

## ACADEMIC CURRICULUM VITAE

ASSOC. PROF. DR. ZULHAMRI BIN ABDULLAH



### ASSOCIATE PROFESSOR

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## BIOGRAPHY

ZULHAMRI ABDULLAH is an Associate Professor of Corporate Communication & Entrepreneurship at the Department of Communication, Universiti Putra Malaysia. Currently, he is also a Director of the MAUS Academy of Malaysia and an Accredited MAUS Coaching GOLD Partner with MAUS Business System, Sydney, Australia. Zulhamri is a Certified HRDF Professional Trainer. He was a Director of the Centre for Entrepreneurial Development & Graduate Marketability (CEM), Universiti Putra Malaysia. He was Academic Representative cum Director of Research & Analytics at the Reputation Institute. He was also a member of the European Public Relations & Education Association and International Centre for Corporate Marketing Studies. He was a Council Member of the Institute of Public Relations Malaysia. He earned a PhD in Public Relations Professionalization under supervision of Professor Dr Terry Threadgold, Pro Vice Chancellor of Cardiff University, UK. He also earned a Master's degree in Organizational Communication from Universiti Putra Malaysia and a Bachelor's degree in Communication (PR) and minor in Psychology and Economic from National University of Malaysia. He received a Postgraduate Diploma in Entrepreneurship from Cambridge Judge Business School and completed a HARVARD's Advanced Management Development Program. Zulhamri currently teaches corporate communication, organizational communication, and leadership communication at the undergraduate and postgraduate levels at Universiti Putra Malaysia. He is regularly invited to teach communication at several leading universities such as University of Malaya, Open University, and Northern University of Malaysia. As a Project Leader, he leads more than **ten research projects** with a highly talented team. In 2014, he won **Emerald Excellence Award** for Highly Commendable Paper. In 2009, he was a finalist of **The Outstanding Young Malaysian Award** organized by Junior Chamber International Malaysia. In 2008, he won an **International Award - The Federation of University Islamic World (FUIW) Prize for University Research 2007**. He also won **Young Researcher of Year 2007** at the Top Researcher Award (APC), Universiti Putra Malaysia. He was awarded the **Excellent Service Award 2007** by Universiti Putra Malaysia. He also won a **Gold medal** in 2008, **Silver Medal** in 2007, and **Bronze medal** in 2009 at annual Exhibition of Invention, Research and Innovation, Universiti Putra Malaysia. He is an author of a textbook on 'International Corporate Communication' published by Pearson Prentice Hall. His research papers were also published in the citation index of Public Relations Review and Marketing Intelligence Planning. In a professional service, he has actively delivered talks and training workshops on public relations and communication in public and private sectors in Malaysia and Brunei. He has actively participated in national and international conferences in several countries such as Germany, Slovenia, Netherland, Cyprus and the United Kingdom.

## COMPETITIVE EDGE

1. Having a special combination of academic credentials and professional experience in Corporate Communication & Entrepreneurship.
2. Generating income amounting of almost RM10 millions for the centre from 2013 - 2015.
3. Leading the high performance entity – key decision in strategic planning, human resources, finance, operation, and most administrative and management matters.
4. Having over 15 years working experience in teaching, research & training.
5. Directly involved in assessing about 30 competitive academic programs over 16 private universities/colleges – (meeting Malaysian Qualification Agency standards).
6. Securing over a quarter million RM research grants, mostly as a project leader.
7. Established key contacts with Asian (Vietnamese & Cambodian) public/private universities & completed student development research under CLMV project.
8. Having established industry and top government networking.
9. Having direct report and relationship with Vice Chancellor & his deputies.
10. Implemented strategic entrepreneurial projects of PutraBiz shops & MyAgrosis.
11. Having strong passion in unleashing my entrepreneurial spirit especially in Branding.

MY AREA OF SPECIALIZATION	
1.	Corporate Communication
2.	Corporate Reputation Management
3.	Strategic Communication Management
4.	Entrepreneurship

<b>A. PERSONAL DETAILS</b>			
<i>Full Name:</i>	Zulhamri Abdullah		<i>Title:</i> Assoc. Prof. Dr.
<i>Mykad No. / Passport No:</i> 730620-05-5243	<i>Citizenship:</i> Malaysian	<i>Race:</i> Malay	<i>Gender:</i> Male
<i>Designation:</i>	Associate Professor	<i>Date of Birth</i>	20.06.1973

<i>Current Address</i>	<i>Department/Faculty</i>	<i>E-mail Address and URL</i>
No. 15, Jalan 3/11, Section 3 Bangi Perdana Bandar Baru Bangi 43650 Bangi, Selangor, MALAYSIA	Department Of Communication, Faculty of Modern Languages & Communication, Universiti Putra Malaysia, 43400 UPM Srdang, Selangor  Tel: (06) 03-8946 8777	E-mail: <a href="mailto:zulhamri@upm.edu.my">zulhamri@upm.edu.my</a>  URL: <a href="http://www.upm.edu.my">www.upm.edu.my</a>  H/P: (06) 019-2373973

<b>B. ACADEMIC QUALIFICATION</b>			
<i>Certificate / Qualification obtained</i>	<i>Name of School / Institution</i>	<i>Year obtained</i>	<i>Area of Specialization</i>
PhD	Cardiff University, United Kingdom	2006	Public Relations Professionalisation
Master degree	Universiti Putra Malaysia, Malaysia	2000	Corporate Communication (with thesis)
Bachelor degree (Hons)	National University of Malaysia, Malaysia	1997	Communication (Public Relations)
Postgraduate Diploma in Entrepreneurship	Cambridge University, United Kingdom	2013	Entrepreneurship

<b>C. LANGUAGE PROFICIENCY</b>					
<i>Language</i>	<i>Poor (1)</i>	<i>Moderate (2)</i>	<i>Good (3)</i>	<i>Very good (4)</i>	<i>Excellent (5)</i>
English					5
Malay					5

<b>D. SCIENTIFIC EXPERIENCE AND SPECIALISATION</b>				
<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>
Communication and Multimedia Content Forum (CMCF)	Non-Committee Member	Sept 2012	To date	Communication
Malaysian Qualification Accreditation	Academic Assessor	2010	To date	Corporate Communication
Research Management Centre, Universiti Putra Malaysia	RU Auditor	2010	To date	Social Sciences
Reputation Institute	Research Director	2009	2010	Reputation Management

<b>E. EMPLOYMENT</b>				
<i>Employer</i>	<i>Designation</i>	<i>Department</i>	<i>Start Date</i>	<i>Date Ended</i>
Universiti Putra Malaysia	Associate Professor	Communication	1.11.2011	To date
Universiti Putra Malaysia	Senior Lecturer	Communication	1.11.2008	30.10.2011
Universiti Putra Malaysia	Lecturer	Communication	1.8.2006	1.11.2008
Universiti Putra Malaysia	Tutor	Communication	10.3.1998	1.8.2006

## F. HONOURS AND AWARDS

<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	GOLD AWARD for Poster Presentation Competition.	UniKL-Malaysian Institute of Industrial Technology	International	2016
<i>Academic Awards</i>	Emerald 2014 Award of Excellence - Winner of Highly Commended Paper on "Building a Unique Online Corporate Identity"	Emerald	International	2014
<i>Academic Awards</i>	Young Researcher Award	UPM	University	2008
<i>Non-Academic Awards</i>	Excellence Service Award	Universiti Putra Malaysia	University	2009
<i>Awards of Merit</i>	International Award - The 2007 (FUIW) Prize for University Research	Federation of the Universities of the Islamic World (FUIW)	International	2008
	Gold Medal	UPM	University	2008
	Silver Medal	UPM	University	2010
	Silver Medal	UPM	University	2008
	Bronze Medal	UPM	University	2009

**G. LIST OF PUBLICATIONS – AUTHOR (S), TITLE, JOURNAL, VOLUME, PAGE AND YEAR PUBLISHED**

Journal	
	<ol style="list-style-type: none"> <li>1. Zulhamri Abdullah &amp; Yuhanis Abdul Aziz. (2013). Institutionalizing Corporate Social Responsibility: Effects on Corporate Reputation, Culture, and Legitimacy in Malaysia, <i>Social Responsibility Journal</i>, 9(3), 344 – 361. (Citation-Index)</li> <li>2. Zulhamri Abdullah, Shahrina Md. Nordin, and Yuhanis Abdul Aziz, (2013), 'Building a Unique Online Corporate Identity', <i>Marketing Intelligence &amp; Planning</i>, 31(5), 451 – 471. (Citation-Index)</li> <li>3. Zulhamri Abdullah, Syed Agil Alsagoff, Mohamad Shatar Sabran &amp; Fauzi Ramlan. (2014). 'Measuring student performance, student satisfaction, &amp; its impact on graduate employability", <i>International Journal of Academic Research in Business &amp; Social Sciences</i>, 4(4), 108-124.</li> <li>4. Zulhamri Abdullah, Tai Lit Cheng, &amp; Syed Agil Alsagoff. (2014). "Developing student development index: An evidence from Malaysia", <i>Global Journal of Interdisciplinary Social Sciences</i>, 3(2).</li> <li>5. Zulhamri Abdullah, &amp; Jong Hui. (2014). "The relationship between communication satisfaction &amp; teachers' job satisfaction in the Malaysian primary school," <i>Asian Journal of Humanities &amp; Social Sciences</i>, 2(2).</li> <li>6. Zulhamri Abdullah &amp; Nazira Abdul, (2014). "Antecedents of Leadership Style, Communication Satisfaction Leadership Effectiveness, and Organizational Commitment: A Case of Malaysia", <i>Asian Journal of Research in Business and Management</i>, 1(1).</li> <li>7. Zulhamri Abdullah, (2014), "Reinventing (Mass) Communication: Towards Developing a Meta-Theoretical Framework &amp; (New) Direction in Research Agenda &amp; Strategy", <i>Asian Journal of Research in Social Sciences</i>, 1(1).</li> <li>8. Muhamad Fazil Ahmad, Zulhamri bin Abdullah, Ezhar Tamam, Jusang Bolong, (2013), 'Determinant Attributes of City Brand Personality That Influence Strategic Communication', <i>Canadian Social Science</i>, 9(2), 34-41. (Citation-Index)</li> </ol>

	<p>9. Zulhamri Abdullah &amp; Claina Antonette Antony. (2012). Perception of Employees on Internal Communication of a Leading Five Star Hotel in Malaysia, <i>Asian Social Science</i>, 8(2), 17-27.(CitationIndex)</p> <p>10. Zulhamri Abdullah, Mohamad Shatar Sabran &amp; Fauzi Ramlan. (2012). Enhancing the Standards of Professionalism dan Education for Student Entrepreneurship and Soft Skills Development, <i>International Journal of ASEAN Entrepreneurship and Business Development</i>, 1(1), 16-30.</p> <p>11. Zulhamri Abdullah. (2012). Improving Educational and Professional Standards of Public Relations Professionalism: Towards a Mixed Research Methods Approach, <i>International Journal of Mixed Methods Research</i>, 6, 2, 109 – 124. (ISI IF: 0.030)</p> <p>12. Shahrina Md Nordin, Zulhamri Abdullah &amp; Yuhanis Abdul Aziz. (2012). Institutionalizing Corporate Social Responsibility: A Study on the CSR Statements on Corporate Websites of Malaysian &amp; Singaporean Corporations”, <i>International Journal of Social, Human Science &amp; Engineering</i>, 6(12), 89 – 95. (Citation-Index)</p> <p>13. Zulhamri Abdullah. (2011). ‘Managing Corporate Reputation, Stakeholder Relations, and Corporate Social Responsibility: A Southeast Asian Perspective’. <i>International Journal of Economics &amp; Management</i>, 5(1), 299-318. (Citation-Index)</p> <p>14. Narges Baninajarian, Zulhamri Abdullah, Jusang Bolong. (2011). ‘The Role of Email in Improving Task Performance Among the executives in Malaysia”, <i>Australian Journal of Business &amp; Management Research</i>, 1(4), 52-62 (Citation-Index)</p> <p>15. Narges Baninajarian, Fakhrol Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah &amp; Mohd Rafi Yaacob. (2014). Overcoming Poverty through Social Entrepreneurship: A Conceptual Paper. <i>International Business Research</i>; 7(7). (Citation-Index)</p> <p>16. Zulhamri Abdullah, Tai Lit Cheng, &amp; Mohd Fauzi Ramlan. (2014). “Developing student development index: An evidence from Vietnam”, <i>Global Journal of Education Research</i>, 2(3), 155-161.(Citation-Index)</p> <p>17. Zulhamri Abdullah, (2014), “The Effective Role of Malaysian Communication Professional Association: A Dire Need for Raising Global Standards”, <i>Academy of Contemporary Research Journal</i>, 3(3), 66-75.</p>
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	<p>18. Fakhrul Anwar Zainol, Wan Norhayate Wan Daud (2014), Zulhamri Abdullah, &amp; Mohd Rafi Yaacob. Overcoming Poverty Through Social Entrepreneurship: A Conceptual Paper, <i>International Business Research</i>, 7(7), 183-187.</p> <p>19. Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah, Mohd Rafi Yaacob, (2014). "Enhancing Social Entrepreneurship Model for Social Entrepreneurs: A Case of AL-FALAH Foundation". <i>International Journal of Academic Research in Economics &amp; Management Sciences</i>, 3(5), 107-113.</p> <p>20. Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah, Mohd Rafi Yaacob, (2014). "Social Entrepreneurship Model for Cooperative (Co-op) in Malaysia: A Case of KoMajuJaya Berhad". <i>Global Journal of Interdisciplinary Social Sciences</i>, 3(5), 102-104.</p> <p>21. Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah, Mohd Rafi Yaacob, (2014). "Social Entrepreneurship Practice in Malaysia – The Case of Social NGO", <i>International Journal of Academic Research in Business and Social Sciences</i>, 4(11), 152-159. *Impact Factor: 0.305.</p> <p>22. Zulhamri Zulhamri Abdullah, Mohd Fauzi Ramlan, Mohammad Shatar Sabran, Syed Agil Alsagoff. (2014). "Towards a university branding: the effect of self-efficacy on student development in a major higher institution", <i>Jurnal Personalia Pelajar</i>, 17, 49-61.</p> <p>24. Isidore Ekpe, Razli Che Razak, Mohammad Ismail &amp; Zulhamri Abdullah, (2015). "Entrepreneurial Skill Acquisition and Youth's Self- Employment in Malaysia: How Far?", <i>Mediterranean Journal of Social Sciences</i>, 6(4), 150-154.</p> <p>25. Yuhanis Abdul Aziz, Zaiton Samdin, Kahiril Wahidin Awang &amp; Zulhamri Abdullah, (2015). "Developing an Index for Medical Tourism", <i>International Business Management</i>, 9(4), 1-4.</p> <p>26. Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah, &amp; Mohd Rafi Yaacob, (2015). "Social Entrepreneurship and Organizational Effectiveness: Evidence from Malaysia", <i>International Journal of Social Entrepreneurship and Innovation</i>, 9(4), 1-4.</p> <p>27. Azwan Abdullah, Siti Amaliya Mohd Radyi, Mohd Rafi Yaacob, Mohammad Ismail, Mohd Nazri Zakaria &amp; Zulhamri Abdullah (2016). A Holistic Approach to CSR Engagement in Palm Oil Industry. <i>International Journal of Advanced and Applied Sciences (ISI/Thomson Reuters)</i> (accepted and expected to published in year 2017).</p>
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	<p>28. Azwan Abdullah, Mohd Rafi Yaacob Mohammad Ismail Mohd Nazri Zakaria Zulhamri Abdullah &amp; Siti Amaliya Mohd Radyi (2017). Corporate Engagement with the Community: Building Relationships through CSR. <i>Journal of Engineering and Applied Sciences</i>, 12 (6), 1538-1542.</p>
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	<p><u>Past Publications</u></p> <ol style="list-style-type: none"> <li>1. Zulhamri Abdullah. (2009). Beyond Corporate Image: Projecting International Reputation Management in a Transitional Country. ". <i>International Journal of Economics &amp; Management</i>, Vol. 3, Issue 1. (Citation-Index)</li> <li>2. Zulhamri Abdullah &amp; Terry Threadgold (2008). "Towards the Professionalisation of Public Relations in Malaysia: Perception Management and Strategy Development". <i>Public Relations Review</i>, Vol. 34, Issue 3, 285-287. (ISI Journal)</li> <li>3. Zulhamri Abdullah. (2007). "Towards International Cultural Diversity Management of Public Relations: Viewpoints of CEOs/Chairmen". <i>International Journal of Economics &amp; Management</i>, Vol. 1, No. 2, 285-299. ISSN: 1823-836X. (Citation-Index)</li> <li>4. Zulhamri Abdullah. (2009). Kemahiran Insaniah dalam Perkhidmatan Awam. <i>Jurnal IPA</i>. Bandar Seri Begawan: IPA Press.</li> </ol>
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<i>Books/Monographs</i>	<ol style="list-style-type: none"> <li>1. Zulhamri Abdullah (2014). Corporate Communication Management: Perception Management and Strategy Development. Lambert Publishing. ISBN: 978-3-659-50648-2</li> <li>2. Zulhamri Abdullah (2008). International Corporate Communications: Perception Management and Strategy Development. (Second Edition), Pearson. ISBN: 978-983-3927-82-1</li> <li>3. Zulhamri Abdullah (2007). International Corporate Communications: Perception Management and Strategy Development. Pearson. ISBN:978-983-3655-81-6</li> </ol>
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Modules	<ol style="list-style-type: none"> <li>1. Zulhamri Abdullah. (2017). Komunikasi Keusahawanan. UPM Holding Sdn Bhd. (Shortcoming)</li> <li>2. Zulhamri Abdullah. (2017). Pengenalan Komunikasi Korporat. UPM Holding Sdn Bhd. (Shortcoming)</li> <li>3. Zulhamri Abdullah. (2016). Corporate Reputation Management. OUM Press.</li> <li>4. Zulhamri Abdullah &amp; Norazura Adzharuddin. (2009). Corporate Communication: The Age of Reputation, OUM Press. ISBN: 967-316559-9</li> <li>5. Zulhamri Abdullah. (2010). Case Studies of Corporate Communication. OUM Press. ISBN: 9789673166299</li> <li>6. Zulhamri Abdullah. (2010). Reputation Risk Management. OUM Press. ISBN: 9789673166305</li> <li>7. Zulhamri Abdullah, Mohammad Shatar Sabran, Aidy Ali, Samir Muhazzab Amin, Paramasivam Muthusamy, &amp; Azali Mohamed. (2009). Komunikasi Berkesan. UPM Press. ISBN: 978-967-344-017-7</li> <li>8. Zulhamri Abdullah, Mohammad Shatar Sabran, Aidy Ali, Samir Muhazzab Amin, Paramasivam Muthusamy, &amp; Azali Mohamed. Kemahiran Insaniah: Ekspektasi Majikan. ZH Publication.</li> <li>9. Paramasivam Muthusamy, Zulhamri Abdullah, Azali Mohamed, Mohammad Shatar Sabran, &amp; Samir Muhazzab Amin. (2009). Kerja Berpasukan. UPM Press. ISBN: 978-967344-017-7.</li> </ol>
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	<p>10. Samir Muhazzab Amin, Zulhamri Abdullah, Azali Mohamed, Mohammad Shatar Sabran, &amp; Paramasivam Muthusamy. (2009). Keusahawanan. UPM Press. ISBN: 978-967-344-017-7</p>
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<p><i>Chapter in book</i></p>	<ol style="list-style-type: none"> <li>1. Zulhamri Abdullah. (2008). The Importance of Media” in Dimensions of Communication. UPM Press.</li> <li>2. Zulhamri Abdullah. (2008). Kepentingan Identiti dan Imej Korporat” in Cabaran Komunikasi Masa Kini. UPM Press.</li> <li>3. Zulhamri Abdullah. (2009). Strategic Public Relations Management: A Strategic Perspective” in Communication Issues &amp; Challenges for Development. UPM Press.</li> <li>4. Zulhamri Abdullah. (2010). Cultural Diversity Management in Malaysia: A Perspective of Communication Management” in Managing Cultural Diversity in Asia. Edward Elgar Publishing.</li> <li>5. Zulhamri Abdullah &amp; Muhammad Pauzi Latif. (2010). Public Relations: Definitions &amp; Professionalism” in Emerging Trends in Communication &amp; Social Issues for Development. UPM Press.</li> </ol>
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Proceedings

1. Zulhamri Abdullah, Mohamad Shatar Sabran & Fauzi Ramlan. (2012). *Enhancing the Standards of Professionalism dan Education for Student Entrepreneurship and Soft Skills Development*, Conference Proceedings of International Seminar on Entrepreneurship and Business 'Entrepreneurship and Innovation for Global Competitiveness Issues and Challenges, on 23 April 2012 in Kelantan, Malaysia.
2. Zulhamri Abdullah & Yuhanis Abdul Aziz. (2012). *Institutionalizing Corporate Social Responsibility within Corporate Communications in the Survey of the Indonesian Organizations*, Conference Proceedings of the 2nd International Conference on Business and Banking & CSRUiversity Network, on 2nd – 3rd February 2012, in Inna Kuta Beach Bali Hotel, Indonesia.
3. Zulhamri Abdullah, Syed Agil Alsagoff & Md Salleh Hassan. (2012). *Developing Self-regulatory Framework in a Malaysian Media Environment*, Conference Proceedings of International Strategic Communication in A New Media Culture, on 26-27 June 2012, in Hotel Bidakara, Jakarta.
4. Rabiatul Adawiyah & Zulhamri Abdullah. (2012). *Rationales of Employees' Perceptions on Private Colleges' Internal Reputation*. Conference Proceeding of International Strategic Communication in A New Media Culture, on 26-27 June 2012, in Jakarta, Indonesia.
5. Zulhamri Abdullah & Jong Hui, (2012). *The Relationships between Communication Satisfaction and Teachers' Job Satisfaction in a Chinese Primary School, Johor, Malaysia*, I-COME'12 Conference Proceeding of Communication and Media, on 1-3 November 2012, in Penang, Malaysia.
6. Zulhamri Abdullah, Mohamad Shatar Sabran & Fauzi Ramlan. (2012). *Towards the Entrepreneurial University: A Conceptual Framework of Universiti Putra Malaysia*, Conference Proceeding of ASEAN Entrepreneurship Conference on Entrepreneurship in ASEAN Countries in Malaysia, November 5<sup>th</sup> – 6<sup>th</sup>, 2012, in Kuala Lumpur, Malaysia.
7. Zulhamri Abdullah, Yuhanis Abdul Aziz & Tai Lit Cheng. (2012). *Exploring Antecedents And Consequences Of Asian Reputation Model In The Asian Enterprise Context: A Conceptual Framework*, Conference Proceeding of ASEAN Entrepreneurship Conference on Entrepreneurship in ASEAN Countries in Malaysia, November 5<sup>th</sup> – 6<sup>th</sup>, 2012, in Kuala Lumpur, Malaysia.
8. Rabiatul Adawiyah & Zulhamri Abdullah. (2012). *Managing Organization's Internal Reputation: A Comparative Study of Two Branches of ABC College*, Conference Proceeding of ASEAN Entrepreneurship Conference on Entrepreneurship in ASEAN Countries

in Malaysia, November 5<sup>th</sup> – 6<sup>th</sup>, 2012, in Kuala Lumpur, Malaysia.

9. Shahrina Md Nordin, Zulhamri Abdullah, Yuhanis Abdul Aziz. (2012). *Institutionalizing Corporate Social Responsibility: A Study on the CSR Statements on Corporate Websites of Malaysian and Singapore Corporations*, WASET Conference Proceedings of Communication and Mass Media, on December 6-7, 2012, in Penang, Malaysia.
10. Zulhamri Abdullah, Syed Agil Alsagoff & Md Salleh Hassan. (2012). *The Role of Media in International Public Relations: A Case in Malaysia*, IICC Conference Proceedings of Communication, Context, & Community, on 5-7 December 2012, in South Jakarta, Indonesia.
11. Azwan Abdullah, Siti Amaliya Mohd Radyi, Mohd Rafi Yaacob, Mohammad Ismail, Mohd Nazri Zakaria & Zulhamri Abdullah (2016). *A Holistic Approach to CSR Engagement in Palm Oil Industry*. MDSG-MTA Conferences Langkawi 2016.
12. Siti Amaliya Mohd Radyi, Mohd Rafi Yaacob, Azwan Abdullah, Mohd Nazri Zakaria, Mohammad Ismail & Zulhamri Abdullah (2015). *Corporate Engagement with the Community: Building Relationships through CSR*. 4<sup>th</sup> International Conference on Technology Management, Business and Entrepreneurship, Kings Green Hotel Melaka, 24<sup>th</sup>-25<sup>th</sup> November 2015.

	<p><u>Past Publications</u></p> <ol style="list-style-type: none"> <li>1. Zulhamri Abdullah &amp; Sarina Mohamad Nor. (2009). <i>Antecedents of Executive Coaching, Relationship Outcomes and Reputation Measures on Corporate Communication Management in Malaysia</i>. Conference Proceedings of the 14<sup>th</sup> International Conference on Corporate &amp; Marketing Communications University of Nicosia, in CYPRUS. ISBN: 978-9963-634-59-0.</li> <li>2. Zulhamri Abdullah &amp; Nazira Abdul. (2009). <i>Antecedents of Leadership Style, Communication Satisfaction, Leadership Effectiveness, and Organizational Commitment: An Empirical Study on Nestle</i>. Conference Proceedings of the 7<sup>th</sup> International Conference of Pacific and Asian Communication Association (PACA 2009).</li> <li>3. Zulhamri Abdullah. (2010). <i>Reinventing (Mass) Communication: The Real Focus on Building a MetaTheoretical Framework &amp; (New) Direction in Research Agenda &amp; Strategy</i>. Conference Proceedings of the iCOME International Conference on Communication &amp; Society, organized by Universiti Utara Malaysia.</li> <li>4. Zulhamri Abdullah. (2010). <i>Assessing The Role of the Institute of Public Relations Malaysia: Institutionalising Global Standards</i>. Conference Proceedings of the i-COME International Conference on Communication &amp; Society, organized by Universiti Utara Malaysia.</li> <li>5. Md Salleh Hassan, Zulhamri Abdullah, &amp; Syed Agil Alsagoff. (2010). <i>Towards Self Regulatory Framework: Evidence from members of Content Forum</i>. Conference Proceedings of the IICC International Conference on Global Challenge to the Future of Communication Digital Media &amp; Communication Freedom in Public Discourse.</li> </ol>
<p><i>Other publications</i></p>	<ol style="list-style-type: none"> <li>1. Md Salleh Hassan, Syed Agil Alsagoff, &amp; Zulhamri Abdullah. (2010, Dec). "Self-regulatory Framework of New Content of Media in Malaysia", Institute of Social Sciences Studies, UPM.</li> <li>2. Zulhamri Abdullah &amp; Terry Threadgold. (Autumn 2006). CEO Views on Universal Professional Project: A Report on the Professionalisation on Public Relations and Communication Management, as Perceived by Organisational Leaders" UPM Press (ISBN 978-983-3455-77-5).</li> <li>3. Zulhamri Abdullah. (2009, Dec). <i>How Important Company's Reputation?. Management</i>. Malaysian Institute of Management (MIM), pp 14.</li> <li>4. Zulhamri Abdullah. (2009, August 15). "Measuring &amp; Managing</li> </ol>

	<p>Reputation". News Straits Times.</p> <ol style="list-style-type: none"> <li>5. Zulhamri Abdullah (2009). <i>Kebolehpasaran &amp; Kebolehpekerjaan Graduan UPM: Fokus kepada Penguasaan Kemahiran Insaniah</i>. Buletin Rasmi Pusat Kokurikulum. Universiti Putra Malaysia.</li> <li>6. Mohammad Shatar Sabran, Samir Muhazzab Amin, Paramasivam Muthusamy, Zulhamri Abdullah, Azali Mohamed. (2008). "Module of Finishing School". 2<sup>nd</sup> Edition. Serdang: UPM Press. ISBN: 978-967-5026-79-9</li> <li>7. Mohammad Shatar Sabran et al (coauthor). (2008). "Module of Finishing School: A Los Angeles Experience". 2<sup>nd</sup> Edition. Serdang: UPM Press.</li> <li>8. Mohammad Shatar Sabran, Aidy Ali, Samir Muhazzab Amin, Paramasivam Muthusamy, Zulhamri Abdullah, Azali Mohamed. (2009). <i>Peneraju Kecemerlangan Modal Insan: Strategi &amp; Pelaksanaan</i>. KL: ZH Publishing.</li> <li>9. Mohammad Shatar Sabran, Samir Muhazzab Amin, Paramasivam Muthusamy, Aidy Ali, Zulhamri Abdullah, Azali Mohamed. (2009). <i>7 Kemahiran Insaniah Pelajar: Huraian &amp; Pengukuran</i>. KL: ZH Publishing.</li> <li>10. Aidy Ali, Mohammad Shatar Sabran, Hanafiah Ayub, Nasaruddin Abdullah, Samir Muhazzab Amin, Paramasivam Muthusamy, Zulhamri Abdullah (2010). <i>Pelaksanaan Kokurikulum Berkredit Komponen Sukan</i>. Bangi: PST Enterprise.</li> <li>11. Paramasivam Muthusamy, Mohammad Shatar Sabran, Aidy Ali, Zulhamri Abdullah (2010). <i>Pelaksanaan Kokurikulum Berkredit Komponen Seni Budaya</i>. Jilid I. Bangi: PST Enterprise.</li> <li>12. Paramasivam Muthusamy, Mohammad Shatar Sabran, Aidy Ali, Zulhamri Abdullah (2010). <i>Pelaksanaan Kokurikulum Berkredit Komponen Seni Budaya</i>. Jilid II. Bangi: PST Enterprise.</li> <li>13. Paramasivam Muthusamy, Mohammad Shatar Sabran, Aidy Ali, Zulhamri Abdullah (2010). <i>Pelaksanaan Kokurikulum Berkredit Komponen Seni Budaya</i>. Jilid III. Bangi: PST Enterprise.</li> </ol>
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H. RESEARCH PROJECTS					
Project No.	Project Title	Role	Year	Source of fund	Status
01-02-07UPM/PPP/ UIRPA/R-27	"Antecedents of Executive Coaching, Relationship Outcomes and Reputation Measures among Corporate Communication Practitioners in Klang Valley, Malaysia".	Principal Researcher	2008	UPM	Completed
	"Self-regulatory framework of New Content of Media in Malaysia".	Principal Researcher	2009 - 2010	MCMC	Completed
04-01-04-SF0691	"Effective Leadership Communication in Malaysian Organisations".	Researcher	2007 - 2010	Science Fund	Completed
01-10-06-UPM/FBMK/ PENYELIDIKAN FAKULTI/2006 /2	"Beyond corporate image: Projecting international reputation management As a (New) theoretical approach in a transitional country".	Principal Researcher	2006 - 2007	FBMK, UPM	Completed
01-05-07-UPM/FBMK/ 0602/KOM03/ 2007/2	"Assessing the Standard of the Professionalism of Strategic Public Relations: An Empirical Study in Malaysia".	Principal Researcher	2007 - 2008	FBMK, UPM	Completed
06-11-07-UPM/FBMK/ 0702/JK2/ 2007/2	"Examining the Relationship between Transformational Leadership and Leader-Member Exchange on Commitment".	Principal Researcher	2007 - 2008	FBMK, UPM	Completed
04-07-08-UPM/FBMK/ FELLOWSHIP	"Mapping the Interface of Corporate Reputation, Stakeholder Relations, & Corporate Social Responsibility: An Exploratory Study".	Principal Researcher	2008 - 2009	FBMK, UPM	Completed
USM/IPPTN	"A Study of Student Development Mechanism in Malaysia and Cambodia", Serial Project 1 Dialog Strategic Malaysia & CLMV Countries	Co-researcher	2011 - 2012	IPPTN (USM)	Completed
UPM/RUGS	Rising the Power of Asian Tigers: Institutionalising Corporate Social Responsibility on Corporate Communication	Principal Researcher	2009 - 2013	RUGS	Completed
UPM/FRGS	"Developing New Branding Index in Corporate Communication in Asian Country"	Principal Researcher	2010 - 2013	FRGS	Completed

UNIMAP/RC	"University Reputation of UNIMAP"	Co-researcher	2012	UNIMAP	Completed
USM/IPPTN/KAJ/70	"Developing Student Development Index: Comparative Evidence in Malaysia, Cambodia & Vietnam" Serial Project 2 Dialog Strategic	Principal Researcher	2013 - 2014	IPPTN (USM) RM120k	Completed
	Malaysia & CLMV Countries				
UPM/RMC/RACE	"Overcoming Urban Poverty through social entrepreneurship"	Mentor/researcher	2013 - 2014	RACE RM45k	Completed
UPM/CAME/UPM Holding	"Regulatory Impact Analysis (RIA): A Study on Agriculture Industry in Malaysia"	Principal Researcher	2014 - 2015	FAMA RM140k	Completed
UPM/UMK/RACE	"Entrepreneurial Skills Acquisition with Self-employment Practice among Graduates from Malaysian Public University"	Mentor/researcher	2015 - 2016	RACE RM45k	Completed
UPM/KTP	"Small Business Academy for Single Mothers - My Mom is Super Entrepreneur"	Principal Researcher	2014 - 2016	KTP RM110k	Completed
UPM/UMK/RACE	"A Qualitative Study of Malaysian Palm Oil Companies Engagement in the International Community: Gaining Sustainability through Community Development"	Mentor/researcher	2015 - 2017	RACE RM45k	On-going

<b>I. STUDENT SUPERVISION (PhD/MASTER SCIENCE)</b>		
<i>Degree</i>	<i>Students' Name, Title of Thesis, Year</i>	<i>Status</i>
Doctor of Philosophy	1. Khairul Nizam Bin Samsudin (GS27789), 'Professional Competencies & Work Categories In Public Relations: An Analysis Among Pr Practitioners In Government-Linked Companies' (2011-current).	Completing
	2. Ahmed Lawal Gusau (GS37307), 'Stakeholders Perception on the Corporate Reputation of NAFDAC registered Pharmaceutical products in Nigeria' (2014-current).	Completing
Doctor of Philosophy	1. Muhamad Fazil Bin Ahmad (GS24111), 'Developing the Antecedents of City Brand Personality of Bandar Melaka' (2010-2014)	Completed
	2. Mohammad Firdaus Abdullah (GS14567), 'Implementation Communication as the Correlate of Success for Organizational Change in Telekom Malaysia', (2007-2009) as co-supervisor.	Completed
Doctor of Philosophy	1. Nuzatul Shima Sulaiman (GS44478), 'The Effect of Strategic Internal Communication & Employee Engagement on Organizational Reputation' (2016-current)	On-going
	2. Nurafiq Inani Man (GS42609), 'Factors Influencing Intercultural Friendship Formation on Facebook', (2016-current).	On-going

Master Thesis	<ol style="list-style-type: none"> <li>1. Siti Nur Affni Binti Ariffin 'CSR Understanding and Practices among BSM Employees' (2012-current).</li> <li>2. Wong Shin Yee (GS34859), 'The Corporate Reputation of Air Asia: An Exploratory Study on Consumers' Satisfaction and Loyalty on Quality of Services' (2013-current).</li> <li>3. Narges Baninajarian (GS18370), 'The Role of Email in Improving Task Performance among Executives in Multimedia University Malaysia', (2008-2009).</li> <li>4. Shabnam Hamdi (GS19640), 'Relationship between Leader Consideration and Leaders-members exchanges with Organizational Commitment in Imam Khomeini Hospital', (2009-2010).</li> </ol>	<p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p>
Master Projects	<ol style="list-style-type: none"> <li>1. Samira Hassani Mehraban (GS32962), 'Relationship between Self-Efficacy and Leader Consideration and Organizational Commitment at CIMB Bank Malaysia' (2013).</li> <li>2. Mbadiwe Christie Ngozi 'The Relationship between Perceived Usefulness, Perceived Ease of Use of UPM CEM's Facebook Platform, and its Communication Satisfaction' (2013-2014).</li> <li>3. Aruna Raj Devarajoo 'Perception of Customers of Astro on its Corporate Reputation Based on a Reptrak Model' (2012).</li> <li>4. Zhu Qing 'Corporate Image of the Confucian Private Secondary School and its Impact on Student's Loyalty and Satisfaction' (2012).</li> <li>5. Nor Atikah Binti Abd Aziz 'Corporate Image of Matic: A Study of Service Quality and Customer Satisfaction' (2012).</li> <li>6. Mohamad Said Awang 'Hubungan Antara Pertimbangan Pemimpin, Pertukaran Komunikasi dan Komitmen Organisasi dalam Kalangan Jururawat Hospital Angkatan Tentera Tuanku Mizan' (2012).</li> <li>7. Jong Hui 'The Relationship Between Communication Satisfaction and Teachers' Job Satisfaction in Primary School Malaysia' (2012).</li> </ol>	<p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p>

	<p>8. Hafez Fikri Bin Adimat 'Kajian Terhadap Imej Korporat Universiti Sains Islam Malaysia yang Menekankan Kepuasan dan Kesetiaan Mahasiswa' (2012).</p>	Completed
	<p>9. Nur Farhana binti Mohd Sah 'The Customers' Perception Towards Secret Recipe's Reputation by Using The Reptrak Model' (2013).</p>	Completed
	<p>10. Melinda Binti Baharom 'The Usage of Government Organization Facebook Official Pages by Public Relations Practitioners in Influencing Trust in, and Transparency of An Organization' (2013).</p>	Completed
	<p>11. Nursafwah Tugiman. 'Consumer Perception on the Corporate Reputation of IT Company by using 7 Keys Dimensions of RepTrak™ (pulse)'. (2013)</p>	Completed
	<p>12. Innocent C. Nwankwo (GS36621), 'Examining The Usage &amp; Satisfaction Level Of Plus Traffic Twitter As A News Media Among Malaysian Road Users', (2014).</p>	Completed

<b>I. CHAIRMAN/EXAMINERS (PhD/MASTER SCIENCE)</b>		
<i>Degree</i>	<i>Students' Name, Title of Thesis, Year</i>	<i>Status</i>
Doctor of Philosophy/ Master	PhD External Examiner appointed by Southern Cross University, Australia. Student: Adrian Wee, 'Cross Cultural Issues at the International Workplaces in HCMC' (2015).	Completed
	PhD External Examiner appointed by OUM. Student: Saeed Abdullah Al-Darweesh, 'A Three-level Organizational Learning Assessment of Petrochemical Industry in the GCC Countries' (2009).	Completed
	MPhil of Management External Examiner appointed UTP. Student: Raji Ridwan Adetunji, "Conceptualizing and Assessing the Effectiveness of Integrated Advertisement Messages Strategy in Developing Audiencebased brand equity", (2015).	Completed
PhD/Master Thesis	<p>Internal Examiner</p> <ol style="list-style-type: none"> <li>1. PhD Internal Examiner Wan Idros Wan Sulaiman Hubungan Pengurusan Maklumat Dengan Kepuasan Komunikasi Dalam Kalangan Kakitangan Kumpulan Sokongan Sektor Awam, (2015).</li> <li>2. MS Internal Examiner Lee Hwei Ling (GS29667), 'Usage and Acceptance of the Learning Management System among Universiti Putra Malaysia Students and its Implications on Communication in Education' (2014).</li> <li>3. MS Internal Examiner Siti Zanariah Binti Yusoff (GS30218), 'Faktor Komunikator dalam Pencarian aan Perkongsian Maklumat Produk Makanan Halal dalam Kalangan Keluarga Islam', (2014).</li> <li>4. MS Internal Examiner Mona Alkauthar Ahmad (GS23737), 'Komunikasi antara Kaum dan Persepsi Iklim Hubungan Kaum di Kampus Universiti Putra Malaysia', (2014).</li> <li>5. MS Internal Examiner Abdul Razaque Chhachhar (GS28824), 'Factors of ICT Usage among Fishermen in Northern Region Peninsular Malaysia', (2014).</li> <li>6. MS Internal Examiner Saraswati Desh "Challenges associated with the dual role position of employee shareholder in a publishing company in Indonesia" (2012).</li> </ol>	Completed

Leadership Experience for Events	<p>Program Director</p> <ol style="list-style-type: none"> <li>1. Karnival Kerjaya &amp; Keusahawanan Graduan, sponsored by Ministry of Higher Education Malaysia in 2013 at PWTC, Kuala Lumpur. (National Level).</li> <li>2. Career Expo, sponsored by Ministry of Higher Education Malaysia in 2013 at UPM. (University Level).</li> <li>3. Career Expo, sponsored by Ministry of Higher Education Malaysia in 2014 at UPM. (University Level).</li> <li>4. CEM Expo, sponsored by Ministry of Higher Education Malaysia in 2015 at UPM. (University Level).</li> </ol>	Completed
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### **MALAYSIAN QUALIFICATION AGENCY, (MQA)**

As a Chairman of Panel of Assessor, directly involve in reviewing and assessing competitive undergraduate and postgraduate programs & contribute key decision from approval of programs to accredited programs.

1. Kuala Lumpur Metropolitan University College
2. Taylor University College
3. Infrastructure University of Kuala Lumpur (was KLIUC)
4. Help College Art & Technology
5. Universiti of Tunku Abdul Rahman
6. Kolej Universiti Tunku Abdul Rahman
7. Universiti Tun Abdul Razak
8. Segi University
9. Lim Kok Wing University of Creative Technology
10. Universiti Teknologi MARA
11. Han Chiang College
12. Fadley College
13. City University College of Sciences & Technology
14. KDU University College
15. Kolej Teknologi Darul Iman
16. One World Hanxing College
17. Taylor's University College
18. Wawasan Open University
19. Management & Science University
20. Hanxing College

## REFEREES

### Primary Referees

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