



Mohammad Noorizzuddin Bin Nooh

Senior Lecturer

noorizzuddin@usim.edu.my

<https://scholar.google.com/citations?user=ecu5v8sAAAAJ&hl=en> Researchgate link

https://www.researchgate.net/profile/Mohammad_Nooh

Academic Background

- MBA, UiTM
- BA (International Affairs), University of Colorado at Boulder, USA
- Certificate of Personal Development, Australia Institute of Management
- Professional Exec. Cert. for Entrepreneurship Educator, Ministry of Higher Education
- Problem-Based Learning Master Trainer Level 3, AKEPT

Academic Expertise

Brand Management, Entrepreneurship, Startup Development, Crisis Management, Marketing, Market Research, Personal Coaching, Entrepreneurship Motivation, Business Pitching, Problem-based Learning, Advertising, Business Ethics, Intellectual Property

Academic Mission

Knowledge, Experience and Expertise sharing

Teaching Experience



Google Citation Indices



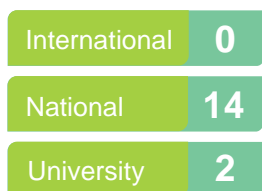
Research Interest

My passion of research is in the areas of entrepreneurship which covers start-up development, crisis management, market research, entrepreneurship motivation, business pitching, advertising, ethics and intellectual property procedures and application. These areas have been my forte for the past 13 year due to my heavy involvement in entrepreneur development. I have been involved with entrepreneurs in the forms of researches, consultations and trainings especially for the new start-ups. I am also heavily involved in the Malaysian Cooperative Sector since 2015.

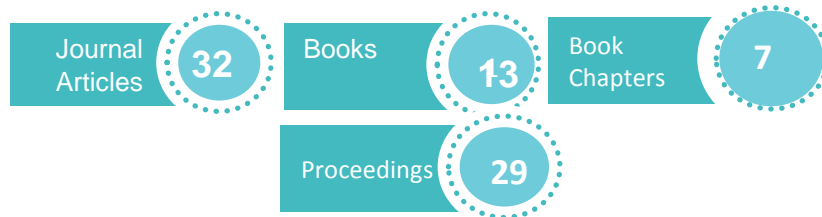
Supervision (Main)



Research Grant (PI)



Publication



Faculty of Economics and Muamalat
Universiti Sains Islam Malaysia
Bandar Baru Nilai
71800, Nilai, Negeri Sembilan, Malaysia

Phone: +606-798 6461
Website: <http://fem.usim.edu.my/>