

## MOHAMMAD NIZAMUDDIN BIN ABDUL RAHIM



**Mohammad Nizamuddin bin Abdul Rahim** is currently a Biskaunselor (Business Counselor) for INSKEN (Institut Keusahawanan Negara-National Entrepreneurship Institute). He is also a Certified Trainer for the 4<sup>th</sup> Industrial Revolution Foundation. His interest is in marketing, franchising, operation management, entrepreneurship, logistics, business planning, and strategic management. His working experience started in Universiti Teknologi Malaysia (UTM) as Assistant Accountant, a brief stint in Universiti Teknologi MARA, and his interest in entrepreneurship finally landed him in Universiti Malaysia Kelantan (UMK), known as an entrepreneurial university. He taught among other logistics and supply chain, retailing, entrepreneurship, and operations management. His research area was mostly on entrepreneurship and logistics. His training experience included training for CIAST, and other government-organized training, and on student's entrepreneurship training program. His consultancy experience was as a Franchise Development Consultant appointed by PNS and preparation of a business plan for several businesses.

Holds a Master of Business Administration (MBA), BBA in Marketing (Honors), and Diploma in Accountancy. However, even as marketing educated, he believes that one should not narrow the perspective of marketing, as marketing itself is one broad area. That is why he expands his knowledge towards logistics and supply chain, which is necessary when deciding on how to place products in the market. Operation management also becomes one of his main interests, an area that is important for all organizations.