

# CURRICULUM VITAE

*(Years of service, example: 2001 – 2022)*



**NOR ROSMAWATI BINTI ABDUL KARIM**  
**LECTURER**  
**0195411151**  
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**NAME**

Place of Birth: **Ipoh, Perak**

Date of Birth: **9/12/1981**

Sex: **Female**



Citizenship: **Malaysia**

Position: Lecturer

Hobby: Reading motivation & business books, cooking & Gardening

Interest: Self enhancement

Profile A dedicated professional with 13 years' experience in teaching Master, Degree and Diploma level and 15 years combined experience in industry retailing, government tender and manufacturing.





## ACADEMIC QUALIFICATIONS



- 2004 – 2006**                    **Master in Business Administration (MBA)**  
**Major : Marketing**  
**Faculty of Business Administration**  
**Universiti Teknologi MARA (UiTM), Shah Alam Campus**  
**Masters Thesis (ABP Project): “Reality TV: Fantasy or Marketing Strategy”.**
- 2000 – 2004**                    **Bachelor of Business Administration with Honours (Marketing) (BBAM)**  
**Major: Marketing, Minor: Finance**  
**Universiti Teknologi MARA (UiTM), Machang Campus**  
**Honours Thesis: “The Relationship between Sales, Customer Loyalty and Shopper Characteristics of J Card Recruitment”. A Case Study at Jaya Jusco Ipoh.**
- 1999 – 2000**                    **Matriculation in Accountancy**  
**Pusat Matrikulasi Kolej TAJ,**  
**Kementerian Pendidikan Malaysia.**
- 1994 – 1998**                    **Sijil Pelajaran Malaysia (SPM)**  
**Grade 1**  
**Sekolah Menengah Kebangsaan Main Convent Ipoh.**
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## WORK EXPERIENCE

**1<sup>st</sup> October  
2007 – 30  
May 2009**

**Sales Administration Officer  
Sharp Manufacturing Corporation (M) Sdn Bhd  
Shah Alam**

- Monitor Shipping Instruction issued by Shipping Department and assist shipping department to smoothen the shipping process.
- Liase with Sales Subsidiaries regarding issues pertaining to shipment, ordering, budgeting and sales promotion.
- Involved directly on preparing the sales promotion tools to support sales subsidiaries.
- Updating on track sales record for future sales plan.
- Executing and managing orders, delivery and request from SHARP Sales Subsidiaries world-wide.

**10 April  
2006 – 30  
September  
2007**

**Assistant Manager Admin and Human Resource  
Enche Marketing Sdn Bhd  
Shah Alam**

- In charge for the registration for subsidiary company under Ministry of Finance.
- Producing and updating company profile for the company.
- Responsible for all Human Resource duty and acting as the Head of Admin Department.
- In charge for update all company resolution such as Director Resolution, Change of cheque signatory, etc.
- Report and update staff particulars to MD by producing Management Report.
- Responsible for writing formal letters.

**23 June  
2003 – 14  
September  
2003  
(3 months)**

**Practical Trainee  
J Card & Customer Service Department  
Jaya Jusco Store Berhad (Ipoh Branch)  
Responsibilities:**

- Assist customer at Customer Service Counter regarding to any inconvenience while shopping such as in exchange or returned goods purchased.
- Learn to calculate stocks and ordering stocks.
- Assist customer at J Card Customer Service Counter regarding point's redemption, voucher, new J Card application and explanation about J Card benefit.

## POSITIONS IN ADMINISTRATION

**2  
November  
2015 – 1  
November  
2017**

**Coordinator Masters Program (MBA)  
Centre of Graduate Studies  
Kolej Universiti Islam Antarabangsa Selangor (KUIS)**

**Responsibilities:**

- **Assist Head of Department in course structure and coordinate the lecturers and students timetable.**
- **Responsible for handling ISO files for the department.**
- **Coordinates for students Applied Research Projects.**
- **Responsible for students issues and problems and assist students on the procedures required.**

**15 June  
2014 – 1  
November  
2015**

**Coordinator  
Department of Business Management  
Kolej Universiti Islam Antarabangsa Selangor (KUIS)**

**Responsibilities:**

- **Assist Head of Department in course structure and coordinate the lecturers and students timetable.**
- **Responsible for handling ISO files for the department.**
- **As a head for co-design a new course structure for Diploma Executive Programme.**

## AWARDS / ACKNOWLEDGEMENTS / APPOINTMENTS (NATIONAL & INTERNATIONAL LEVEL AND KUIS)

- **Anugerah Khidmat Setia 10 Tahun, KUIS** 2019

## EXPERTISE AND CONSULTATION

### INTERNATIONAL LEVEL

No.	Committee Name	Period	Status
1	Webinar Campus Company Country Connection STIE Sutaatmadja	2020	Speaker
2	Webinar Campus Company Country Connection STIE Sutaatmadja	2021	Speaker

### NATIONAL LEVEL

No.	Committee Name	Period	Status
1	PENGGUBAL SILIBUS DAN MODUL SIJIL PENGURUSAN MASJID BAGI PROGRAM 'ITQAN SEPANJANG HAYAT 2021' ANJURAN JABATAN AGAMA ISLAM SELANGOR (JAIS)	2021	Penggubal

### KUIS

No.	Position	Agencies
1	KETUA SEKRETARIAT KEBAJIKAN STAF DAN KECERIAAN DIBAWAH JAWATANKUASA PEMBANGUNAN MAHASISWA & ALUMNI FPM	FPM KUIS
2	PENOLONG SETIAUSAHA PERSATUAN KAKITANGAN AKADEMIK KUIS	KUIS
3	AHLI JAWATANKUASA SEMAKAN KURIKULUM PROGRAM IJAZAH SARJANA SYARIAH (PENGURUSAN), FAKULTI SYARIAH DAN UNDANG – UNDANG	KUIS

4	AJK SAPLI	KUIS
5	AJK ICOMM	KUIS
6	AJK SEMAKAN MANUSKRIP PENYELIDIKAN	KUIS
7	FB KUIS LIVE	KUIS

### JOURNAL/MONOGRAPH/GUIDELINES AND POLICIES EDITORS

No.	Position	Name of Journal/Monograph/Guideline
1		

### ARTICLE OR JOURNAL CONSULTANTS/ REVIEWERS

No.	Position	Name of Journal/Task
1		

### PROFESSIONAL BODIES MEMBERSHIP

No.	Committee Name	Period	Status	Status
1				

### TEACHING AND SUPERVISION

#### TEACHING COURSES

1. Marketing Management
2. Principles and Practices of Selling
3. International Business & Globalisation
4. Fundamentals of Marketing
5. Retailing Management
6. Entrepreneurship
7. Small Business Management
8. Seminar Keusahawanan

#### LIST OF TEACHING COURSES BY SEMESTER

SEMESTER	COURSES	LEVEL
Semester 2 2021/2022	<i>Principles and Practices of Selling</i> <i>International Business &amp; Globalisation</i>	Diploma Degree

Semester 1 2021/2022	<i>Principles and Practices of Selling</i> <i>International Business &amp; Globalisation</i>	Diploma Degree
Semester 2 2020/2021	<i>Principles and Practices of Selling</i> <i>Fundamentals of Marketing</i> <i>International Business &amp; Globalisation</i>	Diploma Diploma Degree
Semester 1 2020/2021	<i>Principles and Practices of Selling</i> <i>Fundamentals of Marketing</i> <i>International Business &amp; Globalisation</i>	Diploma Diploma Degree
Semester 2 2019/2020	<i>Principles and Practices of Selling</i> <i>Fundamentals of Marketing</i> <i>Marketing Management</i>	Diploma Diploma Degree
Semester 1 2019/2020	<i>Principles and Practices of Selling</i> <i>Marketing Management</i> <i>International Business &amp; Globalisation</i>	

## INDUSTRIAL TRAINING OR PRACTICUM SUPERVISION

### List of Industrial Training or Practicum Students (122 students)

No.	Name of student	Programme (Field of Studies)	Year of graduation
1	SITI NUR AZLINA BINTI MISTAM	BBAEC	2022
2	NURUL FARIEZA AZRENA BINTI AHMAD ZAFIR	BACHELOR IN HALAL MANAGEMENT	2022
3	AINUR AIZZA BINTI MOHD NAZRI	BACHELOR IN HALAL MANAGEMENT	2022
4	MEOR MUHAMMAD NAJIB BIN MEOR MOHD JAMIL	BACHELOR IN HALAL MANAGEMENT	2022
5	MUHAMMAD FIRDAUS BIN ROSDI	BACHELOR IN HALAL MANAGEMENT	2022
6	NUR FATIAHAH BINTI MUZAMIR	BBAEC	2021
7	WARDATUL JANNAH BINTI AYOP	BBAEC	2021



8	NUR AQILAH BINTI AZLAN	BBAEC	2021
9	NUR FATIHAH BINTI MUZAMIR	BBAEC	2021
10	ARIEF FARIHIN BIN SAMAH	DIPLOMA BUSNISS MANAGEMENT	2020
11	NURUL HUSNA BINTI MURLY	BBAEC	2020
12	MUHAMAD NAZRIN BIN KAMARUDDIN	DIPLOMA IN BUSINESS MANAGEMENT	2020
13	HANIS SABRINA BINTI JASMANI	BBAEC	2020

### List of Undergraduate Students Thesis Supervision

#### Supervised Students Research

- *“Customer Loyalty towards Uncle Lim’s Kopitiam, Damansara”. (2010)*
- *“Faktor-faktor Ibu Bapa Memilih KUMON sebagai Pusat Tuisyen di Bandar Seri Putra”. (2011)*
- *“Faktor-faktor Mempengaruhi Kecenderungan Pelanggan Berbelanja di Kedai Runcit, Daerah Cheng, Melaka”. (2012)*
- *“Faktor-faktor yang Mempengaruhi Pelajar Kolej Islam Antarabangsa Selangor (KUIS) Bekerja Sambilan”. (2014)*
- *“Faktor-faktor Terhadap Masalah Sosial Kepada Pelajar Sekolah Menengah”. (2014)*
- *“Consumers’ Attitude Towards Shopping Online for Apparel Products”. (2015)*
- *“Relationship between Job Satisfaction and Personality Among Secondary Teachers”. (2015)*
- *“Faktor-faktor yang Mempengaruhi Risiko Gangguan Seksual: Satu Tinjauan di Tempat Kerja”.(2015)*
- *“Faktor yang Mempengaruhi Kecenderungan Masyarakat Dalam Mengimarahkan Masjid. (2016)*
- *“Faktor-faktor yang Mempengaruhi Gelagat Pembelian Penonton yang Menonton Gegar Vaganza Terhadap Produk Qu Puteh / Pamoga”.*

(2017)

- “Persepsi Penonton Rancangan Realiti TV Pencetus Ummah Berkonsepkan Dakwah di Bandar Seri Putra, Selangor.”(2017)
- “Persepsi Pembeli Terhadap Paparan Nombor Pendaftaran Perniagaan Peniaga Di Dalam Talian Instagram.” (2018)
- “Faktor-faktor Yang Mempengaruhi Penggunaan Beg Plastik Dalam Kalangan Pengguna di Bandar Seri Putra.” (2018)

**List of Master’s Students Thesis Supervision (4 students)**

No.	Name of student	Title of thesis	Progress
1			
2			
3			
4			

**List of Doctor of Philosophy Students Thesis Supervision (6 students)**

No.	Name of student /Matric number	Title of thesis	Progress
1			
2			

## RESEARCH

### List of Research Activities

1	Consultative Panel	1
2	Joint Research	-
3	Chief Researcher	1
4	Co-Researcher	-
5	Phd Research	-
6	Master Research	1
	<b>Total</b>	<b>3</b>

### Joint Research/Research that has been/is being conducted

#### Chief Researcher

No.	Research Title	Year/Period	Research fund
1	<i>"Tinjauan dan Kajian Terhadap Pengurusan Masjid sebagai Nadi Penggerak Pusat Pembangunan Komuniti Setempat".</i>  <b>Geran Penyelidikan Inovasi KUIS (KUIS Innovation Research Grant)</b>	2014-2015/ 1 year	RM 8 000
2			
	<b>TOTAL</b>		<b>RM 8 000</b>

#### Research Team Members

No.	Research Title	Year/Period	Research fund
1			
2			
	<b>TOTAL</b>		<b>RM</b>

## RESEARCH WRITING AND PUBLICATIONS

### List of Publications

No.	Item	Number
1	<b>Example:</b> Book Author	-
2	Research Report/Monograph	-
3	Book Chapters	-
3		

**Total**

### PROCEEDINGS

#### E-proceeding

- Conference on Management & Muamalah, KUIS, 2014, *"The Influence of Managers Power on their Leadership Style in Organizations"*, E-ISBN:978-983-3048-92-2.
- International Conference on Islamic Education and Research, UTM, 2016, *"Faktor Yang Mempengaruhi Kecenderungan Masyarakat Dalam Mengimarahkan Masjid"*, E-ISBN:
- 4<sup>th</sup> International Seminar of Post Graduates Studies (SAPLI), 2017, *"Kecenderungan Pelanggan Berbelanja di Kedai Runcit Berbanding di Pasar Raya Besar :TESCO"*, E-ISBN: 978-967-2122-14-2
- 4<sup>th</sup> International Seminar of Post Graduates Studies (ICPR), 2017, *"Adaptasi Pembelajaran E-Dagang Sebagai Sumber Pendapatan Sampingan Melalui Perniagaan Dalam Talian."*, E-ISBN: 978-967-2122-25-8

## LIST OF INTERNATIONAL AND NATIONAL SEMINAR PRESENTATIONS (23)

### Presented Paper

- IRMIC 2015: 2<sup>nd</sup> International Research Management & Innovation Conference, KUIS, *“Kecenderungan Pelanggan Berbelanja di Kedai Runcit Berbanding Hypermarket”*.
- International Conference of Technology, UTHM, 2012, *“How Managers Power Influence the Leadership Style in Organization”*.
- *International Conference on Islamic Education and Research, UTM, 2016, “Faktor Yang Mempengaruhi Kecenderungan Masyarakat Dalam Mengimarahkan Masjid”*
- 4th International Seminar of Post Graduates Studies (SAPLI), 2017, *“Kecenderungan Pelanggan Berbelanja di Kedai Runcit Berbanding di Pasar Raya Besar :TESCO.”*
- 4th International Seminar of Post Graduates Studies (ICPR), 2017, *“Adaptasi Pembelajaran E-Dagang Sebagai Sumber Pendapatan Sampingan Melalui Perniagaan Dalam Talian.”*

## REFEREES

1. *Dr. Norziah Othman*

*Dekan Fakulti Pengurusan & Muamalah  
Kolej Universiti Islam Antarabangsa Selangor (KUIS)*

2. *Puan Suhaila Nadzri*

*Ketua Jabatan Ekonomi & Pengurusan  
Kolej Universiti Islam Antarabnagsa Selangor (KUIS)*

