

Sujatha Balakrishna

Senior lecturer / Writer / Project paper supervisor / Online module leader /
Trainer / PhD student

Seremban / Malaysia

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<https://scholar.google.com/citations?user=WeBnwK8AAAAJ&hl=en>



Career Objective

I would love to explore more opportunities in any areas which I can use my expertise. I do have experience in handling large number of students and international students both in physical and online classes. I would be grateful if I were to be given a chance to learn and contribute to any organization. Helping others to learn and develop themselves is a great deed and that is what an educator would do. I am currently pursuing my **PhD in Management** and would love to engage in more research and writing activities.

Academic Qualifications

Qualifications	Areas of Specialization	Universities / Organization	Year of Completion
Doctor of Philosophy (PhD)	Management	Universiti Tun Abdul Razak	2022 – present (ongoing)
Master of Business Administration	Business Administration	Universiti Malaya	2007
BA (Hons) in Business and Management	Business & Management	Oxford Brookes University in collaboration with Nilai College	2001
Certificate of Teaching in Higher Education		Oxford Brookes University	2011

Working Experience

	Institutions / Organizations	Year (From - to)	Position	Roles and responsibilities
1	Nilai University	August 2007 - Present	Senior Lecturer	<ul style="list-style-type: none">• Lecturing and tutoring• MBA Project paper supervision• Marking, setting exam and assignment questions,• Moderating exam questions papers and scripts, assignments• Develop content for new modules whenever necessary, update the current contents of the teaching modules• Produce student result reports

				<ul style="list-style-type: none"> • Consult/counsel/advise students (mentoring) • Assist in student registration, open days, road shows, SRC elections, assist in administrative duties <p>Internship coordination</p> <ul style="list-style-type: none"> • Provide briefings for students who will be going for internship • Organize more career talks, create more opportunities for students, connect with industries • Provide guidance for students who will be going for internship, supervision • Arrange for internship presentations, assess their presentations, mark the report <p>Voluntary Non-Academic roles</p> <ul style="list-style-type: none"> • Advisor for Business Student Society club (BSS) • Advisor for Leaders of Tomorrow (LOT) - an independent student body (3 years) • Advisor for Eat, Play and Life club (EPL) - (5 years)
2	Britanny Universite	(July 2022 Present) (Part-time)	Module leader and project paper supervisor	<ul style="list-style-type: none"> • Online Module Leader (International students) Business Planning for New Ventures • BBA and MBA Project paper supervision (online)
2	Rekamacro Resources (M) Sdn Bhd, Seremban	Nov 2003 June 2005	Accounts Assistant	<ul style="list-style-type: none"> • update cash books, daily sales, bank reconciliation, issue cheques • maintain computerized UBS Stock, delivery order and invoice
3	Turbo Management Consultancy Sdn Bhd, Seremban	Jan 2002 – April 2002	Admin Assistant	<ul style="list-style-type: none"> • creating database (addresses), telemarketing (responsible for calling the companies to market the trainings) • updating training proposals, evaluation forms, preparing files and training materials, follow the trainer to assist him

Field of Expertise

Modules taught	Level	Years of experience
Organizational behaviour	Degree	17 years
Developing Management Capabilities	Degree / Diploma	15 years
Professional Development	Degree	4 years
Business Ethics	Diploma	5 years
Introduction to Business	Foundation	2 semesters
Management Information Systems	Master / Degree	2 semesters
Entrepreneurship	Degree	2 semesters

Skills

Skills	Practice
Academic skills	Lecturing and tutoring (offline and online) Training and Coaching
Writing skills	Writing articles for magazines and newspaper
Research skills	Currently pursuing PhD research, supervision of students
Interpersonal skills	<ul style="list-style-type: none"> - Ability to build rapport with students from many different parts of the world - Patience and tolerance - Dedication and passion towards teaching and writing
Organizing skills	<ul style="list-style-type: none"> - Organized Career Fair with students - Coordinated academic procession for Graduation Ceremony 2009 - Conducted Headstart Program for foundation students in 2010 - Facilitator for the Business School Staff Retreat in April 2010. - Various field trips, career talks and workshops for students. - A committee member for the Aarhus Cathedral School Denmark Visit Program 2014. - Organized Talent Nights and I AM A WINNER campus program
Management skills	Able to manage classes with 100 plus students and also diverse students, coordinating internship
Technical skills	Microsoft Office, Moodle, Microsoft Teams, Google Meet, Zoom, Kahoot, Quizziz
Language	English and Malay (Speaking, writing, reading) Tamil (Speaking and reading)

Certifications and Licenses

Certification Title	Provider	Year
Certificate of Teaching in Higher Education	Oxford Brookes University	2011
Certified Happiness Coach	Happitude India and Berkeley Institute of Well-Being, California	2023
Certified Trainer	HRDF	2023
AI Appreciate Badge - AI untuk Rakyat	MyDIGITAL and Intel	2024
AI Aware Badge - AI untuk Rakyat	MyDIGITAL and Intel	2024

Professional body / research organization membership

Professional body / Organization	Status	Year
Malaysian Institute of Management (MIM)	Member	2023
Institute of Marketing Malaysia (IMM)	Member	2023
International Council for Research, Education and Training (ICERT)	International member	2023
International Organization of Educators and Researchers Inc. (IOER)	International member	2023
International Organization for Academic and Scientific Development (IOASD)	Dignitary Fellow	2023
Institute for Educational Research and Publication (IFERP)	Professional member	2024
International Association of Educators and Researchers (IAER)	Professional member	2023
Quvae Research and Publications	Professional member	2023
Global Ambassadors of Sustainability (GAoS)	Member	2024
MTC Global	Individual Life member	2024

Achievements / Accomplishments related to teaching and learning

1. Courses Attended

Title	Provider	Year
Certificate of Teaching in Higher Education	Oxford Brookes University	2011
Trainer and Coach Module on Science of Happiness	Designed by Berkeley Institute of Well Being, California and conducted by Happitude, India	2023
Dressing to Win in the Workplace	Udemy	2023
Professional Style and Image Consultant Certification & Guide	Udemy	2023
Business Ethics : How to Create an Ethical Organization	Udemy	2023
Train the Trainer	SMC Training Consultancy, HRDF	2023

2. Trainings Attended

Trainings	Provider	Year
Blue Ocean Strategy Seminar	Blue Ocean Strategy Centre - UCSI	2008
“Towards Research – For PhD Candidates”	Nilai University	2008
Coaching Workshop for lecturers	Dale Carnegie	2011
Project Planning through Innovation	School of Business, Nilai University	2011
MICPA-Bursa Malaysia Business Forum	MICPA	2012
Teaching and Learning	California Baptist University	
Structural Equation Modelling (SEM) Using Smart PLS Workshop.	Nilai University	
Seminar in Teaching and Learning in Higher Education	Nilai University	2016
MIA CPA Australia Workshop		2016
COPPA	Nilai University	2018
Learning Outcomes and Constructive Alignment	MQA	2019
Designing Online Learning Courses	Open University Malaysia	2021
Outcome based Education (OBE)	MQA	2022
Faculty Certificate in Online Teaching program	Manipal GlobalNxt	2023
Artificial Intelligence & ChatGPT: Opportunities and Risks in Education	University Malaysia Kelantan	2023
Introduction to Open Educational Resources (OER)	Brittany Universite	2023
Creating Online and Distance Learning (ODL) Content	Nilai University	2023
The Essentials of Lesson Planning	ICAHST	2023
Learning Extravaganza 2023 : Rethinking and Redesigning Training for Learners in a Digital World	SMR Training and University of Cyberjaya	2023
Application of Innovative Teaching Methods at Higher Education	Quvae Research and Publications	2023

3. Research Supervision

Name of the Supervisee	Year	Level	University	Title of the research
Tian Jie	2022	MBA	Nilai University	Effectiveness of social media as a marketing tool for florist in Klang Valley: A comparative study of Facebook and Instagram
Wang Han Yi	2022	MBA	Nilai University	Research on the influence mechanism on green transition leadership on employees' green behavior based on the intermediary model
Wang Wei Peng	2022	MBA	Nilai University	A study on the factors that influence Hailan Home Corporate Branding Innovation Capability
Wu Xu Dong	2022	MBA	Nilai University	The Impact of Knowledge Management on Global Business Sustainability - A Case of Petronas
Wen Rong	2022	MBA	Nilai University	Determinants of Employee Motivation at Harps Holdings Malaysia Berhad
Guan Juan Rui	2022	MBA	Nilai University	The relationship between digital marketing and consumer buying motivation among the luxury consumers at shopping malls and commercial streets in Beijing
Guo Kun	2022	MBA	Nilai University	The impact of total quality management on manufacturing company's performance in Guangdong Province, China
Han Xue	2022	MBA	Nilai University	The factors influencing the relationship between digital transformation and employee wellbeing among the operations employees at three telecommunication firms in Shandong Province China
Han Zi Ruo	2022	MBA	Nilai University	Impact of Narcissistic leadership on employee's performance in three-star hotels in Jilin, Beijing, Guangzhou and Henan, China
Hong Chunzi	2022	MBA	Nilai University	The relationship between emotional intelligence and organizational performance among managers in three selected manufacturing companies in Beijing
Amelia Nathasa Jagdeo	2022	BABA	Brittany Universite	The effects of the Covid-19 pandemic on production and

				sales. A case study of Chief Brand Product
Shivon Boodlal	2022	MBA - Work based project	Brittany Universite	A study on the influence of organizational culture on the ethical behaviors of employees
La Toya Kimberly Danniella John-Babb	2022	BABA	Brittany Universite	An investigation into the factors affecting organisational changes from the perspective of the employees
Camille Aneesa Ballah	2023	BABA	Brittany Universite	The correlation between motivation and employees' performance at Pennywise Cosmetic Ltd
Reginald Anyika Franklyn Stewart	2023	BABA	Brittany Universite	Job satisfaction among administrative technical service staff at a university
Beena Ramjattan Moonan	2023	BABA	Brittany Universite	Strategic management assessment & its effects on the organization
Tan Li Ping	2023	MBA	Nilai University	A study on the relationship between the motivation determinants and job satisfaction among the employees of Bank of China, Shanghai
Ng Sing Wah	2023	BABA	Brittany Universite	Impact of Covid-19 on businesses in Hong Kong
Agnes Wong Yuen Sin	2023	MBA – Work Based Project	Brittany Universite	Phenomenological approach of talent of Gen Z in Hong Kong
Ho Ying Yin	2023	BABA	Brittany Universite	A study on impact of Covid-19 towards Four Seasons Hotel, Macao employee retention
Xue Qiang	2023	MBA	Nilai University	The effects of bureaucratic, innovative, and supportive cultures on employee satisfaction in selected retail enterprises of Shanghai, China
Xu Lingna	2023	MBA	Nilai University	Factors Influencing Loyalty to Taobao Marketplace from the Perspectives of Customers from Jiangxi, China
Xi Qing Ying	2024	MBA	Nilai University	The Influence of CSR, Social Media Marketing and Store Environment on Customer's Purchase Intention of Cosmetic Products at Otto Retail Store, Chengdu, China

4. Academic Publications

Na, X.L., Balakrishna, S. Zainal, N., & Omar Din, N. N, (2024) Factors Influencing Loyalty to Taobao Marketplace from the Perspective of Customers from Jiangxi, China in 6TH INTERNATIONAL RESEARCH CONFERENCE ON HUMANITIES, SOCIAL SCIENCES AND TECHNOLOGY 2024 (6TH IRCHST 2024) (*Book of Proceeding*) (pp. 143-158). eISSN: 2821-3084

Zainal, N., Omar Din, N. N, & Balakrishna, S. (2024) Developing a Framework for Gig Workers Well-Being in Malaysia in 6TH INTERNATIONAL RESEARCH CONFERENCE ON HUMANITIES, SOCIAL SCIENCES AND TECHNOLOGY 2024 (6TH IRCHST 2024) (*Book of Proceeding*) (pp. 159-169). eISSN: 2821-3084

Qiang, X., Balakrishna, S.,* Omar Din, N. N., & Zainal, N. (2024). The Effects of Bureaucratic, Innovative, and Supportive Cultures on Employee Satisfaction in Selected Retail Enterprises of Shanghai, China. *International Journal of Multidisciplinary Research & Reviews*, 03(02), 136-155. <https://www.researchgate.net/publication/379822681> (Google Scholar)

Xue, H., Din, N. N. O., Balakrishna, S., & Zainal, N. (2024). Relationship between Motivation Determinants and Job Satisfaction among The Employees of Bank of China, Shanghai. *International Journal of Academic Research in Business and Social Sciences*, 14(1), 825–840. <http://dx.doi.org/10.6007/IJARBS/v14-i1/20475> (ERA)

Zhao, S. T., Omar Din, N. N., Zainal, N. B., & Balakrishna, S. (2023). The Relationship Between Digital Marketing Strategies and Firm Performance in Selected Hospitals In Beijing, China. *International Journal of Academic Research in Business and Social Sciences*, 13(11), 2680-2692. <https://doi.org/10.6007/IJARBS/v13-i11/19741>

Zhou, H., Omar Din, N. N. B., Zainal, N. B., & Balakrishna, S. (2023). The Influence of Human Resource Practices on Employee Satisfaction in The Selected Companies of Information Technology Sector in Beijing, China. *International Journal of Academic Research in Business and Social Sciences*, 13(11), 2658-2672. <http://dx.doi.org/10.6007/IJARBS/v13-i11/19739>

Hong, C., Zainal, N., Balakrishna, S., & Omar Din, N. N. (2023). Emotional Intelligence and Organizational Performance Among Managers in Manufacturing Companies in Beijing, China. *International Journal of Business and Economy*, 5(3), 21-33. <https://www.researchgate.net/publication/374755993> [EMOTIONAL INTELLIGENCE AND ORGANIZATIONAL PERFORMANCE AMONG MANAGERS IN MANUFACTURING COMPANIES IN BEIJING CHINA](https://www.researchgate.net/publication/374755993) (MyCite)

Shen, Y., Omar Din, N. N., Zainal, N. B., & Balakrishna, S. (2023). Influence of Entrepreneurial Orientation on Leadership Style, Flexibility and Technology Adoption to Perceived Success by Employees of Xpeng Motors, Guangzhou. *International Journal of Behavioral Analytics*, 3(2), 1-13. <https://www.researchgate.net/publication/373550340> [Influence of Entrepreneurial Orientation on Leadership Style Flexibility and Technology Adoption to Perceived Success by Employees of Xpeng Motors Guangzhou](https://www.researchgate.net/publication/373550340) (MyCite)

Omar Din, N. N., Zainal, N., & Balakrishna, S. (2023). Factors Influencing Job Satisfaction of Employees in the Higher Education Institutions in Malaysia. *International Journal of Education and Pedagogy*, 5(2), 112-125. <https://myjms.mohe.gov.my/index.php/ijeap/article/view/23404> (MyCite)

Balakrishna, S. (2018). Teaching the Gen Y Business Students in The Context of Andragogy: Developing Millennial Entrepreneurs. In *Asian Conference on Entrepreneurship (ACE 2018) Entrepreneurship on the "One Belt One Road" (Book of Proceeding)* (pp. 188-195). ISBN: 978-967-16562-0-4.

5. Articles

Title	Magazine	Publisher	Edition / Year
Sustainable Education	The Teacher's Guide, August 2023 Issue	The Educator's Press	Volume 1, Issue 4 ISSN No :2984 - 9799
Lecturer or Scholar	Higher Education Digest (online)	Higher Education Digest	September 2023 Issue
Perhaps They don't realize they're men!	The Star Online	The Star	19 th September 2023
Do Gen Z Value Higher Education?	The Teacher's Pride		Volume X, Issue 5, ISSN 2348 - 4152
Child depression and mental health : It is real!	Eduphoria, ICERT	Eduphoria	Issue 3, Volume 1 2023
Mental Health in Higher Education	Higher Education Digest (online)	Higher Education Digest	February 2023 Issue
How Higher Education can fit into SDG 1, 2, 3, 4, 5, 6, 7 and 8	The Teacher's Guide, February 2024 Issue	The Educator's Press	Volume 2, Issue 2 ISSN No :2984 - 9799

6. Paper presentation

Title	Conference	Year
Teaching the Gen Y Business Students in the Context of Andragogy: Developing Millennial Entrepreneurs	Asian Conference on Entrepreneurship (ACE) 2018, Nilai University	2018
Factors Influencing Loyalty to Taobao Marketplace from the Perspective of Customers from Jiangxi, China	6th International Research Conference on Humanities, Social Sciences and Technology, Putrajaya, Malaysia (IRCHST)	2024

7. Conferences and Forum attended

Conference / Forum	Role	Year
Asian Conference on Entrepreneurship (ACE) 2018, Nilai University	Presenter	2018

6th International Research Conference on Humanities, Social Sciences and Technology, Putrajaya, Malaysia (IRCHST) (online)	Presenter	2024
7th DU Educational Forum, Unlocking Potential_ Harnessing AI in Education for Success, Dubai University (online)	Participant	2024
Indonesian Scientific Publication International Conference – INSPIRE with the theme "The Future of Work with AI" (online)	Participant by invitation	2024

8. Reviewer and editor for Journal and Books

Journal	Reviewer ID
International Journal of Multidisciplinary Research & Reviews	IJMRR-R-2024-08-039
Institute of Industry and Academic Research Incorporated (IIARI Publications)	Co-editor for book

9. Guest Lectures and Keynote speaker

Event	Organizer	Date/Year	Role
One Day International Seminar on "Green Skills for Youth: Towards a Sustainable World" for UN/ UNESCO International Youth Day 2023	International Council for Education, Research and Training (ICERT) in collaboration with St. Aloysius College Thrissur, Kerala India, and PG DAV College (Evening) University of Delhi	August 12, 2023	Keynote Speaker
Two-week International Faculty Development program (FDP) on "Advancements in Pedagogical Sciences and Research".	Jointly organized by the International Council for Education Research and Training, US & India, in collaboration with I.N.M. PG College Meerut India.	November 23, 2023	Guest lecture Topic: "Strengthening Assessment Practices and High Learning Outcomes"
Global Interdisciplinary Conference on "Global Dynamics in Education, Research, Social Sciences & Sciences for Sustainable Development"	Gandhi Memorial National College, Ambala Cantt., India and International Council for Education Research and Training, US & India (ICERT)	March 22, 2024	Guest of Honor and Keynote Speaker

10. Recognition / Appreciation / Awards

Title	Provider	Year
Nominated as Best Advisor of the Year (Student Club)	Student Excellence Awards - Nilai University	2012
Expert Columnist	Higher Education Digest	2023
Most Exemplary Educator and Researcher Award	International Organization of Educators and Researchers Inc.	November 2023
Global Faculty Award	AKS Education Awards	November 2023
MTC Global Distinguished Teacher Award : Management	MTC Global Award for Excellence 2024	2024

References

1. Name: Mr. Vigneswararao (Former School Head/Current Head for Part-Time)
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2. Name: Associate Professor Dr.Vikineswaran Maniam (Former Head of School of Management and Marketing, Nilai University)
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