

**HATINAH ABU BAKAR**  
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**UITM CAWANGAN KELANTAN**  
**18500 MACHANG KELANTAN.**



### **Career Objective**

To pursue highly challenging and creative career where I can apply my existing knowledge and creativity, acquire news skills and contribute effectively to institution.

### **Personal Particulars**

<b>Age</b>	: 45 years	<b>Date of Birth</b>	: 15 JUNE 1975
<b>Nationality</b>	: Malaysia	<b>Gender</b>	: Female

### **Current Employment**

Universiti Teknologi Mara kampus Machang

Affiliation: Faculty of Business Management

### **Educational Background**

- Ph.D.** : Doctor of Philosophy Human Resource Management (Entrepreneurship, Organizational Behaviour)
- M.B.A.** : Master of Business Administration
- B.S.** : Bachelor in Business Administration (Hons) in Marketing

### **Academic Discipline**

Human Resource Management / Management / Marketing / Entrepreneurship

## Subject Taught

### Marketing

- Principles of Marketing
- Marketing Management
- Product Management
- Consumer Behavior
- Research Methodology
- Business Marketing

### Management

- Introduction to Information System
- Human Resource Management
- Organizational Behavior
- Fundamental of Management
- Personnel Administrative and Management
- Occupational Safety and Health Environment

## Research and Publication

- Wan Saiful 'Azzam Wan Ismail, Ibbrahim bin Zakaria, Nooradzlina Mohd Pauzi, **Hatinah Abu Bakar**, Nurin Amani Sufea Zani, (2019) Empirical Study Between Work Environment and Work Performance in Public Learning Institutions, Malaysian journal of Business Economics Special Edition, 2, 37-45.
- **Hatinah Binti Abu Bakar**, Mazlina Binti Mamat, Mariam Binti Setapa, Nik Sarina Binti Nik Md Salleh (2019), Elevating Academic Staff's Customer Service Experience in Mlaysiaian Public Universities, International Journal of Innovation, Creativity and Change. 7(6), 79-95.
- Marziana Binti Madah Marzuki, Wan Zurina Binti Nik Abdul Majid, Roslina Salwani Binti Hj Shukri, Mohd Zafian bin Mohd Zawawi, **Hatinah Binti Abu Bakar** (2019), Students, Perceptions and Learning Approaches in Accounting: The Role of Mobile Apps Technology, Management and Accounting Review, 18 (3), 1-30.
- Marziana Binti Madah Marzuki, Wan Zurina Binti Nik Abdul Majid, Mohd Zafian Bin Mhd Zawawi, Roslina Salwani Binti Hj Shukri, **Hatinah Binti Abu Bakar** (2019), 4p Model Of Accounting Learning Process: The Role of Mobile Apps Technology Among Non-accounting Students, Journal Of Education For Business, 1(1), 1-8.
- **Hatinah Binti Abu Bakar**, Wahid, K.a., Shahsuzan Bin Zakaria, Mazlina Binti Mamat, (2019), Improvising SME Performance: Innovation as a Mediator. *1st International Conference in Business and Economics. Assumption University, Thailand.*
- Shahsuzan Bin Zakaria, Mohamad Sayuti Bin Md Saleh, Wahid, K.a., **Hatinah Binti Abu Bakar**, (2019) ,The Macroeconomic Determinants of Malaysian Stock Market Return. *1st International Conference in Business and Economics. Assumption University, Thailand.*
- **Hatinah Binti Abu Bakar**, Mazlina Binti Mamat, Nik Zam Nik Wan (2018), Strengthen SME Performance through Learning Orientation and strategic Improvisation. *2nd International Conference on Economic Education and Entrepreneurship (ICEEE 2017). Universitas Pendidikan Indonesia.*

- Nik Zam Nik Wan, **Hatinah Binti Abu Bakar**, Mustaffa Bin Mohamed Zain, (2017), The Benefits of Implementing Environmental Initiatives: Experiences From Malaysian SMEs. *2nd International Conference on Economic Education and Entrepreneurship (ICEEE 2017)*. Universitas Pendidikan Indonesia.
- **Hatinah Binti Abu Bakar**, Mazlina Binti Mamat, MF Samat, Nur Atiqah Zakiyyah Binti Ramlee, Zatul Himmah Bt Abdul Karim. (2017). Effect of Entrepreneurial Orientation, Learning Orientation, Strategic Improvisation on SME Performance, *International Journal of Management and Applied Science*, Institute of Research and Journals, 2(1), 57-62.
- Norhidayah Binti Ali, Zuraidah Binti Mohamed Isa, Dahlia Binti Ibrahim, **Hatinah Binti Abu Bakar**, (2017) ,The effect of Convenience on Online Service Transaction towards Consumer Utilization. The 6th International Conference on Public Policy & Social Science. UiTM.
- Mazlina Binti Mamat, **Hatinah Binti Abu Bakar**, Mf Samat, Nur Haslina Binti Ramli, (2017),The Joint Effects Of Physical Environment Encounter And Personal Interaction Encounter In Enhancing Academic Staff's Customer Service Experience In Malaysian Public Universities. *International Joint Conference (IJC 2017)*.UiTMCK
- Mf Samat, Nur Atiqah Zakiyyah Binti Ramlee, **Hatinah Binti Abu Bakar**, Norazlan Bin Anual, Mohd Faizol Rizal Bin Mohd Rasid, (2017), Endorser Credibility And Its Influence On Thepurchase Intention Of Social Networking Sites consumer: A Mediating Role Of Attitudes Towards advertising, *International Journal of Management and Applied Science*,2 (12),50-56
- **Hatinah Binti Abu Bakar**, Mazlina Binti Mamat (2017), the Role of Knowledge Management as a Mediator between Entrepreneurial Orientation and SME Performance. *Global Conference on Business and Economics Research 2017*. Universiti Putra Malaysia.
- Wan Zurina Binti Nik Abdul Majid, Marziana Binti Madah Marzuki, Roslina Salwani Binti Hj Shukri, Mohd Zafian Bin Mohd Zawawi, **Hatinah Binti Abu Bakar**, (2017) ,3p-Model Of Learning Process Of Accounting: Evidence From Non-Accounting Students In Malaysia's Higher Learning Institutions. *International Conference on Governance, Management and Social Innovation (ICGMSI 2017)*
- **Hatinah Binti Abu Bakar**, Mazlina Binti Mamat, Mohd Zafian Bin Mohd Zawawi, Wan Zakiyatussariroh Binti Wan Husin, Yusrina Hayati Binti Nik Muhammad Naziman, (2017), Thesis Redundancy Identification System (Tris),126-128. *UiTM Perlis. Electronic media*.
- Mazlina Binti Mamat, **Hatinah Binti Abu Bakar**, Nik Zam Nik Wan, Mohd Zafian Bin Mohd Zawawi, (2017), Cost of Direct Material Calculation System (Codmcs),121-123. *UiTM Perlis. Electronic media*.
- Mf Samat, Nur Atiqah Zakiyyah Binti Ramlee, **Hatinah Binti Abu Bakar**, Norazlan Bin Anual, Mohd Faizol Rizal Bin Mohd Rasid , (2016) ,Endorser credibility and its Influence on the Purchase Intention of Social Networking Sites Consumer: a Mediating Role of Attitude towards SNS Advertising. *International Conference on Economics and Business Management (ICEBM)*. Jakarta Indonesia.
- **Hatinah Binti Abu Bakar** and Rosli Mahmood (2016), Examining Strategic Improvisation And Performance Relationship In The SMEs: Moderating Role Of Entrepreneurial Self- Efficacy, *International Business Management*, 10 (13), 2535-2540.

- **Hatinah Binti Abu Bakar**, (2015), Nurturing SME Performance through Knowledge Management, Learning Orientation and Strategic Improvisation. *10th Annual London Business Research*.
- **Hatinah Binti Abu Bakar**, Rosli Mahmood and Nik Nor Hasimah Nik Ismail (2015), Effect Of Learning Orientation Dimension On Small Medium Enterprise Performance, *Advanced Science Letter*, 21, 1772-1775.
- **Hatinah Binti Abu Bakar**, Rosli Mahmood (2015), Fostering Small And Medium Enterprises Through Entrepreneurial Orientation And Strategic Improvisation, *Mediterranean Journal Of Social Sciences Mcser Publishing, Rome-italy*,6(4),81-87.
- **Hatinah Binti Abu Bakar**, Nik Nor Hasimah Nik Ismail, (2014), Combined Effect of Knowledge Management and Entrepreneurial Orientation on Performance of Small and Medium Enterprises. *Knowledge Management International Conference 2014. Universiti Utara Malaysia*.

### Collaborative Research / Consultancy Projects

- NIOSH (Occupational Safety Risk Management Using Electro Risk Management System (E-RMS)- (Project Member)
- Perunding Unit (Upmet)

### Product Innovation

#### Product Innovation

- Students innovation, invention and Design competition (SIIDCOM 2016) - Ultra ever dry.
- Staff innovation, invention and Design competition (SIIDCOM 2016)- Multipurpose netbook bag
- i-TelearN 2017 (Thesis Redundancy identification System (TRIS).(Gold)
- i-TelearN 2017 Cost of Direct Material Calculation Systems (CODMS).
- Invention, Innovation and design Competition (SIIDCOM 2017)- E-Tracking Thesis (ETT) (Bronze)
- Invention, Innovation and design Competition (SIIDCOM 2017)- Purchase Material Calculation System (PMCS) (silver).

### Other Intellectual Contributions

- Coordinator of Office Industry, Community, Alumni Network (April 2020-April 2022)
- Project Member for Research Interest Group (RIG) - Business Governance and innovation (2018-2010).
- Visiting Lecturer at Kasetsart University Thailand (Subject taught: Consumer Behaviour and Product Design and Development). (1 Sept 2019 -13 Sept 2019).
- Coordinator Strategic planning for UiTM Kelantan. (April 2016- April 2019)
- Judge AKRK (2016/2017)
- Examiner for VIVA BM232 (2016/ 2017/2018/2019). UiTMCK
- Speaker for SPSS workshop for BM232 (2016/2018/2019). UiTMCK
- Speaker for "Research Supervision" workshop.
- Reviewer (Full Paper), International Joint Conference (IJC 2019), *Institute Teknologi Bandung, Indonesia*.

- Reviewer (Full paper), National Academic Symposium on Social Science (NASSC) 2018.
- Reviewer (Full paper), Asia Pacific Management Accounting Journal.
- Reviewer (Full paper), Academic Journal of Business Social Science.
- Moderator at Global Conference on Business and Economics Research (GCBER) 2017 14-15 August 2017, *Universiti Putra Malaysia, Malaysia*.
- Judge for Toastmaster Competition organized by FPP, *UiTM Cawangan Kelantan (2018)*.
- Committee Member for Students innovation, invention and Design competition (SIIDCOM 2016)
- Advisor for Students innovation, invention and Design competition (SIIDCOM 2016)
- Judge at Invention, Innovation and design Competition (SIIDCOM 2017)