



CURRICULUM VITAE



SYAIDATINA AKILA MOHAMAD AZIAN
LECTURER
FACULTY OF BUSINESS & MANAGEMENT
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1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	MASTER OF PHILOSOPHY (MPHIL.)	INTERNATIONAL MARKETING	UNIVERSITI MALAYSIA SABAH	2010-2014
2.	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)	MARKETING	UNIVERSITI TENAGA NASIONAL	2004-2008
3.				
4.				
5.				

2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	DECEMBER 2020 – FEBRUARY 2021	CUSTOMER SERVICE PROFESSIONAL	TELECOMMUNICATI ON SERVICE	VADS. SDN. BHD.
2.	JANUARY 2020 – FEBRUARY 2020	REGISTRAR CUM LECTURER	EDUCATION	KOLEJ PREMIER
3.	SEPTEMBER 2017 – DECEMBER 2019	LECTURER IN MARKETING	EDUCATION	KOLEJ MDIS MALAYSIA
4.	MAY 2016 – FEBRUARY 2017	RESEARCH ASSISTANT	EDUCATION	UNIVERSITI MALAYSIA SABAH
5.	APRIL 2008 – SEPTEMBER 2014	ASSISTANT MANAGER	INFORMATION SYSTEM	COMMERCE DOT COM SDN. BHD.



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3. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.			
2.			
3.			

4. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.			
2.			
3.			

5. CONSULTANCY SERVICES / COMMUNITY SERVICES

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
1.	YOUNG CHANGE MAKERS, WOMEN GIRLS	2019	JOHOR	FACILITATOR
2.				
3.				
4.				
5.				



6. CONFERENCES AND TRAININGS

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1.	6th International Graduate Conference on Engineering, Science and Humanities	15-17 August 2016	UTM Skudai, Johor	
2.	1st International Conference on Innovation and Sustainability	3-4 April 2013	Kuala Lumpur	
3.				
4.				
5.				

7. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

1. Syaidatina Akila, M. A. & Norazah, M. S. (2017). Consumers' intentions to purchase organic food products. In Green Marketing and Environmental Responsibility in Modern Corporations (pp. 86-100). IGI Global.
2. Syaidatina Akila, M. A. & Norazah, M. S. (2014). The potential for greener consumption: Some insights from Malaysia. Mediterranean Journal of Social Sciences, 5(16), 11-17.
3. Syaidatina Akila, M. A. & Norazah, M. S. (2013). Consumers' intention to purchase green product: insights from Malaysia. World Applied Sciences Journal, 22(8), 1129-1134.

8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	Internship & Alumni Committee (FBM)	Faculty of Business and Administration, SUC	July 2021 - present
2.			



9. OTHER RELEVANT INFORMATION

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