

Potential Main/Co Supervisors for Master of Philosophy
NEC: 0400- Business, administration and law not further defined



Prof. Dr Cheng Ming Yu

**Professor,
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Area of Expertise:
Development Economics, Human Capital Development

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Prof. Dato' Dr Tai Shzee Yew

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Prof. Sr. Dr. Anuar bin Alias

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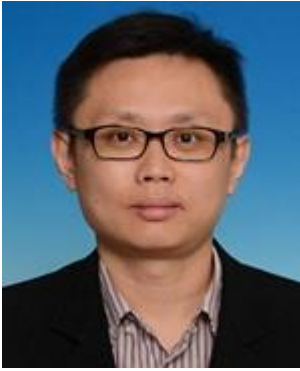
Dr Low Mei Peng

**Associate Professor,
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Area of Expertise:
Artificial Intelligence, Business Research Methodology,
Eco-Tourism, Educational Behavior,
Micro-Level CSR, Organisational Behaviour

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Dr Aik Nai Chiek

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Area of Expertise:

Mergers & acquisitions; Efficiency analysis

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Dr Sia Bee Chuan

**Assistant Professor,
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Area of Expertise:

cultural consumption theories, consumer behaviour, marketing plans

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Dr Aye Aye Khin

**Associate Professor,
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Area of Expertise:

Econometrics Modelling and Simulation Analysis, Agricultural Economics, & Finance Economics, Econometrics, Data Science and Data Analysis (Eviews), & Time Series and Forecasting Analysis

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Dr Law Kian Aun

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Area of Expertise:

Strategic Management, Organisational Behaviour and Cultural Studies

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Dr Tan Pei Meng

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Area of Expertise:

Contract law, Company law

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Dr Lee Hui Shan

**Associate Professor,
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Area of Expertise:

Educational Development, Efficiency, Productivity and Competitiveness, Innovation & Technology Change, Insurance & Actuarial Science, International Economics

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Dr Abdullah Sallehuddin bin Abdullah Salim

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Area of Expertise:

Ethics, Governance, CSR, ESG, Sustainability, Management Accounting, Public Sector Accounting

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Dr Farah Waheeda binti Jalaludin

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Area of Expertise:

Business IT, E-commerce, Information Systems, Mobile Commerce, Social Commerce

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Dr Lim Chee Seong

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Area of Expertise:

Economics, Investment, Financial Technology

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Mr Har Wai Mun

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Area of Expertise:

Development economics, Institutional economics, Sustainable development

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Dr Liew Ping Xin
Assistant Professor,
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Area of Expertise:

**Day Trading, Financial Economics,
Financial Market Liquidity, International Capital Flows,
International Economics, Market Integration / Connectedness**

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Dr Yeong Wai Mun



**Assistant Professor,
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Area of Expertise:

Consumer Behavior, Marketing,
Tourism

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Dr Seah Choon Sen



**Assistant Professor,
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Area of Expertise:

Classification & Prediction (Bioinformatic),
Financial Technology (Big Data Analytics), Social Media Marketing (Digital
Marketing),
TVET in Digital Technology Industry (Digital Learning), Urban Farming
with IoT & Machine Learning (Precision Farming)

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Dr Tee Peck Ling



**Assistant Professor,
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Area of Expertise:

Structure (Foreign Ownership, State Ownership, Chinese Ownership),
Personal Financial Planning, Unit Trust Investments, REITs

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Dr Pok Wei Fong

**Assistant Professor,
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Area of Expertise:

Asset Pricing, Behavioral Finance,
E-commerce, Education Management,
SMEs employment and innovation

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Sr Dr Chin Hon Choong

**Assistant Professor,
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Area of Expertise:

social acceptance; technology diffusion; pro-environmental behaviour;
housing studies

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Dr Ng Kar Yee

**Assistant Professor,
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Area of Expertise:

Economic development, Human capital,
International trade, Labour Economics

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Dr Omar Hamdan Mohammad Alkharabsheh

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Area of Expertise:

Human Resource Management, Leadership

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Dr Tey Sheik Kyin

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Area of Expertise:

Monetary Economics

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Dr Fok Kuk Fai



**Assistant Professor,
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Area of Expertise:

Belt & Road studies, Econometrics,
Global and regional value chain, Mathematical economics,
Scientific collaboration network, Social network analysis (SNA)

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Dr Lee Siew Peng



**Assistant Professor,
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Area of Expertise:

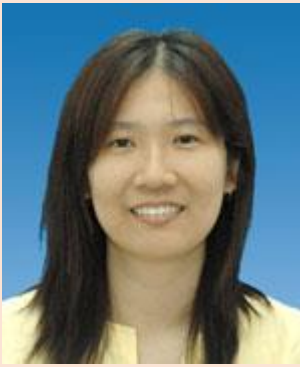
Finance, Mergers and Acquisitions, Islamic Finance and Banking

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Dr Ngoo Yee Ting



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Area of Expertise:

Happiness economics, Macroeconomics

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Dr Foo Meow Yee



**Assistant Professor,
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Area of Expertise:

Supply chain management, international logistics management,
Management and Organisational behaviour.

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Dr Komathi a/p Munusamy



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Area of Expertise:

HRD, Operations Management,
Organisational Behaviour, Supply Chain Management

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Dr Choo Siew Ming

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Area of Expertise:

Cross cultural Business, Financial Fraud,
Financial Planning, Retirement planning

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Dr Lim Boon Keong



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Area of Expertise:

CSR, ESG, financial management, personal financial planning

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Dr Eaw Hooi Cheng



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Area of Expertise:

artificial intelligence and finance, Green stock investment, SDG,
Personal Finance and Wealth, Personal Taxation, Mobile Payment and
Rewards.

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Sr Dr Amalina Binti Azmi



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Area of Expertise:

Ageing in Place, Housing, Real Estate

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Dr Fitriya Binti Abdul Rahim

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Area of Expertise:

International Business, Islamic Tourism, Human Resource Management

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Dr Tiong Kui Ming

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Area of Expertise:

International Economics

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Dr Jayamalathi a/p Jayabalan

**Lecturer,
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Area of Expertise:

Management accounting, Intellectual capital, Disaster risk management, CSR

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Sr Dr Elia Syarafina Binti Abdul Shakur

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Area of Expertise:

Environment and Development, Property Management, Sustainability, Tourism Management, Urban Studies

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Dr Angelina Anne Fernandez

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Area of Expertise:

Food law, cyber law, medical law, labour law, child law

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Dr Corrinne Lee Mei Jyin

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Area of Expertise:

Marketing, Marketing Capabilities, Marketing Communications

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Dr Goh Hong Lip

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Area of Expertise:

Environmental Economics, Environmental Management, Consumer Preference, Content analysis, SEA studies.

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Dr Lau Say Min Claudia

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Area of Expertise:

Environment and Development, Property Management, Sustainability, Tourism Management, Urban Studies

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Dr Lee Kwee Fah

**Assistant Professor,
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Area of Expertise:

Management - financial management, business management, Marketing - consumer behaviour, online marketing

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Dr Lee Sin Yee

**Assistant Professor,
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Area of Expertise:

Economics, Foreign Direct Investment, Economic growth, secondary data analysis

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Dr Lim Wan Leng

**Assistant Professor,
Faculty of Accountancy and Management**

Area of Expertise:

Accounting education, Financial Accounting and Reporting,
Intellectual Capital

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Dr Ooi Bee Chen



**Assistant Professor,
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Area of Expertise:

Economics, Food Consumption, Quality Services

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Dr Ooi Tze Wei



**Assistant Professor,
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Area of Expertise:

Behavioral Economics, Experimental Economics

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Dr Sheelah A/P Sivanathan



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Area of Expertise:

Environment and Development, Property Management, Sustainability,
Tourism Management, Urban Studies

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Dr Tang Kin Leong



**Assistant Professor,
Faculty of Accountancy and Management**

Area of Expertise:

Management Information Systems, Consumer Behaviour, Social Shopping

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Dr Teddy Lian Kok Fei

**Assistant Professor,
Faculty of Accountancy and Management**

Area of Expertise:

Negotiation, Human Resource Management, International Human Resource Management, Consulting Skills, Preparing Country Positions for Multilateral Environmental Agreements (MEAs)

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Dr Yogambigai a/p Rajamoorthy



**Assistant Professor,
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Area of Expertise:

Health & labor Economics, Quantitative Data Analysis, Production estimation, Social Behaviour

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Dr Yong Mun Ching



**Assistant Professor,
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Area of Expertise:

Auditing and Business Advisory Services (such as financial due diligence and investigation), Project Management including innovative problem-solving ability, networking & talent management, Qualitative research

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Ms Loh Yin Xia



**Assistant Professor,
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Area of Expertise:

E-Commerce, Human Computer Interaction, Digital Marketing

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Dr Tan Kok Eng

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Area of Expertise:

Corporate Finance, Personal Finance, Behavioural Finance, Corporate Governance

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