

<b>Item</b>	<b>Supervisors</b>	<b>Area of Research (AOR)</b>	<b>Focus area of Research (FOR).</b>
1.	Prof. Dr. Sulaiman Sajilan	Entrepreneurship	<ul style="list-style-type: none"> <li>• Business success factors of SME</li> <li>• SME performance</li> <li>• Entrepreneurship characteristic</li> <li>• Business operation and Management of SME</li> </ul>
2.	Prof. Dato' Dr. Che Musa Che Omar	Tourism	<ul style="list-style-type: none"> <li>• Multiplier Effects of Tourism</li> <li>• Tourism Information System</li> <li>• EIA on Tourism Destination Development</li> <li>• Eco-Tourism Management Indicators</li> </ul>
3.	Prof. Dr. Jauhari Dahalan	Economic	<ul style="list-style-type: none"> <li>• Applied Economics</li> <li>• Trade</li> <li>• Economics Growth</li> <li>• Monetary</li> <li>• Monetary Policy and Inequality</li> <li>• Tourism and Economics Growth</li> </ul>
4.	Prof. Dr. Naziruddin Abdullah	Economic	<ul style="list-style-type: none"> <li>• Measurement of Total factor Productivity (TFP) for Chinese Agricultural/Industrial Sector Using Translog Cost Function.</li> <li>• Decomposition of a Sector's Factor Demand into Scale, Technological Change and Price Effects</li> <li>• Measuring the Impacts of Price-support Program on Farm Tenancy Patterns, Farm Profitability and Market Interventions.</li> <li>• Measuring Poverty Alleviation Initiative Using Objective/Subjective Poverty Index</li> </ul>
5.	Prof. Dr. Muhd Kamil Ibrahim	Accounting	<ul style="list-style-type: none"> <li>• Accounting for Goodwill</li> <li>• Value Relevance of Intangible Assets in Business Environment</li> <li>• Value Relevance of Human Capital</li> </ul>

			<ul style="list-style-type: none"> <li>• Earning Management</li> <li>• Accounting Standard</li> <li>• Corporate Governance</li> </ul>
6.	Prof. Dr. Ibrahim Kamal Abdul Rahman	Accounting	<ul style="list-style-type: none"> <li>• Application of management accounting Practices in Malaysia and China for Public listed company. A comparative study using mixed method.</li> <li>• Governance at source through Management Accounting Benchmarking in China and Malaysia: A way forward for the public sector</li> <li>• Evolution of the Accounting education system at university and Professional bodies in Malaysia and China: A Comparative study using qualitative method.</li> </ul>
7.	Assoc Prof. Dr. Kamisan Gadar	Finance	<ul style="list-style-type: none"> <li>• A Critical Analysis of The Role of Bank Sector Towards The Development Of Small And Medium Scale Enterprises</li> <li>• Entrepreneurial Education as A Tool for Reducing Unemployment</li> <li>• Performance Assessment and Investment Decisions of Small and Medium Scale Enterprises</li> <li>• The Effect of Business Credit Availability on Small and Medium Scale Enterprises</li> <li>• The Effect of Entrepreneurial Characteristics on Business Performance</li> <li>• The Impact of Financial Literacy on The Profitability of Small-Scale Enterprises SMEs</li> <li>• The Impact of Government Funding on The Promotion and Development of Small and Medium Scale Enterprises</li> </ul>

			<ul style="list-style-type: none"> <li>• The Impact of Small and Medium Scale Enterprise Development on Youth Empowerment</li> <li>• The Impact of Venture Capital Financing on Small and Medium Scale Enterprises</li> <li>• The Relevance of Financial Management to Business Growth</li> <li>• A Critical Assessment of Micro Finance Banks and Their Contribution to The Development of Small-Scale Enterprises</li> <li>• The Role of Micro Finance Banks in Enhancing Entrepreneurship Among Women</li> <li>• The Effect of Environmental Factors on The Performance of Small and Medium Scale Businesses</li> <li>• The Impact of Bank Loans on Small and Medium Scale Enterprises</li> </ul>
8.	Assoc Prof. Dr. Abdul Razak Abdul Hadi	Finance	<ul style="list-style-type: none"> <li>• Optimal Capital Structure Analysis-Evidence from Asian Stock Markets</li> <li>• Corporate Governance and Firms Performance</li> <li>• FDI Determinants and Success Factors-Case of Asean Stock Valuation and Firms Performance</li> <li>• Efficient Market Hypothesis-Revisit</li> </ul>
9.	Assoc Prof. Dr. Baharudin Kadir	Marketing/International Business	<ul style="list-style-type: none"> <li>• Market-Oriented R&amp;D Commercialization</li> <li>• Entrepreneurship Ecosystem</li> <li>• Foreign Market Entry Strategies of SME's</li> </ul>
10.	Assoc Prof. Dr. Gholam Reza Zandi	Accounting	<ul style="list-style-type: none"> <li>• Corporate Social Responsibility Disclosure: Quantity and Quality</li> <li>• The Readiness for Institutionalization of Accrual Accounting System</li> </ul>

			<ul style="list-style-type: none"> <li>• IFRS For SMEs</li> <li>• Code of Ethics for public accountant: Measuring Competency</li> </ul>
11.	Assoc Prof. Dr. Ilham Sentosa	Management	<ul style="list-style-type: none"> <li>• Modeling of Smart City Management and Entrepreneurial Development;</li> <li>• Smart City Management and Sustainable Development of One Belt One One Road;</li> <li>• Public Policy on the One Belt One Road Development;</li> <li>• Service Excellent using E-Government Sustainability;</li> <li>• Service Recovery Policy on the One Belt One Road Sustainability Program;</li> <li>• Human Competency of Oil and Gas Companies in China.</li> </ul>
12.	Dr. Mohd Farid Shamsuddin	Marketing	<ul style="list-style-type: none"> <li>• Relationship Marketing</li> <li>• Direct Marketing</li> <li>• Cultures and Marketing</li> <li>• Consumer Psychology and Marketing</li> <li>• Online Marketing</li> <li>• Mobile Marketing</li> <li>• Social Networks and Marketing</li> </ul>
13.	Dr. Barudin Muhamad	Economic	<ul style="list-style-type: none"> <li>• The Effect of Development on the Rice Industry in Malaysia</li> <li>• Market Structure and Innovation in Malaysian Rubber Industry</li> </ul>

14.	Dr. Nazatul Shima Abdul Rani	Entrepreneurship	<ul style="list-style-type: none"> <li>• Women entrepreneur</li> <li>• Project Management</li> <li>• Technology-based venture</li> <li>• SMEs</li> </ul>
15.	Dr. Morni Hayati Jaafar Sidik	Accounting	<ul style="list-style-type: none"> <li>• Corporate governance,</li> <li>• Corporate Social Responsibility (CSR),</li> <li>• Earnings Management/ Creative Accounting</li> <li>• Taxation</li> </ul>
16.	Dr. Rosni Abdul Wahid	Management	<ul style="list-style-type: none"> <li>• ENTREPRENEURIAL DEVELOPMENT AND ITS IMPACT ON THE ECONOMY</li> <li>• THE IMPACT OF CULTURAL FACTORS OF ENTREPRENEURIAL PERFORMANCE: SELECTED PRIVATE FIRMS IN MALAYSIA</li> <li>• AN APPRAISAL OF PERFORMANCE OF SMALL-SCALE ENTERPRISES IN COMMUNITY DEVELOPMENT</li> <li>• EFFECT OF PARTNERSHIP AND JOINT VENTURE BUSINESS IN SMALL AND MEDIUM SCALE BUSINESS IN MALAYSIA</li> </ul>
17.	Dr. Syeliya Md Zaini	Accounting	<ul style="list-style-type: none"> <li>• Financial reporting; analysis of annual reports and website reporting</li> <li>• Accountability and transparency of voluntary disclosure, integrated reporting, and sustainability reporting</li> <li>• Managers behavior in corporate reporting</li> <li>• Conventional and Islamic corporate reporting</li> <li>• Family-owned businesses, the cultural and entrenchment effects on accounting information</li> <li>• Corporate governance; private and public sectors</li> <li>• Pragmatic views in accounting report</li> </ul>

			<ul style="list-style-type: none"> <li>• Mixed methods approach in corporate accounting</li> <li>• Islamic accounting and reporting</li> <li>• Islamic perspective on disclosure</li> <li>• Takaful and corporate governance issues</li> <li>• Corporate governance and risks management</li> </ul>
18.	Dr. Mazhar Kantakji	Finance	<ul style="list-style-type: none"> <li>• Takaful (Islamic insurance)</li> <li>• Finance (measuring the impact of macroeconomic factors on financial performance)</li> <li>• Macroeconomics</li> <li>• Capital market (Islamic vis-a-vis conventional)</li> </ul>
19.	Dr. Firdaus Hilmi Nazdri	Management	<ul style="list-style-type: none"> <li>• Human Resource Practice</li> <li>• Organizational Behavior</li> <li>• Employee Motivation, Engagement, and Performance</li> <li>• Organizational Studies</li> <li>• Islamic Work Ethic</li> <li>• Leadership</li> </ul>
20.	Dr. Zulkifli Saidun	Management	<ul style="list-style-type: none"> <li>• Human Resource Practice</li> <li>• Organizational Behavior</li> <li>• Employee Motivation, Engagement, and Performance</li> <li>• Organizational Studies</li> <li>• Islamic Work Ethic</li> <li>• Leadership</li> </ul>
21.	Dr. Zalina Zainuddin	Finance	<ul style="list-style-type: none"> <li>• Preventing firm's financial crisis: how can corporate governance be helpful?</li> </ul>

			<ul style="list-style-type: none"> <li>• The impact of the existing corporate governance mechanisms on the firm financial performance in government link companies in Malaysia.</li> <li>• The roles of executive and non-executive directors as a successful mechanism of corporate governance.</li> </ul>
22.	Dr. Sharina Osman	Human Resource Management/Reputation Studies/Tourism	<ul style="list-style-type: none"> <li>• Image, Identity and Reputation</li> <li>• Organisational values and employee branding</li> <li>• Gastronomy Tourism</li> </ul>
23.	Dr. Sheikh Muhamad Hizam Sheikh Khairuddin	Management	<ul style="list-style-type: none"> <li>• Human Resource Practice</li> <li>• Digital Inclusion Domain</li> <li>• Employee Motivation, Engagement, and Performance</li> <li>• Stress at The Workplace</li> <li>• Entrepreneurial Competencies</li> <li>• Adoption Behavior of Internet of Things (IOT)</li> <li>• Authentic Leadership</li> </ul>
24.	Dr. Omar Alaeddin	Finance	<ul style="list-style-type: none"> <li>• Shariah Audit</li> <li>• Shariah Governance</li> <li>• Risk Management for Islamic Finance</li> <li>• Islamic Banking</li> <li>• Finance</li> </ul>
25.	Dr. Issoufou Chaibou	Law	<ul style="list-style-type: none"> <li>• Islamic Law (Shari'ah)</li> <li>• Fiqh Muamalat</li> <li>• Islamic Banking &amp; Finance</li> <li>• Islamic Capital Market</li> </ul>

26.	Dr. K.sarojani Devi a/p Krishnan	Language	<ul style="list-style-type: none"> <li>• Language Testing</li> </ul>
27.	Dr. Liew Hui Nee	Language	
28.	Dr. Muhammad Asyraf Hasim	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Business Administration</li> <li>• Management</li> <li>• Human resource</li> <li>• Entrepreneurship</li> <li>• Organizational Behavior</li> <li>• Corporate image, culture &amp; diversity</li> <li>• Customer loyalty</li> <li>• Branding</li> </ul>	
29.	Dr. Omer Ahmed Salmeen Thabet	Finance	<ul style="list-style-type: none"> <li>• Corporate Finance</li> <li>• Behavioral Finance</li> <li>• Islamic Finance</li> <li>• Islamic Capital Markets</li> <li>• Corporate Governance</li> <li>• Accounting</li> </ul>
30.	Assoc. Prof. Dr. Cordelia Mason	Strategic Management Organizational Behavior & Management	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Creative Problem Solving</li> <li>• Case Writing</li> <li>• Cooperative Learning</li> </ul>
31.	Dr. Alisa Ibrahim	Strategy and International Business	<ul style="list-style-type: none"> <li>• International Business</li> <li>• Business Strategy</li> <li>• Strategic Planning</li> </ul>



			<ul style="list-style-type: none"> <li>• Marketing</li> <li>• HRM</li> </ul>
32.	Dr. Haslina Hassan	Accounting	<ul style="list-style-type: none"> <li>• Management Accounting</li> <li>• Strategic Performance</li> <li>• Environmental Management</li> </ul>
33.	Dr. Rafiatul Adlin Mohd Ruslan	Finance	<ul style="list-style-type: none"> <li>• Finance</li> <li>• Islamic Finance</li> <li>• Microcredit</li> </ul>
34.	Dr. Che Rosmawati binti Che Mat	Management & Entrepreneurship	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Strategic Management</li> <li>• Firm Performance and Measurement</li> <li>• Industrial Management</li> </ul>
35.	Dr. Shahrinaz Ismail	UniKL MIIT	<ul style="list-style-type: none"> <li>• Information System</li> <li>• Education/Learning</li> <li>• Social Media</li> <li>• Artificial Intelligence</li> </ul>