

CURRICULUM VITAE



DR. WEI CHOOI YI

Assistant Professor
Chairperson of Research Centre for Learning and Teaching (CLT)

Wei Chooi Yi is an Assistant Professor at the Faculty of Business and Finance, Department of Finance, a Chairperson of Centre for Learning and Teaching in Universiti Tunku Abdul Rahman. She obtained her PhD in Economics Education from Sultan Idris Education University (UPSI), Master of Education (Economics Education) from The National University of Malaysia and Bachelor Degree in International Business (Hons) (International Finance) from Labuan International Campus, Universiti Malaysia Sabah. Her research interest fields are experimental research in education and social sciences, behavioral finance, social development and banking.

PERSONAL DETAILS

Gender	:	Female
Date of Birth	:	18 December 1984
Age	:	37
Nationality	:	Malaysian
Tel.	:	+6 012-6773637(H/P)
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WORKING EXPERIENCE

- **Assistant Professor** (Department of Finance), Universiti Tunku Abdul Rahman, Kampar Campus, Perak, Sept 2017 – present
- **CHAIRPERSON of Research Centre for Learning and Teaching (CLT)**, Oct 2018 – present
- **HEAD of Departmental Curriculum Development Committee (Banking programme)**, Jan 2013 – Dec 2020

- **Lecturer** (Department of Finance), Universiti Tunku Abdul Rahman, Kampar Campus, Perak, Oct 2010 – Aug 2017
- **HEAD of Departmental Curriculum Development Committee (Banking programme)**, Jan 2013 – Dec 2020
- **Teacher** (Basic Economics and Malay Language (SPM), Pusat Tuisyen Cerdik Pandai, Kajang, Selangor, Jul 2010 – Sept 2010
- **Teacher** (Mathematic) Enopi Learning Centre, Pusat Latihan Perkembangan Intelek Progresif, Kajang, Selangor, Dec 2007 – Sept 2010
- **Temporary Teacher** (Malay Language, Moral Educational, Pendidikan Sivik), SMK Taman Jasmin 2, Kajang, Selangor, Mar 2009 – May 2009
- **Sales and Admin Executive**, Impressive Edge (KL) Sdn. Bhd., Bandar Baru Bangi, Selangor, Jun 2010 - Sept 2010
- **Account and Admin Assistant**, Impressive Edge (KL) Sdn. Bhd., Bandar Baru Bangi, Selangor, Dec 2007 – May 2010
- **Temporary Teacher** (Mathematic & Science), SK Jalan Tiga, Bandar Baru Bangi, Selangor, July 2004 - Sept 2004
- **Pre-school Teacher** (Nursery Level), Apple King Kindergarten, Kajang, Selangor, Dec 2003 – Jun 2004

EDUCATIONAL BACKGROUND

2015 – 2017	PhD (Economics Education) , Sultan Idris Education University (UPSI)
2008 – 2010	Master of Education (Economics) , The National University of Malaysia (UKM)
2004 – 2007	Bachelor of International Business (Hons) International Finance Labuan International Campus, Universiti Malaysia Sabah (UMS)
2002 – 2003	STPM , SMK Tinggi, Kajang, Selangor
2000 – 2001	SPM , SMK Convent, Kajang, Selangor
1997 – 1999	PMR , SMK Convent, Kajang, Selangor

EXPERTISE

Experimental research in education and social sciences, human behavior, behavioral finance, social development and banking.

COURSES TAUGHT FOR BANKING AND FINANCE PROGRAMME

International Finance
International Monetary System and Banking
Strategic Financial Management
Financial Derivative
Risk Management
Financial Market and Regulation
Financial Monetary System
Financial Institutions Operations
Banking Operation and Treasury Management
Financial Market and Institutions
Business Finance

AWARDS

1. **Long Service Award** (10 years) (2010 - 2020) in Universiti Tunku Abdul Rahman, Malaysia
2. **Excellent Teaching Performance** (May 2020 Trimester), Universiti Tunku Abdul Rahman, Malaysia
3. **Special Dean Award 2017 Doctor of Philosophy (Economics Education)** – Graduate on Time (GOT) Completed PhD in 2.5 years - 19th Convocation Sultan Idris Education University
4. **BITARA Award 2017 Doctor of Philosophy (Economics Education)** - 19th Convocation Sultan Idris Education University
5. **Best Paper Award** in 5th International Conference on Business, Accounting, Finance and Economics (BAFE 2017)
6. **1st Runner Up** - Three Minutes Thesis Competition 2017 in Sultan Idris Education University (University Level)
7. **Dean List** for Master of Education (Economics Education) 2010 in The National University of Malaysia (UKM)
8. **Budget Mini 2009** by Minister of Higher Education for studying Master of Education (Economics) in The National University of Malaysia (UKM)

9. **Dean List** in 3rd, 4th and 6th Semester 2005/2006 – Bachelor of International Business (Hons) (International Finance), Universiti Malaysia Sabah (UMS)

RESEARCH/ ACADEMIC ACTIVITIES/PUBLICATION

RESEARCH GRANTS:

1. **Title:** An Assessment of the Readiness and Resilience of Malaysian Teachers to Conduct Blended Teaching during COVID-19 Pandemic
Funded by: UNESCO, Bangkok
Duration: Jan 2021 – Nov 2021
Amount: RM9,000.00
Status: In progress
2. **Title:** Implication of Artificial Intelligence (AI) for education in Malaysia
Funded by: UNESCO, Bangkok
Duration: May 2019 – Jul 2021
Amount: RM9757.40
Status: In progress
3. **Title:** UTAR Undergraduate Students Competency in MUET: Diagnosis and Remedy
Funded by: UTAR Research Fund (UTARRF)
Duration: Jun 2019 – May 2020
Amount: RM3,420
Status: Completed
4. **Title:** Exploring Parent's Influence on Augmented Reality (AR) in Science Subject at Pre-School Education Level
Funded by: UTAR Research Fund (UTARRF)
Duration: Jun 2019 – May 2020
Amount: RM4,600
Status: Completed
5. **Title:** Solar Photovoltaic as a Means to Sustainable Energy Consumption in Malaysia: The Role of Knowledge Transmission and Price Value
Funded by: Fundamental Research Grant Scheme (FRGS)
Duration: Jan 2019 – Jun 2021
Amount: RM54,000
Status: In progress
6. **Title:** Exploring Educators' Readiness to Adopt Augmented Reality (AR) as an Enhancement Teaching Aid
Funded by: UTAR Research Fund (UTARRF)

Duration: Dec 2018 – Dec 2019
Amount: RM4,500
Status: Completed

7. **Title:** A Half Century of Tourism Development in New Villages: Contemporary Issues, Challenges, Strategies and Sustainability
Funded by: UTAR Research Fund (UTARRF)
Duration: Dec 2017 – Dec 2018
Amount: RM39,500
Status: Completed
8. **Title:** Impact Study of UNESCO Educational Resources and Corresponding Trainings
Funded by: Korea Fund in Trust (KFIT) and UNESCO
Duration: Jan 2017 – Nov 2017
Amount: RM16,400
Status: Completed
9. **Title:** New Villages Master Plan Review: Categorizing New Villages
Funded by: Ministry in Prime Minister Department
Duration: Oct 2014 – Dec 2014
Amount: RM65,000
Status: Completed

ACADEMIC AND SOCIAL ACTIVITIES:

Co-organizer for The 9th International Conference on Business, Accounting, Finance and Economics (BAFE) 2021, Universiti Tunku Abdul Rahman, Malaysia (13 Oct 2021), Perak, Malaysia

Organising Committee of International Conference on Informatization Economic Development and Management Engineering (IEDME 2021) (16 - 18 April 2021), Dalian, China

Advisor for a Webinar on “Autism Spectrum Disorder: The Rising Star” with collaboration with Persatuan Pembangunan Pendidikan Kanak- Kanak Istimewa, Ipoh Perak (3PKi) and Centre for Applied Psychology, UTAR (2 April 2021)

Advisor for a Webinar on “Overcoming Negative Energies that Affect Teaching and Learning in the New Normal” (26 March 2021)

Organising Leader for 3 Min- Video Competition: Innovative Young Educator (20 Oct - 20 Dec 2020), in conjunction with The Kuala Lumpur Engineering Science Fair (KLESF 2020)

Organising Leader for a Webinar on “Challenges of Teaching Online in the Post-pandemic Era” (12 December 2020)

Session Chair for UTAR R&D Virtual Colloquium 2020 (21 November 2020)

Organising Chair for an Educational Technology Forum: Post COVID-19 (24 July 2020), Online Webinar

Organising Chair for a Talk on “The Development of the Online Education in China Universities and the Trend of Future Teaching Reform under the Epidemic” (26 June 2020), Online Webinar

Moderator for the Online Teaching and Learning Forum (5 - 11 June 2020), Online Webinar

Co-organiser for the Online Teaching and Learning Forum (5 - 11 June 2020), Online Webinar

Advisor for a talk on “Creating a Passionate Edu-tainer”, UTAR Kampar, Malaysia (15 January 2020)

Conference Chair for The 2019 International Conference on Education Science and Economic Development (ICESED 2019), Malacca, Malaysia (6 – 8 December 2019)

Session Chair for The 2019 International Conference on Education Science and Economic Development (ICESED 2019), Malacca, Malaysia (6 – 8 December 2019)

International Senior Reviewer for The 11th Asian Conference on Education (ACE 2019), Tokyo, Japan (August - November 2019)

Session Chair for The 11th Asian Conference on Education (ACE 2019), Tokyo, Japan (31 October - 3 November 2019)

Advisor for a Research Forum: Designing 21st Century Education, CLT, UTAR (18 October 2019)

Virtual Guest Lecturer on “ Future and Options” for Department of Commerce, School of Social Sciences and Languages, Vellore Institute of Technology, Tamilnadu, India (26 September 2019)

Scientific Committee Member for the 4th International Conference on Modern Management, Education Technology and Social Science (MMETSS 2019), Dalian, China (20 – 22 September 2019)

Co-organising Leader for Symposium on Science Education (SoSE 2019), UTAR Sg Long (24 August 2019)

Invited speaker for a Talk on “Let Make Different to Our School” in UTAR Kampar (10 August 2019)

Assessor (Expert Validation) for a questionnaire (PhD level), University of Sciences Malaysia (1 - 30 August 2019)

Organizing leader for an International Training (Guang Xi Chinese Medicine University, China on 21st Century University Teaching Skills (13 July – 3 August 2019)

Co-organising leader for the Symposium of Science Education (15 March - 30 August 2019)

Chairman of the Purchasing Committee for the Symposium of Science Education (15 March - 30 August 2019)

Assessor (Expert Validation) for a questionnaire (PhD level), University of Science, Malaysia (25 June – 3 July 2019)

Examining Committee for the Proposal Defence (PD) for Master of Philosophy Programme (3 May 2019)

External Reviewer for Asean Journal of Teaching and Learning in Higher Education (AJTLHE) (30 Apr 2019 – Present)

Organizing Chairperson for the UTAR - De Zhou University Collaborative Symposium (28 March 2019)

Invited Speaker for Finance Fighter Event on the topic of Financial System in Malaysia (14 March 2019)

Organizing Chairperson for the talk on “Teaching and Learning via Virtual Platform” (15 March 2019)

UTAR Representative for the Collaborative Research Meeting with Malaysia Chinese Independent School Association (Dong Zong) (27 Feb 2019)

Organizing Chairperson for the talk on “Online Research Methodology” (21 Jan 2019)

International Reviewer for International Journal of Education, Cultural and Society (24 Oct 2018 – present)

Chairman of the Examining Committee for PhD Proposal Defence (23 Nov 2018)

Leader for Cultural Learning and Exploration Trip to Manuel S. Enverga University Foundation, Philippine (23 – 30 September 2018)

Assessor (Expert Validation) for a questionnaire (PhD level), Sultan Idris Education University (23 – 30 Jan 2018)

Organising Chair for a Talk on Education for Sustainability, UTAR Kampar Campus (29 November 2017)

Organising Committee Member for 3rd Applied Financial Modelling Conference 2017, Asia Pacific Applied Economics Association (APAEA) & UTAR, Kampar Campus (8 – 9 Nov 2017)

Organising Committee Member for 19th Malaysian Finance Association Conference, 2017, UTAR Kampar Campus (16 – 18 May 2017)

Internal Reviewer for 19th Malaysian Finance Association Conference, 2017, UTAR Kampar Campus

Panel Judges for Final Year Project Conference 2017, UTAR, Kampar Campus

Reviewer for International Conference on Business, Accounting, Finance and Economic, UTAR, Kampar Campus, 2013, 2014, 2015, 2016, 2017, 2018

Self Assessment Committee, Banking programme, (Nov 2015 – July 2016)

Session Chairperson for International Conference on Business, Accounting, Finance and Economic, UTAR, Kampar Campus, 2013, 2014, 2015, 2016, 2018

Secretariat Committee for International Conference on Business, Accounting, Finance and Economic, UTAR, Kampar Campus, 2013, 2014, 2015, 2016, 2017 2018

Working Committee for SoSE 2015 (Symposium on Science Education), 5 September 2015

Speaker for a Talk on Learning Method in UTAR, Kampar Campus (19 March 2014)

Discussant in 14th Malaysian Finance Association Conference 2012, USM, Penang, 1 – 3 June 2012

PUBLICATION (Journals):

- 1.
2. **Wei, C.Y.**, Kuah, Y. C., Ng, C. P., & Lau, W. K. (2021). Augmented Reality (AR) as an Enhancement Teaching Tool: Are Educators Ready for it?. *Contemporary Educational Technology* 13 (2).
3. **Wei, C.Y.**, Kuah, Y.C., & Mohamad Z.Z. (2020). Determinants of intention to purchase halal cosmetic products: A study on Muslim women in West Malaysia. *Journal of Halal Industry and Services* 3(1). <https://doi.org/10.3687/jhis.a0000092>
4. **Wei, C.Y.** (2020). What indigenous parent said on young generation's education?. *Journal Penyelidikan Sains Sosial* 3(6) [eISSN:2637-0956]
5. Lau, L.S., Choong, Y.O, **Wei, C.Y.**, Choong, C.K., Seow, A.N., & Ching, S. L. (2020). Investigating nonusers' behavioral intention towards solar photovoltaic technology in Malaysia; The role of knowledge transmission and price value. *Energy Policy*
6. **Wei, C.Y.**, Nur Hafizah, M.I., Zainon, M.Y., Kuah, Y.C., & Wan Rozima, M.A.S. (2018). Parental saving: Does SSPN matter to my children's education?. *Journal of Global Business and Social Entrepreneurship* 4(13) [eISSN:2462-1714]
7. **Wei, C.Y.**, Chin, L.K., Chia, M.S. & Kuah, Y.C. (2018). Attributes of Academicians' Credit Card Usage Behaviors in Malaysia. *Journal of Contemporary Issues and Thought* 8.[ISSN:2232-0032]
8. Kuah, Y. C., **Wei, C. Y.**, Chin, L. K. & Chia, M. S. (2018). Credit card repayment pattern: Empirical investigations among academicians in Malaysia. *International Journal of Banking and Finance* 13(2) [ISSN: 1675-7227]
9. Chia, M.S. & **Wei, C.Y.** (2018) To purchase or rent a home in Malaysia? A case study in Selangor. *Journal of Contemporary Issues and Thought* 8.[ISSN:2232-0032]
10. **Wei, C. Y.**, Khoo, Y.Y, & Zainizam, Z. (2017). Shift of conventional learning into active learning: Impacts towards students' learning hour. *International Journal of Education, Psychology and Counseling* 2(5), 177-191. [eISSN: 0128-164X]
11. **Wei, C. Y.**, Khoo, Y.Y, & Zainizam, Z. (2016). Lecturer's audio-video recording in peer-tutoring learning: Effectiveness toward student's communication skill. *Journal of Global Business and Social Entrepreneurship* 3(5), 128-142. [ISSN: 2462-1714].

12. **Wei, C. Y.**, Khoo, Y.Y, & Zainizam, Z. (2016). Application of lecturer's audio-video recording in Economics course: A substitute or supplement to student's attendance. *International Journal of Academic Research in Business and Social Sciences*, 6, 24-32. [ISSN: 10.6007/IJARBS/v].
 13. Go, Y.H, Chin, L.K., Kuah, Y.C. & **Wei, C.Y.** (2016). Information spillover between crude oil and stock markets: Evidence from subsidy cut for RON 95 fuel price in Malaysia. *Global Business Review* 19(4), Sage Publisher. (ISSN:0973-0664) (SCOPUS Cited Publication).
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PUBLICATION (Conference Proceedings):

1. **Wei, C.Y.**, Kuah, Y.C., Liew, F.M., Koh, C.M., & Lee, C.L. (2021). Challenges faced by Finance courses student in online learning mode during COVID-19 pandemic. 3rd Kuala Lumpur International Multidisciplinary Academic Conference 2021, Kuala Lumpur, Malaysia (24 April 2021)
2. Diong, F.W., Ngeow, Y.M., **Wei, C.Y.**, Chen, K.P. & Ong, S.W. (2020). Emergency Remote Learning during the COVID-19 pandemic: A case study of communication undergraduate's satisfaction and learning strategies. The 5th Annual International Sustainability Initiatives: Case Studies in Malaysia, Philippines and Indonesia Respecting Environment and Diversity: Developments in Current Times. (28 - 30 Oct 2020)
3. **Wei, C.Y.**, Kuah, Y. C., Ng, C. P., & Lau, W. K. (2020). Will educator awareness's influence their intention to adopt Augmented Reality (AR) for teaching?. Proceeding 8th International Conference on Business, Accounting, Finance and Economics, Kampar, Perak, Malaysia (16 Oct 2020)
4. Abdelhak, S., Lau, L.S., **Wei, C.Y.**, Ching, S.T., Choong, C. K., Seow., A. N., & Choong, Y. O. (2020). Solar Photovoltaic as a means to sustainable energy consumption in Malaysia: The role of knowledge and price value. International on Economics, Energy and Environment. (26 - 27 June 2020)
5. **Wei, C.Y.**, Surindar, K., Yeoh, H. B., & Malvin, K. (2019). The Influence of Student Learning Styles toward Behavioral Intention to Learn via Online Educational Games Platform. The Asian Conference on Education 2019 (ACE 2019). Tokyo, Japan (31 Oct – 3 November 2019) [ISSN: 2186 – 5892]
6. **Wei, C.Y.** (2019). Reaksi Ibu Bapa Terhadap Pendidikan Generasi Muda: Satu Tinjauan di Perkampungan Peribumi, Selangor. International Research Conference 2019 (IRC 2019), Kota Bharu, Kelantan (28 – 29 September 2019)

7. Lau, L.S., **Wei, C.Y.**, Choong C.K., Choong, Y.O, Abdelhak, S., Seow, A.N. & Ching, S.L. (2019). Why don't Malaysians adopt solar photovoltaic technology? The role of social influence and facilitating conditions. The 10th RMUTP International Conference on Science, Technology and Innovation for Sustainable Development. Bangkok, Thailand (4 – 5 June 2019)
8. Choong, C.K., **Wei, C.Y.**, Liew, F.M., Chin. L.K., Hoon, H., & Lim, C.H. (2018). An assessment on rural tourism in Malaysia: Reviving New Villages development and sustainability. 4th Asia International Conference 2018. Langkawi, Malaysia (8 – 9 Dec 2018)
9. **Wei, C.Y.**, Nur Hafizah, M.I., Zainon, M.Y., Kuah, Y.C., & Wan Rozima, M.A.S. (2018). Parental saving: Does SSPN matter to my children's education?. International Academic Conference 2018, Penang, Malaysia (26 – 27 Nov 2018).
10. Chin, L.K., Chee, C.M. & **Wei, C.Y.** (2017). Testing static trade-off and pecking order theories: Empirical evidence from public listed companies (PLCs) in Malaysia. Proceeding 5th International Conference on Business, Accounting, Finance and Economics, Kampar, Perak, Malaysia (4 Oct 2017). [ISBN: 978-967-11506-8-9]
11. Kuah, Y.C., Chin, L.K., Chia, M.S. & **Wei, C.Y.** (2017). Islamic credit cards (ICCs) vs conventional credit cards (CCCs): Comparison of attributes for attraction. Proceeding 5th International Conference on Business, Accounting, Finance and Economics, Kampar, Perak, Malaysia (4 Oct 2017). [ISBN: 978-967-11506-8-9]
12. **Wei, C.Y.**, Khoo, Y.Y. & Zainizam, Z. (2017). Beyond the conventional learning: Impact of multimedia element in peer tutoring on students' learning hour. *Proceeding International Conference on Education, Business, Islamic and Technology (ICEBIT)*, Langkawi, Kedah. (29 – 30 July 2017). [ISBN: 978-967-14841-2-8]
13. **Wei, C. Y.**, Khoo, Y.Y. & Zainizam, Z. (2016). Effect of lecturer's audio-video recording in peer tutoring learning method towards students' communication skill. *Proceeding 6th International Conference on Global Business and Social Entrepreneurship (GBSE)*, Kota Bharu, Kelantan. (8 – 9 Dec 2016). [ISBN: 978-967-13718-4-8]
14. **Wei, C.Y.** & Chia, M.S. (2016). Kesedaran ibu bapa terhadap pendidikan anak-anak dalam kalangan masyarakat orang asli. *Persidangan Kebangsaan Ekonomi Malaysia ke-11*. Universiti Kebangsaan Malaysia, Majlis Professor Negara, Kementerian Kewangan Malaysia. (27 – 28 July 2016).

15. Chia, M.S. & **Wei, C.Y.** (2016). To purchase or to rent a home in Malaysia: A case study in Selangor. *Persidangan Kebangsaan Ekonomi Malaysia ke-11*. Universiti Kebangsaan Malaysia, Majlis Professor Negara, Kementerian Kewangan Malaysia. (27 – 28 July 2016).
16. **Wei, C.Y.** (2016). Beyond the conventional teaching environment: Application of multimedia elements in teaching finance course. *UTAR R&D Colloquium*. (28 May 2016).
17. Go, Y.H., Chin, L.K., Kuah, Y.C. & **Wei, C.Y.** (2015). Information Spillover Between Crude Oil and Malaysian Stock Markets, *3rd International Conference on Business, Accounting, Finance, and Economics*, Kampar, Perak, Malaysia. [ISBN: 978-967-11506-3-4]
18. **Wei, C.Y.**, Chia, M.S., Chin L.K., Kuah, Y.C. & Ong, H.S., (2014). Significance of Personal Financial Literacy on Practices and Usage Behaviors on Credit Card among Academicians in a Private Tertiary Institution in Malaysia, *2nd International Conference on Business, Accounting, Finance, and Economics*, Kampar, Perak, Malaysia. [ISBN: 978-967-11506-2-7]
19. Kuah, Y.C., Lim, C.H, Tan, C.T., & **Wei, C.Y.** (2013). Interest rates pass through and asymmetric adjustment: evidence from policy rate to prime rate in Canada. *International Conference of Business, Accounting, Finance and Economic*, Kampar, Perak, Malaysia, 4 October. [ISBN: 978-967-11506-1-0]
20. **Wei, C.Y.**, Kuah, Y.C., Loo, S.K., & Lu, M.P. (2012). Tendency toward Selection Finance as Field of Studies among Tertiary Level Student. *1st International Conference on Behavioral and Social Science Research (ICBSSR)*, Kampar, Perak, Malaysia, 2 Nov.
21. Lu, M.P, Kuah, Y.C., & **Wei, C.Y.** (2012). Impact of Changes to Components of Composite Index on the Affected Stocks. *14th Malaysian Finance Association Conference 2012*, Universiti Sains Malaysia, Penang, Malaysia, 1-3 June.
22. **Wei, C.Y.**, Hoo, Y. H., & See. J. (2011). *Relationship between learning styles and content based academic achievement among tertiary level students*. Enhancing Learning: Teaching & Learning Conference 2011, International Conference on Teaching and Learning in Higher Education, Miri, Sarawak, Malaysia, 25-26 November.
23. **Wei, C.Y.**, & Karim, F. (2009). Relationship between Learning Styles and Achievement of Form Four Students in the Subject of Basic Economics at a School in Kajang. *Prosiding Kolokium Siswazah 2(3)*. Jun 2009. Bangi:UKM
24. Wan Hassan, W. S., Muhammad Hussin, & **Wei, C.Y.** (2009). Masalah-masalah yang Dihadapi oleh Usahawan Wanita Bumiputera di

Daerah Seremban. *National Seminar on Entrepreneur Development & UKM*,
8-9 Dec, Corus Hotel, Kuala Lumpur

ACADEMIC MEMBERSHIP

- **Chairperson, Centre for Learning and Teaching**, UTAR (Oct 2018 – present)
- **Associate Member, Centre for Accounting, Banking and Finance (CABF)**, UTAR (Jan 2019 – present)
- **Vice Chairperson, Centre for Accounting, Banking and Finance (CABF)**, UTAR (Jan 2018 – Dec 2018)
- **Member, Centre for Accounting, Banking and Finance (CABF)**, UTAR (Jan 2011 – Dec 2017)
- **Associate Member, Centre for Learning and Teaching (CLT)**, UTAR (Dec 2010 – Oct 2018)

PROFESSIONAL MEMBERSHIP

- **Webmaster**, Malaysian Association of Collaborative Research in Education (March 2021 - present)
- **Professional Certificate**, Pembangunan Sumber Manusia Berhad (Human Resource Development Fund), **Train the Trainer (TTT)** (2019 - present)
- **Member, Malaysian Finance Association (MFA)** (Jun 2016 – present)
- **Member, Financial Planning Association of Malaysia (FPAM)** (Feb 2012 – Dec 2012).

CONSULTANCY WORK

- **International Instructor** for “International Finance” courses, Guang Dong University of Finance, China (Sept 2020 - present)
- **Business Consultant** for the Double Y Living Solution Enterprise (Jan 2021 - present)

- Consult on business operation, product development, marketing and finance related
- **Trainer cum Coordinator** for the course of “21st Century University Teaching Skills in Higher Education”, Centre for Extension Education (CEE) and Centre for Learning and Teaching (CLT) (13 July – 3 Aug 2019)
 - A group of 24 delegates (academic staffs from Guangxi University of Chinese Medicine (GXUCM))
- **Instructor** for the course of “ International Trade Financing Facilities and International Currency Transaction”, Centre for Extension Education (CEE) (5 July 2019)
 - Study tour from Vellore Institute of Technology, India.
- **Coordinator** for the Exposure Study Tour from Bhutan Ministry of Education (MOE) (7 – 12 Jan 2019)
- **Instructor** for the course of “Setting up a Tourist Business and Socio-Cultureal of Tourism” (9 Aug – 16 Aug 2018)
 - Study tour from Guizhou University, China.
- **Instructor** for the course of “ Dealing a Business in Malaysian Languages”, Centre for Extension Education (CEE) (2 July 2018)
 - Study tour from Vellore Institute of Technology, India.
- **Business Consultant**, Double Y F&B Trading (Jun 2016 – present)
 - Consult on business operation, product development, marketing and finance related.

EXTERNAL SERVICE TO COMMUNITY/ SOCIETY

- **Treasurer cum facilitator for an community project of providing hand wash and talk on personal safety & time management to the school students in SJK (C) Pekan Pasir, Bidor, Perak (1 May 2021)**
 - Purchase and distribute hand wash to the students
 - Facilitate talks on personal safety and time management
- **Treasurer and purchasing team leader for an event of providing stationery to the low income group students in ACS Methodist School, Kampar (10 March 2021)**
 - Purchase stationery and revision books
 - Packing and labeling the gift bag for distribution
- **Purchasing and visitation team leader for an event of reaching to low income household in Kampar area (21 February 2021)**

- Purchase groceries and packing
- Conduct home visit and distribute the ration to the household
- **Game team committee for an event to create awareness of COVID-19 to primary school students, SJKC Siputeh, Perak (26 January 2021)**
 - Develop questions and answers related to COVID-19 in MCQ form
- **Packaging committee member for an event to distribute schooling items to low income group students in a primary school in Kuala Kangsar, Perak (5 January 2021)**
 - Packing sock, uniform, and labeling the gift bags for students
- **Organizing Leader for home visit to reach the needy and poor communities in Perak (15 – 22 September 2019)**
 - Conduct home visit and channel the information gathered to the church for further assistance.
- **Organizing Committee (Sub-leader) for an event of school cleaning and waste management project (30 August 2019)**
 - Cleaning the classrooms with school teacher and students
 - Create awareness to the students on the waste management
- **Organizing Committee for the motivational talk in a primary school, Kampar (28 August 2019)**
 - Giving talk to the primary school students.
- **Organizing Leader to Old Folk Homes in Kampar, Perak (21 July 2019)**
 - Performance, games and gifts to the old folks
- **Organizing Leader for Pilgrimage to Penang Church (23 June 2019)**
 - Ensure the entire event move smoothly
- **Event committee member for the Beautiful Gate (Centre for Disabled Kampar) (1 May 2019)**
 - Preparing foods and gifts for the one day outing at the Teluk Batik
- **Sunday school teacher, Sacred Heart Church, Kampar (Jan 2018 – present)**
 - Involved in teaching the students on the bible knowledge.
- **Service Committee: Mercy Kitchen, Sacred Heart Church, Kampar (Feb 2016 – March 2019)**
 - Involved in organizing, planning, cooking and distributing meal to the poor in Kampar area.

- **Charity Day at Leprosy Village, Sungai Buloh, Selangor (1 Jan 2019)**
 - Donation of items and distributing to the villagers in Leprosy Village.
- **Event committee member for Hospital Kampar Community Service Program: Hospital Kampar (21 Dec 2018)**
 - Distributing gifts to the in-patients in Hospital Kampar.
- **Books donation to SJK (C) Chung Hwa, SMJK Pei Yuan and Kampar Chinese Old Temple Library, Kampar (9 Oct 2018)**
 - Donate books to the schools and library.