DR. TAN WAI HONG (01348A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF ENTREPRENEURSHIP AND BUSINESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: wai.hong@umk.edu.my
Tel: 09-7717000

Scopus ID: **57204792130**
WOS: **AAD-4055-2021**

A. PERSONAL DETAILS

UMK JOIN DATE	10-Feb-2015
DATE OF APPOINTMENT FOR CURRENT POSITION	11-Feb-2020
DATE OF CONFIRMATION FOR CURRENT POSITION	04-Sep-2022
EDUCATION(S)	• **(2019) UNIVERSITY OF NEW SOUTH WALES,SYDNEY AUSTRALIA** IJAZAH DOKTOR FALSAFAH MATEMATIK • **(2013) UNIVERSITI MALAYA** IJAZAH SARJANA STATISTIK GUNAAN (APPLIED STATISTICS) STATISTIK • **(2012) UNIVERSITI UTARA MALAYSIA** IJAZAH SARJANA MUDA SAINS PEMUTUSAN SAINS PEMUTUSAN • **(2005) SEKOLAH MENENGAH CHUNG CHENG** SPM
GROUP OF EXPERTISE	
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang (APC) Tahun 2023 (2024)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	• THE MALAYSIAN INSURANCE INSTITUTE | MEMBER | INTERNATIONAL 13-Oct-2014 - 13-Oct-2113

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• ACS4112 - RESEARCH PROJECT (COMMERCE I) • ACS4113 - RESEARCH PROJECT (COMMERCE II) • AFT1013 - FOUNDATION OF ENTREPRENEURSHIP • AFT1103 - BUSINESS MATHEMATICS • AFT2103 - BUSINESS STATISTIC • AFT4012 - STUDENT IN ENTERPRISE PROGRAMME (SIEP) • APK20509 - PROTEGE@UMK • APK30703 - BUSINESS RESEARCH METHOD • APT2013 - ENTREPRENEUR BEHAVIOR • APT3073 - RESEARCH METHODOLOGY • APT4098 - PRACTICAL TRAINING • ATF10203 - FOUNDATION OF ENTREPRENEURSHIP • ATF10303 - ENTREPRENEURIAL BEHAVIOUR • ATF31103 - STUDENT ENTREPRENEURIAL EXPERIENCE (SEE)

	• ATF31303 - APPLICATIONS OF MATHEMATICS AND STATISTICS IN BUSINESS • HFT20203 - BUSINESS STATISTICS • HPT40108 - INDUSTRIAL TRAINING

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Tan, W. H., Chong S., Fang H.-W., Pan K.-L., Mohamad, M., Lim J.W., Tiong T.J., Chan Y.J., Huang C.-M., Yang T.C.. (2021-06). Microbial fuel cell technology¿a critical review on scale-up issues. Processes , Vol. 9 (6) , pp. 1 - 13. https://doi.org/10.3390/pr9060985 2. Tan, Waihong, Feng Chen. (2021-02). Predicting the popularity of tweets using internal and external knowledge: an empirical Bayes type approach. AStA Advances in Statistical Analysis . https://doi.org/10.1007/s10182-021-00390-z 3. Tan Wai Hong, Shee En Yap. (2025-09). The Digital Payment Paradigm: Exploring Consumer Preferences and Financial Dynamics on the Use of E-Wallets, Debit Cards, and Credit Cards. Journal of Business and Social Development , Vol. 13(2) , pp. 160-168. https://doi.org/http://doi.org/10.46754/jbsd.2025.09.003 4. Jie Li Lim, Tan Wai Hong. (2025-09). Customer Engagement and Behavior in Multi-Channel Retail: Insights from the Malaysia Market. Journal of Entrepreneurship and Business (JEB) , Vol. 13 (2) , pp. 72-81. https://doi.org/10.17687/p2b39v36 5. Choon Song Lim, Tan, Wai Hong, Hui Jie Lew. (2025). An Empirical Analysis of Buy Now, Pay Later Mechanism and Its Impact on Customer Retention in Digital Commerce. Journal of Entrepreneurship and Business , Vol. 13 (1) , pp. 123-131. https://doi.org/10.17687/jeb.v13i1.1507 6. Jiqiang Ma, Nur Izzati Mohamad Anuar, Tan, Wai Hong. (2024-12-15). A Study of Employee Management in Small- and Medium-Sized Enterprises: A Conceptual Study. Advanced International Journal of Business, Entrepreneurship and SMEs , Vol. 6(22) , pp. 13-20. https://doi.org/10.35631/AIJBES.622002
PROCEEDING(S)	1. Tan, Wai Hong, Chen, Feng. (2027). An Efficient Self-Exciting Framework for Modeling Exogenous Shocks in Retail Transaction Streams. In Lecture Notes in Computer Science , pp. 401-413. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-981-92-2480-7_25 2. Tan, Wai Hong, Feng Chen. (2024). On the choice of functionals obtained from the predictive distribution of future retweet counts. In AIP Conference Proceedings . AIP Conference Proceedings. https://doi.org/10.1063/5.0192284 3. Daud, N. I. M., Mohd F., Nawi N.C., Ibrahim M.A.H., Tan, W. H., Zainuddin Z.F., Mohd Yussoff N.H.. (2023). Bibliometric Analysis of Optimization in Sports from 2011 to 2020 Using Scopus Database. In Lecture Notes in Networks and Systems , pp. 689 - 7012. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08084-5_50
BOOK(S)	1. Nik Maheran Nik Muhammad, Ng Siew Foen, Md Ariff Ariffin, Mohammad Affiq Kamarul Azlan, Tan Wai Hong, Nor Hazwani Munirah Lateh. (2023). (Coffee Table) Rebana Kercing a journey of discovery. UMK Press.
CHAPTER(S)	1. Saufi R.A., Tan Wai Hong. (2024-07). Malaysia: The Effects of Attitude, Subjective Norms, and Social Entrepreneurship Awareness Toward Social Entrepreneurship Intention Among Public University Students. In Start-up Cultures in Times of Global Crises (pp. 161-181). Springer Nature. 2. Tan Wai Hong, Nurul Akmar Che Zaudin, Hasyiya Karimah Adli. (2023). Chapter 2 The Current Situation of Rebana Kercing. In Rebana Kercing of Kampung Laut: The Preservation of the Art (pp. 9-20). UMK Press. 3. Tan, Wai Hong. (2021). Chapter 2: Paradigm shift towards cultivating asynchronous online learning. In Embracing new norms with asynchronous online learning (pp. 11-16). UMK Press.
OTHER(S)	1. Zuraimi Abdul Aziz, Burhan Che Daud, Nik Yusri Musa, Hazriah Hasan, Nik Syuhailah Nik Hussin, Suhaila Abdul Kadir, Nurhaiza Nordin, Nurnaddia Nordin, Norsyamlina Che Abdul Rahim, Ruzanifah Kosnin, Nordiana Ab Jabar, Suraya Sukri, Mardhiah Kamaruddin, Tan, Wai Hong, Wan Yusoff Wan Shaharuddin, Marwan Bin Ismail, Noor Hisham Md Nawi, Nik Ahmad Farhan Azim @ Nik Azim, Rosli, Mohd Hafiz, Husin, Fitriyah, Azahari, Nur Asyikah, Mohd Azalan, Mohd Faisal, Shah Rum, Faidzah, Rool Ismail, Mohd Kamal, Saluddin, Ahmad Saiful. (2026). Pelan Strategik Universiti Malaysia Kelantan 2026-2030 (UMK30). Penerbitan Korporat UMK. 2. Tan Wai Hong. (2024-12-12). Mitigating Financial Risk and Improving Liquidity through Bi-Weekly Payroll in Malaysia. Faculty of Entrepreneurship and Business, UMK. 3. Tan, Wai Hong. (2024-12-12). Streamlining Tax Compliance: The Future of Automated Tax Filing in Malaysia. Faculty of Entrepreneurship and Business, UMK. 4. Liaw Chee Tong, Khavitha A/P Sangaralingam, Nurfitrah Azira Zainudin, Nur Qafreena Natasya Rahman, Tan Wai Hong. (2024-10). Examining the Impact of Artificial Intelligence Adoption on Improving Experiences of Mobile E-Commerce. 5. Winky Gan Win Kee, Rabi¿atul Adawiyah Usri, Nur Fatin Eliana Nik Zamzuri, Muhammad Raif Muhamad Fazley, Tan Wai Hong. (2024-10). Investigating Factors for Enhancing Small Business Sustainability in a Competitive Market Environment. 6. Tan, W. H.. (2024-08-14). A Macroscopic View on the Impact of Public Service Pension Scheme in Malaysia. Fakulti Keusahawanan dan Perniagaan, UMK. 7. Tan, W. H.. (2024-08-14). Optimizing Financial Resources Through Credit Card Perks and Rewards. Fakulti Keusahawanan dan Perniagaan, UMK. 8. Tan, Wai Hong. (2024-07). AI Advancements in the Statistical Modeling of Point Processes. UMK Corporate Publication.

	9. Muhammad Idham Firdaus Hassan, Nur Asyiqin Nasuha Mohd Yassin, Nuur Nabiihah Atiirah Mohamed Othman, Yap Shee En, Tan Wai Hong. (2024). Analyzing Consumer Preferences and Financial Behavior - A Comparative Study of E-Wallets, Debit Cards, and Credit Cards. Faculty of Entrepreneurship and Business, UMK. 10. Tan Wai Hong. (2024). Singapore: A Blend of Ancient Tradition and Modern Innovation. Faculty of Entrepreneurship and Business, UMK. 11. Tan Wai Hong. (2023-10-25). Deciphering Business Transactions from Point Process and Time Series Perspectives. Caknawan UMK. https://doi.org/2948-5037 12. Tan Wai Hong. (2023-05). Assessing Stocks via Financial Performance Metrics. Faculty of Entrepreneurship and Business (FKP). 13. Tan Wai Hong. (2023-02). Agriculture as an Important Engine of Growth in Malaysia. Faculty of Entrepreneurship and Business (FKP). 14. Tan, Wai Hong. (2022). Point Processes at a Glance. Caknawan UMK. 15. NurHaiza Nordin, Nurnaddia Nordin, Rosmaizura Mohd Zain, Ainon Ramli, Nur Syafiqah A. Samad, Nadzirah Mohd Said, Noormariana Mohd din, Hazriah Hasan, Norfazlirda Hairani, Tan, Wai Hong, Nurul Izyan Mat Daud. (2021). FKP Postgraduate Research Colloquium Virtual 2021. UMK.
RESEARCH(S)	1. CORE COMPETENCIES OF WOMEN ENTREPRENEURS IN BUILDING SUPERIOR ONLINE BUSINESS PERFORMANCE IN KELANTAN | MEMBER | UMK-FUND | 2020 2. DEVELOPING AN EXACT ALGORITHM TO OPTIMIZE LEAST SQUARES WITH GROUP MINIMAX CONCAVE PENALTY FUNCTION FOR SELF-EXCITING THRESHOLD AUTOREGRESSIVE MODEL | MEMBER | UMK-FUND | 2022 3. DEVELOPING AN EXACT ALGORITHM TO OPTIMIZE LEAST SQUARES WITH GROUP MINIMAX CONCAVE PENALTY FUNCTION FOR SELF-EXCITING THRESHOLD AUTOREGRESSIVE MODEL | MEMBER | UMK | 2022 4. ENTREPRENEURSHIP EDUCATION POLICY AND PRACTICES AT UNIVERSITIES IN MALAYSIA AND INDONESIA TOWARDS ENTREPRENEURSHIP INTENSITY DEVELOPMENT | MEMBER | UMK-MATCH | 2020 5. ENTREPRENEURSHIP EDUCATION, PERSONAL VALUES AND ENTREPRENEURSHIP INTENSITY BETWEEN MALAYSIA AND INDONESIA | MEMBER | UMK-MATCH | 2023 6. OPTIMIZING THE SEPAK KUDA SERVICES: FOR REGU EVENT IN SEPAKTAKRAW GAMES | MEMBER | UMK-FUND | 2020 7. OPTIMIZING THE SEPAK KUDA SERVIES: FOR REGU EVENT IN SEPAKTAKRAW GAMES | MEMBER | UMK-FUND | 2022 8. PREDICTING THE POPULARITY OF TWEETS USING INTERNAL AND EXTERNAL KNOWLEDGE: AN EMPIRICAL BAYES TYPE APPROACH | HEAD | UMK-FUND | 2020 9. PRESERVATION OF THE REBANA KERCING OF KAMPUNG LAUT, KELANTAN | MEMBER | GERAN ANTARABANGSA | 2023 10. PRESERVATION OF THE REBANA KERCING OF KAMPUNG LAUT, KELANTAN | MEMBER | KERAJAAN | 2021 11. PRESERVATION OF THE REBANA KERCING OF KAMPUNG LAUT, KELANTAN | MEMBER | US EMBASSY | 2021 12. THE MECHANISM OF PROPENSITY SCORE MATCHING IN FACILITATING SALES GROWTH OF MOBILE COMMERCE USAGE BY ENTREPRENEURS IN MALAYSIA | MEMBER | UMK-FUND | 2020 13. USER GROUPING MECHANISM USING DISCRETE PARTICLE SWARM OPTIMIZATION FOR 5G NOMA SYSTEMS | MEMBER | UMK-FUND | 2020
SUPERVISION	• **FACTORS INFLUENCING THE TRANSFORMATION OF BRICK-AND-MORTAR RETAILERS INTO O2O MODELS: A STUDY OF TIANHONG MALLS** | CO SUPERVISOR FOR A MASTER'S STUDENT • **RESEARCH ON CHOSEN IN THE GROWTH OF SMALL AND MEDIUM SIZED BUSINESS COMPANY** | CO SUPERVISOR FOR A PHD'S STUDENT
RESEARCH AWARD (S)	• Product Name: Bibliometric Analysis of Optimization in Sports from 2011 to 2020 Using Scopus Database Award: SPECIAL Role: Member Exhibition Name: The 9th International Seminar of Entrepreneurship, Business, and Technology (ISEBT 2021) • Product Name: UMK Sports Centre Mascot Design - Silver Award: SILVER Role: Head Exhibition Name: UMK Logo and Mascot Design Competition • Product Name: PBL with Guided Supports in Learning Statistics Award: SILVER Role: Member Exhibition Name: Carnival of Research and Innovation • Product Name: UMK Sports Centre Logo Design - Silver Award: SILVER Role: Head Exhibition Name: UMK Logo and Mascot Design Competition • Product Name: Paradigm Shift towards Cultivating Asynchronous Online Learning Award: BRONZE Role: Head Exhibition Name: eTELIC20

D. CONSULTATION

CONSULTATION(S)	1. COMPANY ADVISOR/CONSULTANT TO OPTIMIZE BUSINESS PERFORMANCE | HEAD | 2020 2. COMPANY CONSULTANT TO OPTIMIZE BUSINESS PERFORMANCE | HEAD | 2021

E. COMMUNITY SERVICES

COMMUNITY SERVICES	