietnam
Marketing Management	Putra Business School, Malaysia
International Marketing	Putra Business School, Malaysia
Case study and Analysis	Putra Business School, Malaysia
Consumer Behaviour	Putra Business School, Malaysia
Current Issues of Marketing	Putra Business School, Malaysia
Marketing Research	Putra Business School, Malaysia
Brand Management	UNIRAZAK
Research Method	IIC University of Technology, Cambodia
Marketing Strategies and Tactics	IIC University of Technology, Cambodia

Academic Supervisory

Hoe Koon Siong (Malaysia)	Master of Business Administration
Title:	
Selling to medical professionals: Negotiation Techniques and Analysis	
Ling Kar Leong (Malaysia)	Master of Business Administration
Title:	
A study of influence of training on employees' motivation in their workplace in Malaysia.	
Lau Nian Ping (Malaysia)	Master of Business Administration
Title:	
Brand trust and brand equity: Online marketing strategy	
Nurul Afiqah Bt. Abdul Khalil	Master of Business Administration
Title:	
Succession Planning Strategies at Selected Private Institutions in Malaysia	
Lee Yui Sian	Master of Business Administration

Title:

The impact of Marketing Employee Satisfaction on Service Quality

Goh Zhe Cheng

Master of Business Administration

Title:

Impact of Pricing Factors on Consumer Intention to Purchase.

Loo Jin Yee

Master of Business Administration

Title: Factors influencing Consumers' behaviour intention to use mobile coupons in casual dining restaurant environments.

Ang Zi Xian

Master of Business Administration

Title: Examination of a model for online purchase of sport products.

Lee Sook Teng

Master of Business Administration

Title: A study on fashion and consumer disposal behaviour in Klang Valley.

Juliana Leon

Master of Business Administration

Title: Investigating Acceptance of Cloud Computing for Malaysian Health Care Industry

Ng Wei Jin

Master of Business Administration

Title: Evaluating the Acceptance of Online Order as Perceived Malaysian SMEs.

Tan Yuet Siew

Master of Business Administration

Title: The influence of Perceived Value on Eco-Tourism on Purchase Intention Among Malaysian.

Lim Tian Cai

Master of Business Administration

Title: A case study of Angel Ingredients Sdn. Bhd: Wipe off the weevils

Chong Chiao Wei

Master of Business Administration

Title: An Empirical Study on E-commerce Use of Malaysian Consumers.

Tan Zhu Zhen

Master of Business Administration

Title: The Association between Online Advertising and Consumer Aggression

Tan Zhu Yee

Master of Business Administration

Title: The attitude and beliefs towards online advertisements.

Ng Sook Peng

Master of Business Administration

Title: The influence of product innovation towards purchase intention in Malaysia

Tan Chooi Keong

Master of Business Administration

A study on the Shopping and Visiting Intentions of Tourists to Malaysia

Zahari Hussein

Philosophy Doctor (Ph.D)

Title:

Key Success Requirements During Product Introduction Among Automotive Industry in Malaysia

Ruslizan Bin Md Derus

Philosophy Doctor (Ph.D)

Title: Corporation strategies and development for construction company in Malaysia

Shirley Samuel Gurunathan Joseph

Philosophy Doctor (Ph.D)

Title: Impact towards Union Management

Chow Leong Choon

Philosophy Doctor (Ph.D)

Title: Impact of Inland Revenue transformation on attitude and behaviour of tax accountant in Malaysia.

Datin Nor Hafiza Ismail

Philosophy Doctor (Ph.D)

Title: Engage the Millennium as the marketing initiative

Datuk Mohd Nizom Bin Sairi

Philosophy Doctor (Ph.D)

Title: Promoting Tax Paying Behaviour: Strategies and Implementation

Foong Fu Keong

Philosophy Doctor (Ph.D)

Title: Right Action and Ethical Behaviour as a basis for Marketers in Malaysia

Hiew Fei Tsong

Philosophy Doctor (Ph.D)

Title: Application of Customer Satisfaction: Application of Human Leadership Theory

Lim Fook Loong

Philosophy Doctor (Ph.D)

Title: Applying holistic approach for helping cancer patients in Malaysia

Norlia Binti Abdul Rahman

Philosophy Doctor (Ph.D)

Title: Promoting Taxpayer Behaviour with Cognitive Counselling Methodology.

Master and Ph.D Examiner

Loh Keng Hock

Master of Science

Process Principle and Improvements: A Case Study of Healthcare Industry,
IIC University of Technology, Cambodia

Shikha Doctor of Philosophy
 Leadership Styles of Bank Managers in Nationalized Commercial Banks in India (A Case Study
 of Selected Banks in Delhi & NCR Region
 S R M University, N.C.R Campus, Modinagar

Vincent Leong Wing Sum Doctor of Philosophy
 Influence of Fast Food Advertisement on Attitude and Behaviour of 8 year old Malaysian
 Children.
 IIC University of Technology, Cambodia

Shamsul Baharin Doctor of Philosophy
 The Effect of Value Creation and Reputation on the Intangible Success of Born Global New
 Internet Venture,
 University Teknologi Mara, Malaysia

Shin Kim Koong Doctor of Philosophy
 Cross Culture Tax Behaviour: A comparison Study Between Developing, Developed and Under
 Developed Country, National University of Singapore, Singapore

Sandika Sutara Doctor of Philosophy
 Methods for developing Risk-Based Audit Plan: An Exploratory Study for ASOSAI Approach.
 National University of Singapore, Singapore

Chandra Shaardha Doctor of Philosophy
 The Impact of Sarfaesi Act, 2002 in Resolving the Problems of Non-performing Assests in
 Public Sector Banks.
 S R M University, N.C.R Campus, Modinagar

Supra Santadika Doctor of Philosophy
 Marketing at VUCA Buiness Environment, application of industry revolution in Strategic
 Marketing.
 S R M University, N.C.R Campus, Modinagar

Research Experience

1/ 1999 The role of L-Chiro-inositol and inositol towards Diabetes Mellitus
 NIDDM Type II. (Medical Faculty, UKM)

- 2000 A comparison study of customer satisfaction: Private and Public Hospital Approach. (MBA Thesis, UPM)
- 2000 – 2002 A study on influence of cigarette advertisements on Malaysia eight year old children. (Phd Thesis, USM)
- 2002 Effectiveness and efficiency of Medical Doctor in Malaysia (Workshop to update USM medical syllabus).
- 2003 Operational Review of Human Resource Management (Conference Paper 2003)
- 2007 Antecedents to client satisfaction of Pharmacy in Malaysia (Conference Paper 2007)
- 2008 - 2011 The influence of fast food advertisement on buying process decision among young children.
- 2010 The relationship between self-conception and acceptance of counseling services among doctors.
- 2011 Qualitative Research on Top Ten, Social Responsibility Concern in Asia.
- 2011 Influence of Green Labels on Intention to Purchase: Application of Theory of Planned Behavior.
- 2012 Grant from Asian Productivity Organisation (APO) on social Responsibility for SMEs
- 2013 Organisation Health Index among SMEs.
(Please refer to journal publication for other research experience)

Academic Conference and Seminars

- 2010 Speaker in Asian Business Forum on Youth Marketing, Singapore.
- 2010 Poster Presentation on, “The relationship between self-conception and acceptance of counseling services among doctors” University Putra Malaysia, Serdang.
- 2011 Speaker in Seminar on Youth Marketing for Non-profit Organisation, National Museum Malaysia.
- 2011 Speaker, Seminar on Best Practice Network for Innovation and Sustainable Growth, Industrial Development Bureau Ministry of Economic Affairs, Taipei, Taiwan.
- 2011 Keynote speaker: Seminar on Eco-label and intention organized by Taiwan Manufacturing Glass (TMC), Taichung University, Taiwan.
- 2011 Conference and Paper Presentation on “Attitude and Behaviour on Business Sustainability” in St. John University, Taiwan.
- 2011 Presenting Paper in Conference of). Influence of Green Labels on Intention to Purchase: Application of Theory of Planned Behavior”, Graduate Business

- School, National Taiwan University.
- 2011 Keynote speaker in International Conference on Eco-Life and Industrial sustainable Development" Yu Da University, Taiwan.
- 2012 Keynote speaker in Expert Sharing Session, China Productivity Center, Republic of China, Taiwan.
- 2012 Invited Speaker for "Transforming New Marketing Paradigm through Attitude and Behaviour" Conference of Social Responsibility for SR-Asia, Bangladesh.
- 2013 Invited speaker for National Taiwan University Science and Technology on incubation and commercialization
- 2013 Invited Speaker for "Current Trend of Marketing" by Kellogg Innovation Network, USA.
- 2014 Keynote speaker for the 4th Cambodia SMEs Conference, "Personality and Attributes of Entrepreneurs"
- 2014 Invited Speaker for "Ph.D Colloquium" – "Journey of Doctorate Studies" – Asian e University.
- 2015 Speaker for "Doctorate Support Group" – "Completing Research Proposal As simple as ABC"
- 2015 Workshop for Inland Revenue Board of Malaysia on "Research Method and Data Analysis"
- 2016 Workshop for FAMA, "Body Language Exposed"
- 2016 Speaker for Inland Revenue Board, "Ordinary People, Extraordinary Leadership", Directors' Conference, 2016.
- 2016 Resource Person for Tax Academy of Malaysia, "Nonverbal Communication at critical situation".
- 2016 Transformation and Rebranding, Department of Fishery, Malaysia.
- 2017 Certified Case Writers, National Audit Malaysia
- 2017 Qualitative Research Method, First City University
- 2017 Team Building, Dewan Usahawan Industri Desa Malaysia
- 2017 Qualitative Research Method, TAR University College
- 2017 Body Language Exposed: The Sunway College University, Johore Bahru.
- 2017 Sexual Harrassment: TAR University College
- 2017 Certified Professional Consultant, Humanology Sdn Bhd and Universiti Putra Malaysia.
- 2018 Secret of Handling Postgraduate Examination: Humanology Sdn Bhd
- 2018 Body Language Exposed: Humanology Sdn Bhd
- 2018 Behavioural Insights: As Policy formation, Malaysia Productivity Corporation
- 2018 Curiosity Kills a Cat, UTAR, Malaysia
- 2018 Application of Behavioural Insights Strategies: Inland Revenue Board, Malaysia
- 2018 Application of Behavioural Insights Strategies: FAMA, Malaysia
- 2018 Application of Behavioural Insights Strategies: LKIM, Malaysia
- 2018 Application of Behavioural Insights Strategies: PROKHAS, Malaysia

2018	Application of Behavioural Insights Strategies: SME Bank, Malaysia
2018	Application of Behavioural Insights Strategies: GMI, Malaysia
2018	Application of Behavioural Insights Strategies: Apple Physiotherapy, Malaysia
2018	Application of Behavioural Insights Strategies: Marine Department, Malaysia
2019	Innovative and Creative Mindset: Inland Revenue Board, Malaysia
2019	Inland Revenue Board, Malaysia: Bernas, Malaysia
2019	Inland Revenue Board, Malaysia: Treadwind
2019	Behavioural Intelligence: Strategy and Application: Project Management Institute, Malaysia
2019	Qualitative Research Method, Tunku Abdul Rahman University College
2019	Body Language Exposed: National Audit Department
2019	Body Language Exposed: Prodata, FGV Group
2019	Rasuah Politik dan Politik Wang, Malaysia Corruption Watch
2019	Sexual Harrassment Prevention, Tunku Abdul Rahman University College
2020	ISO 26000: Sustainability Development, Malaysia Productivity Corporation
2020	Behavioural Insights, the way forwards, Malaysia Productivity Corporation.

Academic Publication

Zabidi, H., Nasir, D. & **Leow, C.S.** (2002). A study on influence of cigarette advertisements on Malaysia eight year old children, *J. Peads*, 34 (1), 32 – 26.

Leow, C.S & Vincent, L. (2011). Influence of Green Labels on Intention to Purchase: Application of Theory of Planned Behavior: 2011 International Conference on EcoLife and Industrial Sustainability Development held on 20 October – 21 October 2011 at Yu Da University, Miaoli Country, Taiwan (pp. 11 – 19). Taiwan: Yu Da University.

Leow, C.S. (2011). Best Practice Network for Innovation and Sustainable Growth held on 13 October 2011 at Industrial Development Bureau Ministry of Economic Affairs, Taiwan (pp. 31 – 43). Taiwan: Industrial Development Bureau Ministry of Economic Affairs.

Leow, C.S. (2012). *Invest or not to invest, human potential development in Malaysia*. Singapore: Singapore Management University.

Leow, C.S. (2012). *Global Sustainability with care and Love : Tzu Chi Foundation*. Japan: Asian Productivity Organisation.

Vincent, L. & **Leow, C.S** (2013). Predicting of intention to purchase Green Product.

Journal of Business & Management Research, 1 (2),

- Liberty, C. & **Leow, C.S.** (2013). Green Marketing and Purchase Behaviour, *Journal of Business & Management Research*, 1 (2), 14 – 22.
- Roslan, M., Norbani, C.H. & **Leow, C.S** (2014). Customer Relationship Management Performance: An Integrated Framework for Malaysian Automotive Industry, *Journal of Business & Management Research*, 2 (1), 3 – 9.
- Hoe, K.O. & **Leow, C.S** (2014). Factors Influencing Doctors' Medical Product Purchasing Behaviour, *Journal of Business & Management Research*, 2 (1). 70 – 76.
- Tan, H.C. & **Leow, C.S.** (2014). Productivity Through Kaizen Management: Application in Consumer Behaviour. *Journal of Business & Management Research*, 2 (1), 47 – 55.
- Vincent, L. & **Leow, C.S** (2014). Impact of Workplace Counseling towards Productivity. *Journal of Business & Management Research*, 2 (1).56 – 63.
- Lo, C. W., & **Leow, C. S** (2014). Islamic Banking in Malaysia: A Sustainable Growth of the Consumer Market. *International Journal of Trade, Economics and Finance*, 5(6), 526 – 529. [DOI: 10.7763/IJTEF.2014.V5.427]
- Razali, H., **Leow, C. S.**, & Leong, V.W.S. (2014). Engaging for Performance Enhancing Productivity Through Employee Engagement. . *Journal of Business & Management Research*, 3(1), 58 – 71.
- Leow, C.S.**, Saiful, A.J., Vincent, L.W.S., Marimuthu, N., Bunna, Y. (2015). Human Value Ecosystem: Productivity Management in Human Way. *International Journal of Economics, Commerce and Management*, 3(1), 1- 27.
- Leow, C.S.**, Leong, V.W.S., Maisarah, A., Sian, H.S., Marimuthu, N. (2015). Reaching Out Strategies for Higher Education Institution in Cambodia. *International Journal of Social and Education Innovation (IJSEIro)*, 2 (3), 21- 36
- Lo, C.W., **Leow, C.S.** (2015). Customer Perceptions of Islamic Banking Products and Intention to Purchase. *Journal of Applied Science Research*, 11 (7), 1- 5.
- Juliana, L., **Leow, C.S.**, (2015). Acceptance of Cloud Computing in the Klang Valley's Health Care Industry. *International Journal of Economics, Commerce and Management*, 3(6), 392- 415.
- Leow, C.S.**, Chong, C.W. (2015). The influence of Perceived values on Purchase Intention in

- Eco-Tourism Among Malaysian Consumers. *International Journal of Economics, Commerce and Management*, 3(7), 368- 382.
- Leow**, C.S., Leong, W.S.V., Mahfar, M.S. (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*, 3(1), 1-30.
- Leong, W.S.V, Sabran, M.S., Assim, M.I., **Leow**, C. S. (2015). Factors Influence Intention to Seek Counselling Service Among Health Professionals: Application of Theory of Planned Behaviour, *International Journal of Humanities & Social Science Studies (IJHSSS)*, 2(2), 87- 95.
- Leow**, C.S., Ng, S.P. (2016). The influence of Product Innovation toward Consumer Purchase Intention. *International Journal of Economics, Commerce and Management*, 4(4), 773 – 782.
- Ismail, N.H., **Leow** C.S. (2016). The G.E.T. Conceptual Model: Teaching and Learning Environment for Millennial. *International Journal of Economics, Commerce and Management*, 4(4), 591 – 603.
- Leow**, C. S., Vincent, L.W.S., Sairi, M. N. (2016). The Impact of Human Leadership on Employee Innovation and Employee Engagement. *International Research Journal of Humanities & Social Science*, 1(4), 111- 121.
- Bachok, M.A. S., **Leow**, C. S. (2016). Awareness of Traditional Chinese Medicine in Relation to Purchase Intention among Malay Muslim in Malaysia. *International Research Journal of Humanities & Social Science*, 2(3), 1- 12.
- Sulaiman, MR., **Leow**, C. S. (2016). Leadership and Job Satisfaction among Foreign Seafarers in Maritime Industry: Human Leadership, *International Research Journal of Humanities & Social Science*, 2 (2), 44-57.
- Foo, S. A., **Leow**, C. S. (2016). Creating Quality through Geriatric Care: Human Leadership Way. *International Research Journal of Humanities & Social Science*, 2 (4), 161 – 170.
- Shukor, M. M., **Leow**, C.S. (2016). Development of Human Leadership Theory. *Academic Journal of Business Excellence*, 1(1), 4-17.
- Ismail, N.H., **Leow**, C.S. (2016). The bold initiatives of Ministry of Higher Malaysia in Preparing Millennial Learners to Enter the Workforce. *International Journal of Advanced Engineering and Management Research*, 1(5), 318-332.

- Chan, K.C., **Leow**, C.S. (2016). The Influence of Online Reputation and Reviews in Online Marketing: The Malaysia Scenario. *Journal of the Consumers Research and Resource Centre*, 5 (1), 1-5.
- Thuraisingham, I.P., **Leow**, C.S. (2016). Business Model - Key to Sustainable Consumer Organization in Malaysia. *Journal of the Consumers Research and Resource Centre*, 5 (1), 6-11.
- Subramaniam, S.A., **Leow**, C.S. (2016). Unit Price: A Comparison Study on Labelling Format. *International Journal of Business, Economics and Law*, 10(3), 1-4.
- Chang, Y.J., **Leow**, C.S. (2016). Negative Emotions Affecting Investment Returns in Stock Market. *International Journal of Economics, Commerce and Management*, 4(9), 783 – 788.
- Lee, T.W., **Leow**, C.S. (2016). Methodology and Promotion of Green Behaviour Among Students in Malaysia. *International Journal of Economics, Commerce and Management*, 4(7), 573 – 583.
- Subramaniam, R. **Leow**, C.S. (2016). The Importance of Ethics and Professionalism Among Medical Representative Towards Doctors. *International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS)*, 2 (6), 31 - 40.
- Joseph, S.S.G., **Leow**, C.S. (2016). Factors Promoting Enterprise Level Union-Management Partnership in The Garment Industry of Cambodia. *International Journal of Economics, Commerce and Management*, 4(8), 603 – 625.
- Nachimani C., **Leow**, C.S. (2016). Spot Weld Growth on Medium Carbon Steel Part 2: Servo Based Electrode Actiation System, *International Journal of Advanced Engineering and Science*, 5(2), 41 - 48.
- Chen, L.Y., **Leow**, C.S. (2016). The influence of Brand Story in Building a Positive Brand Image.. *International Journal of Economics, Commerce and Management*, 4(10), 686 – 696.
- Jun, W.W., **Leow**, C.S. (2016). The Relationship of Corporate Social Responsibility and Employee Retention. *International Journal of Economics, Commerce and Management*, 4(10), 911 – 921.
- Foog, F.K., **Leow**, C.S. (2017). Right Action and Ethical Behaviour: The Humane way of

Marketing. *International Journal of Humanities & Social Science Studies*, 3(5), 282-296.

- Ambrin, B., **Leow**, C.S. Vincent, L.W.S (2018). The needs of Change in Job Interview: Compassionate Assessment and Interview. *Open Journal of Human Resource Management*, 1(1), 30-37.
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- Yap, C.K., Yaacob, A., Ibrahim, M.F., Nulit, R., **Leow**, C.S. (2019). Heavy Metals in Bitter Gourd (*Momordica charantia*): Human Health Risk Assessment, *ARC Journal of Nutrition and Growth*, 5(1), 1-5, DOI: <http://dx.doi.org/10.20431/2455-2550.0501001>
- Chee Kong Y, Weiyun C, Wan Hee C, Hideo O, Hiroya, **Leow C.S** (2019). Higher Bioavailability and Contamination by Copper in the Edible Mussels, Snails and Horseshoe Crabs at Kampung Pasir Puteh: Evidence of an Industrial Effluent Receiving Site at Pasir Gudang Area. *Advancements Bioequiv Availab*.2(5). ABB.000548.2019. DOI: [10.31031/ABB.2019.02.000548](https://doi.org/10.31031/ABB.2019.02.000548).
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- Chee Kong, Y, **Leow C.S.**, Shih Hao, T.P., Ismail, M.S (2020). Human Interaction with the Environmental Ecosystem: A Review, Some Notes and Insights, *Journal of Aquatic Pollution and Toxicology*, 4(26), 1-3.
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Professional Membership

Member of International Association of Counselors and Therapist, United States
Member of Malaysian Institute of Human Resource Management, Malaysia

Council Member of Human Behaviour Academy (UK)
 Fellow of British Institute of Homeopathy (BIH, UK)
 Consultant Business Management Research Association, Malaysia

Professional Body Certification

Certified Professional Stress Management (IACT, US)
 Certified Advanced Human Resource Practitioner (Consultant) (MIHRM, Malaysia)
 Certified Professional Marketer (CPM), Asia Marketing Federation (AMF-Asia)
 Chartered Attitude and Behaviour (UK)
 IMEXA Certified Nonverbal Communication Trainer (Registration No: CHE-UK1203)

Panel of Expert

January 2010	Honorary Assistant Treasurer for Institute Marketing Malaysia
January 2010	Human Resource Expert for Malaysia Institute of Human Resource Malaysia.
March 2010	Nutrition Expert for Cosmetic Surgery & Beauty
March 2010	Health Expert for TigasPharma Group
May 2011	Honorary Treasurer for Institute Marketing Malaysia
April 2013	Malaysia Productivity Corporation, Malaysia
December 2014	Sandikta College of Administrative Science, Indonesia.
August 2015	Cambodia Chamber of Commerce, Cambodia
February 2016	Institute Business Excellence, UiTM
October 2018	Monitoring Committee for Nexus Productivity, Malaysia
April 2019	Malaysia Corruption Watch, Malaysia
June 2023	Sin Chew Jit Poh, Malaysia
July 2023	Nanyang Siang Pau, Malaysia
July 2023	China Press, Malaysia

Academic Panel

Sept 2011	Adjunct Professor, HELP University, Malaysia
Oct 2011	Adjunct Professor, Yu Da University, Taiwan
Oct 2011	Visiting Lecturer, Department and Graduate Institute of Business Administration, National Taiwan University (NTU), Taiwan
June 2012	Founder of “Doctorate Clinic” to assist lecturers and doctorate degree for HELP University, Malaysia
June 2012	Editorial Board for Journal of Body Language, United States

Oct 2012	Moderator for Master of Project Management, HELP University
May 2013	Editorial Board for Journal SRM-IMT Journal of Business and Management Research, India
July 2014	Associate Professor IIC University of Technology, Cambodia.
August 2014	Honorary Professor of Nguyen Tat Thanh University, Vietnam.
Nov 2014	Peer Reviewer for Global Journal of Management And Business Research, United States (EISSN: 2249-4588 ISBN: 0975-585)
Nov 2014	Editorial board for Journal of Women's Entrepreneurship and Education (JWE), Serbia
Nov 2014	Member of Scientific Committee for International Peer Review, Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia.
Dec 2014	Panel of Expert of Sandikta College of Administrative Science, Indonesia.
Dec 2014	Editorial Board Member of International Journal of Social Education and Innovation (IJSEI), Romania
Dec 2014	Editorial Board Member of International Journal of Humanities & Social Science Studies (IJHSSS), India (ISSN: 2220-8488) (EISSN: 2221-0989)
Dec 2014	Member of Reviewer, Global Impact Factor (GIF), Australia
Dec 2014	Editorial Board member of Journal of Management of Roraima" (EISSN: 2237-8057), Romania
Jan 2015	Member of Reviewer, Academic of Management Journal (AMJ), USA (ISSN: 0001-4273)
Jan 2015	Member of Reviewer, Academic of Management Review (AMJ), USA (ISSN: 0363-7425)
Jan 2015	Member of Reviewer, Academic of Management Learning and Education (AMJ), USA (ISSN: 1537-260X)
Jan 2015	Member of Reviewer, Academic of Management Discovery (AMJ), USA
Jan 2015	Member of Editorial Board, Independent Journal of Management & Production (IJM&P), (ISBN: 2236-269X, DOI: 10.14807)
Feb 2015	Member of Editorial Board, International Research Journal of Interdisciplinary and Multidisciplinary Studies (IRJIMS) (eISSN: 2394-7969 and ISSN: 2394-7950)
Aug 2015	Member of Editorial Board, International Journal of Economics, Commerce and Management (IJECEM), ISSN: 2348 0386)
Oct 2015	Member of Editorial Board, Academic Journal of Business Excellence (AJBE), (ISSN: 2413-8266)
Dec 2015	Member of Editorial Board, ADRRI Journal (Africa Development & Resources Research Institute)

May 2017	Member of Editorial Board, International Journal of Scientific Engineering and Science
May 2017	Academic Reviewer, MAHSA University.
July 2017	Industry Expert of Marketing, Kolej Vokasional Kuala Selangor.
July 2017	Industry Expert of Marketing, Kolej Vokasional Gerik
Jan 2018	Academic Advisory, National Audit Academy, Malaysia
Jun 2019	Member of Editorial Board, Asian Journal of Scientific and Engineering Research [AJSER]

Language

Malay Language	- Read well, speak well, comprehension excellent
English Language	- Read well, speak well, comprehension excellent
Mandarin Language	- Read well, speak well, comprehension excellent
Hakka and Cantonese	– native speaker
Hokkien	- Communicable

Computer skills

Word Processing	– Microsoft Word,
Spreadsheet	- Excel
Presentation Package	- Power point
Statistic Package	- SPSS, EPI INFO, AMOS, NUIST, NVIVO
Programming	- C language, Cobol, Visual Basic. NET
Data Science	- Phytons Programming and R Programming
Multimedia	- Adobe Premiere Pro

Strength

- Analytical and critical thinking
- Willing to travel and gain new challenges.
- Strong in research planning and implementation
- Challenging and Exploratory towards new knowledge
- Resourceful and good networking both for government and private sectors.

References

Tan Sri Ambrin B. Buang
Former Auditor General of Malaysia, National Audit Department

+6012 203 6374

Relationship: Industrial Expert References

Dato' Dr Syed Omar Sharifuddin

Former Secretary General, Malaysia Public Work Department

019-2677240

Relationship: Industrial Expert References

Datuk Seri Dr Mazlan Yusoff

Former Secretary General, Ministry of Higher Education

016-4421963

Relationship: Industrial Expert References