

CURRICULUM VITAE



[TOP](#)

Assoc. Prof. Dr. Zulhamri Abdullah

I. MY PERSONAL NARRATIVE

ZULHAMRI ABDULLAH is a Deputy Dean (Research, Innovation & Industry Linkages) at Faculty of Modern Languages & Communication (FBMK), Universiti Putra Malaysia (UPM). He is also an Associate Professor of Corporate Communication at the Department of Communication, FBMK, UPM. Currently, he is also a Corporate Advisor of the MAUS Academy of Malaysia and an Accredited MAUS Coaching GOLD Partner with MAUS Business System, Sydney, Australia. Zulhamri is a Certified HRDF Professional Trainer. He was a Director of the Centre for Entrepreneurial Development & Graduate Marketability (CEM), Universiti Putra Malaysia. He was Academic Representative cum Director of Research & Analytics at the Reputation Institute. He was also a member of the European Public Relations & Education Association. He was a Council Member of the Institute of Public Relations Malaysia. He earned a PhD in Corporate Communication under supervision of Professor Dr Terry Threadgold, Pro Vice Chancellor of Cardiff University, UK. He also earned a Master's degree in Corporate Communication from Universiti Putra Malaysia and a Bachelor's degree in Communication (PR) and minor in Psychology and Economic from National University of Malaysia. He received a Postgraduate Diploma in Entrepreneurship from Cambridge Judge Business School and completed a Harvard's Advanced Management Development Program. Zulhamri currently teaches reputation management, corporate and organizational communication, and entrepreneurial communication at the undergraduate and postgraduate levels at Universiti Putra Malaysia. He is regularly invited to teach communication at several leading universities such as University of Malaya, Open University, and Northern University of Malaysia. As a Project Leader, he leads 20 research projects with a highly talented team. He won **Emerald Excellence Award** for Highly Commendable Paper. He won an **International Award - The Federation of University Islamic World (FUIW) Prize for University Research**. He also won **Young Researcher** at the Top Researcher Award (APC), Universiti Putra Malaysia. He was awarded the **Excellent Service Award** by Universiti Putra Malaysia. He also won a **Gold medal, Silver Medal, and Bronze medal** at annual Exhibition of Invention, Research and Innovation, Universiti Putra Malaysia. He is an author of a textbook on 'International Corporate Communication' published by Pearson Prentice Hall. His research papers were also published in the citation index of Marketing Intelligence Planning, Social Responsibility Journal, and Public Relations Review. In a professional service, he has actively delivered talks and training workshops on public relations and communication in public and private sectors in Malaysia and Brunei. He has actively participated in national and international conferences in several countries such as Switzerland, Germany, Slovenia, Netherland, Cyprus and the United Kingdom.

Education

<i>Degree</i>	<i>Class/Achievement</i>	<i>University Awarded</i>	<i>Year</i>
Postgraduate Diploma	PASSED	Cambridge University, United Kingdom	2013
PhD	PASSED	Cardiff University, United Kingdom	2006
PhD Thesis Titled: Towards the Professionalization of Public Relations in Malaysia: Perception Management & Strategy Development (Corporate Communication)			
Master	3.68	Universiti Putra Malaysia, Malaysia	2000
Master Thesis Titled: Corporate Image of Telekom Malaysia Berhad: A Study of Customer Satisfaction & Quality of Service (Corporate Communication)			
First Degree	2 nd Class Upper	Universiti Kebangsaan Malaysia, Malaysia	1997
Bachelor Thesis Titled: Issues Management in the Oil Industry: A Case Study on Petronas Berhad (Corporate Communication)			

Field of Specialization

Corporate Communication
Organizational Communication
Entrepreneurship

Areas of Interest

Corporate Reputation
Corporate Identity
Corporate Branding
Entrepreneurial Communication

Professional Memberships

Institute of Public Relations Malaysia (IPRM) as Member (2009 - current)
Institute of Public Relations Malaysia (IPRM) as Council Member (2007-2008)
European Public Relations & Education Association as Member (2007-2009)
The Chartered Institute of Public Relations, UK as Affiliate Student Member (2002)

Academic and Administrative positions

Academic Duties / Committee Members

No.	Title	Name of Program and Level (International / National / University / Faculty / Department)	Year
1.	Chief Editor	Asian Journal of Applied Communication (AJAC)	2018 to date
2.	Panel Assessor	Academic Swa-accreditation of University	2018 to date
3.	Academic Assessor	Malaysian Qualification Accreditation	2010 to date
4.	Chief-Editor	A Global Media Journal (joint-host with Purdue University – International Level)	2017 - 2018
5.	Co-Editor	A Global Media Journal (joint-host with Purdue University – International Level)	2010 - 2016
6.	Journal Reviewer	A citation index of Marketing Intelligence and Planning (International Level)	2016
7.	Scientific Committee Member	International Soft Science Conference (ISSC '16) for Universiti Utara Malaysia	2016
8.	Journal Reviewer	A citation index of Social Responsibility Journal (International Level)	2012, 2015, 2016
9.	Committee Member	Forum Hala Tuju Transformasi Industri Kreatif sempena Festival Filem Malaysia kali ke-26 (National Level)	2015
10.	Chief Editor	Website of Centre of Entrepreneurial Development & Graduate Marketability (CEM), UPM (University Level)	2013 - 2015
11.	Journal Reviewer	A citation index of Journal of Brand Management (International Level)	2011, 2012, 2015
12.	Committee Member	Karnival Kerjaya & Keusahawanan Graduan (National Level)	2015
13.	Scientific Committee Member	International Conference on Communication and Media (i-COME '14) for Universiti Utara Malaysia	2014
14.	Committee Member	SUKIPT Business Challenge (National Level)	2014
15.	Committee Member	Seminar Usahawan Inovasi Piala Menteri Pendidikan Malaysia (National Level)	2014
16.	Committee Member	Seminar Koperasi IPT (National Level)	2014
17.	Committee Member	National Young Entrepreneur Summit (NYES) (National Level)	2014
18.	Committee Member	Program Pembangunan Ekonomi Melayu (National Level)	2014

19.	Journal Reviewer	“Strategic Leadership and Corporate Brand” PERTANIKA Journal of Social Sciences and Humanities	2014
20.	Chairman	Karnival Kerjaya & Keusahawanan Graduan (National Level)	2013

Administrative Duties

No.	Position	Department / Faculty / Other Organization	Year	Duration
1.	Deputy Dean	Research & Innovation, Faculty of Modern Languages & Communication	2019 - 2021	2 years
2.	Corporate Advisor	Jobrecco Sdn Bhd	2018 - 2020	3 years
3.	Chairman	JISEM: JAMIN Institute of Sustainability & Entrepreneurship Management	2018 - 2021	4 years
4.	Corporate Advisor	MAUS Academy Malaysia Sdn Bhd, (MAM)	2016 to date	1 year & 10 months
5.	Non - Committee Member	Communication and Multimedia Content Forum (CMCF)	Sept 2012 to date	To date
6.	Member	Institute of Public Relations Malaysia	2011 to date	To date
7.	President	Cambridge Association of Malaysian Entrepreneurial Advisor (CAME)	2012 - 2016	5 years
8.	Director	VCAME Sdn Bhd	2014 - 2015	2 years
9.	Director	Centre of Entrepreneurial Development & Graduate Marketability (CEM), UPM	2013 - 2015	3 years
10.	Coordinator for My3S	Universiti Putra Malaysia	2011 - 2012	2 years
11.	Director	Career Placement Centre (CPC), UPM	2012	1 year
12.	Deputy Director	Centre of Entrepreneurial Innovation and Student Development (CEISED), UPM	2011	1 year
13.	RU Auditor	Research Management Centre, Universiti Putra Malaysia	2010 - 2011	2 years
14.	Deputy Director	Centre for Co curriculum, UPM	2006 - 2010	3 years
15.	RU Auditor	Research Management Centre, UPM	2010 – 2010	1/4 years
16.	Member of EUPRERA	European Public Relations & Education Association (EUPRERA) (International)	2006 – 2010	3 years
17.	Member of Educational	Institute of Public Relations Malaysia (National)	2008 - 2010	1 year & 6 months

	Committee			
18.	Acting Director	Centre for Co curriculum, UPM	2009	2 months
19.	Council Member	Institute of Public Relations Malaysia (National)	2007	1 year

UPM Excellent Service Recognition Awards

No.	Award / Recognition	Title of Project / Program / Event	Organization Awarded	Date
1.	Best Paper Award	<i>“The Relationship Between Corporate Social Responsibility and Organizational Commitment in the Publishing Company”</i> ASEAN University Conference on Public Relations & Communication	UUM/IPRMSA	2019
2.	Excellent Service Certificate	Sijil Perkhidmatan Cemerlang	UPM	2018
3.	Best Paper Award	<i>“Does Storytelling Add Value to Malaysian Research Universities?”</i> ASPIKOM Internationalk Communication Conference (AICCON)	AICCON	2018
4.	Best Paper Award	<i>“Conceptual Exploration of Storytelling within Organization”</i> ASEAN University Conference on Public Relations & Communication	UUM/IPRMSA	2017
5.	Best Paper Award	<i>“Conceptual Exploration on the Effects of Internal Communication and Organizational Identification on Employee Engagement in Media Organizations”</i> ASEAN University Conference on Public Relations & Communication	UUM/IPRMSA	2017
6.	Gold Award for Poster Presentation Competition	International Research Conference and Innovation Exhibition (IRCIE) 2016 on <i>“New Holistic Framework for Malaysian Palm Oil Companies’ CSR Engagement in International Community”</i> (International)	UniKL- Malaysian Institute of Industrial Technology	2016
7.	Excellent Service Certificate	Sijil Perkhidmatan Cemerlang (90.33%)	UPM	2015
8.	Excellent Service Award	Anugerah Perkhidmatan Cemerlang	UPM	2015

9.	Emerald 2014 Award of Excellence - Winner of Highly Commended Paper	Building a Unique Online Corporate Identity (International)	Emerald Insight	2014
10.	Best Paper Award	International Conference “Global Trends in Academic Research (GTAR)” on “ <i>Developing an Index for Medical Tourism</i> ”. (International)	GTAR Telkom University, Indonesia	2014
11.	Excellent Service Certificate	Sijil Perkhidmatan Cemerlang (96.11%)	UPM	2013
12.	Excellent Service Certificate	Sijil Perkhidmatan Cemerlang (97%)	UPM	2012
13.	Bronze Medal in PRPI Research and Innovation	Strategic Leadership in Corporate Communication: The Importance of Executive Coaching. (University)	UPM	2011
14.	Excellent Service Certificate	Sijil Perkhidmatan Cemerlang (97.23%)	UPM	2011
15.	Silver Medal in PRPI Research and Innovation	Projecting (New) International Reputation Management in Asian Country	UPM	2010
16.	Finalist The Outstanding Young Malaysian Awards	The Outstanding Young Malaysian Awards 2009 Ceremony	Junior Chamber International Malaysia (JCIM)	2009
17.	Bronze Medal in PRPI Research and Innovation	Groups in Context: A Model of Group Effectiveness	UPM	2009
18.	Excellent Service Award	Category: Deputy Director	UPM	2009
19.	International Award - The 2007 FUIW Prize for University Research	Beyond Corporate Image: Projecting International Reputation Management as A New Theoretical Approach in a Transitional Country	Federation of the Universities of the Islamic World (FUIW)	2008
20.	Young Researcher Award	The Top Researcher Award (APC) Ceremony	UPM	2008
21.	Gold Medal in PRPI Research and Innovation	Toward International Cultural Diversity Management of Public Relations: Viewpoints of Chairmen/CEOs	UPM	2008
22.	Silver Medal in PRPI Research and Innovation	Towards the Professionalisation of Public Relations in Malaysia	UPM	2008
23.	Excellent Service Award	Category: Deputy Director	UPM	2008

II. TEACHING

COURSES

Postgraduate Courses

Undergraduate Courses

Undergraduate Courses - Distance Education

Postgraduate Courses - Outside the University

Postgraduate Courses

No	Code and Name of Courses	Credit Hour	Number of Students	Teaching Assessment	Semester/ Academic Year
1.	KOM5315 Organizational Communication	3	17	-	Sem. 2 2018/2019
2.	KOM5315 Organizational Communication	3	35	4.93	Sem. 1 2018/2019
3.	KOM5315 Organizational Communication	3	33	4.54	Sem. 2 2017/2018
4.	KOM5315 Organizational Communication	3	29	4.89	Sem. 1 2017/2018
5.	KOM5315 Organizational Communication	3	27	-	Sem. 2 2016/2017
6.	KOM5315 Organizational Communication	3	53	4.21	Sem. 1 2016/2017
7.	KOM5315 Organizational Communication	3	35	4.61	Sem. 1 2015/2016
8.	KOM5317 Theories and Practice of Corporate Communication	3	40	4.15	Sem. 1 2015/2016
9.	KOM5315 Organizational Communication	3	40	4.08	Sem. 2 2014/2015
10.	KOM5315 Organizational Communication	3	40	-	Sem. 1 2014/2015
11.	KOM5315 Organizational Communication	3	30	4.50	Sem. 2 2013/2014
12.	KOM5315 Organizational Communication	3	40	-	Sem. 1 2013/2014
13.	KOM5315 Organizational Communication	3	40	4.55	Sem. 2 2012/2013
14.	KOM5315 Organizational Communication	3	50	4.51	Sem. 1 2012/2013
15.	KOM5315 Organizational Communication	3	40	-	Sem. 2 2011/2012
16.	KOM5315	3	80	4.88	Sem. 1 2011/2012

	Organizational Communication				
17.	KOM6362 Current issues in Organizational Communication	3	10	4.20	Sem. 2 2009/2010
18.	KOM5315 Organizational Communication	3	15	3.82	Sem. 2 2009/2010
19.	KOM5315 Organizational Communication	3	34	4.32	Sem. 1 2009/2010
20.	KOM6362 Current issues in Organizational Communication	3	5	-	Sem. 2 2008/2009
21.	KOM5315 Organizational Communication	3	30	-	Sem. 2 2008/2009
22.	KOM5315 Organizational Communication	3	30	-	Sem. 1 2008/2009
23.	KOM5315 Organizational Communication	3	30	-	Sem. 2 2007/2008
24.	KOM5315 Organizational Communication	3	41	-	Sem. 1 2007/2008
25.	KOM5315 Organizational Communication	3	40	-	Sem. 2 2006/2007

Undergraduate Courses

No.	Code and Name of Courses	Credit Hour	Number of Students	Teaching Assessment	Semester/ Academic Year
1.	KOC3466 Corporate Writing (Executive)	3	49	-	Sem. 3 2018/2019
2.	KOM3433 Entrepreneurial Communication	3	79	-	Sem. 2 2018/2019
3.	KOC4201 Reputation Management	3	41	-	Sem. 2 2018/2019
4.	KOC3402 Basic Strategic Communication (Executive)	3	70	-	Sem. 2 2018/2019
5.	KOM3433 Entrepreneurial Communication	3	76	4.64	Sem. 1 2018/2019
6.	KOC4201 Reputation Management	3	36	4.68	Sem. 1 2018/2019
7.	KOC4201 Reputation Management (Executive)	3	21	-	Sem. 1 2018/2019
8.	KOM3433 Entrepreneurial Communication	3	82	4.71	Sem. 2 2017/2018
9.	KOC4201 Reputation Management	3	34	4.20	Sem. 2 2017/2018
10.	KOC3301 Introduction to Corporate Communication (Executive)	3	53	-	Sem. 1 2017/2018
11.	KOM3433 Entrepreneurial Communication	3	83	4.50	Sem. 1 2017/2018
12.	KOC4201 Reputation Management	3	52	4.68	Sem. 1 2017/2018
13.	KOM3433 Entrepreneurial	3	80	4.34	Sem. 2 2016/2017

	Communication				
14.	KOC3466 Corporate Writing	3	2	4.60	Sem. 2 2016/2017
15.	KOC4201 Reputation Management	3	27	4.68	Sem. 2 2016/2017
16.	KOC3466 Corporate Writing	3	39	-	Sem. 1 2016/2017
17.	KOM3433 Entrepreneurial Communication	3	80	-	Sem. 1 2016/2017
18.	KOC4201 Reputation Management	3	40	-	Sem. 1 2016/2017
19.	KOM3433 Entrepreneurial Communication	3	80	-	Sem. 2 2015/2016
20.	KOM3433 Entrepreneurial Communication	3	80	4.16	Sem. 1 2015/2016
21.	KOM3433 Entrepreneurial Communication	3	80	-	Sem. 1 2014/2015
22.	KOM3433 Entrepreneurial Communication	3	40	-	Sem. 1 2014/2015
23.	KOC4201 Reputation Management	3	40	-	Sem. 1 2014/2015
24.	KOC3433 Communication Skills in Organizations	3	40	-	Sem. 1 2014/2015
25.	KOM3433 Entrepreneurial Communication	3	40	4.59	Sem. 2 2013/2014
26.	MGM3180 Basic Entrepreneurship	3	40	-	Sem. 1 2013/2014
27.	KOC4201 Reputation Management	3	40	-	Sem. 1 2013/2014

III. SUPERVISION

I. MASTERS DEGREE

Masters with Thesis

Chair of Supervisory Committee - On-going

Co-Supervisor - On-going

Masters without Thesis

Chair of Supervisory Committee - On-going

II. Ph.D

Chair of Supervisory Committee - On-going

Co-Supervisor - On-going

III. MASTERS & Ph.D

Masters with Thesis - Completed/Graduated

Masters without Thesis - Completed/Graduated

Ph.D of Chair of Supervisory Committee - Completed/Graduated

Ph.D of Co-Supervisor - Completed/Graduated

SUMMARY OF SUPERVISORY ACTIVITIES

Master	Master (With Thesis)	Chair (ongoing)	-
		Co-Supervisor (ongoing)	1
		Chair (graduated)	4
		Co-Supervisor (graduated)	1
PhD	Master (Without Thesis)	Graduated	31
		Chair (ongoing)	6
		Co-Supervisor (ongoing)	5
		Chair (graduated)	2
Total		Co-Supervisor (graduated)	2
			52

POSTGRADUATE SUPERVISION

MASTERS WITH THESIS - Completed/Graduated

No	Program	Name of Students and Title of Thesis/Project	Main Supervisor/ Co-supervisor	Status (Completed/ Ongoing)	Year Graduated
1.	Master	Wong Shin Yee GS34859 (The Corporate Reputation of Air Asia: An Exploratory Study on Consumers' Satisfaction and Loyalty on Quality of Services)	Main Supervisor	Completed	2016
2.	Master	Siti Nur Affni bt. Ariffin (Corporate Social Responsibility (CSR) Practices and Understanding Among BSN Employees)	Main Supervisor	Completed	2016
3.	Master	Narges Baninajarian GS18370 (The Role of Email in Improving Task Performance among Executives in Multimedia University, Malaysia).	Main Supervisor	Completed	2009
4.	Master	Shabnam Hamdi GS19640 (Relationship between Leader Consideration and Leaders-members exchanges With Organizational Commitment in Imam Khomeini Hospital).	Main Supervisor	Completed	2010

MASTERS WITHOUT THESIS - Completed/Graduated

No	Program	Name of Students and Title of Thesis/Project	Main Supervisor/ Co-supervisor	Status (Completed/ Ongoing)	Year Graduated
1.	Master without thesis	Liu Xiaocui (GS50344) (Relationships between Social Media Content Marketing Communication and the Brand Loyalty of Customers in the Telecom Industry)	Main Supervisor	Completed	2019
2.	Master without thesis	Tham Yee Ling (GS49651) (Relationship between Verbal Communication Behaviors and Communication Competence in the L'Oreal Malaysia).	Main Supervisor	Completed	2019

3.	Master without thesis	Taanya Luxmy Pannnerselvam (GS47111) (Relationships between Social Networking and Individual Job Performance of Law Sector in Malaysia)	Main Supervisor	Completed	2018
4.	Master without thesis	Nur Fatin Syahirah Mohd Ramli (GS47764) (Relationship between Corporate Social Responsibility and Organizational Commitment in the Publishing Company)	Main Supervisor	Completed	2018
5.	Master without thesis	Noriza (GS47237) (Imej Korporat Jabatan Penerangan Malaysia berdasarkan Kepuasan Pelanggan dan Kualiti Perkhidmatan).	Main Supervisor	Completed	2018
6.	Master without thesis	Harith Hashim (GS47755) (Hubungan antara Komunikasi dalam Organisasi terhadap Kepuasan Kerja di Jabatan Imigresen Malaysia).	Main Supervisor	Completed	2018
7.	Master without thesis	Dalina Kamaruddin (Hubungan di antara Gaya Komunikasi Ketua dan Komitmen Organisasi dengan Kesiediaan Perubahan ke Arah Transformasi Pengurusan Lean di UPM).	Main Supervisor	Completed	2017
8.	Master without thesis	Mbadiwe Christie Ngozi (The Relationship between Perceived Usefulness, Perceived Ease of Use of UPM CEM's Facebook Platform and its Communication Satisfaction).	Main Supervisor	Completed	2014
9.	Master without thesis	Innocent C. Nwankwo GS36621 (Examining the Usage & Satisfaction Level of Plus Traffic Twitter as A News Media Among Malaysian Road Users).	Main Supervisor	Completed	2014
10.	Master without thesis	Yeow Jian Hui (The Relationship between Corporate Social Responsibility and Brand Image Among Universiti Tunku Abdul Rahman (UTAR)'s Undergraduate Students).	Main Supervisor	Completed	2014

DOCTOR OF PHILOSOPHY

Chair of Supervisory Committee - On-going

No	Program	Name of Students and Title of Thesis/Project	Main Supervisor/ Co-supervisor	Status (Completed/ Ongoing)
1.	PhD	Ashe Abdullahi Abdulrahaman GS51618 (The Impact of CSR Dimensions on Corporate Reputation: Mediating Role of Legitimacy and Trust)	Main Supervisor	DF – Passed CE - Passed
2.	PhD	Thinakaridevi Shanmugam GS52975 (Moderating Effect of Information Transparency in the Relationship between CSR Communication Strategy and Employees Engagement towards CSR Initiatives).	Main Supervisor	On-going
3.	PhD	Khairul Nizam Samsudin GS27789 (Professional Competencies and Work Categories in Public Relations: An Analysis Among PR Practitioners in Government-Linked Companies)	Main Supervisor	Submitted Viva correction
4.	PhD	Nuzatul Shima Sulaiman GS44478 (The Effect of Strategic Internal Communication & Employee Engagement on Organizational Reputation)	Main Supervisor	DF – Passed CE - Passed
5.	PhD	Nurafiq Inani Man GS42609 (Factors Influencing Intercultural Friendship Formation on Facebook)	Main Supervisor	DF – Passed CE - Passed
6.	PhD	Zainal Arifin Md Tahir GS 47363 (The Role of CEOs in Managing Corporate Reputation & Communication Leadership among the Government Linked Corporations)	Main Supervisor	Thesis submission

7.	PhD	Zhu Qing [Nancy] (GS55997) (The cognitive influence factors of Chinese national image promo on overseas students in Malaysia).	Main Supervisor	On-going
8.	PhD	Sannan Waheed Khan (The Role of Chrismatic Leadership Communication and Global Capability Framework in Reframing Public Relations for Organisational Sustainability).	Main Supervisor	On-going
9.	PhD	Nur Shaeda Darus (Internal Reputation Management Among the Malaysian Top University: Corporate Reputation and Universities).	Main Supervisor	On-going
9.	PhD	Ling Hooi Lee [Ally] (Moderating Role of Internal Communication Satisfaction in the Influence of Reputation Benefits and Burdens on Employee Advocacy)	Main Supervisor	On-going

Co-Supervisor - On-going

No	Program	Name of Students and Title of Thesis/Project	Main Supervisor/ Co-supervisor	Status (Completed/ Ongoing)
1.	PhD	Duan Kuan (GS52605) (The Online News Coverage and its Influence towards Chinese National Image as Perceived by Youth in Malaysia)	Co-Supervisor	Ongoing
2.	PhD	Nul Widaya Mohamed Nawi (Peranan Media Baru dan Keterlibatan Sosial Dalam Kalangan Belia)	Co-Supervisor	Ongoing
3.	PhD	Ramzi Mohammed Ali Alarabi (The impact of visual communication on social media in changing consumer behavior of working mothers in Jordan)	Co-Supervisor	Ongoing

4.	PhD	Manonmani a/p Veramohan (Developing Professionalism in Media Industry)	Co-Supervisor	Ongoing
5.	PhD	Kalaivany a/p Nagappan (Ethical Leadership and Effective Employee Communication in Reducing Employees Stress During Organisational Crisis)	Co-Supervisor	Ongoing

Chair of Supervisory Committee - Completed/Graduated

No	Program	Name of Students and Title of Thesis/Project	Main Supervisor/ Co-supervisor	Status (Completed / Ongoing)	Year Graduated
1.	PhD	Ahmad Lawal Gusau GS37307 (Attitudinal Professionalism and Professional Competencies as Predictors of Public Relations Practitioners' Self-Efficacy)	Main Supervisor	Completed	2017
2.	PhD	Muhamad Fazil Bin Ahmad GS24111 (Developing the Antecedents of City Brand Personality of Bandar Melaka)	Main Supervisor	Completed	2014

Co-Supervisor - Completed/Graduated

No	Program	Name of Students and Title of Thesis/Project	Main Supervisor/ Co-supervisor	Status (Completed/ Ongoing)	Year Graduated
1.	PhD	Mohd Syuhaidi Abu Bakar (Mediating Role of Gratification towards Relationships between Expectation and Continuance Intention to Watch Movies on Youtube)	Co-Supervisor	Completed	2017
2.	PhD	Mohammad Firdaus Abdullah GS14567 (Implementation Communication as the Correlate of Success for Organizational Change in Telekom Malaysia).	Co-Supervisor	Completed	2009

SCHOLARLY WORKS

Journal Articles

A. Citation Indexed

B. Non-Citation Indexed

Books

Book Chapters

Proceedings

Modules / Study Guides

Popular Writings

SUMMARY OF SCHOLARLY WORKS

Journal Articles Citation Indexed	47
Books	14
Book Chapters	8
Proceedings	43
Modules / Study Guides	8
Popular Writings	8
Total number of scholarly contributions	128

H-Index	Scopus - 4
	Google Scholar - 11

SUBMISSIONS

Journal Articles	15	Submitted for publication
	5	Accepted
Modules / Study Guides	4	Reviewed & Awaiting to be published

Journal Articles (Citation Indexed)

No.	Title of Journal Papers	Year
1.	Zulhamri Abdullah, Wan Fauziah Wan Yusoff and Fakhrul Anwar Zainol, (2020), "Enhancing the Entrepreneurial Intention on the Regulatory Impact Assessment: Evidence from Wholesalers Experiences", <i>International Journal of Supply Chain Management</i> , SCOPUS (Accepted March 2020)	2020
2.	Zulhamri Abdullah, (2020), "The Antecedents and Consequences of Country Reputation Management (CRM): An Agenda for Future Research", <i>International Journal of Innovation, Creativity and Change</i> , SCOPUS Q3 (Accepted May 2020)	2020
3.	Zulhamri Abdullah, (2020), "The Development of an i-Branding Software for Asian Local Products", 'International Journal of Recent Technology and Engineering, Vol. 9 Issue 1, SCOPUS (Accepted March 2020)	2020
4.	Zulhamri Abdullah, Wan Fauziah Wan Yusoff and Fakhrul Anwar Zainol, (2020), "Measuring the Regulatory Impact Assessment for Entrepreneurial Sustainability Based on a Stakeholder Reaction", <i>Asian Journal of Agriculture and Rural Development</i> , Vol. 10, No., SCOPUS (Accepted May 2020)	2020
5.	Zulhamri Abdullah, Wan Fauziah Wan Yusoff and Fakhrul Anwar Zainol, (2020), "The Efficacy of the Implementation of Regulatory Impact Analysis (RIA)", <i>International Journal of Asian Social Science</i> , ERA (Accepted April 2020)	2020
6.	Zulhamri Abdullah & Taanya Luxmy Panneerselvam, (2019), "The Relationship between Social Media Usefulness and Ease of Use with Individual Job Performance of Lawyers in Malaysia", <i>Journal of Education and Social Sciences</i> , 9(1), 90-98.	2019
7.	Hanis Sofea Zulkifli, Syed Agil Alsagoff, & Zulhamri Abdullah, (2019), "The Roles of Citizen Journalists in The New Media: A Focus Group Study", <i>Asian Journal of Applied Communication</i> , 8(1)	2019
8.	Man, N. I., Abdullah, Z., Mohd Hasan, N. A., & Tamam, E., (2019), "Chairman's Statement of a Malaysian Public University: A Critical Discourse Analysis", <i>International Journal of Accounting, Finance and Business</i> , 4(19), 31-43.	2019
9.	Nurafiq Inani Man, Zulhamri Abdullah, Ezhar Tamam, & Nurul Ain Hasan, (2019), "A Communications Strategy of the Malaysian Research Universities to add Value", <i>Jurnal The Messenger</i> , 11(1), 56-69.	2019
10.	Zulhamri Abdullah, (2018), "University Branding: Employers' Expectation on University Graduates in Job Performance", <i>Jurnal Personalia Pelajar</i> , 21(1), 95-104.	2018
11.	Zainal Arifin Md Tahir, Zulhamri Abdullah, Syed Agil Syed Alsagoff, & Nurul Aien Hasan, (2018), "The Role of CEOs in Managing Corporate Reputation through Communication Leadership among the Leading Media Government-linked Companies, <i>Journal of Education and Social Sciences</i> , 9(1), 90-98.	2018
12.	Ahmed Lawal Gusau, Zulhamri Abdullah, Nurul Ain Mohd Hasan, & Ezhar Tamam, (2018), "Professionalism and Competencies as Predictors of Public	2018

	Relations Practitioners' Self-Efficacy: A Conceptual Framework", <i>European Journal of Business and Management</i> , 10(26), 18-30.	
13.	Siti Kesuma Tambong, Zulhamri Abdullah, & Syed Agil Alsagoff, (2018), "A Study on User Acceptance over the Usage of Plustrafik Twitter", <i>Asian Journal of Applied Communication</i> , 7(1), 24-31.	2018
14.	Zainol, F. A., Daud, W. N. W., Abdullah, Z., & Yusoff, W. F. W., (2018), "Managing Food Security in Malaysia: A Resource-Based View (RBV) Analysis", <i>International Journal of Academic Research in Business and Social Sciences</i> , 8(12), 896-902	2018
15.	Zainal Arifin Md Tahir, Zulhamri Abdullah, Syed Agil Syed Alsagoff, & Nurul Aien Hasan, (2018), "Conceptual Exploration of the Relationship between Communication Leadership, Corporate Culture and Corporate Reputation in the Leading Media Government-Linked Companies", <i>Journal of Education and Social Sciences</i> , 9(2), 147-158.	2018
16.	Zulhamri Abdullah & Siti Rapidah Omar Ali, (2018). "The Impact of Corporate Image on Students' Satisfaction and Loyalty", <i>Journal of Education and Social Sciences</i> , 9(2), 193-199.	2018
17.	Ahmed Lawal Gusau, Zulhamri Abdullah, Ezhar Tamam, Nurul Ain Mohd Hasan. (2017). "Developing & Validating a Measure for PR Professionals' Self-efficacy". <i>Asian Social Science</i> , 13(6).	2017
18.	Azwan Abdullah, Mohd Rafi Yaacob Mohammad Ismail Mohd Nazri Zakaria Zulhamri Abdullah & Siti Amaliya Mohd Radyi (2017). "Corporate Engagement with the Community: Building Relationships through CSR". <i>Journal of Engineering and Applied Sciences</i> , 12 (6), 1538-1542.	2017
19.	Azwan Abdullah, Siti Amaliya Mohd Radyi, Mohd Rafi Yaacob, Mohammad Ismail, Mohd Nazri Zakaria & Zulhamri Abdullah (2017). "A Holistic Approach to CSR Engagement in Palm Oil Industry". <i>International Journal of Advanced and Applied Sciences</i> , 4(12), 16-20.	2017
20.	Isidore Ekpe, Razli Che Razak & Mohammad Ismail & Zulhamri Abdullah. (2016). "Entrepreneurial Skill Acquisition, Psycho-social Factors and Youth's Self- Employment in Malaysia". <i>Journal of Entrepreneurship Education</i> , 19(2), 78-88.	2016
21.	Yuhanis Abdul Aziz, Zaiton Samdin, Kahiril Wahidin Awang & Zulhamri Abdullah, (2015). "Developing an Index for Medical Tourism". <i>International Business Management</i> , 9(4), 1-4.	2015
22.	Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah & Mohd Rafi Yaacob, (2015). "Social Entrepreneurship and Organizational Effectiveness: Evidence from Malaysia". <i>International Journal of Social Entrepreneurship and Innovation</i> , 9(4), 1-4.	2015
23.	Isidore Ekpe, Razli Che Razak & Mohammad Ismail & Zulhamri Abdullah. (2015). "Entrepreneurial Skill Acquisition and Youth's Self- Employment in Malaysia: How Far?". <i>Mediterranean Journal of Social Sciences</i> , 6(4), 150-154.	2015
24.	Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah & Mohd Rafi Yaacob, (2014). "Social Entrepreneurship Model for Cooperative (Co-op) in Malaysia: A Case of KoMajuJaya Berhad". <i>Global Journal of Interdisciplinary Social Sciences</i> , 3(5), 102-104.	2014

25.	Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah, & Mohd Rafi Yaacob, (2014). "Social Entrepreneurship via Corporate Waqf: A Case of Islamic Chamber of Commerce (ICC) in Malaysia", <i>Global Journal of Commerce & Management Perspective</i> , 3(5), 50-53.	2014
26.	Zulhamri Abdullah, Tai Lit Cheng, & Mohd Fauzi Ramlan. (2014). "Developing student development index: An evidence from Vietnam". <i>Global Journal of Education Research</i> , 2(3), 155-161.	2014
27.	Zulhamri Abdullah, Syed Agil Alsagoff, Mohamad Shatar Sabran & Fauzi Ramlan. (2014). "Measuring Student Performance, Student Satisfaction, & Its Impact on Graduate Employability". <i>International Journal of Academic Research in Business & Social Sciences</i> , 4(4), 108-124.	2014
28.	Zulhamri Abdullah, Tai Lit Cheng, & Syed Agil Alsagoff. (2014). "Developing Student Development Index: An Evidence from Malaysia". <i>Global Journal of Interdisciplinary Social Sciences</i> , 3(2).	2014
29.	Zulhamri Abdullah, (2014), "The Effective Role of Malaysian Communication Professional Association: A Dire Need for Raising Global Standards". <i>Academy of Contemporary Research Journal</i> , 3(3), 66-75.	2014
30.	Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah & Mohd Rafi Yaacob, (2014). "Enhancing Social Entrepreneurship Model for Social Entrepreneurs: A Case of AL-FALAH Foundation". <i>International Journal of Academic Research in Economics & Management Sciences</i> , 3(5), 107-113.	2014
31.	Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah & Mohd Rafi Yaacob, (2014). "Social Entrepreneurship Practice in Malaysia – The Case of Social NGO", <i>International Journal of Academic Research in Business and Social Sciences</i> , 4(11), 152-159.	2014
32.	Fakhrul Anwar Zainol, Wan Norhayate Wan Daud, Zulhamri Abdullah & Mohd Rafi Yaacob. (2014). "Overcoming Poverty through Social Entrepreneurship: A Conceptual Paper". <i>International Business Research</i> , 7(7), 183-187.	2014
33.	Muhamad Fazil Ahmad, Zulhamri Abdullah, Ezhar Tamam, Jusang Bolong, (2013). "Determinant Attributes of City Brand Personality That Influence Strategic Communication". <i>Canadian Social Science</i> , 9(2), 34- 41.	2013
34.	Zulhamri Abdullah & Yuhani Abdul Aziz. (2013). "Institutionalizing Corporate Social Responsibility: Effects on Corporate Reputation, Culture, and Legitimacy in Malaysia". <i>Social Responsibility Journal</i> , 9(3), 344 – 361.	2013
35.	Zulhamri Abdullah, Shahrina Md. Nordin, and Yuhani Abdul Aziz, (2013). "Building a Unique Online Corporate Identity". <i>Marketing Intelligence & Planning</i> , 31(5), 451 – 471.	2013
36.	Zulhamri Abdullah. (2012). "Improving Educational and Professional Standards of Public Relations Professionalism: Towards a Mixed Research Methods Approach". <i>International Journal of Mixed Methods Research</i> , 6, 2, 109 – 124.	2012
37.	Zulhamri Abdullah & Claina Antonette Antony. (2012). "Perception of Employees on Internal Communication of a Leading Five Star Hotel in Malaysia". <i>Asian Social Science</i> , 8(2), 17-27.	2012
38.	Shahrina Md Nordin, Zulhamri Abdullah, and Yuhani Abdul Aziz (2012).	2012

	Institutionalising Corporate Social Responsibility: A Study on the CSR Statements on Corporate Websites of Malaysian and Singapore Corporations, <i>World Academy of Science, Engineering and Technology International Journal of Social, Management, Economics and Business Engineering</i> , 6 (12).	
39.	Mohamad Said Awang, and Zulhamri Abdullah, (2012) “Hubungan antara pertimbangan pemimpin, pertukaran komunikasi dan komitmen organisasi (1949)”. <i>Jurnal Komunikasi; Malaysian Journal of Communication</i> , 28 (1). pp. 121-136.	2012
40.	Zulhamri Abdullah. (2011). “Managing Corporate Reputation, Stakeholder Relations, and Corporate Social Responsibility: A Southeast Asian Perspective”. <i>International Journal of Economics & Management</i> , 5(1), 299-318.	2011
41.	Narges Baninajarian, Zulhamri Abdullah, Jusang Bolong. (2011). “The Role of Email in Improving Task Performance Among the executives in Malaysia”. <i>Australian Journal of Business & Management Research</i> , 1(4), 52-62.	2011
42.	Zulhamri Abdullah. (2011). “Examining the Effective Role of the Malaysian Public Relations Professional Association: Institutionalizing a Global Standard of Public Relations”, <i>Forum Komunikasi</i> , 9 (1).	2011
43.	Syed Agil Alsagoff, Zulhamri Abdullah, & Md. Salleh Hassan. (2011). “The Growth and Development of the Malaysian Media Landscape in Shaping Media Regulation”. <i>Global Media Journal – Malaysian Edition</i> , 1(1), 32-54.	2011
44.	Zulhamri Abdullah. (2009). Beyond Corporate Image: Projecting International Reputation Management in a Transitional Country. ”. <i>International Journal of Economics & Management</i> , 3(1).	2009
45.	Najes Baninajarian & Zulhamri Abdullah, (2009). Groups in context: A model of group effectiveness. <i>European Journal of Social Sciences</i> , 8(2), 335-340	2009
46.	Zulhamri Abdullah & Terry Threadgold (2008). “Towards the Professionalisation of Public Relations in Malaysia: Perception Management and Strategy Development”. <i>Public Relations Review</i> , 34(3), 285-287.	2008
47.	Zulhamri Abdullah. (2007). “Towards International Cultural Diversity Management of Public Relations: Viewpoints of CEOs/Chairmen”. <i>International Journal of Economics & Management</i> , 1(2), 285-299.	2007

Books

No.	Name of Author(s)	Year Published	Title	Publisher
1.	Zulhamri Abdullah, Mohammad Shatar Sabran, Mohd Fauzi Ramlan, Nolila Mohd Nawi	2013	Essence of Marketing ISBN: 978-967-11994-3-5	CEM UPM
2.	Zulhamri Abdullah,			

	Mohammad Shatar Sabran, Mohd Fauzi Ramlan, Raja Nerina Raja Yusof, Nitty Hirawati Kamarulzaman	2013	International Business ISBN: 978-967-11994-4-2	CEM UPM
3.	Zulhamri Abdullah, Mohammad Shatar Sabran, Mohd Fauzi Ramlan, Mass Hareeza Ali, Dahlia Zawawi	2013	Human Resource Management ISBN: 978-967-11994-1-1	CEM UPM
4.	Zulhamri Abdullah, Mohammad Shatar Sabran, Mohd Fauzi Ramlan, Nazrul Hisyam AB Razak, Ridzwana Mohd Said	2013	Financial Information and Management ISBN: 978-967-11994-5-9	CEM UPM
5.	Zulhamri Abdullah, Mohammad Shatar Sabran, Mohd Fauzi Ramlan, Nor Azura Adzharuddin	2013	Business Branding ISBN: 978-967-11994-0-4	CEM UPM
6.	Zulhamri Abdullah, Mohammad Shatar Sabran, Mohd Fauzi Ramlan, Mohhidin Othman, Yuhanis AB Aziz	2013	Customer Service Management ISBN: 978-967-11994-2-8	CEM UPM
7.	Zulhamri Abdullah	2008	International Corporate Communications: Perception Management and Strategy Development (Second Edition) ISBN: 978-983-3927-82-1	Pearson
8.	Zulhamri Abdullah	2007	International Corporate Communications: Perception Management and Strategy Development ISBN: 978-983-3655-81-6	Pearson

Proceedings

No.	Name of Writer (s)	Date	Title	Name of Seminar/Conference/Venue
1.	Nurafiq Inani Man, Zulhamri Abdullah; Nurul Ain Mohd Hassan; Ezhar Tamam	2019	<i>A Critical Discourse Analysis of Chairman's Statement of a Malaysia Public University</i>	Proceeding of 2nd International Conference on Economy, Social and Technology Secretariat International Conference on Economy, Social and Technology (ICEST) Cameron Highlands, Pahang. (23 March

				2019)
2.	Nuzatul Shima Sulaiman and Zulhamri Abdullah	2019	<i>Conceptual Exploration on Internal Communication and Organizational Identification as Determinants of Employee Performance</i>	Proceeding of 2nd International Conference on Economy, Social and Technology (ICEST 2019), Copthorne Hotel, Cameron Highlands (23rd March 2019)
3.	Nuzatul Shima Sulaiman, Zulhamri Abdullah and Norzanah Mat Nor	2019	<i>Conceptual Exploration on the Effects of Internal Communication and Employee Engagement on Organizational Performance</i>	Proceeding of Asian Business and Economics International Conference 2019 (ABEIC 2019), Kangwon National University (KNU), South Korea (25 - 27 April 2019)
4.	Zulhamri Abdullah	2018	<i>The Influence of Customer Satisfaction, Loyalty, and Feng Shui Culture on Corporate Image of a Property Company</i>	Proceeding of International Conference on “Innovation in Global Business, Social Sciences and Economics” (IGBSSE 2018 Seoul, South Korea. (October 05-06, 2018)
5.	Zulhamri Abdullah & Siti Rapidah Omar Ali	2018	<i>The Impact of Corporate Image on Students’ Satisfaction and Loyalty</i>	Proceeding of Kuala Lumpur International Communication, Education, Language & Social Sciences 9 (KLICELS 9), Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor. (24-25 March 2018)
6.	Nuzatul Shima Sulaiman & Zulhamri Abdullah	2018	<i>Conceptual Exploration on Internal Communication and Organizational Identification as Determinants of Employee Performance in Media Organizations</i>	Proceeding of Kuala Lumpur International Communication, Education, Language & Social Sciences 9 (KLICELS 9), Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor. (24-25 March 2018)
7.	Zainal Arifin Md Tahir, Zulhamri Abdullah, Syed Agil Syed Alsagoff, & Nurul Aien Hasan	2018	<i>Conceptual Exploration of the Relationship between Communication Leadership, Corporate Culture and Corporate Reputation in the Leading Media Government-Linked Companies</i>	Proceeding of Kuala Lumpur International Communication, Education, Language & Social Sciences 9 (KLICELS 9), Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor. (24-25 March 2018)
8.	Zulhamri Abdullah and Rabiah Adawiah Abu Seman	2018	<i>Constructing a unique online corporate identity of Korean companies</i>	Proceeding of ICBEF 2018 International Conference on Business, Economics & Finance, Penang (10 – 12 April 2018)
9.	Fakhrul Anwar Zainol,	2014	<i>Social Entrepreneurship and Organizational</i>	Proceeding of International Conference on Business, Law

	Wan Norhayate Wan Daud, Zulhamri Abdullah, and Mohd Rafi Yaacob		<i>Effectiveness: The way forward to solve Urban Poverty?</i>	and Corporate Social Responsibility (ICBLCSR'14) Phuket, Thailand. (Oct 1-2, 2014)
10.	Zulhamri Abdullah	2014	<i>“Building Successful University Entrepreneurial Centre May Leverage the Reputation of University Putra Malaysia”.</i>	Conference Proceedings of the World Conference on Integration of Knowledge, Business, Economy, Management, Cultural, Societal, Theological, & Scientific, Bandung, Indonesia. (15-16 Sept. 2014)
11.	Zulhamri Abdullah, Tai Lit Cheng, Mohd Fauzi bin Ramlan & Yuhanis Abdul Aziz	2014	<i>“Developing A Student Development Index: An Evidence from Cambodia”.</i>	Conference Proceedings of the International Conference On Business, Banking And Finance (ICBBF 2014), at Ho Chi Minh, Vietnam. (29-30 Aug. 2014)
12.	Syed Agil Alsagoff, Zulhamri Abdullah, Azizah Hamzah	2014	Conference paper on <i>“Media Content of Self-regulation Practices in Malaysia”.</i>	Conference Proceedings of the 10th Biennial Convention of the Pacific and Asian Communication Association (PACA) 2014, at Bandung, Indonesia. (24-26 June 2014)
13.	Rabiah Adawiah Abu Seman & Zulhamri Abdullah	2014	<i>“Building a Unique Corporate Identity of Korean Companies”.</i>	Conference Proceedings of the Conference on Corporate Communication, at Hong Kong Polytechnic University, Hong Kong. (3–6 June 2014)
14.	Yuhanis Abdul Aziz & Zulhamri Abdullah	2014	<i>“Developing an Index for Medical Tourism”.</i>	Conference Proceedings of the International Conference on Global Trends in Academic Research (GTAR 2014), organized by GTAR Telkom University, Bali, Indonesia. (2-3 June 2014)
15.	Zulhamri Abdullah, Mohd Fauzi Ramlan, Mohammad Shatar Sabran, Syed Agil Alsagoff	2014	<i>“The Effect of Social Context on Student Development and its Impact on Graduate Marketability”.</i>	Conference Proceedings of the International Conference on Global Trends in Academic Research (GTAR 2014), organized by GTAR Telkom University, Bali, Indonesia. (2-3 June 2014)

16.	Khairul Nizam Samsudin & Zulhamri Abdullah	2014	<i>“Power Distance in Public Relations: An Overview from Student Perspective”.</i>	Conference Proceedings of the International Conference on Advances in Social Science, Economics and Management Study, University of Westminster, London, UK. (1-2 June 2014)
17.	Nur Farhana Mohd Sah & Zulhamri Abdullah	2014	<i>“The Customers’ Perception Toward Secret Recipe’s Reputation by Using the RepTrak Model”.</i>	Conference Proceedings of the 1st AAGBS International Conference on Business Management (AiCoBM), Penang, Malaysia. (6–8 April 2014)
18.	Zulhamri Abdullah, Mohd Fauzi Ramlan, Mohammad Shatar Sabran, Syed Agil Alsagoff	2014	<i>“Towards A University Branding: The Effect of Self-Efficacy on Student Development in Asian Higher Institutions”.</i>	Conference Proceedings of the International Conference on Business, Management & Corporate Social Responsibility (ICBMCSR), Batam, Indonesia. (14–15 Feb. 2014)

RESEARCH ACTIVITIES

RESEARCH PROJECTS

Principal Researcher - On-going /Completed

Co-Researcher - On-going / Completed

SUMMARY OF RESEARCH ACTIVITIES

Research Grants (Source of Funding/ Number of Research Grants)	Grant Amount (RM)	
International Funding	2	£1000 + Rp 100 million
National Funding	9	685,680.00
Industry Funding	3	280,128.00
University Funding	8	145,400.00
Total number of research projects	22	
Total amount (in RM) obtained from research projects		1,145,640.00

Research Grants (Leadership) - On-going / Completed

Principal researcher	On-going	5
	Completed	10
Co-researcher	On-going	1
	Completed	8

Research Awards

Gold/Best	10
Silver	2
Bronze	2

RESEARCH GRANTS

	Researcher Role	Number of Research Projects
International Grants	Principal Researcher	1
	Co - Researcher	1
University Grants	Principal Researcher	8
	Co - Researcher	-
Industry Grants	Principal Researcher	1
	Co - Researcher	2
National Grant	Principal Researcher	3
	Co - Researcher	6

RESEARCH PROJECTS

Principal Researcher - Completed Research Projects

No	Title	Sponsor/Grant & Amount (RM)	Duration (Year)	Status
1.	"Small Business Academy for Single Mothers - My Mom is Super Entrepreneur".	KTP Grant, RM110,000.00 (National)	2014 2016	Completed
2.	"Regulatory Impact Analysis (RIA): A Study on Agriculture Industry in Malaysia".	FAMA Grant, RM140,000.00 (Industry)	2014 2015	Completed
3.	"Developing Student Development Index: Comparative Evidence in Malaysia, Cambodia & Vietnam" Serial Project 2 Dialog Strategic.	IPPTTN Grant, USM RM120,000.00 (National)	2013 2014	Completed
4.	"Developing New Branding Index in Corporate Communication in Asian Country".	FRGS Grant, RM45,000.00 (National)	2010 2013	Completed
5.	"Rising the Power of Asian Tigers: Institutionalising Corporate Social Responsibility on Corporate Communication".	RUGS Grant, UPM RM53,000.00	2009 2013	Completed
6.	"Mapping the Interface of Corporate Reputation, Stakeholder Relations, & Corporate Social Responsibility: An Exploratory Study".	Fellowship Grant, UPM RM5000.00	2008 2009	Completed
7.	"Antecedents of Executive Coaching, Relationship Outcomes and Reputation Measures among Corporate Communication Practitioners in Klang Valley, Malaysia".	Research Grant for New Lecturer, UPM RM10,000.00	2007 2008	Completed
8.	"Examining the Relationship between Transformational Leadership and Leader-Member Exchange on Commitment".	Research Grant, UPM RM5000.00	2007 2008	Completed
9.	"Assessing the Standard of the Professionalism of Strategic Public Relations: An Empirical Study in Malaysia".	Research Grant, UPM RM5000.00	2007 2008	Completed
10.	"Beyond corporate image: Projecting international reputation management as a (New) theoretical approach in a transitional country".	Research Grant, UPM RM3000.00	2006 2007	Completed

Principal Researcher – On-going Research Projects

No	Title	Sponsor/Grant & Amount (RM)	Duration (Year)	Status
1.	An Empirical Investigation on a Structural Model of Green City Brand Identity (Gcbi) Based on a Malaysian Urban Residents' Perspectives	FRGS Grant, RM87,680.00	2019 2022	On-going
2.	Developing Corporate Reputation Typology	Putra Grant, RM46,400.00	2017 2019	On-going
3.	A Conceptual Model of the Effects of Internal Communication and Organizational Identification on Employee Engagement	Putra Grant (Doctoral student), RM18,000.00	2018 2020	On-going
4.	Global Capabilities Framework project (GCF)	International Grant £1000 (RM5,358.36)	2019 2021	On-going
5.	The Development of Literacy Media Model of Health Communication in Empowering Public Health	International Grant Rp.100 million (RM29,074.32)	2020 2023	On-going
6.	Kajian Imej & Reputasi Communication and Multimedia Consumer Forum of Malaysia (CFM)	Industrial Grant RM37,680.00	2020 2021	Waiting for approval
7.	The Antecedents and Consequences of Country Reputation Management (CRM): An Agenda for Future Research	Fellowship Grant RM10,000.00	2020 2021	Waiting for approval

Co-Researcher - Completed Research Projects

No	Title	Sponsor/Grant & Amount (RM)	Duration (Year)	Status
1.	“A Qualitative Study of Malaysian Palm Oil Companies Engagement in the International Community: Gaining Sustainability through Community Development”.	RACE Grant, RM45,000.00 (National)	2015 2017	Completed
2.	“A Study of Student Development	IPPTTN Grant,	2011	Completed

	Mechanism in Malaysia and Cambodia”, Serial Project 1 Dialog Strategic Malaysia & CLMV Countries.	USM RM80,000 (National)	2012	
3.	“University Reputation of UNIMAP”.	UNIMAP Grant, RM40,688 (Industry)	2012	Completed
4.	“Malaysian Robust Index for Health Tourism”.	FRGS Grant, RM30,000 (National)	2012 2014	Completed
5.	“Overcoming Urban Poverty through Social Entrepreneurship”.	RACE Grant, RM45,000 (National)	2013 2014	Completed
6.	“Entrepreneurial Skills Acquisition with Self-employment Practice among Graduates from Malaysian Public University”.	RACE Grant, RM45,000 (National)	2015 2016	Completed
7.	“Self-regulatory framework of New Content of Media in Malaysia”.	Malaysian Communications & Multimedia Commission: RM99,440 (Industry)	2009 2011	Completed
8.	“Effective Leadership Communication in Malaysian Organization”	Science Fund RM78,000 (National)	2007 2008	Completed

RESEARCH AWARDS

Gold Medal/Best Paper Award

No.	Award/Recognition	Title of Project/Program/Event	Organisation Awarded	Date
1.	Best Paper Award	“ <i>The Relationship Between Corporate Social Responsibility and Organizational Commitment in the Publishing Company</i> ” ASEAN University Conference on Public Relations & Communication	UUM/IPRMSA	2019
2.	Best Paper Award	“ <i>Does Storytelling Add Value to Malaysian Research Universities?</i> ” ASPIKOM Internationalk Communication Conference (AICCON)	AICCON	2018
3	Best Paper Award	“ <i>Conceptual Exploration of Storytelling within Organization</i> ”	UUM/IPRMSA	2017

		ASEAN University Conference on Public Relations & Communication		
4.	Best Paper Award	<i>“Conceptual Exploration on the Effects of Internal Communication and Organizational Identification on Employee Engagement in Media Organizations”</i> ASEAN University Conference on Public Relations & Communication	UUM/IPRMSA	2017
5.	Gold Award	<i>“New Holistic Framework for Malaysian Palm Oil Companies’ CSR Engagement in International Community”</i> Poster Presentation Competition in International Research Conference and Innovation Exhibition (IRCIE)	UniKL- Malaysian Institute of Industrial Technology	2016
6.	Best Paper Award	<i>“Developing an Index for Medical Tourism”</i> on International Conference on Global Trends in Academic Research (GTAR)	GTAR Telkom University, Indonesia	2014
7.	Winner - Highly Commended Paper	<i>“Building a Unique Online Corporate Identity”</i> . Marketing Intelligence & Planning.	Emerald Insight	2014
8.	International Award - The 2007 FUIW Prize for University Research	<i>“Beyond Corporate Image: Projecting International Reputation Management as A New Theoretical Approach in a Transitional Country”</i>	Federation of the Universities of the Islamic World (FUIW)	2008
9.	Young Researcher Award	The 2007 Top Researcher Award (APC) Ceremony	UPM	2008
10.	Gold Medal	<i>“Toward International Cultural Diversity Management of Public Relations: Viewpoints of Chairmen/CEOs”</i> in PRPI Research and Innovation	UPM	2008

Silver Medal

No.	Award/Recognition	Title of Project/Program/Event	Organisation Awarded	Date
1.	Silver Medal in PRPI Research and Innovation	<i>“Projecting (New) International Reputation Management in Asian Country”</i>	UPM	2010
2.	Silver Medal in PRPI Research and Innovation	<i>“Towards the Professionalisation of Public Relations in Malaysia”</i>	UPM	2008

Bronze Medal

No.	Award/Recognition	Title of Project/Program/Event	Organisation Awarded	Date
1.	Bronze Medal in PRPI Research and Innovation	<i>“Strategic Leadership in Corporate Communication: The Importance of Executive Coaching”.</i>	UPM	2011
2.	Bronze Medal in PRPI Research and Innovation	<i>“Groups in Context: A Model of Group Effectiveness”</i>	UPM	2009

CONFERENCE PAPERS

SUMMARY OF CONFERENCE PRESENTATIONS

International conferences	53
National conferences	5
Total Number of Papers Presented	55

Papers have been presented in the following countries:

United Kingdom, Switzerland, Cyprus, Hong Kong, Korea, Indonesia, Vietnam, Thailand, & Spain

International conferences

No.	Name of Writer (s)	Date	Title	Name of Seminar/Conference/Venue
1.	Zulhamri Abdullah Taanya Luxmy Pannnerselvam	2019	<i>Relationship between Social Networking Usefulness and Ease of Use with Individual Work Performance of Lawyers</i>	KLiCELS 2018 International Conference on Sport Sciences, Fitness & Health, Bandar Baru Bangi, Selangor (23 March 2019)
2.	Zulhamri Abdullah	2019	<i>The Relationship Between Corporate Social Responsibility and Organizational Commitment in the Publishing Company</i>	APRC 2019 The Asean University Conference on Public Relations and Communication at UUM, Sintok, Kedah. (26 -27 April 2019)
3.	Nurafiq Inani Man, Zulhamri Abdullah; Nurul Ain Mohd Hassan; Ezhar Tamam	2019	<i>A Critical Discourse Analysis of Chairman's Statement of a Malaysia Public University</i>	2nd International Conference on Economy, Social and Technology Secretariat International Conference on Economy, Social and Technology (ICEST) Cameron Highlands, Pahang. (23 March 2019)
4.	Nuzatul Shima Sulaiman and Zulhamri Abdullah	2019	<i>Conceptual Exploration on Internal Communication and Organizational Identification as Determinants of Employee Performance</i>	2nd International Conference on Economy, Social and Technology (ICEST 2019), Copthorne Hotel, Cameron Highlands (23rd March 2019)
5.	Nuzatul Shima Sulaiman, Zulhamri Abdullah and Norzanah Mat Nor	2019	<i>Conceptual Exploration on the Effects of Internal Communication and Employee Engagement on Organizational Performance</i>	Asian Business and Economics International Conference 2019 (ABEIC 2019), Kangwon National University (KNU), South Korea (25 - 27 April 2019)
6.	Zulhamri Abdullah & Chan Tak Jie	2018	<i>Conceptual Framework on The Impacts on Online Corporate Communication</i>	International Seminar on Media and Communication (ISMEC 2018) IIUM, Gombak, (25th September 2018)

7.	Zulhamri Abdullah	2018	<i>The Influence of Customer Satisfaction, Loyalty, and Feng Shui Culture on Corporate Image of a Property Company</i>	International Conference on “Innovation in Global Business, Social Sciences and Economics” (IGBSSE 2018 Seoul, South Korea. (October 05-06, 2018)
8.	Zulhamri Abdullah & Siti Rapidah Omar Ali	2018	<i>The Impact of Corporate Image on Students’ Satisfaction and Loyalty</i>	Kuala Lumpur International Communication, Education, Language & Social Sciences 9 (KLICELS 9), Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor. (24-25 March 2018)
9.	Nuzatul Shima Sulaiman & Zulhamri Abdullah	2018	<i>Conceptual Exploration on Internal Communication and Organizational Identification as Determinants of Employee Performance in Media Organizations</i>	Kuala Lumpur International Communication, Education, Language & Social Sciences 9 (KLICELS 9), Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor. (24-25 March 2018)
10.	Zainal Arifin Md Tahir, Zulhamri Abdullah, Syed Agil Syed Alsagoff, & Nurul Aien Hasan	2018	<i>Conceptual Exploration of the Relationship between Communication Leadership, Corporate Culture and Corporate Reputation in the Leading Media Government-Linked Companies</i>	Kuala Lumpur International Communication, Education, Language & Social Sciences 9 (KLICELS 9), Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor. (24-25 March 2018)
11.	Zulhamri Abdullah and Rabiah Adawiah Abu Seman	2018	<i>Constructing a unique online corporate identity of Korean companies</i>	ICBEF 2018 International Conference on Business, Economics & Finance, Penang (10 – 12 April 2018)
12.	Zulhamri Abdullah	2018	<i>The Influence of Customer Satisfaction, Loyalty, and Feng Shui Culture on Corporate Image of a Property Company</i>	International Conference on “Innovation in Global Business, Social Sciences and Economics” (IGBSSE 2018 Seoul, South Korea. (October 05-06, 2018)
13.	Zainal Abidin & Zulhamri Abdullah	2017	<i>“The Role of CEOs in Managing Corporate Reputation through</i>	17th Biennial International Conference on Media & Communication (20-22

			<i>Communication Leadership among the Leading Media Government-Linked Companies”</i>	Nov. 2017)
14.	Nuzatul Shima Sulaiman & Zulhamri Abdullah	2017	<i>“Conceptual Exploration on the Effects of Internal Communication and Organizational Identification on Employee Engagement in Media Organizations”</i>	ASEAN University Conference on Public Relations & Communication in UUM (24 & 26 Nov. 2017)
15.	Nurafiq Inani Man & Zulhamri Abdullah	2017	<i>“Conceptual Exploration of Storytelling within Organization”</i>	ASEAN University Conference on Public Relations & Communication in UUM (24 & 26 Nov. 2017)
16.	Zainal Abidin & Zulhamri Abdullah	2017	<i>“The Role of Ceos in Managing Corporate Reputation through Communication Leadership among the Leading Media Government-Linked Companies”</i>	ASEAN University Conference on Public Relations & Communication in UUM (24 & 26 Nov. 2017)

THESIS EXAMINATIONS

DOCTOR OF PHILOSOPHY

Chair of Thesis Examination Committee

Internal Examiner

External Examiner

MASTER

Chair of Thesis Examination Committee

Internal Examiner

External Examiner

I have been appointed as thesis **EXTERNAL EXAMINER** to other institutions:

1. Southern Cross University, Australia
2. University Sultan Zainal Abidin (UNISZA)
3. Universiti Utara Malaysia (UUM)
4. Open Universtiy of Malaysia (OUM)
5. Universiti Teknologi Petronas (UTP)

And thesis **INTERNAL EXAMINER** at Universiti Putra Malaysia

SUMMARY OF ROLE IN POSTGRADUATE THESIS

EXAMINATIONS

PhD	Chair of Thesis Examination Committee	6
	Internal Examiner (within the university)	10
	External Examiner (other universities)	5
Master	Chair of Thesis Examination Committee	7
	Internal Examiner (within the university)	20
	External Examiner (other universities)	3
Total		51

DOCTOR OF PHILOSOPHY

Chair of Thesis Examination Committee

No.	Role (Examiner/chairman)	Title of Thesis	Year
1.	PhD Chairman UPM	Exploring the Roles of Youth Citizen Journalists in Malaysia. (MASTURA MAHAMED)	2018
2.	PhD Chairman UPM	Faktor Audien Sasaran Sebagai Penghalang Kepada Keberkesanan Kempen Anti-Merokok (SITI FAIDUL MAISARAH ABDULLAH)	2017
3.	PhD Chairman UPM	Parents' Mediation Role in Children Positive Use of The Internet (AZLINA DAUD)	2015
4.	PhD Chairman UPM	Assessing Visual Communication and Content Performance Among Mobile Learner (EIZAN AZIRA BINTI MAT SHARIF)	2015
5.	PhD Chairman UPM	An Integrated Model to Reduce Online Risks for Children (MISHA TEIMOURI)	2015
6.	PhD Chairman UPM	A Comparison of Media Framing & Source Framing in Selected Chinese Newspapers on Bilingual Educational Issues in Malaysia (CHANG PENG KEE)	2009

PhD Internal Examiner

No.	Role (Examiner/chairman)	Title of Thesis	Year
1.	PhD Internal Examiner UPM	Hubungan Tahap Penerimaan Media Sosial Facebook Cuti-Cuti 1malaysia Dalam Proses Pencarian Maklumat Pelancongan Mengenai Malaysia (KHAIRULHILMI BIN A MANAP)	2019
2.	PhD Internal Examiner UPM	Immediacy and User Motive Factors towards Achieving Communication Satisfaction through Email among Academic Staff in South East Nigeria Public Universities (ANUMUDU CHINEDU EUGENIA)	2019

3.	PhD Internal Examiner UPM	Factors Influencing the Adoption, Displacement or Complement Effect and the Potential Influences of Using Internet TV in Daily Life. (DZAA IMMA ABDUL LATIFF)	2019
4.	PhD Internal Examiner UPM	Interpersonal Communication Skills used by Doctors-Patients at National Heart Institute Malaysia. (VIMALA GOVINDARJU).	2017
5.	PhD Internal Examiner UPM	Relationship of moderating of self-construal between intercultural sensitivity and informal and formal cross-nationality diversity engagement (NORZITA BINTI YUNUS)	2017
6.	PhD Internal Examiner UPM	Facebook Usage and Adolescents Psychological Well- Being in Malaysia. (SEYEDEH SOMAYYEH NAEEMI).	2015
7.	PhD Internal Examiner UPM	Assess Visual Communication and Content Performance of M-Learning (Mobile Learning) using Smartphones and Tablets with 4G Mobile Network. (EIZAN AZIRA BINTI MAT SHARIF).	2015
8.	PhD Internal Examiner UPM	Parent's Roles on How Children Use Internet Positively. (AZLINA BINTI DAUD).	2015
9.	PhD Internal Examiner UPM	Children Online Risks, Protection Motivation Theory, and Parental Mediation Model. (MISHA TEIMOURI).	2015
10.	PhD Internal Examiner UPM	Hubungan Pengurusan Maklumat Dengan Kepuasan Komunikasi Dalam Kalangan Kakitangan Kumpulan Sokongan Sektor Awam. (WAN IDROS WAN SULAIMAN).	2015

PhD External Examiner

No.	Role (Examiner/chairman)	Title of Thesis	Year
1.	PhD External Examiner (UUM)	Modelling Talent Job Choice in Malaysian Islamic Finance Industry (ALAGABI ABDGHAFFAR ADEDAPO)	2018
2.	PhD External Examiner (UUM)	The Antecedents and Consequences of Internal Crisis Communication: A Structural Model Examination. (ADAMU ABBAS ADAMU).	2017
3.	PhD External Examiner (Southern Cross University, Australia)	Cross Cultural Issues at the International Workplaces in HCMC. (ADRIAN WEE).	2015
4.	PhD External	The Mediating Effect of Charismatic Leadership	2015

	Examiner (UUM)	Communication and Organizational Credibility in the Relationship between Crisis Responsibility and Perceived Organizational Reputation. (JAMILAH JAMAL).	
5.	PhD External Examiner (OUM)	A Three-level Organizational Learning Assessment of Petrochemical Industry in the GCC Countries (ALI SAEED ABDULLAH AL-DARWEESH)	2009

MASTER

Chair of Thesis Examination Committee

No.	Role (Examiner/chairman)	Title of Thesis	Year
1.	Master Chairman UPM	Relationship between Lifestyles and Job Preferences among Youth in the Marginalised Community (ELIZABETH WONG ZU YEE)	2018
2.	Master Chairman UPM	Cognitive, Environmental Factor towards Self-Confidence of national Athletes During Mass Media Interviews (PUSHPPA DEVI A/P PARAMASEWA)	2018
3.	Master Chairman UPM	Hubungan Kesedaran Ibubapa Terhadap Kandungan Rancangan Televisyen Dan Kesannya Ke Atas Pembentukan Tingkah Laku Keganasan Kanak-Kanak (NOR HAFIS ZAKARIA)	2017
4.	Master Chairman UPM	Perkaitan Faktor Menonjol Dan Interpretasi Dengan Penerimaan Kredibiliti Portal Berita Dalam Talian Oleh Pelajar Universiti Awam (RAHMAWATI NURDIN)	2017
5.	Master Chairman UPM [Relationship between communication satisfaction dimensions and organizational identification (DANIEL KAMAL MUSTAFA KAMAL)	2014
6.	Master Chairman UPM	Komunikasi antara Kaum dan Persepsi Iklim Hubungan Kaum di Kampus Universiti Putra Malaysia (MONA ALKAUTHAR BT AHMAD)	2014
7.	Master Chairman UPM	Perception of employees on communicative teamwork and selected Herzberg's motivating factors in selected Malaysian organization (SEYED RAHIM BENRAZAVI)	2010

MS Internal Examiner

No.	Role (Examiner/chairman)	Title of Thesis	Year
1.	MS Internal Examiner (UPM)	Local Citizens Interpersonal Communication with Refugees in Pekan Baru City, Indonesia (WULANDARI HAPPY)	2019
2.	MS Internal Examiner (UPM)	Quality of Indicators Disclosed in Sustainability Reporting of Public Listed Companies in Malaysia (NOR SHAHIRA ABDUL AZIZ)	2018
3.	MS Internal Examiner (UPM)	Relationship between acceptance and adoption of smartphones and its influence on users' behaviour among undergraduates in Selangor Malaysia (SOO POH LEE)	2016
4.	MS Internal Examiner (UPM)	Fenomena Penerbitan Dokumentari Malaysia untuk Pasaran Antarabangsa. (SHAHRUL AZLI MOHD SHUKOR)	2015
5.	MS Internal Examiner (UPM)	Hubungan Pengurusan Maklumat dengan Kepuasan Komunikasi dalam Kalangan Kakitangan Kumpulan Sokongan Sektor Awam (WAN IDROS WAN SULAIMAN)	2015
6.	MS Internal Examiner (UPM)	Usage and Acceptance of the Learning Management System among Universiti Putra Malaysia Students and its Implications on Communication in Education. (LEE HWEI LING)	2014
7.	Ms Internal Examiner (UPM)	Faktor Komunikator dalam Pencarian aan Perkongsian Maklumat Produk Makanan Halal dalam Kalangan Keluarga Islam. (SITI ZANARIAH BINTI YUSOFF)	2014
8.	MS Internal Examiner (UPM)	Komunikasi antara Kaum dan Persepsi Iklim Hubungan Kaum di Kampus Universiti Putra Malaysia. (MONA ALKAUTHAR AHMAD)	2014
9.	MS Internal Examiner (UPM)	Factors of ICT Usage among Fishermen in Northern Region Peninsular Malaysia. (ABDUL RAZAQUE CHHACHHAR)	2014

PROFESSIONAL EXTENSION ACTIVITIES

Expert Reference
Academic Advisory Board / Board of Studies / Assessor
Commissioned Research Report
Manuscript Reviewer
Selected Student Development Activities
Selected Invited Talks
Certified Professional Qualification
Modules Designed and Taught to Clients outside UPM

SUMMARY OF PROFESSIONAL EXTENSION ACTIVITIES

ACTIVITY	Number
Expert Reference	74
Academic Advisory Board / Board of Studies / Assessor	6
Commissioned Research Report	4
Manuscript Reviewer	40
Selected Student Development Activities	63
Selected Invited Talks	20
Certified Professional Qualification	2
Consulting Services	3
Modules Designed and Taught to Clients outside UPM	4
Total	216

Expert Reference (ACCREDITATION OF ACADEMIC PROGRAMS)

No.	Role	Title of Documents	Institution Served	Year
1.	External Assessor	Akreditasi Program Pascaijazah - NEC 310: (Sosial & Behavioural (Broad Programmes), Universiti Malaysia Perlis (UNIMAP)	Malaysian Qualification Agency (MQA)	2019
2.	External Assessor	Diploma in Marketing Communication, Equator College	Malaysian Qualification Agency (MQA)	2019
3.	External Assessor	Doctor of Philosophy in Social Sciences, KDU University College, Shah Alam	Malaysian Qualification Agency (MQA)	2019
4.	External Assessor	Master of Business Administration in Communication & Public Relations, Limkokwing University of Creative Technology	Malaysian Qualification Agency (MQA)	2019
5.	External Assessor	Master of Business Administration (ODL), Quest International University Perak (QIUP)	Malaysian Qualification Agency (MQA)	2019
6.	External Assessor	Master of Business Administration (ODL), Veritas University College (VUC)	Malaysian Qualification Agency (MQA)	2019
7.	External Assessor	Programme Accreditation, and Guidelines for preparing the programme Accreditation Report of Code of Practice for Open and Distance Learning (COPPA-ODL, 2019)	Malaysian Qualification Agency (MQA)	2019
8.	External Assessor	Bachelor of Public Relations (Hons), Kolej Universiti Tunku Abdul Rahman, (KUTAR) Penang	Malaysian Qualification Agency (MQA)	2019
9.	External Assessor	Bachelor of Public Relations Management (Hons), Management and Science University (MSU)	Malaysian Qualification Agency (MQA)	2019
10.	External Assessor	Bachelor of Arts in Communication 4+0 in collaboration with Southern New Hampshire University, USA, INTI International College Subang	Malaysian Qualification Agency (MQA)	2019
11.	External Assessor	Bachelor of Corporate Communication (Hons), Quest International University Perak (QIUP)	Malaysian Qualification Agency (MQA)	2019
12.	External Assessor	Sarjana Muda Perhubungan Awam dengan Media Kontemporari, Universiti Sultan Zainal Abidin (UNISZA)	Malaysian Qualification Agency (MQA)	2019
13.	External Assessor	Bachelor of Communication (Strategic Communication) (Hons), Multimedia University (MMU)	Malaysian Qualification Agency (MQA)	2019

14.	External Assessor	Diploma in English For Communication, Kolej Universiti Agrosains Malaysia (KUAM).	Malaysian Qualification Agency (MQA)	2018
15.	External Assessor	Bachelor of Communication (Hons) (Public Relations), KDU University College (KDU), Shah Alam.	Malaysian Qualification Agency (MQA)	2018
16.	External Assessor	Doctor of Philosophy in Communication, Infrastructure University of Kuala Lumpur (IUKL)	Malaysian Qualification Agency (MQA)	2018
17.	External Assessor	Diploma in Public Relations, Kolej Universiti Hospitaliti BERJAYA	Malaysian Qualification Agency (MQA)	2018
18.	External Assessor	Penilaian Pengakreditasi Pembelajaran Berasaskan Pengalaman Terdahulu, Accreditation of Prior Experiential Learning (APEL) for Imperia Institute of Technology	Malaysian Qualification Agency (MQA)	2018
19.	External Assessor	Diploma in Public Relations, Kolej Perdana	Malaysian Qualification Agency (MQA)	2018
20.	External Assessor	Bachelor of Arts (Hons) in Communication and Public Relations, KDU University College Penang	Malaysian Qualification Agency (MQA)	2018
21.	External Assessor	Bachelor of Human Science (Communication) with Honours, Islamic International University (UIA)	Malaysian Qualification Agency (MQA)	2018
22.	External Assessor	BA (Hons) in Strategic and Corporate Communication, KPJ Healthcare University College	Malaysian Qualification Agency (MQA)	2018
23.	External Assessor	Sarjana Muda Pengurusan Komunikasi dengan Kepujian, Universiti Utara Malaysia (UUM)	Malaysian Qualification Agency (MQA)	2018
24.	External Assessor	Diploma in Public Relations Kolej Universiti Tunku Abdul Rahman, PENANG (KUTAR).	Malaysian Qualification Agency (MQA)	2018
25.	External Assessor	Diploma in Public Relations Kolej Universiti Tunku Abdul Rahman, KUALA LUMPUR (KUTAR).	Malaysian Qualification Agency (MQA)	2018
26.	External Assessor	Diploma in Public Relations Kolej Universiti Tunku Abdul Rahman, PERAK (KUTAR).	Malaysian Qualification Agency (MQA)	2018
27.	External Assessor	Diploma in Public Relations Kolej Universiti Tunku Abdul Rahman, JOHOR (KUTAR).	Malaysian Qualification Agency (MQA)	2018
28.	External Assessor	Bachelor of Corporate Communication, SEGi University.	Malaysian Qualification Agency (MQA)	2017
29.	External Assessor	Master of Arts in Corporate Communication, SEGi University.	Malaysian Qualification Agency (MQA)	2017

30.	External Assessor	Bachelor of Communication in Corporate Communication, Kolej Universiti Poly-Tech MARA, Kuala Lumpur (KUPTM)	Malaysian Qualification Agency (MQA)	2017
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Commissioned Research Report

No	Title	Year
1.	Sabatical Report on “Developing High Reputation Companies Among Young Entrepreneurs Through Entrepreneurship Education” (Industrial Sabbatical with MAUS Business System, Australia) Submitted to Registrar UPM.	2016
2.	Research Report on “Regulatory Impact Analysis (RIA): A Study on Agriculture Industry in Malaysia”. Submitted to FAMA.	2015
3.	Research Project on “Developing Student Development Index: Comparative Evidence in Malaysia, Cambodia & Vietnam” Submitted to IPPTN.	2014
4.	Research Report on “Self-regulatory framework of New Content of Media in Malaysia”. Submitted to Malaysian Communications & Multimedia Commission.	2011

Manuscript Reviewer

No	Title	Title of Manuscript/Journal	Year
1.	Journal Reviewer	“CEO Duality and Firm Performance: The Moderating Roles of CEO Informal Power and Board Involvements” <i>Social Responsibility Journal</i>	2019
2.	Journal Reviewer	"Local Wisdom and Stakeholder Engagement for Corporate Social Responsibility Initiatives in Bali- Indonesia" <i>Jurnal the Messenger</i>	2019
3.	Journal Reviewer	“Brand equity in a social media-based brand community” <i>Marketing Intelligence & Planning</i>	2019
4.	Journal Reviewer	“Fostering Customer-Based Brand Equity: The Roles of Social Media-Based Brand Community Markers and Commitment” <i>Marketing Intelligence & Planning</i>	2019
5.	Journal Reviewer	“Ubiquitous Role of Social Networking in Driving M-commerce” <i>Marketing Intelligence & Planning</i>	2019
6.	Journal Reviewer	“The Study of the Audiences of the Persian Satellite Channels in Terms of Their Use and Gratification”	2018

		<i>Journal of Media and Communication Studies</i>	
7.	Book Reviewer	"Protokol dalam Pengurusan Majlis" <i>Publisher USIM</i>	2018
8.	Journal Reviewer	"WhatsApp for Internal CRM through Social Network Analysis" <i>Marketing Intelligence & Planning</i>	2018
9.	Journal Reviewer	"Antecedents of Consumers' Engagement with Brand-related Content on Social Media" <i>Marketing Intelligence & Planning</i>	2018
10.	Journal Reviewer	"Business Strategy for Environmental Social Governance Practices: Evidence from Malaysian Telecommunication Companies" <i>Social Responsibility Journal</i>	2018
11.	Journal Reviewer	"Environmental Social Governance Disclosure and Practices in" <i>Social Responsibility Journal</i>	2018
12.	Journal Reviewer	"Environmental Social Governance" <i>Social Responsibility Journal</i>	2018
13.	Journal Reviewer	"Stakeholder Communication for Manufacturing Based Small and Medium Enterprises: Employing a Public Relations Approach" <i>Asian Academy of Management Journal</i>	2018
14.	Journal Reviewer	"Exploring Role of Social Media Marketing Efforts and GOSIP in Enhancing Consumers" <i>Marketing Intelligence & Planning</i>	2018
15.	Journal Reviewer	"Cross-cultural Impact on Financial Companies' Online Brand Personality" <i>Marketing Intelligence & Planning</i>	2018
16.	Journal Reviewer	"Typology of Social Media Followers: The Case of Luxury Brands" <i>Marketing Intelligence & Planning</i>	2018
17.	Journal Reviewer	"Valuing Tasek Bera Wetland Conservation: Single Bounded Dichotomous Choice Contingent Valuation" <i>Economic and Technology Management Review</i>	2018
18.	Journal Reviewer	"Investigating the Online Customer Experience – A B2B perspective" <i>Marketing Intelligence and Planning</i>	2017
19.	Journal Reviewer	"Investigating the Reciprocal Effects of Brand Extensions on Brand Personality of Luxury Brands" <i>Marketing Intelligence and Planning</i>	2017
20.	Journal Reviewer	"The influence of an organisation's adopted Corporate Social Responsibility constructs on consumers' intended buying behavior: A Malaysian Perspective." <i>Social Responsibility Journal</i>	2017
21.	Journal	"Corporate rebranding failure in the digital era: Multiplicity of stakeholders and antagonistic brand meanings".	2017

	Reviewer	<i>Marketing Intelligence and Planning</i>	
22.	Journal Reviewer	"Content Analysis of Esg Disclosure: The Development of Esg Grid and the Application in Malaysian Companies." <i>Social Responsibility Journal</i>	2017
23.	Journal Reviewer	"Does Future Really Matter: The Influence of Future Anticipation and Reference Group toward Autobiographical Memory, Brand Relationship and Market Performance". <i>Marketing Intelligence and Planning</i>	2017
24.	Journal Reviewer	"CSR: exploring SME owners' understanding and practice" <i>Social Responsibility Journal</i>	2016
25.	Journal Reviewer	"CSR in a controversial industry: The case of Malaysian palm oil companies". <i>Social Responsibility Journal</i>	2016
26.	Journal Reviewer	"Investigating the reciprocal effects of brand extensions on brand personality of luxury brands" <i>Marketing Intelligence and Planning</i>	2016
27.	Journal Reviewer	"Determinants of CSR disclosure of tunisian listed banks: a multi support analysis". <i>Social Responsibility Journal</i>	2016
28.	Journal Reviewer	"The influence of an organisation's adopted Corporate Social Responsibility constructs on consumers' intended buying behavior: A Malaysian Perspective" <i>Social Responsibility Journal</i>	2016
29.	Journal Reviewer	"Linguistic perception of corporate responsibility disclosure: The case of Japanese Idemitsu" <i>Social Responsibility Journal</i>	2015
30.	Journal Reviewer	"Consumption of Halal branded products: psychological and behavioural predictors of consumer-based Halal brand equity" <i>Journal of Brand Management</i>	2015

Modules Designed and Taught to Clients outside UPM

No.	Title of Journal Papers	Year
1.	Zulhamri Abdullah. <i>Corporate Reputation & Brand Management</i> . Teaching Module. OUM Press.	2017
2.	Zulhamri Abdullah. <i>Case Studies of Corporate Communication</i> . Teaching Module. OUM Press.	2010
3.	Zulhamri Abdullah. <i>Reputation Risk Management</i> . Teaching Module. OUM Press.	2010
4.	Zulhamri Abdullah. <i>Corporate Communication</i> . Teaching Module. OUM Press.	2008

X. ACADEMIC REFEREES

Upon Request