

SUZANA MD SAMSUDI

RINGKASAN EKSEKUTIF

BIODATA RINGKAS

- Merupakan Fellow di Pusat Kajian Ekonomi dan Kemasyarakatan, Institut Kefahaman Islam Malaysia (IKIM).
- Memperolehi Ijazah Sarjana Muda Pengurusan Perniagaan (Kewangan) daripada Universiti Teknologi MARA pada 1997 dan Sarjana Ekonomi daripada Universiti Kebangsaan Malaysia pada 2006.
- Bidang kajian penyelidikan termasuk Strategi Pemasaran dan Penjenamaan serta Pengurusan Dana dan Harta Islam.

KELULUSAN AKADEMIK

- Sarjana Ekonomi, UKM (2006)
- Sarjana Muda Pengurusan Perniagaan(Kepujian)(Kewangan), UiTM (2000)
- Capital Market Service Representative License (Fund Management): Securities Commission Malaysia (2014)
- Registered Financial Planner: Malaysian Financial Planning Council (2006)
- Certified Financial Planner: Financial Planning Association of Malaysia (2004)

SEJARAH KERJAYA

- Fellow, Pusat Kajian Ekonomi & Kemasyarakatan, IKIM (April 2017 – sekarang)
- Naib Presiden, Pembangunan Perniagaan, i-VCAP Management (Ogos 2014 – 2017)
- Akademik, Fakulti Ekonomi & Muamalat, Universiti Sains Islam Malaysia (Julai 2007 – 2014)
- Eksekutif, Permodalan Nasional Berhad (Ogos 2002 – 2007)
- Pegawai Operasi, AmBank Bhd (Jun 2000 – 2002)

BIDANG KEPAKARAN/TUMPUAN

- Pemasaran dan Penjenamaan
- Pengurusan Dana dan Harta Islam

SENARAI PENERBITAN

BAB DALAM BUKU

- Intan Fatimah Anwar, Sumaiyah Abd Aziz and Suzana Md Samsudi (2013). Business survival: How EMKAY did it? *Integrated Muamalat Case Study* (h.159-175). Penerbit USIM.

ARTIKEL DALAM AKHBAR

- Islam and Sustainable Consumption, *The Star*, 9 May 2017.

PENYELIDIKAN

- The Development of Workplace Financial Education for Civil Servants using Islamic Financial Planning Approach, Penyelidik Bersama (2012), Kementerian Pengajian Tinggi Malaysia.
 - The Critical Success Factors of Bumiputera Construction Companies, Penyelidik Bersama (2012), Universiti Sains Islam Malaysia.
 - Green Consumption, Pembantu Penyelidik (2011), Victoria University of Wellington.
 - Economic Evaluation of Agricultural Multi-functionality, Pembantu Penyelidik (2006), Universiti Kebangsaan Malaysia.
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PEMBENTANGAN

- Crawling towards success: A lesson from a Bumiputera contractor - 6th Islamic Banking, Accounting and Finance Conference, Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia, Nilai, (23-24 September 2014).
 - Perceived value of brands promoted with embedded premium: Muslims perspective - Marketing in Asia Group Scholar Conference 2011, Wellington (30 May 2011).
 - The value of embedded premium promotion in Islamic marketing and branding - 1st International Conference on Islamic Marketing and Branding, Kuala Lumpur (29-30 November 2010).
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PERSIDANGAN YANG DIHADIRI

SUMBANGAN DI MEDIA

KEANGGOTAAN PROFESIONAL
