

**Potential Main Supervisors for Doctor 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**

**Professor,  
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**Prof. Sr. Dr. Anuar bin Alias**

**Professor,  
(Faculty of Accountancy and Management)**

**Area of Expertise:**

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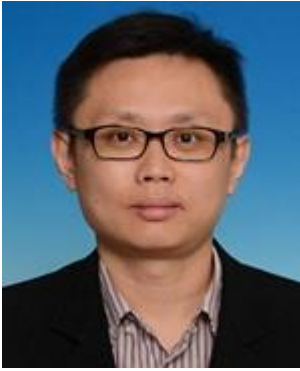
**Dr Low Mei Peng**

**Associate Professor,  
(Faculty of Accountancy and Management)**

**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; FinTech; Sustainability

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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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Strategic Management, Organisational Behaviour and Cultural Studies

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**Dr Tan Pei Meng**

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Contract law, Company law

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**Dr Lee Hui Shan**

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

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**Dr Farah Waheeda binti Jalaludin**

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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**

**Senior Lecturer,  
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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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**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**

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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**

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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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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:**

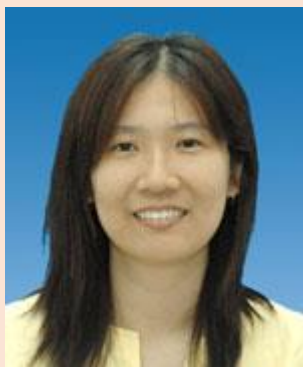
Finance, Mergers and Acquisitions, Islamic Finance and Banking

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Happiness economics, Macroeconomics

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**Dr Foo Meow Yee**



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

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HRD, Operations Management,  
Organisational Behaviour, Supply Chain Management

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**Area of Expertise:**

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

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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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Ageing in Place, Housing, Real Estate

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International Business, Islamic Tourism, Human Resource Management

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International Economics

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**Dr Jayamalathi a/p Jayabalan**

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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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**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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Faculty of Accountancy and Management**

**Area of Expertise:**  
Marketing, Marketing Capabilities, Marketing Communications

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**Dr Goh Hong Lip**

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

**Area of Expertise:**  
Environmental Economics, Environmental Management, Consumer Preference, Content analysis, SEA studies.

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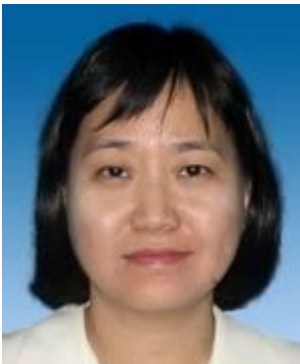
**Dr Lau Say Min Claudia**

**Assistant Professor,  
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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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Behavioral Economics, Experimental Economics

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**Dr Sheelah A/P Sivanathan**



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Environment and Development, Property Management, Sustainability,  
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**Dr Tang Kin Leong**



**Assistant Professor,  
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**Area of Expertise:**

Management Information Systems, Consumer Behaviour, Social Shopping

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**Dr Teddy Lian Kok Fei**

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**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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**Area of Expertise:**

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

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**Dr Yong Mun Ching**

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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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**Dr Tan Kok Eng**

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