

## **Professor Dr Faridah Hj Hassan**

Dr Faridah Hj Hassan, is currently Director of iHalal Management and Science (iHALALMAS), Universiti Teknologi MARA, Shah Alam, Malaysia.

Previously she was a Director, Institute of Business Excellence, heading the research consultancy, training and publication unit.

Currently, she is an adjunct professor and external examiner for several local and foreign universities, an active Fellow Member of professional Chartered Institute of Marketing (UK), Vice Chairman Board Council and Regional Member for Malaysian CIM, Vice President World Academy of Islamic Management and Malaysian Consumer and Family Economics Association. Her appointments were among others twice as a Dean, an independent Board of Director as well as a former Panel Investment Advisor for a public listed trust fund company.

Her 36 years of teaching, supervising, examining, panel advising involves undergraduate, post graduate and professional courses offered by UiTM twinning with Cardiff, Manchester Business School, Curtin and local universities such as Universiti Malaya, UPM, UIA, UUM, Universiti Petronas, Multimedia, Uniten, Limkokwing to name a few.

Her research interests are in the areas of Halal, Marketing and Strategic Management for the corporate and small medium companies, financial institutions and trust fund, public and private education, and tourism and government agencies.

She has conducted research consultancies in the areas of Branding and Positioning Strategies on Malaysian Educational Hub from International Perspective - MOHE, Potential of Halal Products in the International Market - MOA, Awareness and Perception of Malaysian Fruits by the Japanese Market - FAMA, Marketing Strategies and ICT Application in Improving Household Income for Farmers - MDEC, Branding Image on Taman Negara by Foreign Tourists - Jabatan Perhilitan Negara, Marketing Strategies by Agents in Unit Trust Funds - ASM.