



CURRICULUM VITAE



PERSONAL DETAILS

Name : Dr. Logaiswari A/P Indiran
 Designation : Senior Lecturer,
 Department of Marketing and Entrepreneurship,
 Faculty of Management (FM),
 Universiti Teknologi Malaysia, Skudai Johor, Malaysia.
 Nationality : Malaysian
 Date of Birth: : 13th September 1976
 Address : T08, Faculty of Management,
 Universiti Teknologi Malaysia,
 81310 Johor Bahru, Johor Malaysia.
 Email : logaiswari@utm.my or logaiswari@gmail.com
 Contact Number : +6012-7748005
 Area of Expertise : Entrepreneurship, Innovation Management, Business Incubator, Intellectual Capital,
 Business Model, Business Model Canvas (BMC), Start-ups, SMEs, and Management.

ACADEMIC QUALIFICATION

1999 : Bachelor Business Administration (Hons), University Malaya
 (Second Class: Upper Division)
 2001 : Masters Education (Technical), Universiti Teknologi Malaysia
 Title: Penggunaan Strategi Pembelajaran Pengarahan Kendiri Di Kalangan Pelajar-
 Pelajar Jurusan Perakaunan
 2018 : PhD (Management), Universiti Teknologi Malaysia (UTM)
 Title: Influence of Incubators' Intellectual Capital on Innovation Capability and
 Performance of Incubatees In Malaysia
 (AWARD: Merit Thesis Award, Certificate of Excellence for PhD Thesis, Best
 Student Award PhD Management Category, MTDC Innovation Book Prize Award)

PROFESSIONAL CERTIFICATE/TRAINING

2023 : Proficiency Certificate For Entrepreneurship Educators (ProCEEEd 2.0)
 2021 : HRDF Certified Trainer
 2018 : Professional Certificate for Entrepreneurial Education@3EP
 2017 : International Training Programme on Promoting Entrepreneurship and Innovation
 through Incubation, India (6 weeks)
 2017 : Alibaba Global E-Commerce Talent Training of Trainers Program

BOARD MEMBERSHIP

2021 - now : International Society for Professional Innovation Management (ISPIM) - 1719
 2020 - now : Malaysian Institute of Management (MIM) - 41478

ACADEMIC POSITION

2022 -now : Course Coordinator UBSS 1032 Introduction to Entrepreneurship
 2020 - now : PGSS FM advisor
 2020 - 2022 : PGSS AHIBS advisor

PROFESSIONAL EXPERIENCE (COURSES TAUGHT)

August 2020 - now : Senior Lecturer at Faculty of Management, UTM
 (UBSS/UHAK 1032 -Introduction to Entrepreneurship, SHAS 4542- Engineering
 Management & SBSD 3063 Technology Entrepreneurship)
 Sept 2017-July 2020 : Lecturer in Polytechnic METrO Johor Bahru
 (Entrepreneurship, New Product Development, Entrepreneurial Personal Branding
 Introduction to International Business, Business Mathematics, Business Ethics,
 Introduction to Research Methodology)

2014-2017	:	Full Time Study Leave-PhD (Under Higher Ministry of Education's Scholarship)
2005-2014	:	Lecturer in Politeknik Ibrahim Sultan, Johor (Entrepreneurship, Event Management, Mathematics for Tourism Services, Principle of Economics, Tourism Transportation, Principle of Management)
2004-2005	:	Lecturer in Politeknik Tuanku Syed Sirajuddin, Perlis (Statistic, Mathematics for Management, Introduction to Information Technology)
2002-2004	:	Lecturer in Politeknik Sultan Abdul Halim Mu'azham Shah, Jitra Kedah (Statistic I & II, Micro & Macro Economics, Mathematics for Management)

JOURNAL ARTICLE EDITOR/REVIEWER

November, 2021	:	Panel Penilai Dana Knowledge Transfer Program- Research Innovation Grant (UTM KTP-RIG) 2022
September, 2021	:	Panel Reviewer, LIGA ILMU SERANTAU (LIS 2021)
March, 2021	:	Panel Reviewer, Online Journal for TVET Practitioners, Universiti Tun Hussein Onn Malaysia (UTHM)
January, 2021	:	Panel Reviewer The Management of Technology Symposium 2021, AHIBS UTM
01 September 2020	:	Head of Reviewer Panel, Buku Ilham Kreativiti dan Inovasi Kolej, Komuniti Kuching 2020
1 July – 30 November 2020	:	Panel Reviewer bagi National Creative Design Digest, Politeknik Ibrahim Sultan Johor
2019	:	Panel Reviewer Article Journal (Area: Entrepreneurship), e-Proceedings of the 9 th National Conference in Education-Technical & Vocational and Training 2019 (CiE-TVET 2019)
2019	:	Panel Reviewer Article Journal, e-Proceedings of the National Technology Research in Engineering, Design and Social Science Conference (nTrends'19)
2019	:	Panel Reviewer Article Journal, e-Proceedings Liga Ilmu Serantau 2019

AWARD RECEIVED

4 th -6 th October 2022	:	Gold Award, NALI 2022 Exhibition & Competition, UTM
6 th – 8 th December 2021	:	Gold Award, NALI 2021 Exhibition & Competition, UTM
4 th & 5 th December 2021	:	Best Paper Presenter Award, International Conference on Identity Crisis: World at A Cross Road, Waymade College of Education, Faculty of Education, CVM University, Gujarat, India
14 th November 2021	:	Best Paper Award, International Symposium on Teaching and Learning Innovation (ISTLI), UTM
22 nd -24 th October 2021	:	Best Paper Presentation Award, The 2 nd International Academicians Studies Congress, Turkey
11 th January 2021	:	Best Advisor, Sustainable Entrepreneurship Mindset Showcase 4.0, UTM XCITE
7 th - 10 th December 2020	:	Silver Award, NALI New Academia Innovation 2020, UTM
21 st & 22 nd of December 2019	:	Best Paper Award, International Conference on Emerging Trends in Engineering, Science & Technical Education (ICETESTE 19)
7 th -10 th of August 2018	:	Gold Award, Konvensyen KIK 2018 Horizon Baharu, Kuala Terengganu
22 nd of July 2018	:	Gold Award, Pertandingan Inovasi & Kreativiti @PMJB Peringkat Kebangsaan 2018 (PNiCC'18)
09 th -11 th of July 2018	:	Gold Award in National Invention & Innovation, Conference Exhibition and Robot-Sumo Competition 2018 (NICERS'18)
19 th of April 2018	:	Certificate of Excellence (PhD)
19 th of April 2018	:	Merit Thesis Award (PhD)
07 th -11 th of Feb 2018	:	Finalist in Sasin International Business Plan Competition, Bangkok
19 th of Sept 2017	:	Gold Award in 1 st Graduate Research Exhibition Competition (GREx COM 2017), UTM
26 th & 27 th of Apr 2017	:	Finalist in International Innovation Youth Incubation Award 2017
21 st of Feb 2017	:	Second Place in 3 Minutes Thesis (3MT) Competition Faculty Level
27 th of Aug 2016	:	Gold Medal in International Invention Innovation Competition in Canada, ICAN 2016
29 th -30 th of Apr 2016	:	Finalist in International Business Model Canvas Competition, United States
21 st -23 rd of Feb 2016	:	First Winner in ESPRIEX Business Model Canvas Competition ASEAN, Indonesia
17 th of Oct 2015	:	Best Paper Award, International Conference of 4 th International Seminar on Entrepreneurship and Business, Penang, Malaysia

19th of May 2015 : Best Speaker Award, Pre-Defence Colloquium 2015, Faculty of Management, UTM

INVITED JURY/SPEAKER/ORGANISER

28 April 2023 : Panellist, Title: NEO Business Practices, Perspective from Malaysia
Organiser: International Conference 2023 On "NEO-Business Practices, L J Institute of Management Studies, Ahmedabad, India.
<https://ljkku.edu.in/course-info/business-management-mba-6/conference-518?#scrollTop=0>

18 & 19 April 2023 : Speaker, Title: Development of Business Model Canvas (BMC)
Organiser: Innovation & Commercialisation Centre, UTM (ICC, UTM)

16 April 2023 : Speaker, Title: Creating Value that Sells: A Value Proposition Canvas Workshop
Organizer: OPTIMUM Professional Training Academy
Participant: 11 SMEs from various industry

17th September 2022 : Speaker, Title: Business Model Canvas (BMC) Workshop"
Organizer: IJN-UTM Cardiovascular Engineering UTM

07th September 2021 : Speaker, Title: The Introduction of Business Model Canvas
Organizer: International ATU-NET HACKATHON 2021

01st September – 31 October 2021 : Trainer, Title: Problem Solving Industry 4.0
Organizer: Program Johor IR 4.0 Talent Development Program

Jan & Feb, 2021 : Judge, Program Malaysian Youth Upcycle Challenge (My YUC) 2020/21
Organizer: Universiti Putra Malaysia (UPM)

08th January 2020 : Speaker, "Business Model Canvas"
Organizer: AIESEC SOUTHERN YOUTH LEADERSHIP CONFERENCE (SYLC)

1st April – 29th May 2021 : Judge for the International Millennial Entrepreneurs Festival – Business Model Canvas Competition

1 July – 30 November 2020 : Article Reviewer, National Creative Design Digest, Politeknik Ibrahim Sultan Johor

20 -30 November 2020 : Judge for the International Research, Innovation, Symposium and Exposition 2020 (RISE 2020)

8-9th of March 2019 : Speaker for Young Maker Challenge@AC 2019, state level (Title: pitching and presentation)

16-18 of Oct 2018 : Judge for the National Innovation Competition (3rd INNOCOM 2018), PTSS

20th of Mac 2018 : External Panel at HI-FIEX Project at Politeknik Ibrahim Sultan, Johor

22nd of Nov 2017 : Jury for the Final Competition OIT HACK 2017 UTM

21st-23rd Nov 2017 : Judge for the Innovate Johor 2017, UTM

03rd-4th of Nov 2017 : Jury for THE MINDS 2017, UTM

01st of May 2017 : Moderator for the ASIA International Conference 2017

26th -27th of Sept 2016 : Facilitator for the Wealth Creation Lab (WCL) UTM

24th of Sept 2016 : Judge for Young Innovate 2016 Johor Competition

4th-5th of Oct 2016 : Jury in Business Model Canvas Competition (BMC) at UTM

4th-5th of Oct 2016 : Jury in Business Model Canvas Competition (BMC) at UTM

24th of Sept 2016 : Judge for Young Innovate 2016 Johor Competition

26th -27th of Sept 2016 : Facilitator at Wealth Creation Lab (WCL) UTM

INVENTION / INNOVATION

2019 : Co-founder
e-HYBRID STUDIO, a platform in form of webpage and web-mobile, a virtual borderless business incubator centre

2018 : Founder
DESTRESSO; a Mobile Apps, embedded with MUSE head band which can identify the stress level

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DESTRESSO; a Mobile Apps, embedded with MUSE head band which can identify the stress level

- 2014 : Founder
TOLKIDZ; a wrist band embedded with mobile apps which can identify the emotion of special children
- 2014 : Co-founder
e-HYBRID STUDIO, a platform in form of webpage and web-mobile, a virtual borderless business incubator centre

MENTOR (ENTREPRENEURSHIP)

- 2021 : Mentor
Uni Venture " Techno Digital & Business Incubator"
Consolation prize in the UNILEEBpreneur@MoHE: Entrepreneurial Ecosystem And Development Project 2021
- 2021 : Mentor
Sambal Garing Ikan Bilis ChefNurz
- 2019 : HZ Boys Kitchen (Student of Politeknik METRO Johor Bahru)
Program Usahawan Muda, SME Bank 90 days Business Challenge 2019
- 2017-2019 : Mentor
REFLEKIDZ; a mat which trigger the neuro of special children Award: Multimedia Innovation Competition (Micom i-IDEA) at UiTM Arau, Perlis (Bronze), National Innovation Creativity and Competition (Silver) and Best People Choice, Pitching at Carnival PMJB (Gold), Pitching at GUK (First Prize), Top 20 Outstanding Group, Young Social Entrepreneurship Competition at POLISAS, Finalist in Anugerah Ikon Siswa Johor 2019 (AISJ)

Academic Advisor

- 2020- now Management of Technology FM UTM

PUBLICATION

Proceeding

Logaiswari Indiran, Zainab Khalifah, Kamariah Ismail, Amran Rasli, Azlin Abd. Jamil. (2017). Case Study: The Influence of Intellectual Capital of UTM Sprinter Incubator Centre (UTMSprinterTM), Universiti Teknologi Malaysia, Malaysia.

Logaiswari Indiran, Zainab Khalifah, Kamariah Ismail (2017). The Challenges of Business Incubations: A Case of Malaysian Incubators. International Economics and Business Management Conference (IEBMC2017) ISI Proceeding.

Logaiswari Indiran, Ung Ean Na, Wan Noorhaslinda Binti Wan Ramli, Panner Selvem Indiran (2015). An Empirical Analysis is on Factors Influencing the Performance of Business Incubators in Polytechnic Ibrahim Sultan, Johor. Proceeding in Seminar Liga Ilmu Serantau.

Logaiswari Indiran, Zainab Khalifah, Kamariah Ismail (2015). A Historical Review of Business Incubation Models. Proceeding in 4th International Seminar on Entrepreneurship and Business (ISEB2015), 733.

Logaiswari Indiran, Ung Ean Na, Panner Selvem Indiran (2015). Exploring The Potential of Malaysian Polytechnics Towards Entrepreneurship Development Among Students: A Perception-Based Analysis. Proceeding in 4th International Seminar on Entrepreneurship and Business (ISEB2015). 60.

Logaiswari Indiran, Wan Noorhaslinda Wan Ramli, Nor Hairul Palal (2014). A Variety of Models to Measure the Intentions Towards Entrepreneurship. Proceeding in CiE-TVET 2014.

Logaiswari Indiran, Wan Noorhaslinda Wan Ramli (2013). A Framework for Evaluating the Effectiveness of Polytechnic Entrepreneurship Programmes. Proceeding In CiE-TVET 2013.

Logaiswari Indiran, Ung Ean Na, Norazlin Adan (2011). An Exploratory Study on CIDOS (Curriculum Information Documents Online System) Usage Among Academics in Department of Tourism and Hospitality, Polytechnic Johor Bahru. Proceeding in Seminar Pelancongan dan Hospitality.

Book Chapter

Logaiswari Indiran, Santhi Ramanathan & Panneer Selvem Indiran (2021). The Emergence of Fintech Innovation and Challenges Towards SMES. *Multidisciplinary Science and Advanced Technologies*. Nova Science Publishers, Inc., pp. 197-204. ISBN 978-1-53618-959-9.

Alagappan, P. N., Ansari, P., & **Indiran, L.** (2021). An entrepreneurship innovative curricular module for non-business students. In W. B. James, C. Cobanoglu, & M. Cavusoglu (Eds.), *Advances in global education and research* (Vol. 4, pp. 1–18). USF M3 Publishing. <https://www.doi.org/10.5038/9781955833042>

Logaiswari Indiran, Zainab Khalifah, Kamariah Ismail, Santhi Ramanathan (2017). Business Incubation in Malaysia: An Overview of Multimedia Super Corridor, Small and Medium Enterprises, and Incubators in Malaysia. *Handbook of Research on Small And Medium Enterprises in Developing Countries*, 322-344.

Journal

Krishnan, A., Arumugam, P. V., **Indiran, L.**, & Lei, J. (2023). A Study on University Students' Perception on Overall Satisfaction among Malaysian Open and Distance Learning (ODL) Students. *International Journal of Academic Research in Progressive Education and Development*, 12(2), 1465–1477.

Lei, J., **Indiran, L.**, & Kohar, U. H. A. (2022). The Digital Transformation of SMEs: The Difference Between East and West in China. *International Journal of Academic Research in Business and Social Sciences*, 12(12), 2509 – 2527.

Danibrahim, N. T., Kohar, U. H. A., & **Indiran, L.** (2022). Influence of Entrepreneurial Competencies on the Performance of SMEs in Northwest Nigeria. *International Journal of Academic Research in Business and Social Sciences*, 12(5), 858-872.

Baskaran S., Raman D., Mahadi N., Indiran L. (2021). Social Media Advertising and Online Buying Intentions: A Multidimensional Investigation with Shopping Enjoyment as Mediator. *International Journal of Business and Technopreneurship*, 11 (2), 29- 50.

Azlan, R. M. D. @, Razak, S. S. A., & **Indiran, L.** (2021). Knowledge, Attitude and Practices on E-Waste Management among Business Students in A Public University. *International Journal of Academic Research in Business and Social Sciences*, 11(8), 1472–1478.

Sarangapani, S., Baskaran, S., Nallaluthan, K., Dalayga, B., & **Indiran, L.** (2021). What Keep You Loyal to Your Telecommunication Services Provider? *International Journal of Academic Research in Business and Social Sciences*, 11(6), 1622–1635.

Ramanathan, S., & **Indiran, L.** (2021). Remodeling Economy towards Sustainable Society and Sustainable Development: The Role of Financial Literacy, Digital Literacy, and Sustainability Literacy. *International Journal of Academic Research in Economics and Management and Sciences*, 10(3), 237–256.

Logaiswari Indiran, Umar Haiyat Abdul Kohar, Azamat Maksudunov, Shathees Baskaran (2021). Intellectual Capital and Innovation Capability: A Conceptualization of Organisation Performance Measurement through Literature Review. *International Journal of Academic Research in Business and Social Sciences*, 11(6), 1842–1852.

Logaiswari Indiran, Kesavan Nallaluthan, Shathees Baskaran & Bathmavathy Dalayga (2021). Business Incubator: The Genesis, Evolution, and Innovation Invigoration. *International Journal of Academic Research in Business and Social Sciences*, 11(7), 342–354.

Murugappan Velayutham, Thoo Ai Chin, & **Logaiswari Indiran** (2021). Supplier Development and Sustainability Performance: A Meta-analytic Study. *International Journal of Academic Research in Business and Social Sciences*, 11(7), 408–428.

Avdhesh Jha & **Logaiswari Indiran** (2021). Merit and Challenges of Online Teaching in India and Malaysia. *International Journal of Academic Research in Progressive Education and Development*, 10(2), 1110–1123.

Kesavan Nallaluthan, **Logaiswari Indiran**, Bathmavathy Dalayga & Shathees Baskaran (2021). Employees' Innovativeness in Manufacturing Industry: A Case Study from a Japanese Firm. *International Journal of Academic Research in Business and Social Sciences*, 11(8), 26–50.

Shathees Baskaran, Leong Chin Gan, Kesavan Nallaluthan, **Logaiswari Indiran**, Ma Kalthum Ishak & Teh Zaharah Yaacob (2021). Determinants of Consumer Perceived Trustworthiness in Digital Advertising of Food and Beverage. *International Journal of Academic Research in Business and Social Sciences*, 11(8), 60–77.

Roslina Md Dan @ Azlan, Siti Suraya Abd Razak, **Logaiswari Indiran** (2021). Knowledge, Attitude and Practices on E-Waste Management among Business Students in A Public University. *International Journal of Academic Research in Business and Social Sciences*, 11(8), 1472–1478.

Ponmalar N. Alagappan, Payam Ansari, & **Logaiswari Indiran** (2021). An Entrepreneurship Innovative Curricular Module for Non-Business Students. In W. B. James, C. Cobanoglu, & M. Cavusoglu (Eds.), *Advances in global education and research* (Vol. 4, pp. 1–18). USF M3 Publishing.

Logaiswari Indiran, Azirin Abdul Aziz & Santhi Ramanathan (2020). Innovation Capability in TVET institution: Role of Malaysian Polytechnics. *Technical and Social Science Journal*, Bilangan 1 Jilid 1 Mac 2020 e-ISSN 2289 7356).

Logaiswari Indiran, Santhi Ramanathan & Murugadas Ramdas (2020). The Influence of Cognitive Values on Entrepreneurial Intention Among Polytechnics Students in Malaysia. *International Journal of Advanced Science and Technology*, Vol. 29, No. 7s, 1871-1877.

Logaiswari Indiran, Zainab Khalifah, Kamariah Ismail (2017). A Model for Intellectual Capital of Business Incubators. *Advanced Science Letters*, 23(9), 8450-8457.

Consultation & Community Service:

Program Penjanaan Pendapatan Bagi Wanita (Wejana), Jabatan Pembangunan Wanita Negeri Johor (RM 17,629.92), 2022

Research Grant (PI):

Modelling Innovation Capability Performance: The Role of Intellectual Capital in Research University (RM 15,000.00)UTMER

Research Grant (Member):

An Investigation of Digital Entrepreneurship Intention Activation among University Undergraduates (RM 15,000), UTM Encouragement Research

Building New Social Innovation Model For The Malaysian Marginalized Community By The Technology-Based Social Enterprises (RM 79,200.00), Fundamental Research Grant Scheme (FRGS)

Pelaksanaan Penyelidikan Pengurusan Risiko Zk Consortium Sdn Bhd (Rm 22,000.00) Contract Research Dtd

Data Analysis And Dashboard Development Support For Answer App Dashboards (RM 10730.50)

Projek Pemindahan Ilmu Pemasaran Dan Dropship Produk Peria Crispy (Rm 1.500.00) Ccin - Star Rating

Supervision:

Doctor of Business Administration (DBA)

Cheah U-Meng, Examining The Behavioural Change of Team Leaders in Managing Compassion and Team Agility during Post-Pandemic.(graduated on 2023 from WOU)

Master of Management (Mixed Mode)

Sarasaran A/L Vivekananth, The Impact of Entrepreneurship Education And Entrepreneurship Self-Efficacy On Entrepreneurship Intention Among Malaysian University Students (Graduated on 2022)

CV Dr. Logaiswari Indiran / May 2023

Siti Aisyah Binti Adam, Factors Influencing the Use Of Mobile Wallet And Intention To Recommend At Restaurant Industry In Malaysia (Graduated on **2022**)

Mohammed Hussein Jasim Al-Kinani, The Impact of The Application Of Total Quality Management On Organizational Performance In Iraqi Service Institutions (Graduated On 2022)

Master of Business Administration (MBA-ODL)

Sathies A.L. Ramakrishnan, People Turnover Impacting Profit Maximization (Graduated on 2022)