

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	Noor Azlin Ismail		Gelaran <i>(Title)</i> : Dr
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i>	Warganegara <i>(Citizenship)</i> Malaysian	Bangsa <i>(Race)</i> Melayu	Jantina <i>(Gender)</i> Female
Jawatan <i>(Designation)</i> Lecturer		Tarikh Lahir <i>(Date of Birth)</i>	

Alamat Semasa <i>(Current Address)</i>	Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
Taman Putra Kajang Kajang Tel:	Jabatan Pengurusan dan Pemasaran Fakulti Ekonomi dan Pengurusan Tel: Fax:	E-mail: azlin_is@upm.edu.my URL: H/P:

B. KELAYAKAN AKADEMIK <i>(Academic Qualification)</i>			
Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
Ijazah doktor falsafah	- GSM/ UPM - Attachment (Birmingham City University, UK)	2011	Small Medium Enterprises (SMEs) /International Entrepreneurship
Master of Science	GSM/UPM	2004	Small and Medium Enterprises (SMEs)
Ijazah Pengurusan Perniagaan	Universiti Utara Malaysia	1996	Human Resource Management

C. KEMAHIRAN BAHASA <i>(Language Proficiency)</i>					
Bahasa / Language	Lemah Poor (1)	Sederhana Moderate (2)	Baik Good (3)	Amat Baik Very good (4)	Cemerlang Excellent (5)
English				√	
Bahasa Melayu					√
Chinese					
Lain-lain <i>(other)</i> :					

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN <i>(Scientific experience and Specialisation)</i>				
<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>
Maybank Berhad	Credit (loan processing) officer for small and medium enterprises (SMEs)	1996	2000	1. Analyses business plans. 2. Industry reports and trends in each sector. 3. Involvement in government special scheme/agencies 4. Advisor for small and medium enterprises Maybanks' customers 5. Marketing and promoting bank products.
E. PEKERJAAN <i>(Employment)</i>				
<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
Menara Maybank Berhad, Headoffice, Kuala Lumpur	Credit officer	Commercial Banking Division	1996	2000
Universiti Putra Malaysia	Lecturer	Management and Marketing Department	2005	2011
Universiti Putra Malaysia	Senior Lecturer	Management and Marketing Department	2012	
F. ANUGERAH DAN HADIAH <i>(Honours and Awards)</i>				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	1. Outstanding Ph.D Dissertation, 2011- Among top three PhD thesis finalist, 2011 at National Level organized by	National Level by Yayasan Nurul Yaqeen, chaired by Tan Sri Muhyiddin Yassin.	Best thesis PhD thesis competition among Malaysian Public Universities in 2011.	2012

	<p>under the theme “Islam from a world point of view” .</p> <p>2. Invited Scholar First PhD Colloquium McGill University, Canada.</p> <p>3. Invited Scholar PHD student – University of Birmingham City 2009, UK</p>	<p>McGill Conference (2010).</p> <p>Birmingham City University and Ministry of Higher Education Malaysia (2009)</p>		
<i>Non-Academic Awards</i>	Top 5 Lecturer actively used Putra LMS for teaching.	UPM	Active user for Putra LMS under lecturer category	2011/2012
<i>Awards of Merit</i>	<p>1. UPM Excellent Service Award</p> <p>2. Instruments improvements to the agropreneurs award in 2017</p> <p>3. Seminar Usahawan Mudah SAM 2016</p> <p>4. Invited presenter on halal internationalization issues for Halal industry Master Plan development</p>	<p>UPM</p> <p>Agrobank and UCTC, UPM</p> <p>Agrobank and UCTC, UPM</p> <p>HDC</p>	<p>Certificate</p> <p>UPM Co-ordinator</p> <p>UPM Co-ordinator</p> <p>Presenter/research</p>	<p>2012, 2013, 2015, 2016</p> <p>2017</p> <p>2016</p> <p>2017</p>

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) <i>(List of publications – author (s), title, journal, volume, page and year published)</i>	
<i>Journal</i>	<p>1. Noor Azlin (2016) The Roles of International Entrepreneur Orientation and Geographical Scope Level to Determine International Performance: A Case in the Malaysian Halal Food Industry", <i>International Journal of Entrepreneurship</i>.</p> <p>2.Noor Azlin Ismail and Olli Kuivalainen (2015) The effect of internal capabilities and external environment on small and medium enterprises' international performance and the role of the foreign market scope: The case of the Malaysian halal food industry, <i>Journal of International Entrepreneurship</i>.</p> <p>3. Noor Azlin Ismail, Zainal Abidin Mohamed and Jegak Uli (2013) The Moderating Effect of Geographical Scope on the Relationship between Managers' Prior International Knowledge and Working Experience and International Performance in the Malaysian Halal Food Industry, <i>Pertanika Journal of Social Sciences and Humanities</i>.</p>
<i>Books/Monographs</i>	<p>1.Noor Azlin (2015) Mengapa Makanan Halal (Why halal food), publisher: Al Madinah.</p>
<i>Chapter in book</i>	<p>1.Noor Azlin Ismail (2012) Uppsala Model and the Concept of Incremental Internationalization Process, <i>McGraw Hill Publisher</i></p> <p>2. Noor Azlin Ismail (2013) Born Global Firms and Rapid Internationalization Process: Characteristics and Challenges, <i>McGraw Hill Publisher</i></p> <p>3. Noor Azlin Ismail (2015) Characteristics and Marketing Strategy of Born Global SMEs: A Conceptual Review, <i>UPM Publisher</i></p> <p>4. Noor Azlin Ismail (2015) E-Commerce: Challenges and Adoption for SMEs in Malaysia, <i>UPM Publisher</i></p>
<i>Proceedings</i>	<p>LASA 5 American Latin and Asian Studies, University Kebangsaan Malaysia, Bangi (2016)</p> <p>2. The Second Odense Workshop on International Entrepreneurship, Southern Denmark University, Denmark (2016)</p> <p>3. McGill Conference, International Entrepreneurship, Hanken School of Economics, Vaasa, Finland (2016)</p> <p>4. McGill Conference, International Entrepreneurship, University of Pavia, Italy (2012)</p> <p>5. McGill Conference, International Entrepreneurship, McGill University,</p>

	Canada (2010) 6. Research Symposium on Marketing and Entrepreneurship, Chicago, USA (2009) 7. Ist International Conference on Islamic Marketing and Branding, Kuala Lumpur (2010) 8. GSM-FEP-AGBA Conference, Seventh Academy for Global Business and Advancement World Congress (2010) 9. Marketing and Global Seminar for DBA student, Universiti Sains Malaysia, Penang (2010)				
<i>Other publications</i>					
<i>Computer software</i>	Microsoft word and SPSS				
H. PROJEK PENYELIDIKAN TERDAHULU <i>(Past Research Project)</i>					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
05-01-16-1779FR	Developing new measurements for incremental and rapid internationalization process among small and medium enterprises.	Main researcher/principal researcher	2016-2018	FRGS-Ministry of Higher Education	In progress
	Factors affecting small and medium size, upgrading from OEM /ODM to OBM and impact on export performance	Main researcher/principal researcher		Universiti Putra Malaysia	Completed