



DR SYADIYAH ABDUL SHUKOR

SENIOR LECTURER

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Web of Science Research ID: G-6541-2017

Academic Background

- Doctor of Philosophy, Cardiff University
- Postgraduate Diploma in Social Science Research Methods, Cardiff University
- Master of Business Administration, Uniten
- Bachelor of Business Administration (Hons) in Marketing, Uniten

Industrial Experience

2002 – 2006 Industrial Relations Officer, Tenaga Nasional Berhad

Expertise

- Consumer behaviour
- Consumption of financial services
- Islamic marketing

Teaching Experience



- Marketing Management
- Principles of Marketing
- Consumer Behaviour
- Product Development
- Professional Selling
- Research Methodology

Google Citation Indices



Research Interest

Research interests are mainly in the areas of consumer behaviour, marketing analytics, marketing communications and product development.



Supervision



Research Grant (PI)



Publication



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