



DR. SYAZLIANA ASTRAH MOHD IDRIS

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PROFESSIONAL PROFILE

She has 12 years of professional experience from Business Development and Education including 4 years of experience in Research and Development during PhD study (full sponsorship by Ministry of Education). Experienced in feasibility studies and research works focused on Human Resource Management Practices, Organisational Behaviour and Organisational Performance specifically in Mergers and Acquisitions (M&A).

AREAS OF EXPERTISE

- Highly developed good interpersonal and leadership skills with a positive working attitude.
- Proven ability to work independently in a fast paced and rapidly changing environment, mature, analytical and results oriented.
- Advanced skills in teaching, research methodology and data analysis (SmartPLS, SPSS)
- Having the negotiation skills; understanding a client’s needs and issues from a business point of view and having the patience to deal with multi decision maker processes.

ACADEMIC QUALIFICATIONS

PhD in Business Management

Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia

April, 2017

PhD Thesis:

“The Influence of Human Resource Management Practices, Corporate Cultures and Tasks Integration on The Performance of Acquiring Companies in Malaysia”

Master of Business Administration (MBA), Applied Business Research

Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia

May, 2011

Bachelor of Chemical Engineering (Hons)

Universiti Teknologi Malaysia (UTM), Skudai, Johor, Malaysia

April, 2005

SCHOLARSHIPS AND AWARD

Full Scholarships: MyPhD, MyBrain15 by Ministry of Education, Malaysia. Sept 2011-Sept 2015

Awards: i) Silver award for Penang Invention, Innovation & Design (PIID) Dec 2014

*-Human Resource Management Practices and Corporate Cultures
Integration Framework for Mergers & Acquisitions (M&A) In Malaysia*

ii) Best Papers Award for 1st AAGBS International Conference April 2014

on Business Management (AiCoBM) Springer Science+Business
Media Singapore - *HRM Practices and Organizational Performance:
A Conceptual Model on the Performance of Acquiring Companies*

RESEARCH AND CONSULTANCY

Specialization

Human Resource Management, Organisational Behavior, Organisational Performance, Entrepreneurship, Supply Chain Management, Business Management related research, Woman related research, Research Methods, Statistic and Structural Equation Modelling (SEM-PLS).

Panel of Expert Review

1. **Panel of Expert** for Interactive Learning of Firm and Market Structure Theory of Microeconomics Course, University Technology of MARA, 2017.

Journals Reviewer Board

1. **International Reviewer** for Innovation and Economic Research Magazine 2017/2018

Publisher : University of East Sarajevo
Paper Review : Digital Transformation and its Influence on GDP
: International Application Model Short-Long Term between GDP and Consumption: Case Study Indonesia

2. **Reviewer** for the Business Management and Computing Research (BMCRC) 2017

Publisher : University Technology of MARA
Paper Review : 1) Understanding Customer Behaviour towards Online Shopping
2) The Effect of Visual Merchandising on Buyer's Impulse Purchase Decision
3) Environmental Reporting Guidelines for Malaysian SMEs to be Equally Accountable.

3. **Reviewer** for the Business and Management Research Journal (BMRJ) 2016

Paper Review : 1) The Influence of Leaders' Interpersonal Communication Skills on Employees' Innovative Behavior: A Pilot Study (BMRJ-16-0070).
2) Analysis of Employees' Retention Strategies As Used By Ausdrill Limited Company, Tanzania (BMRJ-16-0067).

- 4. Reviewer** for the Global Journal of Health Science (GJHS) 2015
Paper Review : The Relationship between Organizational Culture and Organizational Agility in
Zahedan University of Medical Science

Editorial Board

1. Feb 2017 – present : **Editorial Board Member** for International Journal of Economics, Business and
Management Research (IJEBMR); ISSN: 2456-7760

Professional Membership

May 2017 – Present : **Member** of Malaysian Institute of Management (MIM)

August 2017 – Present : **Principal Researcher** of Johor Empowerment of Intellectual Woman
Association (JEIWA)
[Membership Number: SN 0404]

PUBLICATIONS/ CONFERENCE PAPERS

Syazliana Astrah, M.I., & Zurita, S. Tasks Integration Process in the Supply Chain: Mergers and
Acquisition Context. (Work in Progress)

Syazliana Astrah, M. I., & Aini, J. The Influence of Human Resource Management Practices and
Corporate Cultures Integration on The Performance of Acquiring Companies in Malaysia. *ASIA
International Multidisciplinary Conference. (forthcoming; paper has been accepted and will be published
in WEB OF SCIENCE (WOS) and SCOPUS Indexed Journal).*

Syazliana Astrah, M. I., & Aini, J. (2017). Corporate Cultures Integrations in the Mergers and
Acquisitions Process: A Review. *International Journal of Multidisciplinary Research and Development*,
Vol. 4, pp. 81-83. **WOS and SCOPUS Indexed.**

Syazliana Astrah, M. I., Rabiah, A. W., & Aini, J. (2016). HRM Practices and Organizational
Performance: A Conceptual Model on the Performance of Acquiring Companies. In *Proceedings of the
1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014)* (pp. 127-137).
IEEE, Springer Singapore. **WOS and SCOPUS Indexed.**

Syazliana Astrah, M. I., Rabiah, A. W., & Aini, J. (2015). Corporate cultures integration and
organizational performance: A conceptual model on the performance of acquiring companies. *Elsevier
Procedia-Social and Behavioral Sciences*, 172, 591-595. **WOS and SCOPUS Indexed.**

Syazliana Astrah, M. I., Rabiah, A. W., & Aini, J. (2014). Human Resource Management Practices And
Corporate Cultures Integration Framework For Mergers And Acquisitions In Malaysia. *e-Proceedings of
Penang Invention, Innovation & Design 2014 (PIID2014)* ISBN 978-967-11647-9-2.

Syazliana Astrah, M. I. (2013). The HRM practices and organization performance: a conceptual
framework. In *Proceedings of international accounting and business conference. Persada Johor
International Convention Centre, Universiti Teknologi Mara, Johor* (Vol. 11).

PRESENTATIONS

“Syazliana Astrah, M.I., Nurul Nadia, A.A., Raja Kamariah, R.M.K., Nor Fadillah, M.N., Khalillah, A. R., & Wahida, A. (2018). Causes And Effects Of Domestic Violence: A Conceptual Model On The Performance At Work,” will be presented at the 4th Putrajaya International Conference On Children, Women, Elderly And People With Disabilities 2018 (PICCWED4) on 24-25 February 2018, Putrajaya, Malaysia.

“The Influence of Human Resource Management Practices and Corporate Cultures Integration on The Performance of Acquiring Companies in Malaysia,” presented at the ASIA International Multidisciplinary Conference on 1 May, 2017, UTM Johor.

“Corporate Cultures Integration and Organizational Performance: A Conceptual Model on the Performance of Acquiring Companies,” presented at the Global Conference on Business & Social Science (GCBSS) on 15 December 2014, Kuala Lumpur.

“A Proposed HRM Practices Framework for Mergers & Acquisitions in Malaysia,” presented at the Penang Invention, Innovation & Design (PIID 2014) on 3 December 2014, Penang.

“HRM Practices and Organizational Performance: A Conceptual Model on the Performance of Acquiring Companies,” presented at the 1st AAGBS International Conference on Business Management 2014 (AiCoBM) on 6 April 2014, Penang.

“The HRM Practices and Organization Performance: A Conceptual Framework,” presented at the International Accounting and Business Conference on 23 April 2013, Johor.

TEACHING EXPERIENCE

Universiti Teknologi Malaysia, Diploma programme in wellness related courses (Collaboration Programme with International Therapy of Examination Council (ITEC), United Kingdom).
Course Tutor: 2004-2007; **Subjects taught:** **Business Awareness and Professional Conduct**

- Involved in formulates and develops courses aids including courses outlines, work assignments and exam questions.
- Manages the student affairs (multiracial students) to foster an environment supporting learning, healthy lifestyles, leaderships and personal growth.
- Participate in development of new courses related to wellness including proposal preparation and relevant activities.

SAL Group of Colleges Sdn Bhd, Universiti Teknologi MARA (UiTM) Franchise Diploma programme in Computer Science.

Lecturer: 2006 -2007; **Subjects taught:** **Mathematics Discrete/Statistics and Calculus II.**

- Researches and selects learning materials, textbooks, software and equipment to facilitate lecturing including advises and supports student academic success in subject area for academic growth and personal development for students.
- To engage in examining duties, i.e. the production of exam questions/papers and exam marking.

CORPORATE TRAINING / CONSULTATION EXPERIENCE

1. Johor Empowerment of Intellectual Woman Association (JEIWA)

Principal Researcher (Research & Development): August 2017- Present

To provide professional services especially in research and consultancy to the community through collaboration with Department of Women's Development, The Ministry of Women, Family and Community Development.

- Entitled to lead the research project of Empowering Future Women: Stop Domestic Violence conducted by JEIWA's R&D with the support of Department of Women's Development.
- The research design was conducted using quantitative and qualitative approaches to gain the best understanding of the breadth and essence of the issues.
- This is an on-going research which started from district level to state and national level, that will enable the formation and improvement of policies and programs at the district, state and national level with expected timeline of three years.

2. American International Assurance Bhd (AIA)

Unit Manager (Business Development): Dec 2007- Dec 2010

Responsible in business development unit; builds market position by developing, defining, negotiating, and closing business relationships that emphasize on training and consultation among subordinates and clients respectively.

- Responsible in explaining new products and services to the subordinates.
- **Involved in Train The Trainer (TTT) Course and facilitate wide variety of workshops/training, includes product sales training, marketing research and self-motivation for subordinates.**
- Analyse and assess training needs for individuals, groups and organisational departments.
- Responsible to improve subordinates technical competency; evaluates their performance through the review of completed work assignments and techniques in order to achieve breakthrough in organisational performance.
- Member of International Toastmasters Club, sponsored by Iskandar Regional Development Authority (IRDA), 2009-2010.

3. Phyto Biznet Sdn Bhd, Chemical Engineering Pilot Plant Wellness Centre, UTM

Assistant Manager and Tutor: Nov 2004 - Nov 2007

Responsible in assisting the development of new management of Chemical Engineering Pilot Plant Wellness Centre that provides training, ITEC Diploma and short courses as well as services that related to lifelong learning and wellness education.

- Involved in development and implementation of organisational objectives; includes short and long range planning of projects/programs towards wellness industry.
- Manages the daily financial activities which include budget preparation and control, purchasing, business planning and management, ensures compliance with university policies and procedures.
- Involved in recruitment and selection process of new staffs for wellness centre.

- Dealing with students/clients in solving issues pertaining to management in order to effectively and efficiently support students learning and achieve clients' satisfaction.
- Completed the Courses of International Therapy of Examination Council (ITEC), United Kingdom namely Diploma in Aromatherapy and Diploma in Holistic Massage sponsored by Chemical Engineering Pilot Plant, University of Technology Malaysia (UTM), Johor.

REFERENCES

Associate Professor Dr Rabiah Abdul Wahab
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University Technology of MARA (UiTM)
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Associate Professor Dr Aini Jaapar
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