



INVITED SPEAKERS 2025

**OFFICE OF DEPUTY DEAN
RESEARCH AND INNOVATION
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITI PUTRA MALAYSIA**

PUBLICATION TALK

SBE PUBLICATION TALK

SBE Publication Talk refers to a knowledge-sharing session organized by the School of Business and Economics (SBE), Universiti Putra Malaysia (UPM), focusing on topics related to academic publishing, research dissemination, and publication strategies. These sessions are designed to support lecturers and postgraduate students in enhancing their scholarly writing and publication capabilities.



Research Talk: Quality Research and Publication

Speaker : Prof. Yusuf Karbhari
Date : 8 July 2025



Research Talk: Publish With Impact: A Clinic for Social Science Scholars @SBE

Speaker : Prof. Law Siong Hook
Date : 7 August 2025

IN-HOUSE SHARING

SBE IN-HOUSE SHARING SESSION

SPE In-house Sharing Session refers to an internal knowledge-sharing or discussion session organized by the School of Business and Economics (SPE), Universiti Putra Malaysia (UPM). These sessions are typically held to share research findings, best practices, or academic insights among lecturers and postgraduate students.



Transforming Community Engagement into Academic Impact

Speaker : Dr. Najaa Abd Mubin
Date : 22 August 2025



Prosperity with Principles: A Talk on Islamic Finance and Economic Growth ***Faculty Exchange Program at Ajman University, UAE***

Speaker : Dr. Ainatul Aqilah Kamarudin
Assoc. Prof. Dr. Ng Siew Imm
Date : 10 October 2025

IN-HOUSE SHARING



Cryptocurrency: Shariah Compliant or Not?

Speaker : Dr. Taha Mohd Omar
Date : 7 November 2025



Understanding Broader Outcomes Through TSR and the Customer Journey

Turn Your Data into Action: Applying Importance-Performance Map Analysis (IPMA) in Academic Research

Speaker : Dr. Mimi Liana Abu
Dr. Siti Salwa Sheikh Mokhtar
Date : 20 November 2025