

## CURRICULUM VITAE



NAME			
Dr. Zahira Mohd. Ishan			
DEPARTMENT/FACULTY/AREA OF SPECIALISATION			
Faculty of Economics and Management, Universiti Putra Malaysia Tel: +603-89467655, Fax: +603-89486188 Email: mizahira@upm.edu.my			
Area of Specialization: Franchising Law, Intellectual Property Law, Business Law			
CURRENT OFFICE			
Intellectual Property Protection Division, Putra Science Park, Office of the Deputy Vice Chancellor (Research & Innovation) Universiti Putra Malaysia 43400 UPM Serdang Selangor Tel: +603-89471286, Fax: +603-8946 4121			
DATE OF BIRTH			
29 September 1971			
ACADEMIC QUALIFICATION			
<i>Qualification obtained</i>	<i>Name of Institution</i>	<i>Year obtained</i>	<i>Area of Specialization</i>
Doctor of Philosophy (Law)	Universiti Putra Malaysia	2008	Business Law
Master of Laws (LLM)	University of London	1996	Commercial and Corporate Laws
Bachelor of Laws (Hons.)	International Islamic University, Malaysia	1994	Laws

<b>Professional Certification</b>		
Certificate of Technology Transfer and Licensing Academy, PIPRA-School of Law, UC Davis 2014		
Certificate of SRI's Venture Plan Essentials Boot Camp 2013		
Certificate of Professional South East Asian Patent Drafting Course(SEAD) 2013		
Certificate of Professional Trainer (MIM-CPT) (Malaysian Institute of Management) 2010		
<b>APPOINTMENT IN EMPLOYMENT</b>		
<i>Designation</i>	<i>Department</i>	<i>Appointment Date</i>
Senior Lecturer	Department of Management and Marketing, Faculty of Economics and Management, UPM	2008 - present
Lecturer	Department of Management and Marketing, Faculty of Economics and Management, UPM	November 1996 - 2008
Tutor	Department of Management and Marketing, Faculty of Economics and Management, UPM	1 August 1994 – November 1996

<b>ADMINISTRATIVE POSTS AND OTHER APPOINTMENTS IN EMPLOYMENT</b>		
<i>Designation</i>	<i>Year</i>	<i>Office/Faculty/Institute/Centre</i>
<b>Deputy Director</b>	March 16, 2013 - March 15, 2016 (First Term) March 16, 2016 – March 15, 2018 (Second Term)	Putra Science Park, Office of the Deputy Vice Chancellor (Research & Innovation), UPM
<b>Secretary</b>	2016/2017	Innovation and Technology Managers Association (ITMA) Malaysia
<b>Resource Person, Intellectual Property Evaluation Panel</b>	Office Deputy of Vice Chancellor (Research & Innovation)	1 April 2013 – Mac 2015; 1 April 2015 – 31 Mac 2017
<b>BBA Executive Program Coordinator</b>	July 2008 to March, 15 2013	Executive Program Unit, Faculty of Economics and Management, UPM
<b>Member, BBA Program Evaluation Committee</b>	Aug 2014 - Aug 2017	Department of Management and Marketing, Faculty of Economics and Management, UPM
<b>Chairperson, Intellectual Property Evaluation Panel</b>	March 2013 - 2016	Putra Science Park, Office of the Deputy Vice Chancellor (Research and Innovation), UPM
<b>Member, InnoHub Program Reviewer Committee</b>	2013	Putra Science Park, Office of the Deputy Vice Chancellor (Research and Innovation), UPM
<b>Member, UPM Research Working Committee</b>	January 2014 – December 2015	Research Management Centre, Office of the Deputy Vice Chancellor

		(Research and Innovation), UPM
<b>Member, Grant</b> Allocation for Attending Seminars / Conferences / Workshops / Visits Abroad Committee	January 2014 – 2016; 8 Jan 2016 – 7 Jan 2018	Research Management Centre, Office of the Deputy Vice Chancellor (Research and Innovation), UPM
<b>Resource Person,</b> Intellectual Property Evaluation Panel	2010 – March 2013	Innovation and Commercialization Centre, Office of the Deputy Vice Chancellor (Research and Innovation), UPM
<b>Committee Member,</b> Secretariat for Global Conference on Business and Economics Research (GCBER)	2013	Faculty of Economics and Management, UPM
<b>Chairperson, PhD</b> Proposal Defence Examination (Shamshina bt Mohd Hanifa) – <i>Enforcement of Law for Marine Pollution in Straits of Malacca</i>	2013	Putra Business School, UPM
<b>Committee Member,</b> AACSB	2012	AACSB-FEP-GSM
<b>Editor, National</b> Research & Innovation Conference for Graduate Students in Social Sciences 2012	2012	Faculty of Economic & Management, UPM
<b>Committee Member,</b> Revision / Restructuring Curriculum (JKSSK) for Bachelor of Business Administration	2011	Faculty of Economics and Management, UPM
<b>Research Fellow, for</b> Study of Selected Agricultural Cooperative	November 2007 – April 2009	Institute of Agricultural and Food Policy Studies (IKDPM), UPM
<b>Committee Member,</b> ISO 9001:2000 Documentation	February 1 2003 to 2005	Office of the Vice Chancellor, Universiti Putra Malaysia (UPM)
<b>Committee Member,</b> Knowledge Management Committee	2004	Centre of Academic Development, UPM
<b>Member, Appeal</b> Committee for Students	25 August 2003 – 5 September 2003	Office of the Vice Chancellor, Universiti Putra Malaysia (UPM)

Representative Council		
<b>Member</b> , Steering Committee, Professional Development Center (PACE)	8 September 2003 to 2006	Professional Development Center, Universiti Putra Malaysia (UPM)
<b>Resident Fellow</b>	1998-2003	Second College, UPM
<b>Committee Member</b> , The Eighth Biennial World Marketing Congress, Crown Princess Hotel, Kuala Lumpur	24 -27 June 1997	Faculty of Economics and Management, UPM

<b>Student Activity</b>		
<i>Activity</i>	<i>Year</i>	<i>Organization</i>
<b>Facilitator</b> , Experiential Learning Program for Executive Programme Unit	2008-2012	Faculty of Economics and Management, UPM
<b>Facilitator</b> , Experiential Learning Program	2008-2011	Graduate School of Management, UPM
<b>Speaker</b> , Supervising Graduate Research Course	2014	CADe UPM
<b>Speaker</b> , Motivasi Perakaunan Form 4	7 Ogos 2015	SMK Jalan 3, Bangi Selangor
<b>Panel Evaluator</b> , Franchise Business Challenge 2015- Program Francais Siswa 2015	2015	Faculty of Economics and Management, UPM

<b>RESEARCH ACTIVITY</b>					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
GP-IPS/2017/9539600	Determinants of Franchise Business Success in Malaysia	Principal Investigator	2017 - 2019	GP-IPS	Ongoing
6300166	A Study on Benefits of Awarding Scholarship to Post Graduate International Students	Co-Researcher	2014 - 2015	FRGS	Completed
06-04-10-1023RU	Legality of Microfranchising	Principal Investigator	2010 -	RUGS	Completed

	As a Business Model In Malaysia	r	2012		
06-04-11-1333RU	Generic Branding: Case of Malaysia Halal Branding	Co-Researcher	2011 - 2013	RUGS	Completed

List of publications – author (s), title, journal, volume, page and year published	
<i>Journal</i>	<p>S.T. Ambikai and M.I. Zahira (2017). Rights Received By The Victims Of Tortious Deviant Behaviour. <b><i>International Journal of Business, Economics and Law</i></b>, 12 (4): 58-63.</p> <p>S.T. Ambikai and M.I. Zahira (2016). Comparative Analysis of Law on Tort of Deviant Behaviors in Malaysia and India. <b><i>Journal of Advanced Humanities Social Science</i></b>, 2: 243-249.</p> <p>Zahira, M.I. and Farhah, A. (2015). Revisiting Agency Theory in Franchising Law in Malaysia. <b><i>Journal of Basic and Applied Scientific Research</i></b>. 5(1): 79-85.</p> <p>M.S. Mohd Danuri, Z. Mohd Ishan, N.E. Mustaffa, S.B. Abd-Karim, O. Mohamed and R.A. A-Rahmin (2015). Dispute Avoidance Procedure: Observing the Influence of Legal Culture towards a Workable Legal System. <b><i>Pertanika Journal of Social Science &amp; Humanities</i></b>, 23 (2): 509 - 535.</p> <p>C.R. Mohd Zain, S. Ab Rahman, Z. Mohd. Ishan and S. Ab Aziz (2015). Jurisdiction and Prosecution of Halal Related Matters in Malaysia: Challenges and Prospects. <b><i>Procedia Journal of Social &amp; Behavioral Science</i></b> 172: 294 – 300.</p> <p>Z. Mohd Ishan and N. Noordin (2015). Capitalising on Income Approach as Trademark Valuation for Entrepreneurs. <b><i>Pertanika Journal of Social Science &amp; Humanities</i></b>, 23 (S): 147 - 160.</p> <p>Azmawani, A.R, Zahira, M.I. &amp; Tang, J. (2013). Beyond Your Cup of Tea. <b><i>Asian Journal of Case Research</i></b>, 6, 81.</p> <p>Zahira, M.I., Azmawani, A.R. &amp; I, T. (2013). Rooted Shoe. <b><i>Asian Journal of Case Research</i></b>, 6, 19.</p> <p>M.S. Mohd Danuri, Z. Mohd Ishan, N.E. Mustaffa, and M.S. Jaafar (2012). A revisit on the current practice of dispute resolution and</p>

	<p>ADR in the Malaysian construction industry, <i>Journal of Design and Built Environment</i>, 10 (1), 1.</p> <p>Rozanah A. R. &amp; Zahira, M.I. (2010). Dismiss or Not to Dismiss? (Part II). <i>Asian Journal of Case Research</i>, 3, 33.</p> <p>Rozanah A. R. &amp; Zahira, M.I. (2009). Dismiss or Not to Dismiss? (Part I). <i>Asian Journal of Case Research</i>, 2, 39.</p> <p>Zahira, M.I. &amp; Shaik M.N.A.H. (2009). Unconscionability-Statutory Prevention of Unethical Business Practices. <i>International Journal of Economics &amp; Management</i>, 3, 151.</p> <p>Zahira, M.I. &amp; Shaik M.N.A.H. (2009). Franchise Act 1998 or the Common Law: A Question of Primacy. <i>Malayan Law Journal</i>, 4, xxxiv.</p> <p>Zahira, M.I. (2007). Doctrine of Unconscionability: Its Development &amp; Possibilities. <i>Malayan Law Journal</i>, 3, xlv.</p> <p>Zahira, M.I. (2006). The Multi-dimensional Nature of Franchising. <i>Malayan Law Journal</i>, 1, lxxxv.</p>
<i>Books/Monographs</i>	<p>Zahira M.I, Zuraina, D.M, Wong, F. Y. &amp; Jo Ann, H. (eds.) (2012). Business Practices in Malaysia. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd.</p> <p>Zuraina, D.M, Zahira M.I, Jo Ann, H. &amp; Wong, F. Y. (eds.)(2012). Research Issues in Management and Marketing. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd.</p> <p>Wong, F. Y., Zahira M.I, Jo Ann, H. &amp; Zuraina, D.M. (eds.) (2012). Emerging Issues in Management. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd.</p> <p>Jo Ann, H., Zuraina, D.M., Wong, F. Y. &amp; Zahira M.I (eds.) (2012). Contemporary Issues in Management and Marketing. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd.</p> <p>Zahira, M.I., Unconscionability In The Law And Practice of Franchising. Unpublished doctoral dissertation (Jun 2008).</p>
<i>Chapter in book</i>	<p>Zahira M.I. (2013). The Asymmetry of Franchising, Multi-level Marketing and Pyramid Schemes. In (Ed.,Haslinda Hashim and Rosli Saleh), <i>Marketing Towards Delivering Consumer</i>. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd., Pp. 131.</p>

	<p>Zahira, M.I. (2013). Looking Beyond Trademark as an Asset. In (Ed., Khairil Wahidin Awang, Mazlina Mustapha, Adilah Abd Razak, Amer Hamzah Jantan), <b><i>Uncovering The Truths : A Selection of Qualitative Oriented Readings</i></b>. Serdang, Selangor: UPM Press. Pp. 145-161</p> <p>Zahira, M.I &amp; Wong, F. Y. (2012). Introduction and Overview. In (Ed., Zahira Mohd Ishan, Zuraina Dato Mansor, Wong Foong Yee and Ho Jo Ann), <b><i>Business Practices in Malaysia</i></b>. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd., Pp. 1-5.</p> <p>Zahira, M.I. (2012). Excluding Liability in Negligence. In Jo Ann et.al. (eds.) <b><i>Contemporary issues in management and marketing</i></b>. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd., pp. 92-102.</p> <p>Wong, F. Y. &amp; Zahira M.I, (2012). Introduction and Overview In Ed., Wong Foong Yee, Ho Jo Ann, Zahira Mohd Ishan and Zuraina Dato Mansor), <b><i>Emerging issues in Management</i></b>. Shah Alam, Selangor: McGraw-Hill (Malaysia) Sdn. Bhd., pp. 1-6.</p> <p>Zahira, M.I. (2009). Franchising Dispute Resolution: What's Next After Mediation?. In Rozanah Ab. Rahman &amp; Amer Hamzah Jantan (eds.) <b><i>Business management &amp; legal issues and practices</i></b> Serdang, Selangor: UPM Press. Pp.87-99.</p> <p>Zahira M.I &amp; Suhaila A.J. (2001). Industrial Regulatory Activities: Franchising and Intellectual Properties in Malaysia. In Tai Shzee Yew and Alias Radam, <b><i>Selected Readings on Economic Analysis of Industries and Natural Resources</i></b>. Serdang: UPM Press. Pp. 1-14.</p>
<i>Proceedings</i>	<p>Zahira, M.I. (2008). Franchising Dispute Resolution: What's Next After Mediation? <b><i>Asia Pacific Mediation Forum 2008</i></b>. International Islamic University Malaysia, Gombak.</p> <p>Zahira, M.I. (2005). The Multidimensional Nature of Franchising. <b><i>Seminar FEP 2005</i></b>. Palace of Golden Horses, Selangor.</p>
<i>Other publications</i>	<p>Zahira, M.I (2014). <b>Sinopsis Program Pembangunan Profesional Berterusan (CPD)</b></p> <p>Zahira, M.I. (2013). Editorial: Securing New Plant Varieties. <b><i>Synthesis</i></b>. 41(2), 4.</p> <p>Ahmad Shuib, Syahaneem Mohamad Zainalabidin, Kusairi Mohd</p>

Noh, Zahira Mohd Ishan, Fatimah Mohamed Arshad & Ng Xin Khai (2012). **Management and Conservation Plans for Sungai Chilling Fish Sanctuary, Kuala Kubu Bahru, Selangor.** *OPTIONS*. Vol. 17 No.2, pp.3-5.

Zahira M.I. (2012). **Kajian Perundangan untuk Pembangunan Sanktuari Ikan Sg. Chilling.** In Ahmad Shuib et.al. Laporan Akhir Kajian Pembangunan Sanktuari Ikan Sg. Chilling. Research reports funded by Dept. of Fisheries Selangor.

Zahira, M.I. (2010). **Legal Framework for Co-Management Arrangement for Kota Marudu, Sabah.** Research report for Co-Management Arrangement for Kota Marudu, Sabah project, IKDPM-MOSTI.

Zahira, M.I. & Nurjihan I. (2010). **Perkembangan Statutori Koperasi Pertanian di Malaysia dan Penubuhan Suruhanjaya Koperasi Malaysia.** *Options*, vol.15:1, 4.

Zahira, M.I. (2010). **Living Up With The World Of Advertisement.** Paper submitted as assignment for PTK5, December 2010.

Norrezan N. & Zahira, M.I. (2010). **A Revisit of Trade Mark As An Asset.** *GSM-FEP-AGBA Conference* , 1-3 Dec 2010.

Zahira, M.I. & Rozanah A.R. (2009). **Deciding Existence of a Valid Contract.** Case study presented at Bengkel Penulisan Kes-2 JPP, Port Dickson, Malaysia.

Zahira, M.I. (2009). **Legal Requirements and Accreditation-Franchise Agreement & Prospectus.** Paper presented at the Franchise for Success Seminar, Ancasa Allsuite & Resort, Port Dickson, Malaysia.

Zahira, M.I. (2009). **Pembangunan Koperasi Pertanian.** In Fatimah Mohd Arshad et.al.. Laporan Akhir Kajian Penilaian Koperasi Pertanian Terpilih. Research reports funded by Bank Rakyat, Malaysia.

Zahira, M.I. (2009). **Perkembangan Statutori Koperasi Pertanian.** In Fatimah Mohd Arshad et.al.. Laporan Akhir Kajian Penilaian Koperasi Pertanian Terpilih. Research reports funded by Bank Rakyat, Malaysia.

Zahira, M.I. (2009). **Perkembangan Statutori Koperasi Pertanian.** In Fatimah Mohd Arshad et.al.. Draf Akhir Kajian Penilaian



	<p>Koperasi Pertanian Terpilih. Research reports funded by Bank Rakyat, Malaysia.</p> <p>Zahira, M.I. (2009). <i>Perkembangan Statutori Koperasi Pertanian</i>. In Fatimah Mohd Arshad et.al.. Laporan Interim Kajian Penilaian Koperasi Pertanian Terpilih. Research reports funded by Bank Rakyat, Malaysia.</p> <p>Zahira, M.I. &amp; Shaik M.N.A.H. (2008). <i>The Limits of Agency Theory in the Law and Practice of Franchising</i>. Paper presented at 8<sup>th</sup> Annual Hawaii International Conference on Business, Hawaii, USA.</p>
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TEACHING EXPERIENCE	
<i>Taught Courses</i>	
1.	Business Law and Ethics (GSM5131) Master of Business Administration (MBA)
2.	Commercial Law (MGM3351) Bachelor Degree, Faculty of Economics and Management
3.	Company Law (MGM4321) Bachelor Degree, Faculty of Economics and Management
4.	Intellectual Property Law (MGM4341) Bachelor Degree, Faculty of Economics and Management
5.	Franchising Law (MGM4351) Bachelor Degree, Faculty of Economics and Management
<i>Supervision</i>	
1.	Bachelor Degree (Business Administration: Final Year Project Papers)
2.	Master Degree (MBA Project; MSc Thesis)
3.	Doctor of Philosophy (Business Law)

STUDENTS SUPERVISION			
Name	Programme (Role)	Title	Year Completed
<i>PHD STUDENTS SUPERVISION:</i>			
1. Norrezan Noordin	PhD (Business Law) (GSM, UPM) (Main Supervisor)	<i>Relevancy of Trade Mark Valuation in Assessing Damages in Trade Mark Infringement</i>	2014
2. Suhaimi Danuri	PhD (Business Law) (GSM, UPM) (Main Supervisor)	<i>Viability of Introducing Dispute Avoidance Procedure in the Malaysian Construction Industry</i>	2013
3. Mohd Faiz bin Abdullah	PhD(Business Law) (GSM, UPM) (Co-Supervisor)	<i>Applicability of Contractual Justice Doctrine in Relation to Parties Freedom of Contract in Malaysia</i>	2016

4. Abdul Hamid bin Abd Murad	PhD(Business Law) (GSM, UPM) (Co –Supervisor)	<i>Liability and Redress of Transboundary Movement of Genetically Modified Organisms in Malaysia</i>	Ongoing- Waiting for VIVA date
5. Ambikai S Thurasingam	Phd (Business Law) Putra Business School (Main Supervisor)	<i>Tortious Deviant Behaviour in Workplace in Malaysia</i>	Ongoing – Waiting for VIVA date
6. Siti Nuraini Ahmad	Phd (Business Law) Putra Business School (Main Supervisor)	<i>Landowner’s Rights in a Joint-Venture Agreement with Housing developer in an Abandoned Housing Project Situation</i>	Ongoing
7. Adam bin Drahman	PhD (Shari’ah and Halal Law) (School of Graduate Studies, UPM) (Co-Supervisor)	<i>Aplikasi Hisbah Dalam Pentadbiran Undang-undang Daging Halal di Malaysia</i>	Ongoing – submitting thesis
8. Johnny Anak Andrew	PhD (Economics) (School of Graduate Studies, UPM) (Co-Supervisor)	<i>Low Level Presence of Genetically modified Crops in Food and Feed Trade in Malaysia</i>	Ongoing
9. Zalena Mohd	PhD (Management) (School of Graduate Studies, UPM) (Main Supervisor)	<i>Determinants for Franchise Business Success in Malaysia</i>	Ongoing
10. Che Rosmawati Che Mohd Zain	PhD (Shari’ah and Halal Law) (School of Graduate Studies, UPM) (Co-Supervisor)	<i>Formulating a New Legal Paradigm of Halal Governance in Malaysia</i>	Discontinued 2016
11. Rahim bin Abdullah	PhD (Main Supervisor)(GSM, UPM)	<i>Duty of Care in Hospitality Industry: The Case of Malaysian Hotel</i>	Discontinued 2012 due to student’s health
<b>MASTER STUDENTS SUPERVISION:</b>			
12. Vongsiharath Vongduene	MSc (Co-Supervisor)	<i>Knowledge and Attitude of Forest Officers Towards Forestry Law and Its Enforcement in Lao PDR: A Preliminary Analysis</i>	2001
13. Zuraini Adam	MSc (Co-Supervisor)	<i>Safety and Quality Standard of Fish and Fishery Products for Domestic Market: A Comparative</i>	Discontinued

		<i>Study on Relevant of Food Laws in Malaysia and European Union(EU)</i>	
14. Suhara Mohamad Sidik	MBA, Putra Business School	<i>Corporate Scandals in Malaysia where are our Gate Keepers Lawyers</i>	2013
15. Nabila Aina	MBA, Putra Business School	<i>Temporary Employment: Facts and Job Relation of Employees in Public Sector</i>	2014
<b>UNDERGRADUATE STUDENTS SUPERVISION (Final Year Project):</b>			
16. Ahmad Khairul Anuar bin Abd Rahim	BBA	<i>Tahap Pematuhan Majikan Swasta Terhadap Caruman KWSP di Putrajaya</i>	2013
17. Siti Nurul Azzua bt Tamjis	BBA	<i>Skim Saraan Baru Perkhidmatan Awam(SBPA):Perubahan Paradigma Terhadap Prinsip Jaminan Pekerjaan dalam Sektor Awam</i>	2013
18. Mohamad Nor Azri bin Tukiman	BBA	<i>Kesetiaan Pekerja Dalam Industri Perniagaan Makanan di Sektor Francais</i>	2012
19. Muhammad Firdaus bin Ibrahim	BBA	<i>Amalan Pengambilan dan Permilihan Pekerja Tinjauan Terhadap Sektor Perniagaan Produk Makanan Francais Di Sekitar Lembah Klang</i>	2011
20. Asri Ahmat	BBA	<i>Faktor-faktor yang Menyebabkan Pindaan Terhadap Akta Koperasi 1995 dan Kesannya Terhadap Keusahawanan</i>	2011
21. Laxshmipriya Ramamoorthy	BBA	<i>Law of Trade Barriers in Maphilindo Countries</i>	2010
22. Mohd Aizat Ibrahim	BBA	<i>Faktor-faktor yang mempengaruhi usahawan untuk menjadi francaisi kepada francais tempatan atau luar Negara</i>	Completed
23. Ropidah Mehat	BBA	<i>Peranan Perunding Francais dan Keberkesanannya dalam Melahirkan Industri Francais yang Sihat di Malaysia</i>	Completed
24. Thinagaran a/l Panirselvan	BBA	<i>Customer's Rights to Service Quality Proton Edar Service Centre in Malacca and Seremban</i>	Completed
25. Nita Edama	BBA	<i>Sejauh manakah Pekerja di Malaysia Berperanan Menubuh dan Menyerta Kesatuan Sekerja</i>	Completed
26. Abdul Rahman bin Zakaria	BBA	<i>Kriteria-kriteria yang Mempengaruhi Usahawan untuk Menceburi Perniagaan Francais</i>	Completed

27. Zalfa Laili Hamzah	BBA	Avoiding Uncertainties in Contracts and Franchising in Malaysia	Completed
<b>THESIS EXAMINER</b>			
<b>Name</b>	<b>Level</b>	<b>Title</b>	<b>Year</b>
Shamshina binti Mohamad Hanifa	PhD (Internal Examiner) (Putra Business School)	<i>Enforcement of Law For Marine Pollution In Straits of Malacca</i>	2016, 2017
NorAsyikin Harun	LLM (UKM) (External Examiner)	<i>Analisa Perundangan Mengenai Hubungkait Hak Harta Intelek dan Inovasi Terbuka</i>	2017
Bakri bin Ishak	PhD (Internal Examiner)	<i>The Law of Industrial Waste Management in Malaysia</i>	2001
Mehdi Pirhaji Khouzani	PhD (External Examiner)	<i>Discharge of Contractual Obligation in Iran</i>	2015
Sathiabalan Selvaraju	MBA (Putra Business School)	<i>Adequacy of Protection to Victims of Sexual Harrasment in the Banking Industry</i>	2015
Mohamad Reza Eshghi Khouzani	PhD (Internal Examiner) (Putra Business School)	<i>A Comparative Study of the Legal Protection of Minority Shareholders in Iran and Malaysia</i>	2014
Nasiibah Ramli	PhD (UKM)(External Examiner)	<i>Hak Milik Harta Intelek Hasil Inovasi Universiti Penyelidikan di Malaysia</i>	2014
Jafri b Abdullah	Master of Science (MSc), School of Graduate Studies, UPM (Internal Examiner)	<i>Pentadbiran Undang-undang dan Sistem Kawalan Tanda Dalam Pensijilan Halal di Malaysia</i>	2013
Abd. Rahim (P37672)	Master (UKM)(External Examiner)	<i>Mahkamah Siber sebagai Salah Satu Bentuk Penyelesaian Pertikaian dalam Talian E-Dagang</i>	2011
Chong Chin Fatt	Master of Business Administration (MBA), Graduate School of Management (GSM),UPM ( Second Reader)	<i>Relationship between Hospital Safety Climate and Employee's Communication among Nurses in Kuantan</i>	2010
Lee Houi Yee	Master of Business Administration (MBA),(Graduate School of Management (GSM),UPM ( Second Reader)	<i>Hospital Safety Climate and Its Relationship with Safe Work Practices among Nurses in Seremban</i>	2010

Chew Yin Kuan	Master – Business Law (UPM)(Internal Examiner)	<i>The Relationship between Emotional intelligence, job satisfaction and work stress</i>	2009
Chong Kuang Jen	Master – Business Law (UPM)(Internal Examiner)	<i>Factors Influencing the Implementation and Maintenance of Occupational Safety and Health Management System in Manufacturing Companies</i>	2009
Paul Rajan Sebastian Savirmuthu	Master of Business Administration (MBA),(Graduate School of Management (GSM), UPM	<i>The Changing Concept of Insurable Interest With Particular references to Marine Insurance</i>	2004
Chua Keat Oon	Master of Business Administration (MBA),(Graduate School of Management (GSM), UPM	<i>The Concept of Utmost Good Faith, Misrepresentation and Non-disclosure in Insurance Law: A Critical Appraisal From The English and Malaysian Perspective</i>	2004
Ong Suan Lay	Master – (UPM)(Internal Examiner)	<i>Unfair Commercial Practices- The Need for Proper Legislative Protection</i>	2001
Chan Win-Se	Master of Business Administration (MBA),(Graduate School of Management (GSM), UPM	<i>The Exceptions To Copyright as Serious Erosion to The Proprietorship of the Owner</i>	2000
Bek Siew Noi	Master of Business Administration (MBA),(Graduate School of Management (GSM), UPM	<i>The Effects of Irrevocable Letter of Credit in Trade Financing</i>	2000
Hoong Choy Hoong	Master of Business Administration (MBA),(Graduate School of Management (GSM),UPM	<i>The Relevance of Computer Software Within Copyright Regime</i>	2000
Aminsha Shahadan	Bachelor(Final Year Project)-Business Law	<i>Consumers’ Perception Towards in-store Promotions in Klang Valley</i>	1998

<b>CONSULTATION ACTIVITY</b>			
<b>Project Title</b>	<b>Organization and Place</b>	<b>Date</b>	<b>Status</b>
Tun Mustapha Marine Park - Legal framework of Financial Mechanism part	World Wildlife Fund, Sabah	June 2017	Proposal
Legal Implications of the Malaysian Cocoa Board Involvement in Business Activities	Institut Kajian Dasar Pertanian dan Makanan (IKDPM)	2015	Completed
Kajian “Exit Policy” untuk Program Pembangunan Bumiputera	Economic Planning Unit	2012-March 2013	(Interim Report Completed)
Case Study on Intellectual Property Strategy By SMI/SMEs in Malaysia Project (CSIP)	Graduate School of Management, UPM (GSM), Ministry of Higher Education (MOHE) & Assoc of Intellectual Property Entrepreneurs and Organizations (AIPO)	2012	Completed
Study of Management and Conservation Plans for Sungai Chilling Fish Sanctuary, Kuala Kubu Bahru, Selangor (Legal Part)	Institute of Agricultural and Food Policy Studies (IKDPM), UPM – Dept of Fisheries, Selangor, Malaysia	2011	Completed
Fisheries Co-Management Arrangement for Kota Marudu, Sabah [Legal Framework]	IKDPM- Ministry of Science & Technology Malaysia (MOSTI)	2009- 2010	Completed
Study on Selected Agricultural Cooperative [Legal Framework]	IKDPM-Bank Rakyat, Malaysia	2008-2009	Completed

<b>CONFERENCE / SEMINARS / TRAINING/ COURSE ATTENDED</b>	
<b>CONFERENCE</b>	
<b>Persidangan Halatuju Industri Padi tahun 2016 “Akta Penanaman Padi (Mengawal Sewa dan Menjamin Pemegangan) 1967 (Akta 528)</b> , organized by Muda Agricultural development Authority (MADA) at Dewan Syed Nahar, Ibu Pejabat MADA , 24 May 2016	Presenter & Facilitator
<b>Global IP Valuation Masterclass &amp; Conference 2015</b> , organized by MyIPO in cooperation with MOF & KPDNKK at Double Tree	Participant

Hotel KL, 8-10 June 2015	
<b>Franchise International Malaysia Conference</b> , organized by Malaysian Franchise Association, 13 June 2015	Participant
<b>Global IP Valuation Conference 2013</b> , organized by MyIPO 6 -7 November 2013	Participant
<b>Global Conference on Business and Economics Research 2013(GCBER)</b> , organized by FEP, UPM at Mines Wellness Hotel, 18 October 2013	Co-Presenter
<b>Franchise International Malaysia Conference</b> , organized by Malaysian Franchise Association, 31 November – 2 August 2009	Participant
<b>8<sup>th</sup> International Conference On Business</b> , organized by International Conference on Business at Hawaii, 22 May – 26 May 2008	Presenter
<b>The 12<sup>th</sup> Commonwealth Law Conference</b> , organized by Bar Council, 13 September – 16 September 1999	Participant
<b>Seminar</b>	
<b>Seminar Keusahawanan Inovasi Akar Umbi FELDA Wilayah Johor</b> , organised by FELDA Global Ventures & Putra Science Park UPM at Felda Residence, Tg Leman Mersing, Johor, 17-18 February 2016	Presenter
<b>Program Inkubasi Usahawantani 2012- 2017</b> , organized by Fac. Of Agriculture, UPM	Speaker
<b>Unitary Patent and the Unified Patent Court</b> , co-organised by European Patent Office (EPO) and Malaysia IP Office (MyIPO) at Double Tree by Hilton Hotel KL, 10 April 2017.	Participant
<b>Seminar on Intangible Technology Transfer (ITT) for Academia &amp; Industry</b> , co-organised by MITI and US Embassy at Renaissance Hotel KL, 26 January 2016.	Participant
<b>Seminar on Copyright and Industrial Design Protection:</b> “Dissecting the Works: Identifying Originality” dan “Successful Design Journey: Towards the Grant of Industrial Design” organized by Putra IP Division, UPM at FRSB, 19 Ogos 2015.	Participant
<b>Seminar Patent Prosecution Highway (PPH) for Stakeholders:</b> “PPH in Malaysia – User Perspectives” organized by MyIPO- JPO at Menara UOA, Bangsar, 3 November 2015	Presenter
<b>Patent Prosecution Highway(PPH) Seminar</b> , organized by MyIPO, 11 February 2014.	Participant
<b>Wacana Intellectual: Cetak Rompak Digital Dalam Industri Penerbitan</b> organized by Dewan Bahasa & Pustaka at DBP, Kuala Lumpur. Aug 2009.	Presenter
<b>Seminar FEP 2009</b> , organized by Department of Accounting, 1 December – 3 December 2009	Participant

<b>Seminar Franchising For Success</b> , organized by PNS, 14 January-15 January 2009	Participant
<b>Seminar FEP 08</b> , organized by Dept of Economic, 17 December – 19 December 2008	Participant
<b><i>Training &amp; Course</i></b>	
<b>Training for Leaders of Technology Transfer Centres</b> , co-organised by AKEPT- ITMA-KPM at AKEPT, Nilai, Negri Sembilan, 22 February 2016; 15 August 2016; 15 February 2017	Facilitator for Modules 1 and 2
<b>IP Evaluation Workshop</b> , Universiti Malaysia Perlis (UniMAP), 24 – 25 August 2016	Trainer / Facilitator
<b>Kursus Penyelidikan dan Khidmat Profesional untuk Kumpulan Pengurusan dan Profesional (Akademik): “Intellectual Property Rights”</b> organized by Registrar Office UPM; 2016 & 2017	Presenter
Executive Talk: “Perlindungan Harta Intelek” for <b>Program Perlonjakan Harta Intelek Kolej Vokasional (Berasaskan Pertanian)</b> at Kolej Vokasional Teluk Intan, Perak, 26 February 2015	Presenter
Executive Talk: “Perlindungan Harta Intelek” for <b>Program Perlonjakan Harta Intelek Kolej Vokasional (Berasaskan Pertanian)</b> at Kolej Vokasional Dato Lela Maharaja, Rembau, Negri Sembilan, 7 May 2015	Presenter
<b>Program Training of Trainers: Camp for Future Nobel Laureates, 2015: “IP Law Module”</b> organized by Fac. of Science UPM at Mines Wellness Hotel, 7-8 September 2015	Presenter
<b>Kursus Penyelidikan dan Khidmat Profesional untuk Kumpulan Pengurusan dan Profesional (Akademik): “Intellectual Property Rights”</b> organized by CADe, UPM; March, July & August 2015	Presenter
<b>SRI International: Venture Plan Essentials Boot Camp</b> , organized by Putra Science Park, 3 June- 7 June 2013	Participant
<b>South East Asian Patent Drafting Training Course (SEAD) 2013</b> , organized by PROIP , 28 October – 1 November & 27 May – 1 Nov 2013	Participant
<b>Kesan GST, Rasionalisasi Subsidi &amp; Akta Kawalan Harga &amp; Anti Pencatutan 2010</b> , organized by JPSPP, Fac Ecology, MACFEA, KPDKK & MoF, 10 Disember 2013	Participant
<b>Franchise Seminar: “Legal Requirements &amp; Accreditation-Franchise Agreement and Prospectus”</b> organized by Permodalan Nasional Berhad (PNS), at Ancasa Hotel Port Dickson, 14 January 2009	Presenter
<b>UPM-Thomson Reuters 2013</b> , organized Fac. of Medicine & Health Sciences, 20 October 2013	Participant
<b>IP Awareness Seminar</b> , organized by MyIPO, 9 September 2013	Participant



<b>ASEAN WIPO Regional Technology and Innovation Support “Patent Libraries” Project</b> , organized by WIPO and ASEAN, 4 -6 September 2013	Participant
<b>Roadmap Workshop for Division of Promotion And Marketing Innovation</b> organized by Division of Promotion And Marketing Innovation, PSP, 21 – 23 June 2013	Participant
<b>Management of Companies Under the Companies Act 1965 courses</b> , organized by Office of the Deputy Vice Chancellor (Research and Innovation), UPM, 23 May 2013	Program manager & Participant
<b>Providing Quality Postgraduate Supervision Workshop</b> , organized by School of Graduate Studies, UPM, 7 – 8 May 2013	Participant
<b>Training for Trainers(TOT) Program Inkubasi Usahawantani</b> , organized by Fac. Agriculture, 17 December 2012	Participant
<b>Case Writing Workshop 2012</b> , organized by CWAM, 3 September 2012	Participant
<b>From Big to Minute: Planning for Micro Franchising</b> , organized by Malaysian Franchise Association, 1 July 2012	Participant
<b>MyRa Workshop</b> , organized by FEP, 10 August 2011	Participant
<b>PBL Course</b> , organized by FEP-Uni. Of Maastricht, 1 May 2011	Participant
<b>Bengkel Pelan Tindakan Taktikal Pusat Inovasi &amp; Pengkormersilan 2010-2013</b> , organized by ICC,UPM, 31 August 2010	Participant
<b>Strategic Deployment Workshop 1 &amp; 2</b> , organized by FEP,UPM, 3 & 22 August 2010	Participant
<b>Bengkel Penulisan Kes Siri-3</b> , organized by School of Graduate Studies, 1 August 2010	Participant
<b>Creative Learning Technique</b> , organized by GSM, 12 November 2008	Participant
<b>Franchise Mediation Seminar &amp; Brainstorming</b> , organized by PNS & MECD, 12 August- 14 August 2008	Participant
<b>Asia Pacific Mediation Forum 2008</b> , organized by APMF & IIUM, 16 June – 18 June 2008	Participant
<b>JPP Research Colloquium</b> , organized by JPP, 13 February – 24 September 2008	Participant
<b>“Introduction To Law” Course</b> for the Management and Professional Training Unit, organised by the Registrar Office, UPM, 18 May 2004.	Participant
<b>Research Methodology Course</b> : “The Role of Research in Law and Judiciary” organized by the Department of Syariah Judiciary Malaysia and Research Management Centre UPM, 24 May 2004	Presenter

<b>Induction Course for Professional &amp; Management Group:</b> “Discipline and Surcharge Act 2000 (Act 605), organized by the Registrar Office, UPM, 17 May 2004	Presenter
<b>Seminar Harta Intelek Untuk Penyelidik</b> , organized by FRIM, 6 May – 8 May 2003	Participant

<b>OTHER CONTRIBUTIONS</b>		
<b>Appointment</b>	<b>Year</b>	<b>Organization (National And International)</b>
<b>Reviewer</b> , for the Governance & Law Review Group (PDCA programme & ICSA IQS)	Since 2009	Malaysian Institute of Chartered Secretaries and Administrators (MAICSA)
<b>Panel Evaluator</b> , Selection Committee for Best Franchise Employer Award, Malaysia Franchise Award 2013	2013	Malaysian Franchise Association
<b>Member</b>	Since 1999	Persatuan Pegawai Akademik, PPAUPM
<b>Lecturer</b> , Business Law and Ethics (GSM5131)	2010-2013, 2016-2017	Putra Business School
<b>Lecturer</b> , Distance Learning Programme Commercial Law (MGM3351) - Bachelor	2014/2015	UPMET
<b>Guest Lecturer</b> , Business Law for Executive Bachelor in Plant Management	May 2016 ; March 2017	Kolej Universiti AgroSains Malaysia (UCAM)
<b>Guest Lecturer</b> , Introduction To Law Course (CEA 1023) for Certificate in Real Estate Valuation (CREV) Program	2011-2012	National Institute of Valuation (INSPEN), Malaysia
<b>Manuscript reviewer</b> entitled “Undang-Undang Kontrak Malaysia : Keterbatasan Skop Pemakaian Dalam Konteks Pengguna”	October 2010	Universiti Kebangsaan Malaysia
<b>Manuscript Reviewer</b>	2009	Dewan Bahasa & Pustaka
<b>Article Reviewer</b> : "The Threats to the Limitations Outlining the Present Parameters of Promissory Estoppel: A Comparative Study"	July 2008	Universiti Malaysia Terengganu
<b>Course Coordinator</b> for the following subjects: i-Commercial Law (MGM3351) - Bachelor ii-Business Law (MGM1314) - Diploma iii-Labor Law (MGM3331) - Bachelor	2002-2004	UPM – IPTS
<b>Subject Matter Expert</b> for Business Law Course	2003	Open University Malaysia
<b>Manuscript reviewer</b> entitled "The	July 2002	UPENA, UiTM

Malaysian Law of Hotel & Catering"		
<b>Lecturer &amp; Moderator</b> , MGTL 1015: Introduction of Business Law Course	2001-2004	Open University Malaysia
<b>Lecturer (Part-time)</b> Degree Program For Executives	2002-2003	Open University Malaysia
<b>Lecturer (Part-time)</b> BBA Executives Program	2000-2013	FEP, UPM

<b>NATIONAL /INTERNATIONAL AFFILIATION</b>		
<b>Organization</b>	<b>Level</b>	<b>Position</b>
Malaysian Franchise Association, SSM-0904-16-UPM (2004-2012)	National	Member
Ministry of Entrepreneur and Cooperative Development Malaysia (2007-2009)	National	Board Member, Franchise Advisory Board

<b>Name of awards</b>	<b>Award Authority</b>	<b>Award Type</b>	<b>Year</b>
Best Paper Award	PRPI	Academic	2008 & 2010

<b>NATIONAL /INTERNATIONAL ACTIVITY</b>			
<b>Organization</b>	<b>Year</b>	<b>Level</b>	<b>Activity</b>
MyIPO - WIPO	2013 - 2016	National/International	As Malaysia representative at meeting with ASEAN delegates, and working the outline of TISC program framework with MyIPO towards the establishment of Technology Innovation Support Centre in Malaysia and for ASEAN Region
Ministry of Higher Education – OIC-CECE	2017	National / International	As Protem Committee for the Establishment of OIC-CECE
INSTP	Dec 2016; Oct 2017	International	As Speaker / Trainer in Workshop on Technology Transfer issues for OIC Member States
Innovation and Technology Managers Association (ITMA Malaysia)	2015	National	As Member
Innovation and Technology	2016/2017	National	As Secretary. A non-profit association for the TTOs in

Managers Association (ITMA Malaysia)	Session		Malaysia
MyIPO – World Trade Institute, Uni of Bern, Switzerland (WTI)	27 Oct 2014	National	As representative stakeholder in <i>Intellectual Property Valuation Initiatives – Stakeholder Consultation</i> , for preparation of IP Valuation Blueprint by MyIPO.
MIGHT – OECD-TIP	10 Oct 2014	National/ International	As representative stakeholder in OECD’s preparation for the Country Study on the National Intellectual Property System of Malaysia