

Liew Huey Min

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EDUCATION:

Doctor in Business Administration

September 2021

HELP University, Malaysia

Concentration: Marketing

- Thesis: Corporate Social responsibility: A Consumer Segmentation Study Based on Factors Influencing Consumer Perception of Corporate Social Responsibility – The Case of Young Consumers
- Supervisors: Dr Cheong Kee Cheok & Dr Cheah Sin Chye

Master of Business Administration

June 2008

University Malaya, Malaysia

CGPA 3.70 on 4.00 scales (Distinction)

Concentration: Finance

- Thesis: Malakoff Delisted – Was it a right move?
- Supervisor: Assoc. Prof Dr M Fazilah Samad

Bachelor of Business Administration

March 2002

University Putra Malaysia, Malaysia

CGPA 3.56 on 4.00 scales

Concentration: Marketing

- Achievements:
 - Dean's List May 1999/2000 Semester
 - Dean's List May 2000/2001 Semester
 - Dean's List November 2000/2001 Semester
 - Dean's List November 2001/2002 Semester

PROFESSIONAL EXPERIENCE:

Accreditation Panel Assessor, Malaysian Qualifications Agency (Ahli Panel Penilai, Agensi Kelayakan Malaysia) in the areas of Business, Marketing, International Business, Business Psychology, Human Resource, Business Analytics as well as Management. June 2023 – Present

- Evaluate and ensure the programmes accredited by the Malaysian Qualification Agency meet the stipulated requirements in the Programme Standards as well as the Malaysian Qualification Frameworks.

External Examiner, Methodist College Kuala Lumpur (MCKL) 1 September 2024 – Present

- This is a three-year appointment
- Examine and advise the college on its Diploma in Digital Marketing programme based on the 7 areas in COPPA

HELP UNIVERSITY

Deputy Dean, Faculty of Business, Economics & Accounting February 2025 - Present

- Assist the Dean in managing the 3 academic departments under the Faculty
- Represent and promote the faculty's interest as a whole within the university and beyond
- Chair the Industry Advisory Board that meets at least once a year to update all the programmes under the faculty

Acting Deputy Dean, Faculty of Business, Economics & Accounting March 2024 – January 2025

- A new position created and the first in the history of the University appointed for this position.

Head of Department, Accounting & Finance Department April 2022 - Present

- Provide strategic leadership that aligns with faculty and university strategic plans by managing, administering and fostering excellence in teaching, research and professional activities
- Responsible for staff leadership and management, including recruitment and selection, performance management and staff development ensuring equitable management of staff workload i.e. teaching, research and administration
- Actively involved in the department's curriculum planning and development processes, academic committees, and relevant examination processes in addition to monitoring the quality of individual teaching in the relevant discipline
- Work collaboratively with key staff across the relevant faculties/schools and departments on all operational matters affecting the department

- Maintain and broaden collaborative partnerships with professional bodies and industry both nationally and internationally, making a significant contribution to the profession
- Exercise strong budget management for the department, detailing targeted student numbers and to work towards ensuring such targets are met
- Manage the academic, administrative, staffing and financial affairs of the department
- Chair departmental meetings and oversee the operation of its standing committees
- Develop and update existing programmes to ensure the programmes and the courses delivered are relevant to the industry.

Head, Quality Assurance Unit

August 2022 – Present

- Oversee the continuous quality improvement for the various programmes (13 programmes) offered under the Faculty
- Make sure all programmes meeting the requirements from the various accreditation bodies

Deputy Head of Department, Department of Business Studies

June 2017 – April 2022

- Headed the operations of the Faculty as a whole in the Subang 2 campus
- Handled matters relating to students' subject enrollment, course of study, financial resources etc to ensure students can progress well in the programme
- Represented the department on matters pertaining to student affairs
- Worked alongside with the Business Department Head to exercise strong budget management for the Faculty as a whole, detailing targeted student numbers and to work towards ensuring such targets are met
- Worked alongside with the Business Department Head to manage the academic, administrative, staffing and financial affairs of the department
- Successfully set-up and co-chaired the Industry Advisory Board that met at least once a year to update the existing business programmes under the Faculty
- Co-Chaired departmental meetings and oversee the operation of its standing committees
- Represented the department and promoted the department as well as the Faculty's interest as a whole within the university
- Promoted all programmes offered under the Faculty to schools and the market as a whole.

Senior Lecturer

July 2016 – Present

- Principal lecturer for Principles of Marketing and Brand Management subjects
- Supervised undergraduate dissertations

Lecturer

July 2009 – June 2016

- Taught subjects under the Charles Sturt University programme (B2B marketing, Brand Management) as well as subjects for home-grown programme (Sales Management, Principles of Marketing)
- Supervised undergraduate dissertations

Sunrise Berhad

July 2007 – July 2009

Senior Executive, Corporate Finance

- Group's corporate finance functions
- Completed major corporate events / exercises e.g. private placement, land valuations, Annual General Meetings

**Sun Victory Sdn Bhd (A Wholly-owned Subsidiary of Sunrise Berhad)
Executive, Business Centre & Commercial Properties**August 2003 –
June 2007

- Managed a business centre, one of the business units for the company
 - Worked on marketing plans to increase the occupancy and usage rates for the business centre (which consisted of 10 units of office suites, 20 virtual offices, and 3 event halls)
 - Managed the bottom line of the business centre
 - Managed the daily operations of the business centre
- Managed the group's unsold commercial properties
 - Managed tenants of the retail and office units as well as a foodcourt
 - Worked on marketing plans to rent out the unsold residential units
 - Managed the bottom line of the business unit
- Department QA Officer
 - Ensured all procedures and policies introduced by the parent company were complied with at the subsidiary level
 - Ensured all documentations required were in place
 - Attended to queries from internal and external auditors

IOI Building Services Sdn Bhd (A Wholly-owned Subsidiary of IOI Berhad)April 2002 –
August 2003**Executive, Building Services**

- Managed the groups' residential properties (strata and landed)
- Led a team of 15 site supervisors in making sure all property defects were satisfactorily attended to
- Attended to homeowners on various matters pertaining to the defects

- in their units
- Company liaison with Resident Associations for all the residential properties

ISO Special Unit - Department QA Officer

- Identified areas for improvement and made improvement in all the documentations for the department
- Made sure all documentations for the ISO certification application were in place before the official audit took place
- Department representative to attend to queries from internal and external auditors

CERTIFICATIONS

Professional Certificate in Smart Instructional Design with Generative AI

Oct 2025

- Certified by the Convergence Certification and Skill Development Council
- Part of the Malaysian Human Resource Development (HRD) Corporation's Training Market Transformation 3 (TMT3) initiative

Certified Officer in Quality Assurance of Higher Education, Malaysian Qualifications Agency (MQA)

Sept 2025

HRDC Certified and Accredited Trainer

Feb 2024

- Conduct internal trainings for staff members of the university

ACHIEVEMENTS

HELP University, Faculty of Business, Economics & Accounting Programme Management & Compliance Audit

- Successfully led a team of committee in passing the maintenance audit for 5 of the programmes offered under the Faculty 2024
- Successfully led a team of committee in passing the maintenance audit for 8 of the programmes offered under the Faculty 2023
- Successfully led a team of committee together with the Business Department Head to ensure all the existing business programmes offered under the Faculty met the latest Business Programme Standards 2022
- Led a team of committee together with the Business Department Head in preparing the Faculty for the Maintenance Audit visit by MQA 2022

<ul style="list-style-type: none"> - Successfully led a team of committee in completing the audit exercise by a team of external examiners in examining all the programmes offered under the Faculty. 	2021
Validation Audit Exercises	
<ul style="list-style-type: none"> - Lead / Panel Assessor for various validation exercises to assess the suitability of a prospective partner institution in offering the proposed undergraduate programme from the university under the franchise arrangement. 	2024 - Present
-	2019 & 2021
Premier Digital Tech Institution (PDTI) status	
<ul style="list-style-type: none"> - Worked alongside with the Business Head of Department in leading a team of committee in obtaining the PDTI status from MDEC for the Faculty. The first Business faculty to have the PDTI status in the country. - Successfully renewed the status in 2021 	2020 - 2022
Created a new programme on-demand	
<ul style="list-style-type: none"> - Worked alongside with the Business Department Head in creating and offering the Bachelor of Business Analytics (Hons) programme - Seeing through the programme to ensure that it attains the full accreditation (FA). The programme is successfully fully accredited by MQA in Aug 2022. 	
Established and acted as academic advisor for:	
<ul style="list-style-type: none"> - Chinese Independent Schools' Students Association - Business Student Ambassador Association - Business Peer Tutors - Business Student Buddies 	2016 - 2020 2016 – 2018 2017 – 2021 2018 – 2021
Linked up with external stakeholders	
<ul style="list-style-type: none"> - Connected and successfully established an official articulation arrangement with Beijing Jiaotong University - Connected and established relationship with Beijing Foreign Studies University and finally led to the signing of official articulation agreement with the university. - Connected and established official collaboration with DongBei University of Finance & Economics - one of the top 5 Finance & Economics universities in China - Started the Guest Lecture Series for students in the faculty where industry experts from the various fields are invited to be the speaker in these lecture series 	2023 2020 - 2023 2019 On-Going

New Student Recruitment

- One of the top 3 recruiters at the university level for the 2019 academic year. 2019
- Maintained student numbers for the faculty as a whole in 2015 and 2016. Successfully exceeded target student number for the years 2017, 2018 and 2019, 2020 and 2021.

Coached and mentored students in major competitions in the country / Region

1. **CPA Australia – KPMG Case Competition 2018** 2018
 - HELP emerged as one of the National **Top 3**
2. **2nd HELP-QUT Case Competition 2015** 2015
 - HELP's four-member team won as the **champion** team
3. **Edgewiz Campus Investment Challenge 2015** 2015
 - Out of more than 300 teams and 4000 students from various universities in Malaysia, HELP's team won the 5th placing.
4. **Maybank GO Ahead. Challenge 2015** 2015
 - 4 students were shortlisted as national finalists.
5. **CIMB ASEAN Stock Challenge 2014** 2014
 - HELP emerged as the **national champion** and proceeded to represent Malaysia in the Grand Finale (Regional level) in Bangkok, Thailand
6. HELP emerged as the **Regional Champion Maybank GO Ahead. Challenge 2014** 2014
 - Our student Ms Shana Teh, was one of the members in the 1st runner-up team at the international level
7. **Deloitte Risk Intelligence Challenge Trophy 2014** 2014
 - HELP's three-member team was one of the national semi-finalists, alongside with the 7 other teams from different universities in the country
8. **EY Young Tax Professional Award of the Year 2013** 2013
 - HELP's final year student, Mr Joel Wong Ju Chin emerged as **national champion** in this inaugural competition
9. **Maybank GO Ahead. Challenge 2013** 2013
 - Our student, Ms Ng Ka Jeng, was one of the members in the **champion** team at the international level
 - Ka Jeng was one of the grand finalists selected from 5,000 applicants from 10 countries where Maybank has a presence
 - The whole team won a total cash prize of USD30,000 & a placement in Maybank's Global Maybank Apprentice Programme

PUBLICATIONS:

Yusof, N., Liew, H. M., Adnani, K. T., & Zameni, A. (2025). Cultural Norm and Picky Eating: Food environment and purchases of the B40 in PPR Lembah Subang, Petaling Jaya, Malaysia . *Environment-Behaviour Proceedings Journal*, 10(33), 269–274.
<https://doi.org/10.21834/e-bpj.v10i33.7281>

Yusof, N., & Liew, H (2023). Recovery and Rebuilding of Healthcare Travel at Post Covid-19: Malaysia and the ASEAN Economics Community. *Proceedings of the 4th International Conference in the Future of Asean 2023* (pp. 96-107). Kuala Lumpur: Atlantis Press.
doi:10.2991/978-2-38476-076-3_10

SKILLS:

Language:

1. Fluent in Malay Language, English Language and Chinese Language - Both written and spoken
2. Fluent in Cantonese and Hakka

Computer:

Proficient with MS-Office and Internet

Research Skills:

SPSS statistical programme