

FACULTY OF BUSINESS & FINANCE
STAFF EXPERT AREAS

 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Financial Economics ✚ Development and Energy Economics ✚ International Capital Flows / Economic Integration <p>  Prof. Dr. Choong Chee Keong  choongck@utar.edu.my </p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Applied Econometrics ✚ Financial Economics ✚ Economics ✚ Environmental Economics <p>  Prof. Dr. Eng Yoke Kee  engyk@utar.edu.my </p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ International macroeconomics ✚ Monetary economics ✚ DSGE modelling <p>  Assoc. Prof. Dr. Wong Chin Yoong  wongcy@utar.edu.my </p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Total Quality Management ✚ Supply Chain Management ✚ Mobile Commerce <p>  Assoc. Prof. Dr. Lee Voon Hsien  leevh@utar.edu.my </p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Economic Development ✚ Energy Economics ✚ Environmental Economics ✚ Smart Tourism ✚ Creativity and Innovation <p>  Assoc. Prof. Dr. Abdelhak Senadjki  abdelhak@utar.edu.my </p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Environmental/Energy Economics ✚ Development Economics <p>  Assoc. Prof. Dr. Lau Lin Sea  lauls@utar.edu.my </p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Bank efficiency and productivity ✚ Asset securitization and issuance ✚ Banking profitability and performance <p>  Dr. Ahmad Nazri Bin Wahidudin  nazriw@utar.edu.my </p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Development Economics ✚ Env Safety & Health ✚ Financial/Risk Management ✚ Supply Chain & Logistics ✚ Technology Management <p>  Dr. Au Yong Hui Nee  auyonghn@utar.edu.my </p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Business ethics ✚ Education management (andragogy) ✚ Hospitality management <p>  Dr. Chan Ling Meng  chanlm@utar.edu.my </p> <p>PhD (Co-supervisor only, can be main supervisor from Sep 2021 onwards)</p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Human Resource Management ✚ Industrial Relations ✚ Psychological contract ✚ Healthcare Management ✚ Leadership <p>  Dr. Charles Ramendran a/I S PR Subramaniam  charlesr@utar.edu.my </p>

**FACULTY OF BUSINESS & FINANCE
STAFF EXPERT AREAS**



Dr. Chen, I-Chi
chenic@utar.edu.my

- Expert areas:
- Organizational Culture
 - Coaching and Mentoring
 - Societal Marketing



Dr Choe Kum Lung
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- Expert areas:
- Business Ethics,
 - Chinese Values,
 - Chinese Family Business,
 - Entrepreneurship
- PhD (Co-supervisor only, can be the main supervisor 24/3/2022 onwards)**



Dr Chong Yee Lee
chongyl@utar.edu.my

- Expert areas:
- Social science and human behavioural studies in tourism, education and ICTC sectors



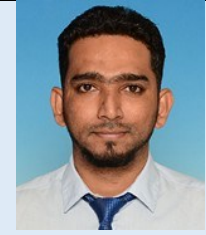
Dr Choong Yuen Onn
choongyo@utar.edu.my

- Expert areas:
- Organisational Studies
 - Educational Studies
 - Tourism Studies
 - Environmental Sustainable Studies



Dr Foo Chuan Chew
foocc@utar.edu.my

- Expert areas:
- Education economics,
 - Microeconomics
- PhD (Co-supervisor only, Can be as main supervisor from March 2020 onwards)**



Dr Dinesh Kumar a/l Saundra Rajan
dineshk@utar.edu.my

- Expert areas:
- Risk Management
 - Social Insurance
 - Human Resource Management
- PhD (Co-supervisor only, can be main supervisor from 24th Sep 2021 onwards)**



Dr Gengeswari a/p Krishnapillai
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- Expert areas:
- Tourism marketing/ management
 - Food marketing
 - Education marketing
 - Services supply chain



Dr Go You How
goyh@utar.edu.my

- Expert areas:
- Applied Finance
 - Economics and E-Learning
 - Business Statistics
 - Applied Econometric



Dr Khor Saw Chin
sckhor@utar.edu.my





































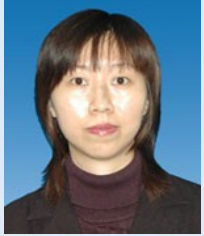






































- Expert areas:
- Total Quality Management
 - Operation Management
 - Intellectual Capital
 - Human Capital



Dr Kuah Yoke Chin
kuahyc@utar.edu.my

- Expert areas:
- Capital Structure
 - Finance Behavior
 - Stock Market
- PhD (Co-supervisor only, can be the main supervisor in June 2022 onwards)**

FACULTY OF BUSINESS & FINANCE
STAFF EXPERT AREAS



 <p>  Dr Lau Say Min Claudia  lausm@utar.edu.my </p> <p> Expert areas:  Human Resource  Management  Industrial Relations  Corporate Law; Business Law  Older Population PhD (Co-supervisor only, can be main supervisor from 24th Oct 2021 onwards) </p> 	 <p>  Dr Lee Ah Suat  leeas@utar.edu.my </p> <p> Expert areas:  Management Accounting  Environmental Management  Corporate Social Responsibility PhD (Co-supervisor only, can be main supervisor from 10th Jan 2021 onwards) </p>
 <p>  Dr Leong Lai Ying  leongly@utar.edu.my </p> <p> Expert areas:  Mobile Applications  IT/IS Adoption  Business Information Systems  E-commerce </p>	 <p>  Dr Mohd Nizam Bin A. Badaruddin  nizamb@utar.edu.my </p> <p> Expert areas:  Management information systems (MIS),  IT management,  E-commerce,  Graduate Entrepreneurship,  Cyber Entrepreneurship PhD (Co-supervisor only, can be a main supervisor Sep 2020 onwards) </p>
 <p>  Dr Ng Chee Pung  ngcp@utar.edu.my </p> <p> Expert areas:  Event study  Forecasting  Stock Market </p>	 <p>  Dr Ng Lee Peng  nglp@utar.edu.my </p> <p> Expert areas:  Organisational Behaviour  Work engagement  Work-life/work-family interface  Stress and Burnout  Green/Pro-environmental Behaviour </p>
 <p>  Dr Nurliyana Binti Maludin  nurliyana@utar.edu.my </p> <p> Expert areas:  International Business  International Human Resource Management  Organizational Behavior  Consumer Behavior  Entrepreneurship/Small Business Management </p>	 <p>  Dr Nurul Afidah Binti Mohamad Jusob @ Mohamad Yusof  afidahj@utar.edu.my </p> <p> Expert areas:  Corporate Governance  Shariah Governance  Insurance & Takaful  Islamic Finance </p>
 <p>  Dr Peter a/I Yacob  petery@utar.edu.my </p> <p> Expert areas:  Entrepreneurship  Sustainable Development Studies  Operation Management  Industry 4.0  Supply Chain Management </p>	 <p>  Dr Ramesh Kumar a/I Moona Haji Mohamed @ Rajoo  rameshk@utar.edu.my </p> <p> Expert areas:  Business Research Methodology  Psychological Contract,  Human Resource Management,  Industrial relations & Organizational Behaviour  SMART PLS and SPSS with AMOS </p>

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 <p>  Dr Shanthi a/p Nadarajah  shanthin@utar.edu.my </p>	<p>Expert areas:</p> <ul style="list-style-type: none">  International Business Management  Cross Cultural Management  Human Resource Management  Organisation Development/Behaviour  Educational Studies <p>PhD (Co-supervisor only, can be main supervisor from 24th Sep 2021 onwards)</p>	 <p>  Dr Tan Ai Lian  tanal@utar.edu.my </p> <p>Expert areas:</p> <ul style="list-style-type: none">  Applied Macroeconomics  Financial Economics  Applied Econometrics  Valuation  Commodity market forecasting/risk
 <p>  Dr Tan Chai Thing  tanct@utar.edu.my </p>	<p>Expert areas:</p> <ul style="list-style-type: none">  Monetary Economics  Fiscal policy  Financial Economics  Macroeconomics <p>PhD (Co-supervisor only, can be the main supervisor 12th September 2021 onwards)</p>	 <p>  Dr Tan Luen Peng  tanlp@utar.edu.my </p> <p>Expert areas:</p> <ul style="list-style-type: none">  Interpersonal/organizational Trust  Perceived Organizational Support  Consumer Ethics
 <p>  Dr Tan Swee Kiow  sktan@utar.edu.my </p>	<p>Expert areas:</p> <ul style="list-style-type: none">  Taxation  Financial Accounting and Reporting <p>PhD (Co-supervisor only, can be the main supervisor 31st July 2021 onwards)</p>	 <p>  Dr Teoh Sok Yee  teohsy@utar.edu.my </p> <p>Expert areas:</p> <ul style="list-style-type: none">  Corporate social responsibility (CSR)  Small and medium-sized enterprises (SMEs)  Sustainable development.
 <p>  Dr Vikniswari a/p Vija Kumaran  vikniswarivk@utar.edu.my </p>	<p>Expert areas:</p> <ul style="list-style-type: none">  Economics Efficiency  Bank/Firm Performance  Input- Output Analysis  Energy Economics  Development Economics 	 <p>  Dr Wei Chooi Yi  weicy@utar.edu.my </p> <p>Expert areas:</p> <ul style="list-style-type: none">  Human Behavioral  Educational Economic and Finance  Experimental research  Teaching and Learning  Banking products and services
 <p>  Dr Wong Kee Luen  wongkl@utar.edu.my </p>	<p>Expert areas:</p> <ul style="list-style-type: none">  Accounting education  Educational leadership and management (ELM)  Big data analytics  Quality of academic work life (QAWL)  Strategic management accounting (SMA) 	 <p>  Dr Wong Lai Soon  lswong@utar.edu.my </p> <p>Expert areas:</p> <ul style="list-style-type: none">  Consumer Behaviour  Green Marketing  Big Data  International Business

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STAFF EXPERT AREAS

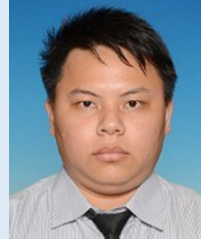




 Dr Yamuna Rani A/P Palanimally
 yamunarp@utar.edu.my

Expert areas:




-  Auditing
-  Corporate Governance
-  Small and Medium Enterprises (SMEs)

PhD (Co-supervisor only, can be the main supervisor 1st Aug 2021 onwards)





 Dr Yiew Thian Hee
 yiewth@utar.edu.my




Expert areas:

-  Development Economics
-  Econometrics
-  Environmental Economics





 Dr Yip Chee Yin
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Expert areas:

-  Housing economics
-  Volatility modeling
-  Forecasting





 Dr Zam Zuriyati Binti Mohamad
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Expert areas:

-  Accounting
-  Corporate Governance
-  Sustainability
-  Digital Technology





 Dr Zuriawati Binti Zakaria
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Expert areas:

-  Payout Policy
-  Capital Structure
-  Corporate Governance

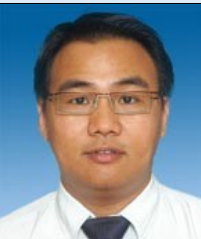




 Dr Lam Siew Yong
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Expert areas:






-  Service quality/ TQM
-  Tourism marketing
-  Relationship marketing
-  Green marketing
-  Consumer Behaviour

PhD (Co-supervisor only, can be the main supervisor 10th July 2022 onwards)





 Dr Tee Chee Wee
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Expert areas:

-  Human Resource Management
-  Green/Environmental Sustainability
-  Work Engagement
-  Work-Life Balance
-  Talent Management




PhD (Co-supervisor only, can be a main supervisor ards)





Expert areas:
 Behavioral Finance
 Behavioral Accounting





 Mr Alex Foo Tun Lee
 alexfoo@utar.edu.my





Expert areas:
 Quality Management
 Service Quality
 Taxation



 Ms Annie Ng Cheng San
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Expert areas:
 Audit Quality
 Financial Reporting Quality
 Accounting Information System
 Corporate Governance (Audit Committee)



 Puan Azni Suhaily Binti Samsuri
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Expert areas:
 Financial Accounting and Reporting
 Public Sector Accounting


 Puan Che Siti Lazrina Bt Md Lazim
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Expert areas:
 Financial management
 Behaviour finance





 Ms Chia Mei Si
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Expert areas:
 Corporate Financing




 Ms Chin Lai Kwan
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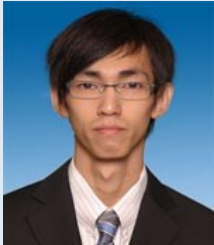
Expert areas:
 Management Accounting
 Tourism
 Energy
 Strategic Management




 Ms Ching Suet Ling
 chingsl@utar.edu.my





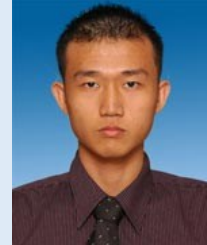
Expert areas:
 Macroeconomics
 Public Economics
 Financial Economics



 Ms Chitrah a/p Krishnan
 chitrah@utar.edu.my





Expert areas:
 Service Marketing
 Consumer Behaviour
 Mobile Marketing

 Mr Choy Johnn Yee
 choyjy@utar.edu.my



Expert areas:
 Corporate Social Performance
 Corporate Social Responsibility

 Mr Chong Tun Pin
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STAFF EXPERT AREAS



Mr Chua Beng Hui @ Bobby
 Chai Boon Hui
 chuabh@utar.edu.my

- Expert areas:
- Corporate Entrepreneurship
 - Business Strategy,
 - Consumer Banking,
 - Financial Sales Management,
 - Marketing



Puan Farhana Hanim Binti
 Mohsin
 farhanam@utar.edu.my

- Expert areas:
- Organizational Behavior
 - Human Resource Management
 - Work Engagement



Mr Fong Chee Yang
 fongcy@utar.edu.my

- Expert areas:
- Human resource Management
 - Organisational Behavior
 - Green/Environmental Management



Mr Gopalan a/l Raman
 gopalanr@utar.edu.my

- Expert areas:
- Human Resource Management
 - Organizational Behaviour
 - Emotional Intelligence Ability



Cik Hayati Yusof
 hayati@utar.edu.my

- Expert areas:
- Data Quality Assurance, Technology Management
 - Data Value Creation
 - Value Co-creation
 - Service-Dominant Logic



Puan Noor Azizah Shaari
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- Expert areas:
- Islamic Banking and Finance
 - Risk Management
 - Personal Financial Planning



Mr Julian Teh Hong Leong
 tehhl@utar.edu.my

- Expert areas:
- Organisational Behaviour
 - Leadership
 - Motivation
 - Personality



Puan Juliana binti Abu Bakar
 juliana@utar.edu.my

- Expert areas:
- Labor Economics
 - Takaful & Insurance
 - Microeconomics



Mr K.Raja Kumar a/l
 K.Kathiravelu
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- Expert areas:
- Global Marketing
 - Green Marketing
 - Retail



Ms Kalai Vani a/p Kalimuthu
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- Expert areas:
- Labour
 - Environment
 - Development
 - Agricultural
 - Tourism

**FACULTY OF BUSINESS & FINANCE
 STAFF EXPERT AREAS**



Mr Keh Chia Guan
 kehcg@utar.edu.my

- Expert areas:
- Applied Macroeconomics
 - Financial Economics
 - Development Economics



Ms Khor Hooi Ching
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- Expert areas:
- Operations Management
 - Organizational Behavior
 - Work-Family Balance
 - Organizational Citizenship Behavior
 - Cultural Intelligence



Ms Koay Ying Yin
 koayyy@utar.edu.my

- Expert areas:
- Happiness Economics
 - Financial Economics



Mr Kuar Lok Sin
 kuarls@utar.edu.my

- Expert areas:
- Personal finance
 - Green practices
 - Behavioural Finance



Mr Kuek Thiam Yong
 kuekty@utar.edu.my

- Expert areas:
- Corporate Governance
 - Human Resource Management



Ms Kogilavani a/p Apadore
 kogilavani@utar.edu.my

- Expert areas:
- Auditing
 - Corporate Governance
 - Internal Audit



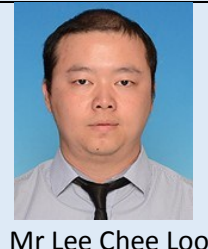
Ms Lai Ka Fei
 laikf@utar.edu.my

- Expert areas:
- High performance work system
 - Work attitude
 - Organisational behaviour



Ms Lam Siew Yong
 lamsy@utar.edu.my

- Expert areas:
- Service quality/ TQM
 - Tourism marketing
 - Relationship marketing
 - Green marketing
 - Consumer Behaviour



Mr Lee Chee Loong
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- Expert areas:
- Public Finance
 - Monetary Policy
 - Fiscal Policy
 - Applied Econometric








Mr Lee Chin Yu
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- Expert areas:
- Applied Macroeconomics
 - Environmental Economics



FACULTY OF BUSINESS & FINANCE
STAFF EXPERT AREAS




 Ms Lee Jing Wen
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- Expert areas:
-  Entrepreneurship
 -  Mobile Learning
 -  Negotiation Skills



 Ms Lim Shiau Mooi
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- Expert areas:
-  Applied Economics






 Mr Lim Chong Heng
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- Expert areas:
-  Applied Macroeconomics
 -  Valuation
 -  Commodity market forecasting/risk
 -  Financial economics








 Ms Meenah D/O Ramasamy
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- Expert areas:
-  Learning Styles
 -  Thinking Styles
 -  Soft Skills






 Encik Mohd Danial Afiq Bin Khamar Tazilah
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- Expert areas:
-  Auditing
 -  Corporate Governance (CG)
 -  Internal Auditing
 -  Shariah Governance
 -  Forensic Accounting






 Encik Mohamad Fared bin Mohamad Makmor
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- Expert areas:
-  Supply Chain Management
 -  Logistics Management
 -  Transportation and Warehousing






 Cik Nabihah Binti Aminaddin
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- Expert areas:
-  Personal Financial Planning
 -  Islamic finance
 -  Corporate governance



 Ms Ng Shwu Shing
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- Expert areas:
-  Organisational behavior
 -  Leadership
 -  Information systems







 Ms Ng Yin Kuan
 ngyk@utar.edu.my










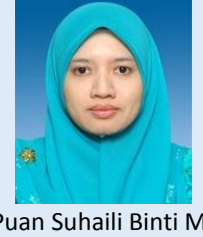
- Expert areas:
-  Knowledge Management
 -  Cultural
 -  Human Resource Management
 -  International Business



 Puan Noorfaiz Binti Purhanudin
 noorfaiz@utar.edu.my

- Expert areas:
-  Islamic banking and finance
 -  Banking operation and management (Conventional and Islamic)
 -  International finance management
 -  For Master supervision

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 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Organizational behaviour ✚ Intention to stay ✚ Work Engagement ✚ Human Resources Management <p>✚ Cik Norhayati Binti Md Isa ✉ norhayatim@utar.edu.my</p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Accounting Education Technology (Blended Learning, mobile learning, e-learning) <p>✚ Puan Norhusnaida Binti Che Hussain ✉ norhusch@utar.edu.my</p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Islamic Wealth Management ✚ Islamic Banking <p>✚ Cik Nurfadhilah Binti Abu Hasan ✉ nurfadhilah@utar.edu.my</p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Service Quality in Higher Education ✚ Human Resource Management ✚ Knowledge Management <p>✚ Mr Peter Tan Sin Howe ✉ shtan@utar.edu.my</p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Company law ✚ Business Law ✚ Commercial Law ✚ Financial Law <p>✚ Mr Premkumar a/l Nadarajan ✉ premkumarn@utar.edu.my</p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Consumer Behaviour ✚ Consumer Psychology ✚ Social Media <p>✚ Puan Rizalniyani Binti Abdul Razak ✉ rizalniyani@utar.edu.my</p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Tourism research ✚ Consumer Behaviour ✚ Leadership ✚ Strategic Management ✚ Work-life Balance <p>✚ Ms Seow Ai Na ✉ seowan@utar.edu.my</p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Adoption studies: Electronic/Mobile-related ✚ Supply Chain Management ✚ Quality Management <p>✚ Ms Sim Jia Jia ✉ simjj@utar.edu.my</p>
 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Banking and Finance ✚ Microfinance <p>✚ Puan Siti Nur Amira Binti Othman ✉ amira@utar.edu.my</p>	 <p>Expert areas:</p> <ul style="list-style-type: none"> ✚ Corporate Governance ✚ Financial Accounting ✚ Auditing/Taxation <p>✚ Puan Suhaili Binti Mohd Hussin ✉ suhaili@utar.edu.my</p>

FACULTY OF BUSINESS & FINANCE
STAFF EXPERT AREAS



Ms Tan Mom Zee
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- Expert areas:
- ✚ Wellness Coaching
 - ✚ Health Marketing
 - ✚ Health Promotion



Ms Tan Yan Teng
tyteng@utar.edu.my

- Expert areas:
- ✚ Macroeconomics
 - ✚ Microeconomics
 - ✚ Foreign Direct Investment
 - ✚ Tourism



Puan Tengku Rahimah
Binti Tengku Arifin
rahimah@utar.edu.my

- Expert areas:
- ✚ Corporate Governance
 - ✚ Audit Quality
 - ✚ Financial Accounting and Reporting



Ms Thanaletchumi a/p
R.Letchumanan
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- Expert areas:
- ✚ Company Secretarial,
 - ✚ Human Resource Management



Ms Thavamalar a/p
Ganapathy
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- Expert areas:
- ✚ Consumer Behaviour
 - ✚ Human Resource
 - ✚ Labour Economics



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

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 - ✚ Entrepreneurship
 - ✚ Human Resource Management

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