



SHAMSUL BAHARIN SAIHANI

MBA (International Business), EMU, USA
PhD Candidate, UiTM (expected 2017)

Current roles and responsibilities:

1. Head, Consultancy & Services, IBE
2. Senior Lecturer, FBM, UiTM

Professional development:

1. HDC Halal Certified Trainer
2. HRDF Certified Trainer

Textbook (selected):

1. Co-author, Principles of E-Commerce, Pearson Prentice Hall, ISBN:978-967-349-015-8. (2009)
2. Main Author, International Business: An Introduction, McGraw-Hill, ISBN 978-983-3850-95-2. (2011)
3. Co-author, Product Management & Strategy, McGraw-Hill, ISBN 978-967-5771-17-0. (2011)
4. Co-author, Global Business Strategy, Pearson Prentice Hall, ISBN 9789673492800. (2012)

Research Grant (selected):

1. FRGS – Modelling A Comprehensive SMES' Internationalization Readiness (2015), RM72k
2. FRGS - Export Readiness Model (2013), RM50k

Journal & Publication (selected):

1. Conceptualizing Reputation as Determinant for Born Global New Internet Ventures Intangible Success, Journal of Applied Environmental and Biological Sciences (JAEBS) (Thomson Reuters ISI indexed), Vol. 6, No.6, in Special issue 6, 2016. ISSN: 2090-4274.
2. Born Global New Internet Ventures Intangible Success, Journal of Applied Environmental and Biological Sciences (JAEBS) (Thomson Reuters ISI indexed), Vol. 6, No.6, in Special issue 6, 2016. ISSN: 2090-4274.
3. An Export Readiness Model. Proceeding of International Conference on Business, Management, Tourism and Hospitality (BIZMATOUR 2015) (SCOPUS Indexed) , Advanced Science Letters, Volume 21, Number 6, June 2015. ISSN: 1936-6612 .

International Business, Finance, Economics, etc.

- Consultant, Public Transportation System – Ministry of Transport/EPU (2008), project value: RM2 million
- Principal Consultant, International Leadership for Senior International Police Officer – PDRM (2014, 2015, 2015), project value: RM120k
- Project Leader, Leadership for Middle Command Police Officer – PDRM (2014, 2015, 2015), project value: RM25k
- Consultant, Groom Big Project – MPC / MITI, (2012, 2013), project value: RM72k
- Consultant, Net Cost USO Postal – SKMM, (2012), project value: RM87k
- Principal Consultant, Halal Retail Certification – Ershang Jinghua Tea, Beijing, China, project value: RM100k
- Consultant, Halal Retail Certification – Yueshengzhai, Beijing, China, project value: RM215k

Management & HR

- Principal Consultant, Employee Engagement – PNMB (GLC), (2012, 2015), project value: RM120k
- Principal Consultant, Employee Engagement – MTM (TNB Subsidiary), (2011, 2012, 2016), project value: RM76k
- Principal Consultant, Organizational Loyalty – Johor Land (JCorp Group), (2012), project value: RM25k
- Principal Consultant, Organizational Loyalty – Damansara Asset (JCorp Group), (2012), project value: RM25k
- Principal Consultant, Compensation & Benefits Study – TSG (TNB Subsidiary), (2014), project value: RM30k

Marketing & Retailing

- Principal Consultant, Customer Satisfaction Index – TSG (TNB Subsidiary), (2010, 2011, 2012, 2013), project value: RM55k
- Principal Consultant, Customer Satisfaction Index – TCI (TNB Subsidiary), (2011, 2012), project value: RM40k
- Principal Consultant, Customer Satisfaction Index – MTM (TNB Subsidiary), (2010, 2011, 2012, 2013, 2014, 2015, 2016), project value: RM145k
- Consultant, Buy Malaysia Good Campaign – Ministry of Domestic Trade, Co-operatives and Consumerism (KPDNKK), (2014), project value: RM293k
- Principal Consultant, Managing Customer Relationship - MTM (TNB Subsidiary), (2015), project value: RM24k
- Consultant, Repositioning of a retail store – PERNAMA, (2015), project value: RM18k
- Consultant, Retail Pharmacy Management – Alpro Pharmacy, (forthcoming 2017), project value: RM60k