



Ts. Dr. MATHIVANNAN JAGANATHAN

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University Address

School of Business Management,
College of Business,
Universiti Utara Malaysia,
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<http://bit.ly/gs-mjl>

Google Scholar h-index = 8



<http://bit.ly/scopusmj>

Scopus h-index = 5



<https://bit.ly/wosmj>

WoS h-index = 2



<https://bit.ly/orcidmj>



<https://www.impactio.com/researcher/mathivannan>



<http://bit.ly/rg-mj>



<https://www.facebook.com/mathivannanj>



<https://bit.ly/ytresh1>



<https://twitter.com/mathijl>



<https://www.instagram.com/mathivannanj>



<https://www.linkedin.com/in/mathivannan/>



http://www.experts.uum.edu.my/Researcher_Info.aspx?nopkj=5883

CAPSULE BIOGRAPHY

Ts. Dr Mathivannan Jaganathan is a **Senior Lecturer** at the School of Business Management, Universiti Utara Malaysia (Accredited by the Association to Advance Collegiate Schools of Business International – AACSB). He also served as a **Director of Career Development Centre**, Student Affairs Department, Universiti Utara Malaysia from 15 January 2021 to 31 January 2022. In addition, he is also an active **Professional Technologist** approved by the Malaysian Board of Technologists. In addition, he also serves as **President** of the Internet Society-Malaysian Chapter. Before his current appointment, he worked at Universiti Tunku Abdul Rahman as a lecturer of entrepreneurship for almost two years. He instructed numerous entrepreneurship courses spanning different levels, including Electronic Commerce, Introduction to Entrepreneurship, Franchise Business Management, Business Growth Management, Entrepreneurial Behavior and Skills at the undergraduate level, and Entrepreneurship at the postgraduate level.

Apart from teaching, he is actively involved in research and published several papers in the fields of Entrepreneurship, Electronic Commerce, Social Commerce, Smart Retailing, Technology Management, Digital Entrepreneurship and Information and Communication Technology (ICT) (adoption, adaptation, acceptance, emerging technology and usage). He is also an active member of several international associations and a reviewer for academic journals and international conferences. He also served as a vice secretary of the Internet Society (Chapter Malaysia). He is also certified Lead Auditor/Auditor (ISO 9001:2015) by the International Register of Certificated Auditors IRCA, UK. In addition, he is also a Certified Advisor and Trainer of Mendeley Reference Manager. Furthermore, he is also an Assessment Panel Technology and Technical Accreditation Secretariat (TTAS), Malaysia Board of Technologists (MBOT). He is also an active research fellow of Institute for Management & Business Research – IMBRe and Economic & Financial Policy Institute (ECoFI), Universiti Utara Malaysia.

Mathivannan Jaganathan was also an award recipient of **Successful People In Malaysia** by Britishpedia's Successful People In Malaysia biographical encyclopaedia, highlighting Malaysians who have contributed to nation-building and society in general. He was also recognised and awarded the Excellent Service Award 2011, Excellent Service Award 2015 and Excellent Service Award 2019 of Universiti Utara Malaysia. In addition, he is also a Favourite Website Award Winner (Personal Website Category), Malaysia Website Award 2018, 2020, 2021 and 2022 by Exabytes Group. In line with the academic setting, he has personally conducted face-to-face classroom training and consultation on LimeSurvey (online survey builder), Mendeley (Reference Management), Endnote (Reference Management), Weebly (Website Design), WordPress (Web Content Management System), Blogger, Digital Marketing Online Tools and some relevant academic and non-academic related software system to his faculty members and students.

In addition to his extensive academic and professional achievements, Ts. Dr. Mathivannan Jaganathan harbors a deep passion and remarkable experience as a chef (Non certified Cook) . From the age of 10, he was immersed in the culinary arts under the guidance of his father, a seasoned cook, helping prepare exquisite Indian cuisine for weddings, birthday parties, temple prayers, and various other significant gatherings. Over more than three decades, he mastered intricate techniques and rich flavors, developing exceptional proficiency in traditional cooking methods and ingredient selection. His culinary journey, marked by a profound understanding of the cultural significance of food in Indian traditions, enables him to craft dishes that are both delicious and culturally resonant. Despite his demanding academic and professional commitments, his passion for cooking remains undiminished, highlighting a multifaceted personality dedicated to excellence both in academia and in the kitchen.

Academic Background

January 2020 –Doctor of Philosophy (PhD- Management- ICT), Universiti Utara Malaysia

PhD Title: Information and Communication Technology Adoption among Small and Medium Enterprises in The Northern Region of Malaysia

October 2008: Master of Business Administration, Universiti Utara Malaysia

March 2007: Bachelor of Technology Management (Hons), Universiti Utara Malaysia

Discipline/Area of specialisation

Entrepreneurship

Electronic Commerce

Social Commerce

Smart Retailing

Technology Management

Digital Entrepreneurship

Information and Communication Technology (ICT)

Professional Qualification

Google Cloud Certified in G Suite – Google Cloud (17 December 2020 - 17 December 2022)

Professional Technologist - Malaysia Board of Technologists (MBOT)

Diploma in Digital Entrepreneurship- Pass - Level 1 and 3 by Learning Resource Network, MDEC Malaysia

Professional Certificate – Entrepreneurial Educator by the Ministry of Higher Education, Malaysia

Lead Auditor/Auditor – Quality Management System MS9001:2015, IRCA

Advisor/Certified Trainer – Mendeley Reference Management Software System

Trainer: Weebly Web Designing Application

Trainer: Wordpress Web Design and Development

Certified Content Creator - Educator@Virtual Learning Environment (Educator@VLE) Program, Department of Higher Education, Ministry of Higher Education

Current Position

Company Name : Universiti Utara Malaysia

Position Title : Senior Lecturer

Department : Department of Business Administration and Entrepreneurship

School : School of Business Management, College of Business, Universiti Utara Malaysia

Duration : February 2020-Present

Previous Administrative Position

Company Name : Universiti Utara Malaysia

Position Title : **Director**

Admin Position : Career Development Centre, Student Affairs Department, Universiti Utara Malaysia

Duration : 15 January 2021- 31 January 2022

Previous Job History

Company Name : Universiti Utara Malaysia
Position Title : Lecturer
Duration : April 2010-Jan 2020

Company Name : Universiti Tunku Abdul Rahman
Position Title : Lecturer
Duration : September 2008-March 2010

Awards/Honours

Successful People in Malaysia – Britishpedia - British Publishing House
Excellent Score Achievement- Performance Appraisal 2020, UUM
Favourite Website Award Winner 2022 (Personal Website Category – www.mathijl.com)
Malaysia Website Award 2021 by Exabytes Group
Favourite Website Award Winner 2021 (Personal Website Category – www.mathijl.com)
Malaysia Website Award 2021 by Exabytes Group
Favourite Website Award Winner 2020 (Personal Website Category – www.drselvanvp.com)
Malaysia Website Award 2020 by Exabytes Group
Favourite Website Award Winner 2018 (Personal Website Category – www.drfilzah.com), Malaysia
Website Award 2018 by Exabytes Group
Teaching Award, 2016 – Above 95% Score, School of Business Management, Universiti Utara Malaysia
Excellent Service Award, 2019, Universiti Utara Malaysia
Excellent Service Award, 2015, Universiti Utara Malaysia
Excellent Service Award, 2011, Universiti Utara Malaysia
Highest Usage of E-Resources (UUM- e-library), 2013, Universiti Utara Malaysia
Excellent Score Achievement- Performance Appraisal 2011, UUM
Excellent Score Achievement on Academic Course for First Semester 2010/2011 Session (A101), University Teaching and Learning Centre - (Subject - **Seminar in Entrepreneurship)**
Dean's Award for Excellent Academic Achievement for 1st Semester, Session 2007/2008 (MBA)
Dean's Award for Excellent Academic Achievement for 2nd Semester, Session 2007/2008 (MBA)

Teaching Activities

Entrepreneurship Development (Potgraduate)
Principles of Entrepreneurship - Coordinator & Lecturer, 2023 - Present
Introduction to Entrepreneurship - Lecturer, Universiti Utara Malaysia, 2020-Present
Electronic Commerce – Coordinator & Lecturer, 2018 - Present
Electronic Commerce – Lecturer, 2017-2018
Introduction to Entrepreneurship - Subject Coordinator & Lecturer, Universiti Utara Malaysia, 2011-2017
Entrepreneurial Behaviour and Skills - Lecturer, Universiti Utara Malaysia
Seminar in Entrepreneurship - Lecturer, Universiti Utara Malaysia
Franchise Business Management - Lecturer, Universiti Utara Malaysia
Business Growth Management - Lecturer, Universiti Utara Malaysia
Entrepreneurial Skills and Business Ethics - Lead Lecturer, Universiti Tunku Abdul Rahman, 2008-2010
Entrepreneurship - Lecturer, Universiti Tunku Abdul Rahman, 2008-2010
Management Principles - Tutor, Universiti Tunku Abdul Rahman, 2008-2010

National, University, School and Departmental Appointment

National Level

- 1) **Assessor Panel TTAC, MBOT** (Malaysia Board of Technologist) – (Ahli Panel Penilai TTAC MBOT)
- 2) **President** (2022-present) – Internet Society- Chapter Malaysia
- 3) **Visiting Board Member (Ahli Lembaga Pelawat)**- Taman Sinar Harapan Jitra, Department of Social Welfare, Ministry of Women, Family and Social Development
- 4) **Auditor (2018-2020)** – Internet Society- Chapter Malaysia
- 5) **Vice Secretary (2020-2022)** – Internet Society- Chapter Malaysia
- 6) **Focal Officer**- PENJANA KPT Career Advancement Programme (**PENJANA KPT-CAP**) January 2021 – January 2022

University Level

- 1) **Committee Global Online Learning – University Teaching and Learning Centre, Universiti Utara Malaysia -2024**
- 2) **Research Fellow** - Institute for Management & Business Research – IMBRe, Universiti Utara Malaysia – 2023-present
- 3) **Associate Research Fellow** - Economic & Financial Policy Institute (ECoFI), Universiti Utara Malaysia – 2023- present
- 4) **Director Career Development Centre, Student Affairs Department, Universiti Utara Malaysia** - 15 January 2021- 31 January 2022
- 5) **Chief Auditor ISO 9001:2015**– Auditor University
- 6) **Committee Global Online Learning** – University Teaching and Learning Centre, Universiti Utara Malaysia -2019
- 7) **Club Advisor** – Silambam Society Universiti Utara Malaysia October 2019- 2023
- 8) **Academic Mentor** - Industrial Attachment, Program Usahawan Pra-Francaisor Siswazah 3.0
- 9) **Research Fellow** - Co-operative and Entrepreneurship Development Institute

School and Department

- 1) **Chairman** ICT and Online Learning Committee - 2024
- 2) **Subject Coordinator** – Electronic Commerce
- 3) **Subject Coordinator** – Principles of Entrepreneurship
- 4) **Internal Chief Auditor MS ISO 9001:2015**
- 5) **Officer/Chairman** – Website and Social Media Committee, School of Business Management, UUM (2019-2022)
- 6) **Assessor** -Syllabus for Dual Degree Programme Negeri Padang (UNP)
- 7) **Practicum Report Supervisor** –School of Business Management, College of Business
- 8) Committee Member School of Business Management Website Maintenance – 2016
- 9) Committee Member – Technical Committee Conference on Business Management (CBM 2017)
- 10) Committee Member – Technical Committee Conference on Business Management Research II (CBMR II 2015)
- 11) Committee Member – Technical Committee Conference on Business Management Research III (CBMR III 2016)
- 12) Committee Member – Technical Committee International Conference on Business Management (ICBM 2016)
- 13) Committee Member – MQA Document Preparation for Bachelor of Entrepreneurship (Hons)
- 14) Committee Member- The Code of Practice for Programme Accreditation (COPPA)
- 15) Committee Member - AACSB, School of Business Management, College of Business
- 16) Committee Member – AoL (Assurance of Learning) AACSB
- 17) Committee Head – Accreditation and Quality Assurance Unit – Programme Level

- 18) Committee Member of Restructuring Programme of Bachelor of Entrepreneurship (Hons), 2U2I
- 19) **Lead Lecturer** – Entrepreneurship, 2008-2010, Universiti Tunku Abdul Rahman
- 20) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 2 2010/2011
- 21) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 1 2011/2012
- 22) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 2 2011/2012
- 23) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 1 2012/2013
- 24) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 2 2012/2013
- 25) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 1 2013/2014
- 26) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 2 2013/2014
- 27) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 1 2014/2015
- 28) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 2 2014/2015
- 29) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 1 2015/2016
- 30) **Subject Coordinator** – SADE 1013 Introduction to Entrepreneurship SEM 2 2013/2014, BIT Programme UUM-USTY
- 31) **Subject Coordinator** - SADE 1013 Introduction to Entrepreneurship SEM 1 2010/2011 - Sem 1 2015/2016, UUM-IPTS
- 32) **Subject Coordinator** - BPME 1013 Introduction to Entrepreneurship SEM 2 2011/2012, UUM-IPTS
- 33) **Subject Coordinator** - BPME 1013 Introduction to Entrepreneurship SEM 2 2011/2012, UUM-MKM

Student Supervision

Postgraduate Student – Doctor of Philosophy

- 1) **Name:** Ramesh s/o Thangavelu
Title: Entrepreneurship readiness of Malaysian Indian women entrepreneurs in small and medium industry
Status: Completed
- 2) **Name:** Syifaa Syafiqah Binti Mohd Jun
Title: Consumer's acceptance of and resistance to smart retail technology during Covid-19 outbreak: Evidence from Scan and Shop Tesco user in Malaysia
Status: Proposal Defense
- 3) **Name:** Azizee Bin Aziz
Title: Digital Entrepreneurship Relationship Between Digital Divide, Digital Inclusion, and Internet Usage Among Micro Entrepreneur
Status: Completed
- 4) **Name:** Irene Khor Yeow Feh
Title: The Determinants of Purchasing Intention of Online Courses through Electronic Learning Platform in Malaysia
Status: Proposal Defence
- 5) **Name:** Yeoh Rong Qing
Title: Consumer acceptance on the usage of service kiosk in Malaysian retail stores
Status: Waiting for VIVA
- 6) **Name:** Tarek Ahmad Mohd Samaha
Title: Factors Influencing Adoption Of Smart Police Station: A Case Study Of Dubai Police
Status: Preparing Proposal Defense
- 7) **Name:** Lan Xiaoxia
Title: Research on the development countermeasures of cross-border e-commerce in China under the framework of RCEP agreement

Status: Preparing Proposal Defense

- 8) **Name:** Feng Tao
Title: Influencing role of digital marketing towards impulsive buying behavior: Shoppers' behavior buying through internet
Status: Preparing Proposal Defense

Postgraduate Student – MSc Management

- 1) **Name:** Grahaditya Crisma Wesya
Programme: Master of Science (Management) (Research Mode)
Status: Proposal Defense
- 2) **Name:** Khaloud Ahmadr H Al-Mudahka
Programme: Master of Science (Management) (Research Mode)
Status: Preparing for Proposal Defense
- 3) **Name:** Barathi Nair A/P Balan
Programme: Master of Science (Management) (Mixed Mode)
Status: Final Write-up
- 4) **Name:** Saraniya Kataraiian
Programme: Master of Science (Management) (Mixed Mode)
Status: Final Write-up
- 5) **Name:** Barathi Nair A/P Balan
Programme: Master of Science (Management) (Mixed Mode)
Status: Final Write-up
- 6) **Name:** Nurhawanis Binti Muhamad Mukhatarruddin
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 7) **Name:** Adib Hamdani Bin Abdul Rahman
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 8) **Name:** Hanis Munawwarah binti Ahmad Murad
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 9) **Name:** Shalini A/P Youvarajan
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 10) **Name:** Hee Kai Qi
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 11) **Name:** Nur Hasanah Baqiah Binti Abu Bakar
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 12) **Name:** Mohd Syafiq Ashraf Bin Mohamed Siddiq
Programme: Master of Science (Management) (Mixed Mode)

Status: Completed

- 13) **Name:** Farah Dhiba Binti Abd Aziz
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 14) **Name:** Fatin Amirah Binti Abdul Malik
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 15) **Name:** Mathanraj Naidu A/L Arumugam
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed
- 16) **Name:** Vimala A/P Ramaniganthan
Programme: Master of Science (Management) (Mixed Mode)
Status: Completed

Undergraduate Student

Practicum Supervision – More than 60 students

Employability Enhancement Program (EEP)

Student Mentorship

Undergraduate Student

- 1) **Name:** Muhendran Chandra
Matric. No: 250619
Programme: Program Usahawan Francais Siswazah (PUFS), CeDI UUM

Academic Journal

Under Review

Jaganathan, M. (2024). Insights from a dataset on web system adoption among small and medium-sized enterprises (SMEs): A survey in Malaysia. *Data in Brief, XXXX (Scopus-Q1) (2nd Submission =Under Review)*

Jaganathan, M., Perumal, S., (2024). Examining The Mediation of Attitude And Perceived Shopping Effectiveness In Determining Behavioural Intention Towards Smart Retailing In Malaysia. *Journal of Sustainability Science and Management (JSSM) ,xxxx, (Scopus-Q3) (Under Review)*

Qing, Y. R., Perumal, S., & **Jaganathan, M.** (2025). A bibliometric analysis: The R-tool for analysing the Technology Acceptance Model (TAM) in Scopus. *Multidisciplinary Reviews (Under Review) (Scopus Q4)*

Published

- Aziz, A., **Jaganathan, M.**, & Abd Rani, S. H. (2024). Navigating the Digital Age: A Bibliometric Analysis of Digital Entrepreneurship Adoption Trends and Patterns. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 50-65.
- Jaganathan, M., Perumal, S., Shaari, H., Sulaiman, Y., & Mat, N. K. N. (2025). Consumer attitude as a mediator in the adoption of smart retail technologies in emerging market. *Multidisciplinary Reviews*, 8(4), 2025101-2025101. (*Scopus Q4*)
- Uthama Puthran, L., & Jaganathan, M. (2024). The Mediating Effect Of An Individual Environmental Intention Towards Their Environmental Responsive Behaviour Through Environmental Attitude And Emotional Affinity Toward Nature. *EPRA International Journal of Economic Growth and Environmental Issues (EGEI)*, 12(2), 1-12.
- Aziz, A., & Mathivannan Jaganathan, S. H. A. (2023). A Reliability Test Of The Impact Of Technological Contexts On The Adoption Of Digital Entrepreneurship. *EPRA International Journal of Economics, Business and Management Studies (EBMS)*, 10(11), 66-70.
- Uthama Puthran, Logeswari; Mohd Taha, Nooraain; **Jaganathan, Mathivannan**. A theoretical framework for assessing school leaders' environmental responsive behaviour. *Jurnal Penyelidikan TEKNOKRAT II*, [S.l.], v. 24, n. 1, p. 110-124, dec. 2023.
- Malik, F. A. A., **Jaganathan, M.**, Zakaria, N., & Puthran, L. U. (2023). High-Performance Work Systems And Academicians'work Performance: The Mediating Role Of Quality Of Working Life. *Russian Law Journal*, 11(7s).
- Perumal, S., **Jaganathan, M.**, Shaari, H., & Sulaiman, Y. (2023). Examining Perception And Attitude Towards Smart Retail Technologies In The Retail Sector. *Russian Law Journal*, 11(7s).
- Benlahcene A, Saoula O, **Jaganathan M**, Ramdani A and AlQershi NA (2022) The dark side of leadership: How ineffective training and poor ethics education trigger unethical behavior? *Front. Psychol.* 13:1063735. doi: 10.3389/fpsyg.2022.1063735 (*Scopus-Q2*)
- Perumal, S., Qing, Y. R., & **Jaganathan, M.** (2022). Factors influencing attitudes and intentions towards smart retail technology. *International Journal of Data and Network Science*, 6, 1–9. <https://doi.org/10.5267/j.ijdns.2021.11.005> (*Scopus-Q1*)
- Thangavelu, R., Mohamad, A., & **Jaganathan, M.** (2022). The Influence of Training on Women Business Performance in the Northern States of Malaysia. *International Journal of Economic and Business Review* -, 10(1), 1–6.
- Thangavelu, R., Mohamad, A., & **Jaganathan, M.** (2021). The Influence Of Mentoring On Women Business Performance: A Conceptual Framework. *International Journal of Multidisciplinary Research (IJMR)* ,7(11), 200–204.
- Uthamaputhran, L., Ahmad, F., Hassan, H., & **Jaganathan, M.** (2021). Dataset on the influence TPB predictors on environmental responsive behaviour amongst headteachers in the northern region of malaysia. *Data in Brief*, 35, 106815. <https://doi.org/10.1016/j.dib.2021.106815> (*Scopus-Q2*)
- Ling-Meng, C., Thamil Durai, C., Claudia, L. S. M., **Jaganathan, M.**, & Ying-Yin, K. (2020). What Make Employees Stay? Case Study of Employee Engagement in Malaysia Childcare Centre. *International Journal of Psychosocial Rehabilitation*, 24(8), 10748–10765. <https://doi.org/10.37200/IJPR/V24I8/PR281070> (*Scopus-Q4*)
- Thamil Durai, C., Ling-Meng, C., Min, C. L. S., **Jaganathan, M.**, & Ying-Yin, K. (2020). The Effect of Workplace Spirituality on University Members' Affective Commitment, Continuance

Commitment and Normative Commitment. *International Journal of Psychosocial Rehabilitation*, 24(8), 10836–10847. <https://doi.org/10.37200/IJPR/V24I8/PR281075> (**Scopus-Q4**)

- Isa, F. M., **Jaganathan, M.**, Vincent Yeow, C. S., Muhd Afiq, S. A., & Siti Noratisah, M. N. (2020). Does Service Marketing Enhance Supplier and Customer Contact in the Gig Economy Era? Case Analysis from Malaysian SMEs` Women Entrepreneurs. *International Journal of Supply Chain Management (IJSCM)*, 9(1), 1105-1112 (**Scopus-Q3**)
- Ajeyalemi, O., **Jaganathan, M.**, & Esuh Ossai, I. L. (2019). The moderating effect of religious factor on the relationship between environmental factor and entrepreneurial awareness among final year students of Crawford University, Igbesa. *International Journal of Engineering and Advanced Technology*, 9(1), 3392–3400 (**Scopus**)
- Mustapa, A. N., Mahmood, R., Sharif, M. Y., & **Jaganathan, M.** (2019). Organisational Commitment as Potential Moderator in Enhancing Job Performance: A Proposed Framework. *Journal of Advanced Research in Dynamical and Control Systems*, 11(5), 595–601. (**Scopus-Q4**)
- Perumal, S., Othman, A. R., & **Jaganathan, M.** (2019). Entrepreneurial Orientation and Educational Levels in Malaysian Indian Ethnic Entrepreneurs. *Journal of Advanced Research in Dynamical and Control Systems*, 11(5), 1628–1633. (**Scopus-Q4**)
- Yacob, P., **Jaganathan, M.**, Ishak, K. A., Khor, S. C., Maludin, N., Zin, A. W. M., & Nodesan, S. (2019). Sustainable Green Practice in SMEs – An Examination of VBN Framework for Improving Productivity. *International Journal of Supply Chain Management*, 8(3), 651–656. (**Scopus-Q3**)
- Thamil Durai, C., Ling-Meng, C., **Jaganathan, M.**, & Ying-Yin, K. (2019). Influences of workplace spirituality on university members' organisational commitments: Case study in Malaysia universities. *International Journal of Recent Technology and Engineering*, 18(1), 188–192. (**Scopus**)
- Mathivannan Jaganathan** & Khairol Anuar Ishak. (2019). The Role of Environmental Pressure on Information and Communication Technology: A Conceptual Framework. *International Journal for Innovative Research In Multidisciplinary Field*, 5(4), 113–117
- Mathivannan Jaganathan.**, & Khairol Anuar Ishak Ishak. (2019). The Influence of Environmental Pressure on Information and Communication Technology: A Reliability Test. *IOSR Journal of Business and Management*, 21(4), 47–49.
- Isa, F. M., **Jaganathan, M.**, Ahmdon, M. A. S., & Ibrahim, H. M. (2018). Malaysian Women Entrepreneurs: Some Emerging Issues and Challenges of Entering Global Market. *International Journal of Academic Research in Business and Social Sciences*, 8(12), 1596–1605.
- Mathivannan Jaganathan**, Shuhymee Ahmad, Khairol Anuar Ishak ,Siti Noratisah Mohd Nafi and Logeswari Uthama Puthran, (2018)., Determinants For ICT Adoption and Problems: Evidence from Rural Based Small And Medium Enterprises In Malaysia. *International Journal of Entrepreneurship*, 22 (4) (**Scopus-Q2**)
- Ali, J., Zakaria, N., **Jaganathan, M.**, Rashid, N. ‘Arifah, Yacob, P., & Gorondutse, A. H. (2017). Determinants of Entrepreneurial Intention: Empirical Insights from Malaysian Undergraduate Business Students. *International Journal of Economic Research*, 14(20), 1–11. (**Scopus-Q4**)
- Yacob, P., **Jaganathan, M.**, Keong, L. E., Nodeson, S., Fong, Y. C., & Fared, M. (2017). Green Initiatives Adoption: Perspective of E&E Manufacturing SMEs Sustainability. *International Journal of Economic Research*, 14, 15 (Part-II), 360-375 (**Scopus-Q4**)

- Chelliah, T. D., **Jaganathan, M.**, & Chelliah, M. K. (2017). Adoption of Corporate Social Responsibility: Empirical Evidence from Malaysian SMEs. *Jurnal Komunikasi, Malaysian Journal of Communication*, 33(4). (*Scopus-Q2*)
- Perumal, S., Othman, R., **Jaganathan, M.**, & Hussin, Z., (2017), Entrepreneurial Orientation Among Malaysian Indian Ethnic Entrepreneurs: Some Preliminary Findings., *International Journal of Innovative Research and Advanced Studies (IJIRAS)*., 4(11), 331-336
- Logeswari Uthamaputhran, Fais Ahmad, **Mathivannan Jaganathan** and Hoe Chee Hee., (2016) Revisiting Influence of Marketing Effectiveness and Environmental Awareness On Buying Behaviour Of Green Product: A Structural Equation Modelling Approach., *Journal of Global Business and Social Entrepreneurship*., 4(5),6-18
- Hoe Chee Hee, Haim Hilman Abdullah, Filzah Md Isa, **Mathivannan Jaganathan** & Jasmani Mohd Yunus., (2016). Relationship Between PLKN Programme and Entrepreneurial Personality Among Youths in Malaysia., *International Journal of Organizational and Business Excellence*., 1(1), 1-11
- Mathivannan Jaganathan**, Rosli Mahmood, Shuhymee Ahmad and Ismail Ahmad., (2014)., Effect of Environmental Context on Ict Adoption Among Rural-Based Small and Medium Enterprises in Malaysia. *Advances in Environmental Biology*., 8(9), 563-569, (*WoS/Scopus*)
- Abdullah Osman, Filzah Md Isa, Siti Norezam Othman, **Mathivannan Jaganathan**. (2014). Attitude towards Recycling among Business Undergraduate Students in Malaysia . *American-Eurasian Journal of Sustainable Agriculture*., 8(13), 6-12,

Chapter in Book

- Mohd Nafi, S.N., Jaganathan, M. and Zainol Abidin, M.A. (2021), "Public–Private Partnership and Social Innovation in Malaysia", Sergi, B.S. and Jaaffar, A.R. (Ed.) *Modeling Economic Growth in Contemporary Malaysia (Entrepreneurship and Global Economic Growth)*, Emerald Publishing Limited, pp. 177-189. <https://doi.org/10.1108/978-1-80043-806-420211014>

Seminar/Conference Paper

- Qing, Y. R., Selvan, P., **Mathivannan, J.**, & Khairul Anuar, A. (2023). Determinants of Smart Retailing Technology: Empirical Evidence from Offline Shoppers in Malaysia. *12th PSU National and 2nd International Conference*, 775–801.
- Aziz A., **Jaganathan, M.**, & Abd.Rani S.H (2022). *Digital Entrepreneurship Adoption Among the Small and Medium-Sized Enterprises In Malaysia. ECOSIA Economy of Asia 2022.*
- Jaganathan, M.**, (2022) *Understanding Technology-Oriented Factors Influencing the Adoption of a Web System Among SMEs in Malaysia.* Capstone International Research Colloquium- CIRCO 2022
- Aziz A., **Jaganathan, M.**, & Abd.Rani S.H (2022). *Digital Entrepreneurship: Issues and Challenges of Big Data Adoption in Digital Business Platforms Among the Small and Medium-Sized Enterprises in Malaysia.* Capstone International Research Colloquium- CIRCO 2022
- Jaganathan, M.**, Zakaria, N., & Ramaniganthan N., Uthama Puthran L. (2021). Factors affecting the adoption of cloud storage for learning purposes: Evidence from Malaysian Public University Undergraduate Students. *Inspirational Scholar Symposium (ISS) 2021.*

- Chelliah, T. D., Ling-Meng, C., **Jaganathan, M.**, & Ying-Yin, K. (2018). *Case Study of Workplace Spirituality on Organizational Commitments among University Members in Malaysia*. In Asia Proceedings of Social Sciences (pp. 44–47).
- Peter, Y., **Mathivannan, Jaganathan** Mohamad, F., Wira, A., & Fong, Y. C. (2018). *An Empirical Investigation of Green Initiatives and Environmental Sustainability for Manufacturing SMEs*, ASIA International Multidisciplinary Conference 2018.
- Yacob, P., Chin, K. S., **Jaganathan, M.**, Maludin, N., & Nodesan, S. (2018). *Small Manufacturing Firms Sustainable Green Practices: Operationalisation of Sustainable Value Framework*, ASIA International Multidisciplinary Conference 2018.
- Thamil Durai Chelliah, **Mathivannan Jaganathan** & Mahendra Kumar Chelliah (2017), *The Motivating Factors That Prompt Malaysian SMEs to Adopt Corporate Social Responsibility* 4th International Conference on the Roles of the Humanities and Social Sciences in Engineering 2017 (ICoHSE4), Penang
- Mathivannan Jaganathan**, Khairol Anuar Ishak, Shuhymee Ahmad & Logeswari Uthamaputhran,. (2016) *Understanding Ict Adoption In The Rural-Based Small And Medium Enterprises In Malaysia.*, Paper presented at the Conference on Business Management Research –Discover UUM 2016
- Logeswari Uthamaputhran, Fais Ahmad, **Mathivannan Jaganathan** & Hoe Chee Hee (2016) *Revisiting Influence of Marketing Effectiveness and Environmental Awareness on Buying Behaviour of Green Product: A SEM Approach*, 6th International Conference on Global Business & Social Entrepreneurship, Kota Bharu Kelantan
- Ali Mithani Dawood, Abdullah Kaid Al-Swidi , **Jaganathan Mathivannan**. (2010, March 4-6, 2010). "A perspective on the competitive advantage of Thailand in the Asian region". Paper presented at the AEDGA 2010: Asia, The Engine Development & Growth of Economy, International conference, Mumbai, India.
- Mahmood, R., **Jaganathan, M.**, & Ahmad, S. (2012) *ICT Adoption Among Rural Base Small And Medium Enterprises In Malaysia: A Preliminary Investigation*. Paper presented at the 3rd International Soft Science Conference (ISSC), Phnom Penh, Cambodia.
- Chee Hee Hoe , Filzah Bt. Md. Isa, Haim Hilman, **Mathivannan Jaganathan**, and Jasmani Mohd Yunus (2013) *Relationship Between PLKN Program and Entrepreneurial Spirit Among Youths in Malaysia Paper Presented at the 2013 KMITL & AGBA Global Conference 10th Annual World Congress "Business and Entrepreneurship Development in a Challenged Globalised Era", Thailand*
- Mathivannan Jaganathan.**, Mahmood, R., & Ahmad, S. (2013). The Effect of Environmental Factors on ICT Adoption Among Rural-based Small and Medium Enterprises in Malaysia. In *International Conference on Business Innovation, Entrepreneurship and Engineering 2013*. Bayview Beach Resort, Pulau Pinang: Universiti Malaysia Perlis.
- Mathivannan Jaganathan.**, Mahmood, R., Ahmad, S., & Ahmad, I. (2013). Identifying the Extent and Constraints of ICT Adoption in the Rural-Based Small and Medium Enterprises in Malaysia. In *Paving the way for value creation towards sustainability*. Kampar, Perak: Universiti Tunku Abdul Rahman.
- Mathivannan Jaganathan.**, Azrain Mustapa., Wan Azlina Wan Hassan., Nik Kamariah Nik Mat., & Jamal Mohammed Esmail Alekam (2014). Does Dependency Make a Difference? The Role of Convenience, Social Influence, Facilitating Condition and Self Efficacy on Student's Purchase Behaviour . *The 3rd International Conference on Quantitative Sciences and Its Applications (ICOQSIA2014)*. Langkawi, Kedah. (*Scopus/ISI Indexed*)

Abdullah Osman, Filzah Md Isa, Siti Norezam Othman, **Mathivannan Jaganathan**. (2014). Attitude towards Recycling among Business Undergraduate Students in Malaysia . *International Conference on Engineering Management (ICEM 2014)*", Hotel Putra Palace, Kangar, Malaysia

Chee Hee Hoe , Filzah Bt. Md. Isa, Haim Hilman, **Mathivannan Jaganathan**, and Jasmani Mohd Yunus. (2014). Relationship Between PLKN Program and Entrepreneurial Personality Among Youths in Malaysia . *Seminar On Islamic Quality Management 2014*", The Everly Hotel, Putrajaya, Malaysia

Poster Presentation

Mathivannan Jaganathan & Logeswari Uthamaputhran,. (2017). Active Learning: Creating Excitement Through Padlet,. "*Entrepreneurial Educators Summit 2017*", Marriot Hotel, Putrajaya

Attended Competition

Pertandingan Inovasi Pengajaran (*Teaching Innovation Competition*), 2016, Universiti Utara Malaysia

Grants

Authors: Ts. Dr. Mathivannan Jaganathan, Prof. Madya Dr. Selvan Perumal, Dr. Safwan Marwin Abdul Murad & Dr. Logeswari Utha puthran

Title: **Charting The Solo Journey To Triumph: The Inspiring RNK Jaya Success Story**

Amount Received: RM 7000.00

Sponsoring Agency: Management and Leadership Case Study Centre, Universiti Utara Malaysia

Type: University Grant

Duration: July 2024 – Ongoing

Authors: Ts. Dr. Mathivannan Jaganathan, Prof. Madya Dr. Selvan Perumal, Dr. Juhaida Abu Bakar, Dr. Azrain Nasyrh Mustapa & Syahrina Abdullah

Title: **BOOSTPRENEUR-QUEEN-Quality Up-Skilling And Empowerment For Entrepreneurial Nurturing**

Amount Received: RM 15000.00

Sponsoring Agency: Centre for University-Industry Collaboration (CUIC), Universiti Utara Malaysia

Type: University Grant

Duration: July 2024 - Ongoing

Authors: Roslina Kamaruddin, Shamzaeffa Samsudin, Logasvathi Murugiah, Rozana Samah, Juhaida Abu Bakar, Sabariah Nordin, **Mathivannan Jaganathan**, Zalina Mohd Mohaideen, Noor Sa'adah Sabudin, Khairul Anuar Adnan

Title: **Program Pembasmian Miskin Tegar Keluarga Malaysia (Bmtkm) 2022-2025 (Kedah)**

Amount Received: RM 836283

Sponsoring Agency: Economic Planning Unit Prime Minister's Department

Type: Government Agency

Duration: 2022-2025 (3 Years)

Status: In Progress

Authors: Prof. Madya Dr. Selvan Perumal, **Ts. Dr. Mathivannan Jaganathan**, Assoc. Prof. Dr. Hasnizam Shaari, Prof. Dr. Nik Kamariah Nik Mat, Assoc. Prof. Dr. Yaty Sulaiman
Title: **Developing a Model for Customer Acceptance Behavior of Smart Technologies in Retail Sector Services**
Amount Received: RM 68300
Sponsoring Agency: Ministry of Higher Education
Type: Fundamental Research Grant Scheme (FRGS)
Duration: 2020-2024 (Completed)
Status: In Progress

Authors: Dr. Juhaida Abu Bakar, Assoc. Prof. Dr. Logasvathi Murugiah, Dr. Zalina Zainal & **Ts. Dr. Mathivannan Jaganathan**
Title: **Empowering Women's Through Digital Marketing & Financial Management**
Amount Received: RM 31544
Sponsoring Agency: External Agency (Public) - All-Party Parliamentary Group of Malaysia on Sustainable Development Goals (APPGM-SDG)
Type: Community Grant
Duration: Sep 2021-March 2022
Status: Completed

Authors: Prof. Madya Dr. Selvan Perumal, Dr. Yaty Sulaiman, Dr. Maha Mohammed Yusr Othman & **Mathivannan Jaganathan**
Title: **The Changing of Mutaiyas Cash & Carry Sdn. Bhd.**
Amount Received: RM 6000.00
Sponsoring Agency: IMBRe Universiti Utara Malaysia
Type: University Grant
Duration: 2019-2020 (6 Months)
Status: Completed

Authors: Dr. Aminurraasyid Yatiban, Mohamad Yusop bin Mohd Jani, Mohd. Sufli bin Yusof & **Mathivannan Jaganathan**
Title: **Perlaksanaan Konsep Khiyar: Memperkasa Pengurusan Kontrak Perniagaan Francais di Malaysia**
Amount Received: RM 16000.00
Sponsoring Agency: Akademi Pengurusan YaPEIM
Type: External Grant
Status: Completed

Authors: Rosli Mahmood, Shuhymee Ahmad & **Mathivannan Jaganathan**
Title: **The Extent of ICT Adoption in Rural-based Small and Medium Enterprises (SMEs) in Malaysia**
Amount Received: RM16000
Sponsoring Agency: International Telecommunication Union-UUM
Duration: 1 Year
Type: External Grant
Status: Completed

Authors: Haim Hilman Abdullah, **Mathivannan Jaganathan**, Hoe Chee Hee & Filzah Md Isa
Title: **Relationship between National Service Training Programme and Entrepreneurial Spirit among Youth in Malaysia**
Amount Received: RM10000
Sponsoring Agency: Universiti Utara Malaysia
Duration: 1 Year
Type: University Grant
Status: Completed

Authors: Norashidah Hashim, Shuhymee Ahmad, **Mathivannan Jaganathan** & Ooi Yeng Keat;
Title: **A Study on Effectiveness of Entrepreneurial Development Programme of Yayasan Pembangunan Usahawan Terengganu**
Amount Received: RM31659.50
Sponsoring Agency: Yayasan Pembangunan Usahawan Terengganu – Under, CEDI, UUM
Type: External Grant
Status: Completed

Consultation

Authors/Consultant: Ts. Dr. Mathivannan Jaganathan. Dr. Azrain Nasyrah Mustapa, Dr. Juhaida Abu Bakar, Assoc. Prof. Dr. Logasvathi Murugiah, Dr. Logeswari Uthamaputhran, and Dr. Zalina Zainal
Title: **"Entrepreneurial Uprising"**- Program Kesedaran keusahawanan dan Pembangunan awal Perniagaan
Amount Received: RM 30000
Location: Jeneri-Sik
Sponsoring Agency: External Agency (Public) - All-Party Parliamentary Group of Malaysia on Sustainable Development Goals (APPGM-SDG)
Type: Community Grant
Duration: 15 December 2023- ongoing

Authors/Consultant: **Ts. Dr. Mathivannan Jaganathan**, Dr. Azrain Nasyrah Mustapa, Dr. Juhaida Abu Bakar, Assoc. Prof. Dr. Logasvathi Murugiah, Dr. Logeswari Uthamaputhran, and Dr. Zalina Zainal
Title: **Empowerpreneur** - Program Kesedaran keusahawanan dan Pembangunan awal Perniagaan
Amount Received: RM 30000
Location: Belantek-Sik
Sponsoring Agency: External Agency (Public) - All-Party Parliamentary Group of Malaysia on Sustainable Development Goals (APPGM-SDG)
Type: Community Grant
Duration: 15 December 2023- ongoing

Authors/Consultant: Dr. Juhaida Abu Bakar, Assoc. Prof. Dr. Logasvathi Murugiah, Dr. Zalina Zainal, **Ts. Dr. Mathivannan Jaganathan**
Title: **Penjanaan Pendapatan Komuniti Melalui Perniagaan Makanan Wanita B40 Kubang Pasu**
(Title: Community Income Generation Through B40 Kubang Pasu Women's Food Business)
Amount Received: RM 40000
Sponsoring Agency: External Agency (Public) - All-Party Parliamentary Group of Malaysia on Sustainable Development Goals (APPGM-SDG)
Type: Community Grant
Duration: Sep 2023-March 2024
Status: Completed

Authors/Consultant: Dr. Juhaida Abu Bakar, Assoc. Prof. Dr. Logasvathi Murugiah, Dr. Zalina Zainal, **Ts. Dr. Mathivannan Jaganathan** & Nurdiyanah Fatin binti Ruslan
Title: **Memacu Peningkatan Pendapatan Wanita B-40 Melalui Program Latihan Penyediaan Makanan Sejuk Beku** (Driving the Increase in Income of B-40 Women Through **Frozen** Food Preparation Training Program)
Amount Received: RM 30000
Sponsoring Agency: External Agency (Public) - All-Party Parliamentary Group of Malaysia on Sustainable Development Goals (APPGM-SDG)
Type: Community Grant
Duration: Sep 2022-March 2023
Status: Completed

Authors/Consultant: Dr. Zalina Zainal, Dr. Juhaida Abu Bakar, Assoc. Prof. Dr. Logasvathi Murugiah, Ts. Dr. Mathivannan Jaganathan & Hartinee Abbas
Title: Memacu Peningkatan Pendapatan Golongan Rentan Melalui Transformasi Pengeluaran Agromakanan (*Driving the Increase in Income of the Vulnerable Group Through the Transformation of Agrofood Production*)
Amount Received: RM 35000
Sponsoring Agency: External Agency (Public) - All-Party Parliamentary Group of Malaysia on Sustainable Development Goals (APPGM-SDG)
Type: Community Grant
Duration: Sep 2022-March 2023
Status: Completed

Authors/Consultant: Armanurah Mohamad, Shahadah Abdullah, Awani Ku Ishak, Syahrina Abdullah & Mathivannan Jaganathan
Title: Franchising Atmosphere Module for PNS Trainers
Sponsoring Agency: Perbadanan Nasional Berhad
Amount Received: RM 20000
Type: Government Agency
Status: Completed

Module

Authors: Hoe Chee Hee, Mathivannan Jaganathan & Armanurah Mohamad
Module Title: Franchise Business Management, PACE
Status: Completed

Authors: Mathivannan Jaganathan, Azrain Nasyrah Mustapa & Syahrina Abdullah
Module Title: Principles of Entrepreneurship (Prinsip Keusahawanan)
Status: Final Editing

Authors: Mathivannan Jaganathan
Module Title: Electronic Commerce (E-Dagang)
Status: In writing

Facilitator/Trainer

Trainer – ChatGPT (Research, Classroom, Digital Marketing)

Trainer – LinkedIn for Graduate Visibility

Trainer – Digital Marketing

Trainer – Canva – Designing Software

Trainer – Mendeley-Reference Manager for Academician and Postgraduate Students

Trainer – Weebly (Website Content Management System) - Drag&Drop Website Builder and Do It Yourself

Trainer – Wordpress (Website Content Management System)

Trainer - Certified Trainer –eUsahawan, Digital Marketing

Facilitator– Online Learning Management System – Online learning Universiti Utara Malaysia

MYPEC – Business Simulation Trainer - Cooperative and Entrepreneurship Development Institute (CEDI), UUM

Invited Moderator/Speaker/Forum Panellist/Judge

Session Keynote Speaker - 46th World Conference on Applied Science, Engineering & Technology (WCASET)- 2024

Speaker -Karnival National Training Week 2024 - Edisi Kedah, Human Resource Development Corporation (HRD Corp)

Trainer -Workshop On Navigating The AI Landscape: Tools and Trends In Higher Education, University Teaching Learning Centre, Universiti Utara Malaysia, 2024

Keynote Speaker - Transformative Power of AI: A Look into Business and Societal Paradigm Shift, International Conference titled "Artificial Intelligence is the New Frontier of Digital Technology and Patent, India - 2024

Invited Guest Lecturer - Global Immersion Program at AIMST University for Hindusthan College of Arts & Science Students -2024

Invited Guest Lecturer - “Mobility Program: International Lecturer Business Sustainability”. Bina Nusantara University - 2023

Invited Speaker – Digital Marketing, Bank Rakyat Unipreneur

Invited Speaker - LinkedIn Link your Resume In -2024

Invited Speaker - LinkedIn Workshop” Organized By The English Language Club Of Universiti Utara Malaysia (ELC UUUM) (2024)

Invited Speaker – Potential of LinkedIn, Career Development Centre, Universiti Utara Malaysia (2024)

Invited Speaker – Potential of LinkedIn, Career Development Centre, Universiti Utara Malaysia (2024)

Invited Speaker - Unleash Your Digital Marketing Skill (2024)

Competition Jury/Assessor Panel- National Invention & Innovation Competition Exhibition And Robot Sumo 2024 (NICERS'24), Politeknik Tuanku Sultanah Bahiyah

Competition Jury- International Innovation and Entrepreneurship Carnival 2024 (I/EC 2024) Anjuran Kolej Mara Kuala Nerang, 2024

Moderator - Moderator For NALS Youth Summit 2021

Discussant Panel - Asia Pacific PropTech Summit 2021

Invited Speaker -Youth Career Convention 2011-UUM

Invited Speaker – Game Based Learning Classroom – KAHOOT: Electrify your class with a game-based classroom response system, University Teaching and Learning Centre, UUM

Forum Panelist – Entrepreneurship Carnival, College of Arts and Sciences, UUM

Judge– Pertandingan Inovasi Pengajaran (*Teaching Innovation Competition*), 2017, Universiti Utara Malaysia

Judge– Pertandingan Inovasi Pengajaran (*Teaching Innovation Competition*), 2018, Universiti Utara Malaysia

Judge– Pertandingan Inovasi Pengajaran (*Teaching Innovation Competition*), 2019, Universiti Utara Malaysia

Judge– International University Carnival On E-Learning, 2021, Universiti Utara Malaysia

Invited Trainer – What Is Mendeley? Properly Cite Your Assignment – 2021

Invited Trainer – OYAGSB Doctoral Training' Mendeley: An Essential Tool for A Researcher - 2021

Invited Speaker –Bisnes Alam Maya : Aku Datang - Knowledge Sharing On Digital Business - 2021

Invited Speaker – SMMTCCW: Unlocking Power of LinkedIn for Future Job -2021

Invited Speaker – Learn Digital Marketing -2021

Invited Management Expert and Professor - Summer Business School (SBS) of Poddar Management and Technical campus (PMTTC), India – 2023

Invited Guest Speaker – MBA Class - Global Immersion Programme -PSG Institute of Management, India -2023

Academic Programme Examiner/Assessor

External Examiner For Programmes By Faculty of Business, International University of Malaya-Wales Sdn. Bhd.

Reviewer

Ad Hoc Reviewer - Sage Open (*Scopus & WoS Indexed Journal*)

Ad Hoc Reviewer - Journal of Sustainability Science and Management (*Scopus & WoS Indexed Journal*)

Ad Hoc Reviewer - International Journal of Technology Diffusion (IJTD) (*Scopus Indexed Journal*)

Ad Hoc Reviewer - International Journal of E-Entrepreneurship and Innovation (IJEEI) (*Scopus Indexed Journal*)

Reviewer -Journal of Infrastructure, Policy and Development (*Scopus Indexed Journal*)

Reviewer - Advances in Science, Technology and Engineering Systems Journal (ASTESJ) (*Scopus Indexed Journal*)

Text Book Reviewer, Short Case Studies - Global Edition – Robbins: *Management*. Pearson UK

Conference Paper Reviewer - Emirates Association of Arts and Management Professionals

Reviewer - Conference on Business Management 2017, School of Business Management, Universiti Utara Malaysia

Reviewer - Conference on Business Management Research III 2016, School of Business Management, Universiti Utara Malaysia

Reviewer - Conference On Business Management Research II 2015, School of Business Management, Universiti Utara Malaysia

Reviewer – The 9th International Management Conference – IMC 2015, The Bucharest University of Economic Studies Romania

Reviewer – 2nd International Conference on the Future of ASEAN

Reviewer - International Association of Scientists, Developers and Faculties (ASDF) - International Journals and Conferences

Reviewer - The International Conference on Business Management and Innovation (ICBiv 2023)

Editorial

Editor – Proceedings: Conference on Business Management Research II, School of Business Management, Universiti Utara Malaysia

Editor – Proceedings: Conference on Business Management Research III (Discover UUM 2016), School of Business Management, Universiti Utara Malaysia

Editor – Proceedings: 4th Conference on Business Management, School of Business Management, Universiti Utara Malaysia

Conference Technical Committee

Seventh International Conference on Cloud Computing and eGovernance 2018, University of Greenwich, United Kingdom

Fifth International Conference on eBusiness, eCommerce, eManagement, eLearning and eGovernance 2018, University of Greenwich, United Kingdom

Conference on Business Management 2017, School of Business Management, Universiti Utara Malaysia

International Conference on Internet of Things and Cloud Computing 2016, Dubai, UAE

Conference on Business Management Research III 2016, School of Business Management, Universiti Utara Malaysia

Conference On Business Management Research II 2015, School of Business Management, Universiti Utara Malaysia

Former Fellowship

Research Fellow - Co-Operative and Entrepreneurship Development Institute

Associate Fellow - Institute for Product and Brand Management

Special Project

Webmaster - Conference on Business Management Research II & III - <http://www.cbmsbm.com>
(Discontinued)

Webmaster – 4th Conference on Business Management I- <http://www.cbmsbm.com>

Webmaster – 8th National Human Resource Management Conference - <http://www.nhrmc-sbm.com>
(Discontinued)

Professional Membership

Professional Member – Malaysian Board of Technologist

Malaysia Design Council (MRM) – Majlis Rekabentuk Malaysia – Lifelong Member since 2016

The National ICT Association of Malaysia -PIKOM

Internet Society - **Global Member/Chapter India and Malaysia** – 2012- Present

Open Source Software Institute - **Academic Member** – 2012-Present

The Malaysian Indian Educational Development Association- 2010-Present

International Association of Innovation Professionals - Associate Professional Member

European Alliance for Innovation

Emirates Association of Arts and Management Professionals

IEEE Internet Of Things Community – 2017-Present

International Society for Development and Sustainability (ISDS)- 2018-Present

Community Service

President– Internet Society, Malaysia Chapter - 2022-Present

Vice Secretary– Internet Society, Malaysia Chapter - 2020-2022

Visiting Board Member (Ahli Lembaga Pelawat) – Taman Sinar Harapan Jitra Kedah, Department of Social Welfare (Jabatan Kebajikan Malaysia)

Auditor – Internet Society, Malaysia Chapter - 2018-2020

Mentors

Prof. Dr. Rushami Zien Yusoff,
Emiritus Professor,
School of Business Management,
College of Business,
Universiti Utara Malaysia.
rzy278@uum.edu.my

Assoc. Prof. Dr. Hoe Chee Hee
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School of Business Management,
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Universiti Utara Malaysia.
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Dr. Hanissah A. Razak
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Referees

Dr. Khairol Anuar Ishak
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School of Business Management,
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Putra Business School,
UPM Serdang.
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Assoc. Prof. Dr Filzah Md Isa
Associate Professor
Taylor's Graduate School of
Management,
Faculty of Business & Law,
Taylors University
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