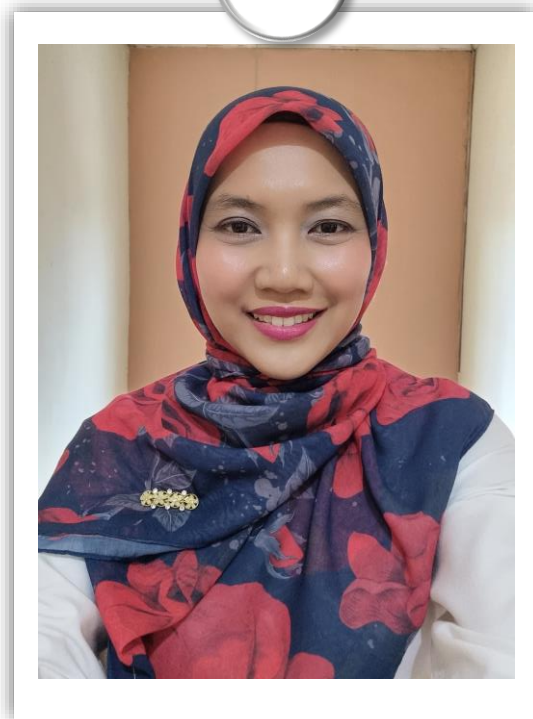


CURRICULUM VITAE

(Tahun perkhidmatan di Kuis cth: 2001 – 2022)



NOR ROSMAWATI BINTI ABDUL KARIM
LECTURER
0195411151
norroskawati@kuis.edu.my



NAMA

Tempat lahir: **Ipoh, Perak**


Tarikh Lahir **9/12/1981**

Jantina **Perempuan**

Warganegara **Malaysia**

Hobby: Membaca buku, berkebun, memasak

Minat: Bidang perniagaan, motivasi, kanak kanak, kecantikan



LATAR BELAKANG PENDIDIKAN

- | | |
|--------------------|---|
| 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. |

PENGALAMAN KERJA

- | | |
|--|--|
| 1st October
2007 – 30
May 2009 | Sales Administration Officer
Sharp Manufacturing Corporation (M) Sdn Bhd
Shah Alam <ul style="list-style-type: none"> • 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.
- 

JAWATAN DALAM PENTADBIRAN

**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.**

ANUGERAH / PENGIKTIRAFAN / LANTIKAN PERINGKAT KEBANGSAAN, ANTARABANGSA DAN KUIS

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

2019

KEPAKARAN DAN KONSULTASI

PERINGKAT ANTARANGBANGSA

Bil	Committee Name	Period	Status
1	Webinar Campus Company Country Connection STIE Sutaatmadja Pemasaran Berbasis E-Marketplace	2020	Penceramah
2	Webinar Campus Company Country Connection STIE Sutaatmadja Marketing During A Pandemic : Case Studies from Malaysia	2021	Penceramah

PERINGKAT KEBANGSAAN

Bill	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

PERINGKAT KUIS

Bil	Position	Agencies
1	KETUA SEKRETARIAT KEBAJIKAN STAF DAN KECERIAAN DIBAWAH JAWATANKUASA PEMBANGUNAN MAHASISWA & ALUMNI FPM	KUIS
2	PENOLONG SETIAUSAHA PERSATUAN KAKITANGAN AKADEMIK KUIS	KUIS
		KUIS

4	AHLI JAWATANKUASA SEMAKAN KURIKULUM PROGRAM IJAZAH SARJANA SYARIAH (PENGURUSAN), FAKULTI SYARIAH DAN UNDANG – UNDANG	KUIS
5		KUIS
6	AJK SAPLI	KUIS
7	AJK ICOMM	KUIS
	AJK SEMAKAN MANUSKRIP PENYELIDIKAN FB KUIS LIVE	

EDITOR JURNAL/MONOGRAF/GARIS PANDUAN DAN DASAR

Bil	Position	Name of Journal/Monograph/Guideline
1		

PAKAR RUJUK/PEWASIT ARTIKEL JURNAL

Bil	Jawatan	Nama Jurnal/Tugasan
1	PEWASIT	JURNAL BERINDEKS DAN E-JURNAL JURNAL SULTAN ALAUDIN SULAIMAN SHAH (JSASS) EDISI KHAS PUSAT PENGAJIAN TERAS KUIS (EDISI 2019)

KEAHLIAN BADAN PROFESIONAL

Bil	Committee Name	Period	Status	Status
1				

PENGAJARAN DAN PENYELIAAN

KURSUS PENGAJARAN

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

SENARAI PENGAJARAN MENGIKUT SEMESTER

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

PENYELIAAN

Senarai Pelajar Penyeliaan Praktikum

Bil.	Nama Pelajar	Bidang Pengajian	Tahun Lulus
1	SITI NUR AZLINA BINTI MISTAM	<i>BBAEC</i>	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	BACHELOR IN HALAL MANAGEMENT	2022

	JAMIL		
5	MUHAMMAD FIRDAUS BIN ROSDI	BACHELOR IN HALAL MANAGEMENT	2022
6	NUR FATIHAH 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

Senarai Pelajar Penyeliaan Latihan Ilmiah Ijazah

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)***

Senarai Pelajar Penyeliaan Tesis Ijazah Sarjana

Bil	Nama Pelajar	Tajuk Kajian	Peringkat
1			
2			
3			
4			

Senarai Pelajar Penyeliaan Tesis Ijazah Doktor Falsafah (6 orang)

Bil	Nama Pelajar/No matrik	Tajuk Kajian	Peringkat
1			
2			

PENYELIDIKAN

Research Activities List

1	Contoh: Consultative Panel	1
2	Joint Research	-
3	Chief Researcher	1
4	Co- Researcher	-
5	Phd Research	-
6	Master Research	1
	Total	3

Penyelidikan/Penyelidikan Bersama Yang Telah/Sedang Dijalankan

Ketua Penyelidik

Bil.	Tajuk Penyelidikan	Tahun/Tempoh	Sumber Kewangan
1	<i>"Tinjauan dan Kajian Terhadap Pengurusan Masjid sebagai Nadi Penggerak Pusat Pembangunan Komuniti Setempat"</i> . Geran Penyelidikan Inovasi KUIS	Setahun /2014 hingga 2015	RM 8 000
2			
	JUMLAH		RM 8 000

Ahli Dalam Kumpulan Penyelidikan

Bil.	Tajuk Penyelidikan	Tahun /Tempoh	Sumber Kewangan
1			
2			
	JUMLAH		RM

PENULISAN DAN PENERBITAN

Senarai Penerbitan

Bil	Perkara	Bilangan
1	Contoh: Penulis Buku	-
2	Laporan Kajian/Monograf	-
3	Bab dalam Buku	-
3		-
Total		

PROSIDING (70)

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:
- 4th 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
- 4th 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

SENARAI PEMBENTANGAN SEMINAR ANTARABANGSA DAN KEBANGSAAN

PRESENTED PAPER

- IRMIC 2015: 2ND 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)