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Dahlia Zawawi obtained her BSc. degree with a double major in Economics and Management at University of Missouri-Columbia, United States of Amerika 1997. In 2007 she completed her Ph.D at University of Reading, United Kingdom for a thesis on cross-cultural values. She is currently at the Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia (UPM) after serving for the Institute for Social Science Studies (IPSAS) as the Head of Youth Social Health and Wellbeing Laboratory for three years.

Her current research interests are in the fields of people's behaviors in regards of cross-cultural issues, values and emotional intelligence. In addition, she is a member of the Case Writers' Association of Malaysia (CWAM). Academically, she has published a number of journal articles and case studies together with various chapters in books locally and internationally.

Apart from that, she has done a number of research and consultancy projects including the one involving case writing for various organizations such as

Ajinomoto, SME Bank, Razak School of Government (RSOG), Department of Safety and Health (DOSH), Lembaga Tabung Haji (TH), FELDA, PETRONAS Leadership Centre, Ministry of Agriculture and Agro-Based Industry Malaysia (MOA), and Malaysian Science and Technology Information Centre (MASTIC).

At the same time she has also conducted trainings and workshops for organizations such as Universiti Sultan Azlan Shah (USAS), Agensi Anti Dadah Kebangsaan (AADK), Angkatan Koperasi Kebangsaan Malaysia Berhad (ANGKASA), and UNIRAZAK specifically in the area of case writing and case training.



## For any enquiries:

Executive Development and Industry Linkages Unit,  
Faculty of Economics and Management

☎ 03 - 8946 7600

☎ 03 - 8946 7665

✉ [edil\\_fep@upm.edu.my](mailto:edil_fep@upm.edu.my) or [lawsh@upm.edu.my](mailto:lawsh@upm.edu.my)



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