DR. YUSMAZIDA BINTI MOHD YUSOFF (02008A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	27-Apr-2023
DATE OF APPOINTMENT FOR CURRENT POSITION	27-Apr-2023
DATE OF CONFIRMATION FOR CURRENT POSITION	22-Dec-2025
EDUCATION(S)	• **(2021) UiTM SHAH ALAM** IJAZAH DOKTOR FALSAFAH PENGURUSAN PERNIAGAAN PENGURUSAN PERNIAGAAN • **(2013) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA • **(2008) UNIVERSITI KEBANGSAAN MALAYSIA** IJAZAH SARJANA MUDA • **(2004)** MUET • **(2003) MRSM JELI** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	• GRAPHIC DESIGNER | DREKA DIGIART & PRINTSHOPPE SDN. BHD 01-Jul-2008 - 30-Sep-2008 • APPLICATION PROGRAMMING EXECUTIVE | MMSC SYSTEM SDN. BHD 09-Dec-2008 - 31-May-2009 • PEGAWAI GRED 41 FASILITATOR SCHOOLNET | KEMENTERIAN PENERANGAN, KOMUNIKASI & KEBUDAYAAN (KPKK) 01-Jun-2009 - 31-Dec-2010 • TECHNICAL WRITER/DEVELOPER | BRITESOFT SOLUTIONS (M) SDN. BHD 01-Feb-2011 - 15-Jul-2012 • PEGAWAI TADBIR (N41) | MAJLIS PERUBATAN MALAYSIA 20-Nov-2012 - 15-Nov-2013 • PEMBANTU | UITM 01-Sep-2017 - 31-Dec-2017 • PEMBANTU PENGAJARAN PASCASISWAZAH | UiTM 01-Sep-2018 - 31-Dec-2018 • PEMBANTU PENYELIDIK | UiTM 01-Aug-2019 - 01-Oct-2019 • PENSYARAH SAMBILAN | UMK 01-Sep-2019 - 01-Jan-2020 • PEMBANTU PENYELIDIK | UiTM 01-Jan-2020 - 31-Dec-2020 • PENSYARAH | UCSI UNIVERSITY 08-Feb-2021 - 30-Apr-2022
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• ACS3033 - E-COMMERCE • AFT1013 - FOUNDATION OF ENTREPRENEURSHIP • ALS4112 - RESEARCH PROJECT (LOGISTICS I) • ALS4113 - RESEARCH PROJECT (LOGISTICS II) • APK20509 - PROTEGE@UMK • APT2013 - ENTREPRENEUR BEHAVIOR • APT4098 - PRACTICAL TRAINING • ARS4112 - RESEARCH PROJECT (RETAILING I) • ARS4113 - RESEARCH PROJECT (RETAILING II) • ATF10203 - FOUNDATION OF ENTREPRENEURSHIP • ATF10303 - ENTREPRENEURIAL BEHAVIOUR • ATF31403 - BUSINESS COMMUNICATION

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Yusmazida Mohd Yusoff, Khalil Omar, Yusliza Mohd Yusoff, Sarminah Samad, Khairulnizam Abdul Mokmin. (2025-11). Developing an Islamic structural capital model: perspectives from SMEs. Journal of Islamic Marketing , Vol. 16(11) , pp. 3413 - 3455. https://doi.org/10.1108/JIMA-06-2024-0238 2. Yusmazida Mohd Yusoff, Nor Hanim Mustafa, Muhammad Azrishah Mohd Lukman. (2025-06). The Story of Dashuri Aida Sofia Enterprise A Flavorful Journey. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(1) , pp. 76-86. https://doi.org/10.51471/15tbqv63 3. Yusmazida Mohd Yusoff, Nor Hanim Mustafa, Ahmad Wafiy Mohd Sukri. (2025-06). Aleeza Bakery: The Rise of a Homegrown Dream. The International Journal of Entrepreneurship Case Study (IJECS) , Vol. 4(1) , pp. 32-40. https://doi.org/10.51471/gp5xk433 4. Yusmazida Mohd Yusoff, Dzulkifli Mukhtar. (2024). Achieving Work-Life Balance: A Tan Sri Syed Zainal Experience. International Journal of Entrepreneurship Case Study (IJECS) , Vol. 3(1) , pp. 14-18. https://doi.org /10.51471/ijecs.v3i1.1398 5. Naeem Hayat, Dzulkifli Mukhtar, Yusmazida Mohd Yusoff. (2024). Taking a Job Offer from a Competitor: A Career Move in Paradox. International Journal of Entrepreneurship Case Study (IJECS) , Vol. 3(1) , pp. 19-26. https://doi.org/10.51471/ijecs.v3i1.1396 6. Yusoff, Y. M., Mukhtar, D., Hayat, N.. (2023). Going With Mother's Wish: A Decision To Become An Entrepreneur In Kelantan. International Journal of Entrepreneurship Case Study (IJECS) , Vol. 2(2) , pp. 1-7. https://doi.org /2948-3832 7. Yusmazida Mohd Yusoff, Dzulkifli Mukhtar, Nur Aida Maisarah Che Kah. (2023). Takoyaki Express: Looking to Take the Next Step. International Journal of Entrepreneurship Case Study , Vol. 2(2) , pp. 1-6.
PROCEEDING(S)	
BOOK(S)	1. Nurul Azwa Mohamed Khadri, Kasmaruddin Che Hussin, Siti Som Binti Husin, Mohammad Nizamuddin Abdul Rahim, Yusmazida Mohd Yusoff, Afifah Hanim Md Pazil, Zaminor Zamzamir @ Zamzamin. (2024). Evolution of Technology in the Transportation Sector. Faculty of Entrepreneurship and Business, UMK. 2. Siti Som Binti Husin, Yusmazida Mohd Yusoff, Afifah Hanim Md Pazil, Zaminor Zamzamir @ Zamzamin, Nurul Azwa Mohamed Khadri, Kasmaruddin Che Hussin, Mohammad Nizamuddin Abdul Rahim. (2024). Modernization of Technology in Supply Chain and Logistics Industry. Faculty of Entrepreneurship and Business, UMK. 3. Mohammad Nizamuddin Abdul Rahim, HUSIN, SITI SOM, Yusmazida Mohd Yusoff, Afifah Hanim Md Pazil, Zaminor Zamzamir @ Zamzamin, Nurul Azwa Mohamed Khadri, Kasmaruddin Che Hussin. (2024). Summit of Achievement: Final Year Project Poster (SAL Programme). Faculty of Entrepreneurship and Business, UMK. 4. Afifah Hanim Md Pazil, Zaminor Zamzamir @ Zamzamin, HUSIN, SITI SOM, Nurul Azwa Mohamed Khadri, Kasmaruddin Che Hussin, Mohammad Nizamuddin Abdul Rahim, Yusmazida Mohd Yusoff. (2024). The contemporary role of e-commerce operational management and sustainable development. Faculty of Entrepreneurship and Business, UMK.
CHAPTER(S)	1. Yusmazida Mohd Yusoff, Khairulnizam Abdul Mokmin, Mohd Effandi Yusoff. (2025-07-08). Transforming Automotive Manufacturing: Exploring Effective Technology Transfer Mechanisms in Industry 4.0. In Exploring Trends, Innovations, and Digitalization of Entrepreneurship (pp. 569-583). Springer. https://doi.org/10.1007/978-3-031-92942-7_38
OTHER(S)	1. Tan Yong Hwa, Nurulizzah Hannani Mazlan, Punithan A/L Narainan, Siti Humaira Husna Isnin, Yusmazida Mohd Yusoff. (2024-01-01). Cultivating a Sustainable Future: Exploring the Significance of Green Entrepreneurship Practices in Logistics Among UMK Students. UMK Press.
RESEARCH(S)	1. ANUGERAH PROJEK KEUSAHAWANAN SOSIAL TERBAIK | MEMBER | KPM | 2023 2. GOING WITH MOTHER'S WISH: A DECISION TO BECOME AN ENTREPRENEUR IN KELANTAN. | HEAD | UMK | 2023 3. NURTURING A SUSTAINABLE FUTURE THROUGH GREEN ENTREPRENEURSHIP PRACTICES | HEAD | UMK-FUND | 2023 4. PENYELIDIK BERSEKUTU DI PUSAT PENYELIDIKAN KEUSAHAWANAN DAN INOVASI GLOBAL (GERIC) | MEMBER | UMK | 2023 5. TAKOYAKI EXPRESS: LOOKING TO TAKE THE NEXT STEP | HEAD | UMK | 2023

SUPERVISION	• **IMPACT OF EMPLOYEE SATISFACTION ON CUSTOMER SATISFACTION (A CASE STUDY OF AIRTEL, NIGERIA)** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **MANPOWER PLANNING AND DEVELOPMENT AS AN EFFECTIVE TOOL FOR ACHIEVING ORGANIZATIONAL GOALS** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	