



Dr Umami Salwa Ahmad Bustamam

Senior Lecturer

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<https://scholar.google.com/citations?hl=en&user=iQ4Ls7EAAAAJ>

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Academic Background

- Ph. D La Trobe University, Melbourne, Australia
- MBA Universiti Kebangsaan Malaysia
- BBA Universiti Utara Malaysia

Academic Expertise

Strategic management, entrepreneurship, case study, case teaching

Academic Mission

To educate, to nurture, to share and to contribute. All for the ummah and society

Teaching Experience



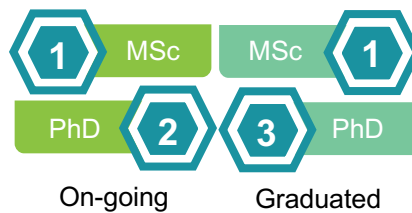
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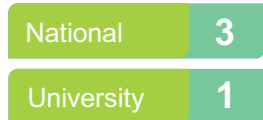
Research Interest

Areas related to strategic management and entrepreneurship. This covers research on business growth strategy of small and medium enterprises (SME). Also passionate about case study-based research using qualitative approach.

Supervision (Main)



Research Grant (PI)



Publication

