



TAYLOR'S
UNIVERSITY

Wisdom • Integrity • Excellence



Doctor of Philosophy (PhD)

BUSINESS • EDUCATION • ENGINEERING • HOSPITALITY & TOURISM • SCIENCE



2014



TAYLOR'S LAKESIDE CAMPUS



At Taylor's University, we are constantly aspiring towards a culture of academic excellence, while at the same time ensuring our students receive a well-rounded education. From our humble beginning in 1969, our founders had a vision of an institution that is synonymous with teaching excellence and producing students with highest merits. This philosophy is practiced at every level of our organisation, from our teaching faculty to the management of campus facilities and last but not least, it is also emphasised in the psyche of our students so that they are armed with the right knowledge to make their mark in their chosen career paths.



FIRST MODERN TROPICAL UNIVERSITY CAMPUS - *Integrated Campus Experience*

Our award-winning* campus is set on 27 acres of tropical greenery and built around a 5.5-acre lake. It addresses the needs of traditional and non-conventional students through an integrated community that is ecological and conducive for learning and leisure. This campus boasts world-class educational facilities and amenities that prioritise our students' needs. They can take advantage of a wide array of amenities offered including student accommodations, our own Reumz hotel, banks, food outlets, convenience stores, a clinic, a student life centre, a sports arena and a multi-purpose hall. There are also general learning resources, such as a library, computer labs, lecture theatres and laboratories.

*2011 Gold Award in Category 5 (Education) by PAM (Pertubuhan Akitek Malaysia) & 2011 Global Interior Design Award



AWARDS AND RECOGNITIONS

- Putra Brand Awards 2012 – Gold
- Reader's Digest Trusted Brand Award 2012 – Gold
- Putra Brand Awards 2011 – Gold
- Reader's Digest Trusted Brand Award 2011 - Gold
- Putra Brand Awards 2010 – Gold
- Student Choice Award 2009 – Most popular College / University
- Student Choice Award 2009 – Most popular College / University (Business / Accounting Management)
- Student Choice Award 2009 – Most popular College / University (Hospitality & Tourism)
- Student Choice Award 2009 – Most popular College / University (Pre-University Studies)

THE NATION'S
BEST AS VOTED
BY STUDENTS
AND THE INDUSTRY,
AN UNENDING
TESTAMENT TO
TAYLOR'S
COMMITMENT
TO EXCELLENCE



TAYLOR'S GRADUATE SCHOOL



Taylor's Graduate School (TGS) is fully dedicated to promoting and enhancing the highest quality of research education and training at Taylor's. TGS is also involved in developing academic policy, procedures and regulations pertaining to higher degrees by research (HDR), and providing advisory service on these matters to the university.

Specifically, the areas of work include:

- Receiving and processing applications for HDR placement; managing applications, selection and payment of PhD Fellowships
- Supervising research students in coordination with other schools
- Coordinating all HDR examinations, thesis submissions and graduations
- Providing professional development opportunities for HDR supervisors
- Providing research training courses and organising research seminars that support students in completing their PhD programme successfully
- Developing and implementing HDR policies and procedures
- Collecting and analysing HDR candidates' feedback for improvement planning
- Reporting on candidature management through the University Management System
- Managing quality reviews and monitoring HDR performance





Welcome to Taylor's University and thank you for your interest in our PhD programmes in business, education, engineering, hospitality & tourism and science.

At Taylor's University, we place research and scholarly activities at the very core of our academic community and regard research as the prime driver of excellence that informs teaching and learning.

PhD study is a very important component of our research landscape. The University has invested significantly to provide support for postgraduate study through the excellent new facilities in Taylor's Graduate School (TGS). TGS oversees all aspects of postgraduate research programmes jointly with the academic schools and divisions, and provides resources to support them. In addition, TGS gives postgraduate students access to professionally designed spaces and well-equipped research facilities throughout the University to engage in their studies.

The University has also initiated a number of PhD Research Fellowships to financially support postgraduate students in their research programmes. Details of the fellowships can be found in this prospectus and on our website (www.taylors.edu.my).

Opportunities for PhD study are available in the Taylor's Business School, Taylor's School of Education, Taylor's School of Engineering, Taylor's School of Hospitality, Tourism & Culinary Arts and Taylor's School of Biosciences, with supervision provided by acknowledged experts within the University and our partner universities locally and internationally.

In this prospectus, we have assembled all the pertinent information for PhD research study across the University, including descriptions of the research areas available and faculty profiles. I hope you will find something that fits your needs and interests.

I wish you all the best as you seek to pursue your PhD degree. Please contact us if you need any assistance along the way. Postgraduate research study is exhilarating and life changing. I invite you to discover more about Taylor's as a community of dynamic living and learning.

Professor Dato' Dr. Hassan Said



This is a very exciting time to consider postgraduate research at Taylor's University and I trust this prospectus will give you an insight into PhD research opportunities we can offer you.

The PhD research programmes at Taylor's allow you to focus on a field of study you are passionate about, expand the body of knowledge within that field, break new ground and develop key expertise.

Taylor's is committed to postgraduate research across a number of schools and subjects, from the essential core disciplines of business, education, mathematics, sciences and engineering, through to the less traditional subjects, such as hospitality and tourism.

As a Taylor's PhD student, you can either work across research areas or focus on a specific subject, thus broadening your knowledge base and networking with a group of leading academics. The inter-disciplinary methods not only allow you to work in a range of areas, but also enhance your opportunity to publish your work.

While undertaking your research study at Taylor's, you will gain teaching experience, present papers at conferences and publish your work – all of which will help you establish your name among your academic peers. To this end, you will receive substantial support from Taylor's Graduate School (TGS), including access to a range of research training courses to help you develop crucial skills for a successful career, whether in research, industry, higher education or other sectors. TGS collaborates with the academic schools to enhance the quality of the postgraduate student experience at Taylor's. Our goal is to champion the academic and social interests of the postgraduate community.

I look forward to welcoming you to Taylor's and working with you to ensure excellence in the pursuit of your research study.

Associate Professor Dr. Lim Chia Sien



Doctor of Philosophy (PhD)
BUSINESS

KPT/JPS(N/340/8/0042)03/16



About School of Business

Taylor's Business School (TBS) offers both undergraduate and postgraduate programmes in marketing & management and accounting & finance. Established in 1993, the School has grown to become one of the largest and most dynamic business schools in Malaysia. We provide a teaching and learning experience that employs interactivity, progressive techniques and real world application, in an effort to hone the skills of future business-savvy leaders and captains of industry.

We pride ourselves in producing graduates who are highly employable upon graduation. Our partnership with Australian and U.K. universities enables us to offer degree programmes that are up-to-date with market trends and contain industry-relevant content. Through strong linkages and collaborations with industry professionals, we offer co-curricular programmes that expose students to practical field work, and help them gain real world experience and enhance their marketability in the job arena.

Research Unit for BRICC (Business, Research & Innovation Case Centre)

Business, Research & Innovation Case Centre (BRICC) undertakes research and consultancy work both within Taylor's and in collaboration with industry and other educational establishments. BRICC's main axis of research include Accounting, Finance & Economics, Marketing & Management and Entrepreneurship & Business Innovation.

Taylor's Business Review (TBR)

Taylor's Business Review (TBR) is an international peer-reviewed journal devoted to the publication of original papers. TBR is published in English and it is open to authors globally, with an aim to bring the highest quality research to the widest possible audiences. Currently, it is published two times a year (June & December). The objective of this academic journal is to disseminate meticulous studies with a focus on emerging issues in the key functional areas of Business, i.e., Accounting, Corporate Governance, Economics, Finance, Islamic Finance, Marketing and Small Business Management. To this end, TBR invites research papers from Academicians, Industrialists and Research Scholars.

Key Research Areas

Accounting

- Accounting Information Systems and Risk Management
- Corporate Governance
- Financial Reporting
- Market Based Accounting Research

Banking and Finance

- Corporate and Personal Finance
- Electronic Banking
- Financial Management
- Financial Reporting
- Islamic Finance
- Microfinance
- Money Laundering
- Productivity and Efficiency of Financial Institutions
- Risk Disclosure Practices of IPO and PLC
- Risk Management and Supervision of Financial Institution

Consumer Behaviour

- Customer Relationship Management
- Influence of Behaviour upon Society
- Personal Motivation
- Place and Space
- Tourist and Leisure Behaviour

Economics

- Business Economics
- Econometrics
- Energy Economics
- International Economics
- International Macroeconomics (Exchange Rate Management and East Asian Financial-Capital Market Integration)
- International Trade
- Macroeconomics
- Microeconomics
- Statistics
- Tourism Economics

Marketing

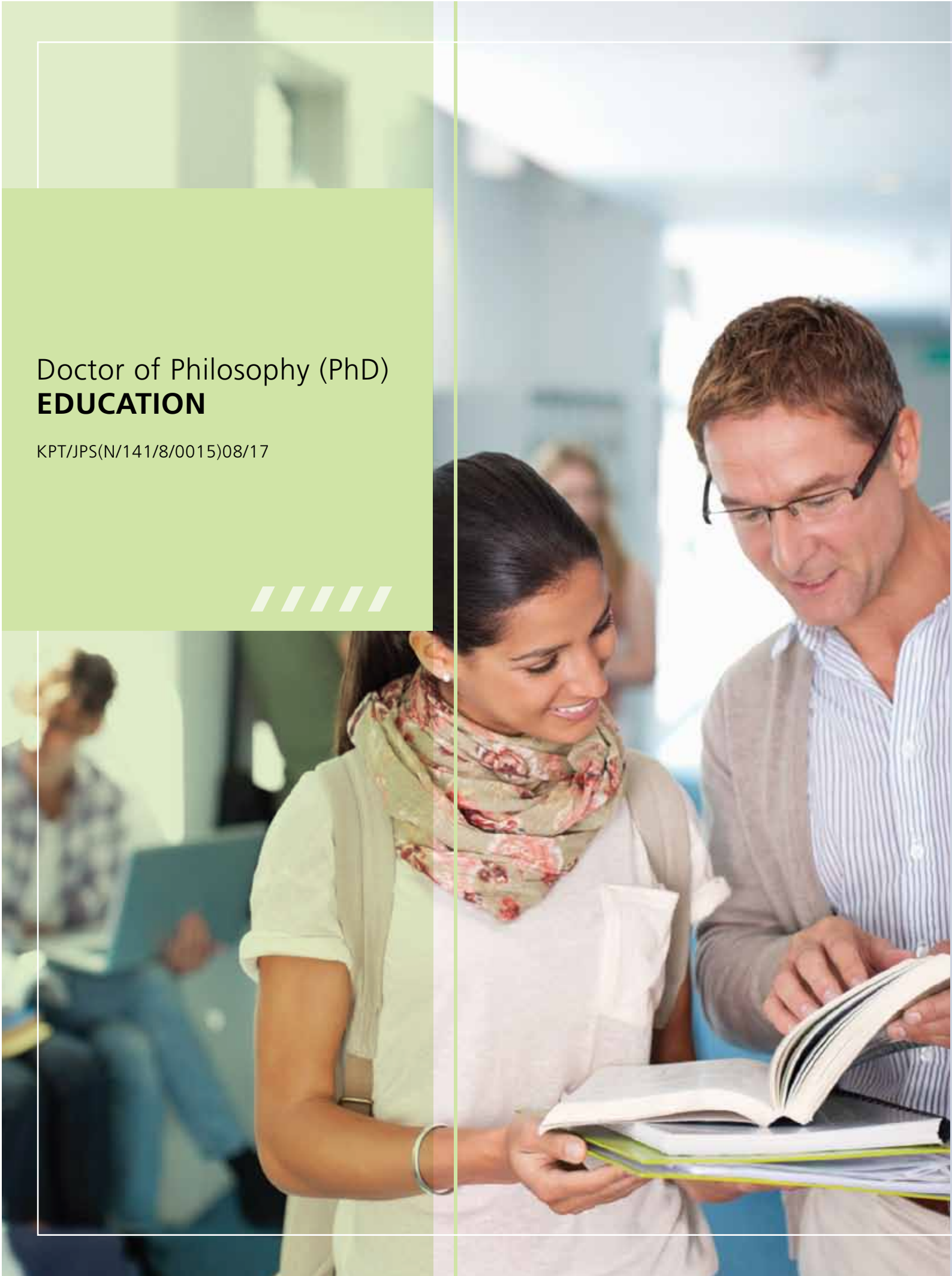
- International Marketing
- Services Marketing

Management

- Employment and Training Opportunities in South East Asia
- Entrepreneurship
- Environmental Management
- Human resource management
- Knowledge Management
- Poverty Alleviation via Tourism
- Real Estate Development
- Strategic Management
- Sustainable and Responsible Tourism

Doctor of Philosophy (PhD)
EDUCATION

KPT/JPS(N/141/8/0015)08/17



About School of Education

The Taylor's School of Education is committed to developing educators who are passionate about the teaching profession. We empower students with knowledge, skills and competencies of the best classroom practices which incorporate cutting-edge technology. We emphasise a combination of theory and practice based on established research findings and innovative methodologies. School of Education students are immersed in a learning environment that promotes life-long educational growth and continuous professional development.

Self-regulated learning (SRL) and reflective practice will be cornerstones of our teaching and learning approach and this drive our students to take ownership of their learning. At School of Education, students will experience an exciting and challenging learning journey that is not only grounded in sound educational fundamentals, but also traverses elements of the real and virtual dimensions of learning. School of Education will set you on a path towards an enriching, empowering and enlightening commitment in a vocation that impacts lives of our future generations

Centre for Research in Education and Instructional Technologies (CREDIT)



CREDIT was established in July 2011. It focuses on the growth of new knowledge in the field of education, development of innovative pedagogical practices and the use of instructional technologies through its ongoing research of students' approach toward blended learning. CREDIT publishes Journal of Interdisciplinary Research in Education (JIRE), a peer-reviewed journal aimed at promoting and supporting best practices in teaching and teacher education.

Key Research Areas

Education Management and Leadership

- Education Policy
- Education Administration
- Mentoring and Supervision in Education
- Education Reform
- School Leadership

Curriculum and Teaching

- Curriculum Theory and Implementation
- Mathematics Education
- Social Studies Education
- Teaching Approaches
- Classroom Management

Technology, Innovation and Learning Design

- e-Learning
- ICT in Education
- Instructional Design

Educational Assessment

- Classroom Assessment
- Testing and Evaluation
- Assessment in Higher Education

Teacher Development

- Teacher Education
- Teacher Professional Development
- Continuing Education

Language Education and Literacies

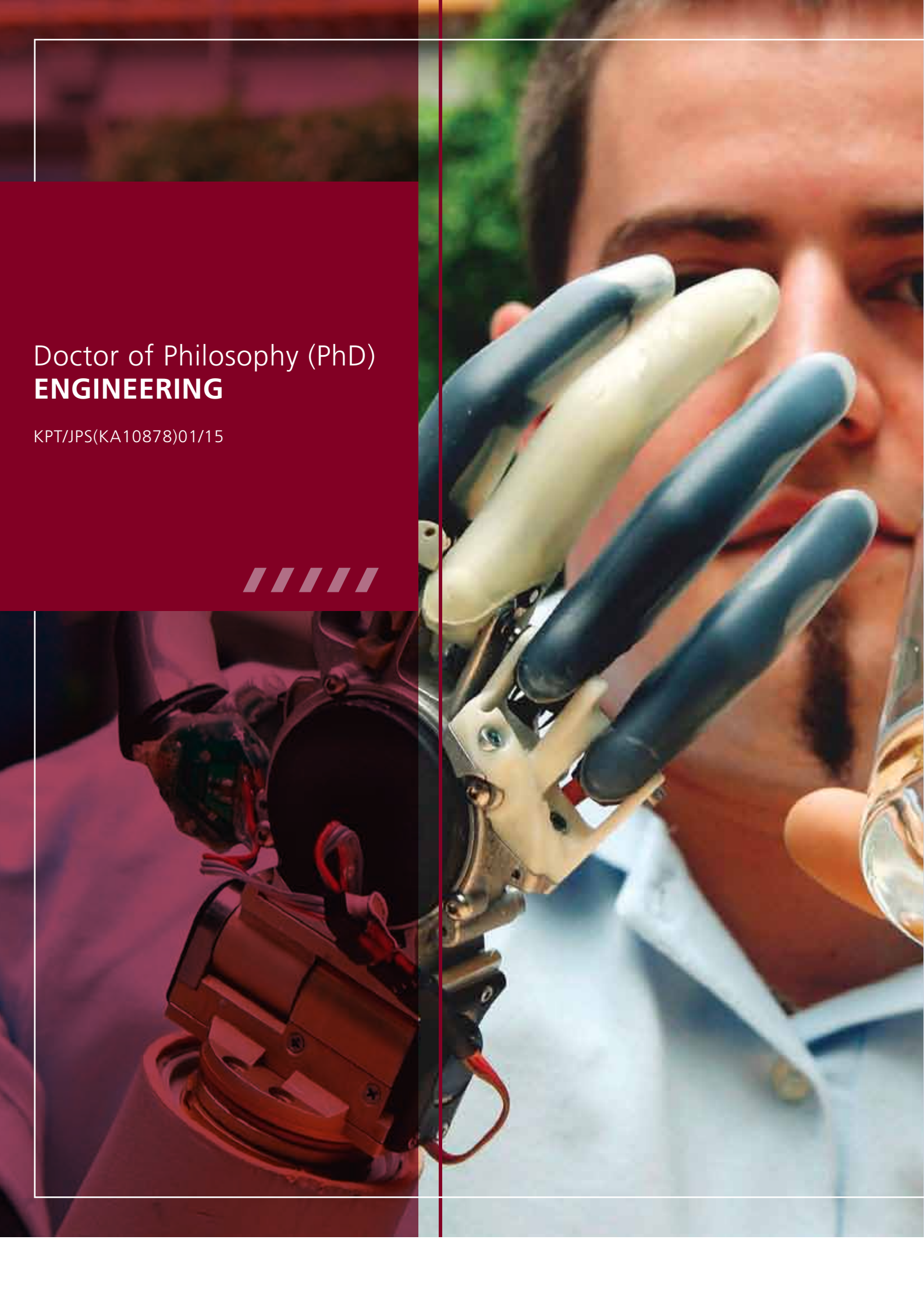
- Teaching English as a Second Language (TESL)
- Teaching Literature
- Teaching Reading

Education and Society

- Multicultural Education
- Gender and Education
- Peace Education
- Life-long Learning
- Philosophy of Education
- Education for Sustainable Development
- Sociology of Education

Doctor of Philosophy (PhD)
ENGINEERING

KPT/JPS(KA10878)01/15



About School of Engineering

Taylor's School of Engineering (SOE) offers both undergraduate and postgraduate programmes in chemical, electrical & electronic and mechanical engineering. We offer a well established curriculum, backed by a group of highly qualified academics who possess multidisciplinary research strengths in the fields of aerodynamics, aerothermodynamics, biomedical engineering, vibration, liquid mixing, flow visualisation, programmable CPU, EDA tools, membrane technology, biochemical engineering and modelling, biosorption, environmental engineering and engineering education.

Our peer-reviewed *Journal of Engineering Science and Technology (JESTEC)* has been indexed by Scopus, thus affirming our commitment to generate and disseminate new knowledge. We are the first and only Malaysian university to be accepted into the prestigious, global CDIO (Conceive, Design, Implement, Operate) Initiative,

an innovative educational programme for producing the next generation of engineering leaders. SOE houses the Taylor's Technology Innovation Centre (TTIC), which was set up to enable industry to tap into the rich expertise within the School.

We are highly skilled in the art of innovation, regularly conducting workshops and consultancies for companies that want to implement a successful culture of innovation. Our strong industry linkages enable us to get involved in many industrial projects where theory comes to life. Such engagement not only allows us to strengthen our curriculum with the element of experiential learning, but also gives our faculty members many opportunities to share their expertise with the industry via consultancy. Through TTIC, SOE aims to motivate and groom our students to become successful technopreneurs.

Centre of Engineering Research and Development (CERD)



The School of Engineering has a tradition of active contribution and involvement in research and development activities at both the staff and student levels. CERD was established primarily to streamline, increase and promote the research activities and outcomes. This centre provides support for individuals who are interested to innovate and pursue research in chemical, electrical & electronic and mechanical engineering.

Key Research Areas

Acoustics & Vibration

- Acoustic Materials
- Environmental Acoustics
- Human Sound and Vibration Comfort
- Sound and Vibration Source Identification and Insulation

Biomechanical Engineering

- Modelling of Bones and Joints
- Modelling of Heart Valves

Chemical & Biochemical

- Biochemical Engineering
- Chemical Process Operation Design
- Environmental Biotechnology and Modelling
- Fractionations of Oil and Fats
- Reactors Fluid Mechanics
- Separation Processes

Electrical & Electronic

- Digital Circuits
- Power Engineering
- Telecommunication

Engineering Education

- Case Based Learning
- Project Based Learning

Manufacturing Production & Design

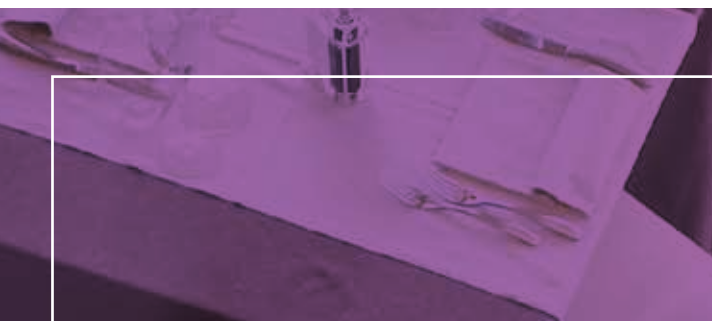
- Ergonomics
- Machine Condition Monitoring

Thermofluids & Aerospace

- Aerodynamics
- Aerothermodynamics
- Computational Fluid Dynamics
- Flight Mechanics
- Flow Visualisation
- Porous Media
- Stability and Control of Airplanes and Rockets

Doctor of Philosophy (PhD)
HOSPITALITY & TOURISM

KPT/JPS(KA10907)01/15



About School of Hospitality, Tourism and Culinary Arts

At Taylor's School of Hospitality, Tourism and Culinary Arts (TCHT), you will benefit from our 25 years of expertise in hospitality and tourism education and training. We are South East Asia's largest and most established hospitality and tourism management school. TCHT clinched the prestigious *HAPA (Hospitality Asia Platinum Awards) Honorary Award for Hospitality Education 2010-2012*, *HAPA Hospitality School of the Year Award 2007-2008* and *PATA (Pacific Asia Travel Association) Gold Award for Education and Training 2008*. In collaboration with our renowned French partners, the Academie de Toulouse and University of Toulouse, we offer a full range of hospitality, tourism and culinary arts

courses, from certificate up to the postgraduate level. We also provide life-long learning opportunities through our host of continuing professional education courses.

We take pride in the quality of our teaching faculty, comprising close to 100 full-time local and expatriate lecturers, many of whom are top academicians with significant industry experience. Our senior faculty members have a wide range of research interests and are capable of supervising PhD students in many areas related to this field of study. Our 7000-strong alumni, many of whom are making a mark in various sectors of the industry worldwide, offer an excellent network to any future graduate.

Centre for Inter-disciplinary Research in Hospitality, Tourism and Food

The Centre for Inter-disciplinary Research in Hospitality, Tourism and Food is the research and consultancy arm of TCHT with an aim to carry out fundamental and applied inter-disciplinary research in the hospitality, tourism and food sectors. The main fields of study include anthropology, communication, economy, geography, literary approaches and sociology. All research activities are streamlined into three thematic axes and sub-themes, namely *Axis 1: Evaluation of Public Policies:*

Tourism policies, food policies, healthcare, nutrition, prevention of obesity and labelling & quality sign; Axis 2: Risk Management: Risk management in tourism, political risk, environmental & natural risk, risk management in food, food crisis and long-term risk on health (obesity), food & tourism; and Axis 3: Social Construction of the Market: Gastronomic legitimacy, heritage and inter-culturality in tourism & food.

Key Research Areas

Tourism & Hospitality Business Operation Management

- Hotel Management
- Human Resource Management
- Knowledge Management
- Organisational Behaviour
- Consumer Behaviour
- Service Marketing

Tourism & Hospitality Business Development Management

- Entrepreneurship
- Environmental Management
- Real Estate Development

Tourism, Event & Recreational Management

- Application of Technology in Tourism
- Economics of Tourism
- Poverty Alleviation via Tourism
- Social & Cultural Impacts of Tourism
- Special Interest Tourism
- Sport & Event Management
- Sustainable and Responsible Tourism

Food Science

- Food Safety Management
- Microbiological Safety of Intermediate Moisture Foods

A laboratory setting with a gloved hand holding a pipette over test tubes. The background is a blurred laboratory scene with various glassware and equipment. The lighting is a cool, blue-green hue. A white rectangular box is overlaid on the left side of the image, containing text and a decorative graphic.

Doctor of Philosophy (PhD) **SCIENCE**

KPT/JPS(KA10906)02/15



About School of Biosciences

Taylor's School of Biosciences offers programmes that boast a rich tradition of teaching excellence, pioneering research and producing influential scientists and health-related professionals. The driving force in our School is a group of highly qualified and experienced academics who publish work that have attracted successful grants and funding locally and abroad. This dedicated group focuses on research that addresses and promotes the use of natural remedies in treating illnesses, such as cancer, neurological disorders and infectious diseases. Research findings aim to provide new and alternative natural products to improve health conditions. Another key research focus is environmental health, with the goal of developing new ways to save energy resources, as well as new methods to detect microbial contaminants in our water and food systems.

Through Taylor's research capabilities, our research team has been awarded over 35% of the Ministry of Higher Education's Fundamentals Research Grants Scheme (FRGS). The FRGS provides funds to support the efforts of researchers and produce more quality researchers who approach their work with creativity and dynamism. You will work alongside these highly skilled experts in research, consultancy and scholarly activities to create new scientific knowledge. In support of the dynamic research activities, we have excellent R&D laboratories that are fully equipped with modern infrastructure and facilities. We also organise frequent talks, workshops and seminars to explore key issues and developments in the field, as well as promote knowledge sharing and exchange.

Clinical, Life & Behavioral Sciences Research Centre (CLIBER)



CLIBER creates research synergy among behavioral, clinical and life sciences units at Taylor's. Established primarily as a university-based research centre, there are future plans to grow CLIBER into an externally funded research centre. CLIBER engages in joint and collaborative research with other academic institutions, hospitals and corporations.

Key Research Areas

Research Clusters

Research in the School of Biosciences encompasses four broad themes and is supported by a core group of researchers in bioactive compounds (Drug Discovery & Development Team):

• Infectious Diseases

The rich biodiversity of Malaysia enables the discovery of novel compounds to fight infectious diseases. At Taylor's University, the identified natural compounds will be examined for their bioactive properties as well as their mode of action. In addition to the antimicrobial research, the host-pathogen interaction research is focused to understand the disease manifestation in host cells.

• Non-communicable Diseases

Diet, smoking, alcohol consumption, a sedentary lifestyle and stress have contributed to greater incidences of heart disease, respiratory disease, diabetes and cancer, among others. Available drugs for these diseases are often accompanied by undesirable

side effects, not selective enough or simply too expensive. Hence, this cluster targets the discovery of novel lead compounds and to scientifically validate natural remedies for lifestyle-related chronic diseases

• Environmental Research

Research conducted in this cluster focuses in bioremediation, taxonomic identification of marine flora and to facilitate the development of mechanisms or processes that are in compliance with environmental laws. It will target improvement in resources savings, waste disposal and resolving environmental stress issues. In addition, researchers in this cluster also provide consultation and training in environmental management systems

• Food Science and Nutrition

The broader aim of research in this cluster is to study the fundamentals and applied aspects of new functional foods, medical foods and nutraceuticals as well as new technologies that facilitate development of novel consumer products that enhance human health, food safety and functionality.

PROGRAMME OVERVIEW

(RESEARCH METHODOLOGY)

 PhD (Engineering)

 PhD (Science)

Scientific Research Practices and Entrepreneurship

This compulsory module begins with an exposition of the characteristics a critical analysis of literature research must possess at the doctoral level. Then, a synthesis and documentation of the information gathered will be conducted as it is of paramount importance for successfully understanding the landscape of the existing knowledge boundary. Working closely with respective PhD supervisors, students are expected to narrow their thesis problem statement without losing sight of its significance. Once the present domain specific knowledge is well-understood, the focus will be on comparing among the different channels of communications,

such as journal publications, conference proceedings, expository magazines and poster presentations. Subsequently, students will explore research ethics and regulations for experiments involving human and animal specimens to prepare their selection and execution of domain specific research methodology. This is followed by a forum discussion on sourcing research funding internally and externally, as well as studying the basic aspects of commercialisation.

 PhD (Business)

 PhD (Education)

 PhD (Hospitality and Tourism)

Research Methods

The module will train students to analyse social phenomena and professional issues in a rigorous and scientific manner. The training requires an understanding of two different components; research design and analytical techniques. It is designed to help develop students' cognitive capabilities, allowing them to acquire, manage and apply knowledge effectively toward solutions for contemporary global issues. Students will be trained to form opinions on the basis of facts and to articulate their findings accurately.

Advanced Research Methods

This module will teach students the measurement of complicated data sets, hypothesis development, model development and testing. It focuses specifically on analysing psychometric properties of models and multiple regression analysis. The emphasis is on the application of these research tools in problem solving.

PROGRAMME STRUCTURE

	Minimum Period	Maximum period
Full Time	2 years (24 months)	6 years (72 months)
Part Time	4 years (48 months)	8 years (96 months)

Duration of Candidature

Candidature starts on the first day of the first semester registered. In principle, a two semester registration on a part-time status is equivalent to a long semester on a full-time status. Part-time students pay half of the tuition fees required of full-time students.

For either forms of registration, there is a minimum residency requirement student needs to fulfill. In particular, students must spend a minimum amount of time on campus to ensure they receive quality supervision and cultivate scholarly etiquette.

The minimum and maximum durations are as follows:

▶ Minimum length of candidature

The minimum length of candidature is two years for full-time students and four years for part-time students. Candidature cannot be less than these periods.

Part-time students who are confident of graduating in under four years should register for full-time status at the end of the second year.

▶ Maximum length of candidature

The average duration of candidature for full-time students is three years with a maximum of six years. Part-time students normally take six years to complete their candidature, with a maximum of eight years.

Extension of candidature beyond the maximum period is only possible with the approval of the Senate and the Malaysian Qualification Agency (MQA).

Steps To Apply For Admission



HOW TO APPLY

ADMISSION

Entry Requirements

- Masters in related discipline
OR
- Passed Bachelor's degree with minimum CGPA 3.67 and registered as a Masters candidate and passed related qualifying assessment
OR
- Any other equivalent qualification recognised by the Malaysian Government or accepted by the Taylor's University Senate
AND
- Any of condition of the above would require student's research proposal to be approved by School Postgraduate Committee

English Requirements

You must include supporting evidence of your English language proficiency if your first language is not English, or if your undergraduate degree was not taught entirely in the English language. The supporting evidence can be fulfilled in one of the following forms base on the approved English requirement by Taylor's University Senate.

- International English Language Test (IELTS)
- Test of English as a Foreign Language (TOEFL)
- Malaysian University English Test (MUET)
- Taylor's Intensive English Programme
- Taylor's English Entrance Test (EET)



International Students

Visa Application

The Malaysian Immigration Department requires 6–8 working weeks to process student visa applications. Taylor's International Office will assist international students in submitting the necessary application for student visa upon approval of their application for admission into the Master's programme and issuance of Letter of Acceptance.

Off-Campus Candidature

Off-campus candidature enables working adults who have access to research facilities in the vicinity of where they work or reside to benefit from the experience of research supervision from the university. Below are the required requirements for off-campus candidature

- Payment of an application fee of RM500.
- Appointment of an external co-supervisor.
- Submission of a Research Meeting Log twice per semester for the University to monitor the research progress.

The application form for off-campus candidature must be submitted to Taylor's Graduate School for processing. The School's Postgraduate Committee will decide on the approval of the application.

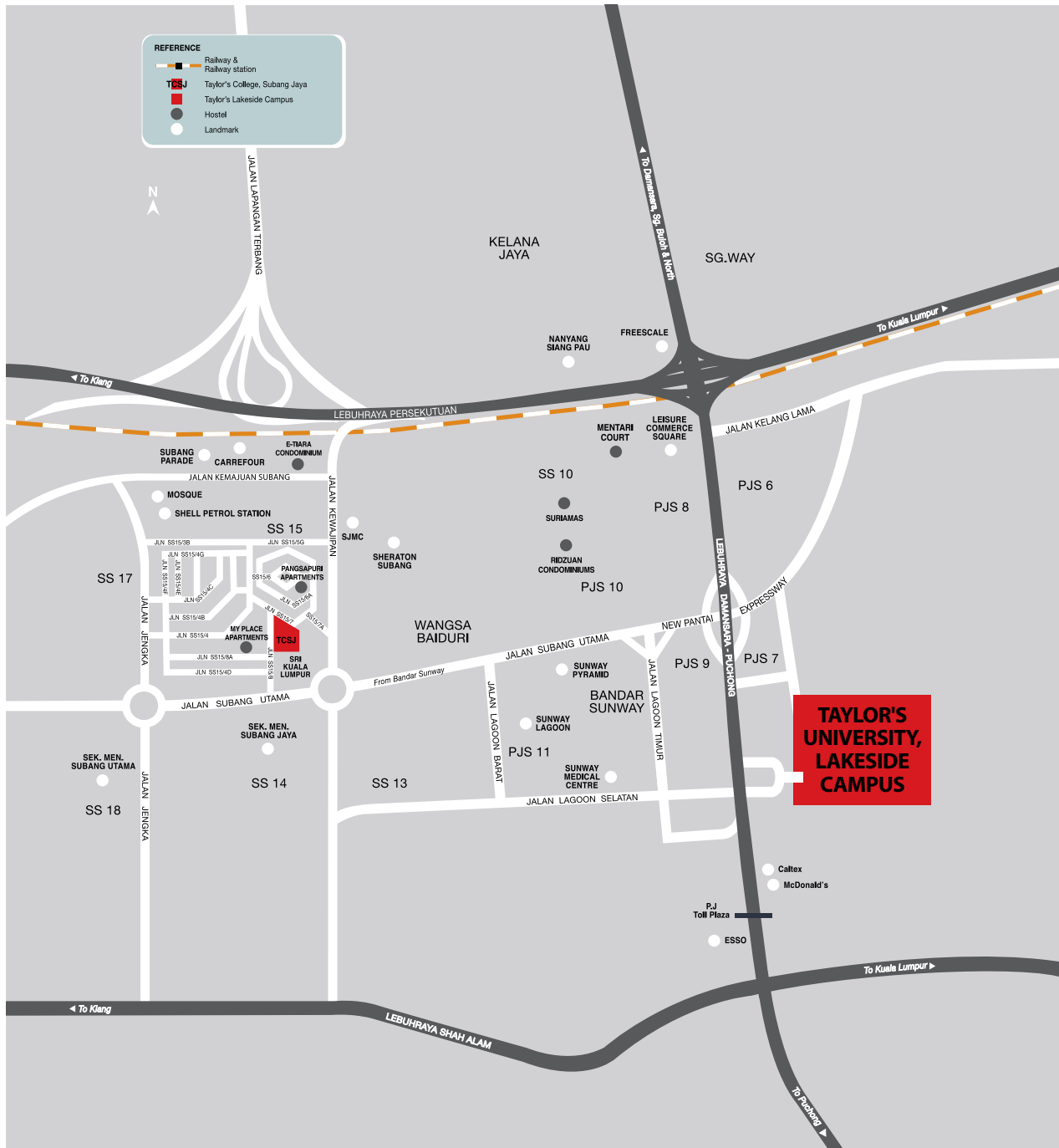
Financial Aid

Taylor's University offers a range of financial aid to support local and international students to succeed in its Postgraduate programmes. Majority of these financial support grants tuition waiver and some may even offer living allowances. These financial supports are awarded on a competitive basis where assessments include academic achievements, leadership qualities, scholastic aptitude, presentation and writing skills. Alignment to Taylor's University's strategic thrust is critical in the award of these financial supports.

Please refer to the Scholarships/Bursaries for Postgraduate Programmes booklet for more information.



MAP TO TAYLOR'S UNIVERSITY LAKESIDE CAMPUS



DISCLAIMER:

The information in this prospectus is correct as of November 2013. Changes in circumstances after this date may alter the accuracy or currency of the information. Taylor's University reserves the right to alter any matter described in this prospectus without notice. Readers are responsible for verifying information that pertains to them by contacting the University.





**TAYLOR'S
UNIVERSITY**
Wisdom · Integrity · Excellence

Taylor's Graduate School

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Professor Dr. Ong Fon Sim

PhD, University of Malaya
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Research Interests:

- Older Consumers
- Consumer Behaviour

Professor Dr. Khong Kok Wei

PhD, Multimedia University
kokwei.khong@taylors.edu.my

Research Interests:

- Behavioural Science
- Services Marketing

Dr. Ali Saeedi Velashani

PhD, Tehran University
alisaeedi.velashani@taylors.edu.my

Research Interests:

- Business Mathematics & Statistics
- Mathematics & Statistics Education
- Sustainable Development in Economics

Dr. Baharom Abdul Hamid

PhD, Universiti Putra Malaysia
baharom.abdulhamid@taylors.edu.my

Research Interests:

- Applied Macroeconomics
- Economics of Crime
- Natural Disaster
- Military Expenditure

Dr. Cho Cho Wai

PhD, University of Malaya
chowai.cho@taylors.edu.my

Research Interests:

- Applied Econometrics
- Statistics
- International Macroeconomics
(Exchange Rate Management and East Asian Financial-Capital Market Integration)

Dr. Choo Wou Onn

PhD, Universiti Kebangsaan Malaysia
wouonn.choo@taylors.edu.my

Research Interests:

- Management Information Systems
- E-Commerce
- Multimedia Tools

Dr. Chue Wen Yeen

PhD, Multimedia University
wenyeen.chue@taylors.edu.my

Research Interests:

- Capital Market Development

Dr. Ernest Lim Kok Seng

PhD, University Science Malaysia
kokseng.lim@taylors.edu.my

Research Interests:

- Business Mathematics & Statistics
- Mathematics and Statistics Education
- Sustainable Development in Economics

Dr. Goh See Kwong

DBA, University of Newcastle
seekwong.goh@taylors.edu.my

Research Interests:

- Knowledge Sharing
- Consumer Behaviour
- Services Marketing
- Organisational Behaviour

Dr. Jeannot Abdul Karim

PhD, University of Malaysia
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Research Interests:

- Consumer Behaviour
- Ethnicity
- Retailing
- Domestic Tourism

Dr. John Stanley A/L Stephen Murugesu

PhD, Multimedia University

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Research Interests:

- Financial Reporting
- Risk Disclosure Practices of Initial Public Offerings & Public Listed Companies

Dr. Usha Rajagopalan

PhD, Mother Theresa University

usha.rajagopalan@taylors.edu.my

Research Interests:

- Accounting
- Finance

Dr. Nan Jiang

PhD, University of Derby

nan.jiang@taylors.edu.my

Research Interests:

- Internationalisation of Higher Education

Dr. Yeoh Ken Kyid

PhD, Northumbria University

kenkyid.yeoh@taylors.edu.my

Research Interests:

- Minority Shareholder Protection
- Institutional Complementarities
- Path-dependent Governance
- Corporate Social Responsibility
- Behavioral Finance

Dr. Nga Koe Hwee

DBA, University of Newcastle

koehwee.nga@taylors.edu.my

Research Interests:

- Corporate Social Responsibility
- Personality Traits
- Business Education
- Business Ethics
- Generation Y Issues
- Social Entrepreneurship

Dr. Shanthi Bavani

PhD, Universiti Teknologi Malaysia

shanthibavani.mohan@taylors.edu.my

Research Interests:

- Management
- Psychology

Dr. Tang Siew Fun

PhD, University of Malaya

siewfun.tang@taylors.edu.my

Research Interests:

- Management in the area of Quality Assurance
- Policy Implementation
- Academic Development
- Teaching & Learning

Professor Dr. Malachi Edwin Vethamani

PhD, University of Nottingham

medwin.vethamani@taylors.edu.my

Research Interests:

- Teaching English as a Second Language (TESL)
- Teaching Literature
- Teacher Education
- Teacher professional development
- ICT in Education
- E-learning

Associate Professor Dr. Antoon G.H. De Rycker

PhD, University of Antwerp

antoon.derycker@taylors.edu.my

Research Interests:

- Language Education

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Research Interests:

- Mentoring & Supervision

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Research Interests:

- Educational Administration & Supervision

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Research Interests:

- Education Administration
- Curriculum & Instruction
- Reading

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Research Interests:

- Philosophy of Education
- Educational Reformation
- Classroom Management
- Multiculturalism

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Research Interests:

- Sociology of Education

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Research Interests:

- Instructional Design
- Pedagogy
- Teaching & Learning
- Mathematics Education

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- Curriculum & Instruction
- Educational Assessment
- Mathematics Education
- Pedagogy
- Teacher Professional Development

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Research Interests:

- Mathematics Education
- Educational Assessment
- E-learning
- Problem-Solving Approaches in Education

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Research Interests:

- Teaching English as a Second Language (TESL)
- Teaching Literature
- Pedagogy
- Reading



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Research Interests:

- Continuing Education
- Life-long Learning

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Research Interests:

- Peace Education
- Gender & Education
- Education for Sustainable Development

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Research Interests:

- Educational Management
- Educational Policy & Planning

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Research Interests:

- Thermofluids
- Renewable Engineering
- Biomechanical Engineering
- Engineering Education
- Academic Leadership

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Research Interests:

- Computer Intelligence Based on Mammal Intelligence
- Electromagnetic Signal / Image Processing
- Electric Storm Engineering & of Climate Change
- Medical Engineering & Brain Science

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Research Interests:

- Oil Hydrolysis using Immobilised Enzyme
- Cleaning in Place for the Foul Membrane
- Membrane Separation
- Enzyme Adsorption on Membrane Surfaces
- Removal of Mercury & Lead Pollutants from Fresh Water
- Porosity Measurement
- Engineering Education

Dr. Abdulkareem Shafiq Mahdi Al-Obaidi

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Research Interests:

- Aeronautics
- Aerodynamics
- Computational Fluid Mechanics (CFD)
- Panel Method

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Research Interests:

- Drying Technology
- Food Processing
- Sonication & Esterification Study
- Drying of Liquid Droplets

Dr. Edwin Chung Chin Yau

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Research Interests:

- Asynchronous Circuit Design

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Research Interests:

- Artificial Intelligence
- Digital System Design / Implementation using VHDL / Verilog / FPGA
- VLSI Design

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Research Interests:

- Adaptive / Smart Antennas
- Computational Electromagnetics
- Propagation of Waves in Inhomogeneous Medium

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Research Interests:

- Corrosion
- Heat Transfer in Multi-media System
- Chemical Mechanism of Pain: Body-Brain Communication

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Research Interests:

- Machine Condition Monitoring
- Noise & Vibration Control

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Research Interests:

- Fault Tolerant Control
- Non-linear Control
- Process Control

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Research Interests:

- Bioprocess
- Environmental Impact Assessment
- Design of Sewage Treatment Plant

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Research Interests:

- Chemical Engineering
- Environmental Engineering
- Environmental Biotechnology

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Research Interests:

- CFD Simulation & Heat Transfer
- Nanoparticle Characterisation & Application
- Nanofluids / Nanolubricants Stability & Heat Transfer

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Research Interests:

- Atmospheric Boundary Layer Flow Interaction with Buildings, Tree Canopies & City Canyons
- Computational Fluid Dynamics (CFD) & Large Eddy Simulation (LES)
- Turbulence Flow
- Urban Airflow & Pollutant Dispersion Modelling

Dr. Satesh Namasivayam

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Research Interests:

- Condensation Heat Transfer
- Engineering Education
- Energy Efficiency & Conservation
- Sustainable Construction
- Safety, Health & Environment
- TRIZ

Professor Dr. Perry Hobson

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Research Interests:

- Marketing
- Consumer Behaviour
- Tourism in Asia
- International Student Travel

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Research Interests:

- Consumer Behaviour
- Tourist & Guest Behaviour
- Services Marketing
- Qualitative Research Methods
- Real Estate
- Women & Family in Tourism

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Research Interests:

- Services Management
- Hospitality & Tourism Marketing
- Tourism Behaviour
- Sustainable Tourism Development
- Strategic Management

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Research Interests:

- Sustainable & Responsible Tourism
- Environmental Management
- Ecotourism Rating & Certification
- Poverty Alleviation via Tourism

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Research Interests:

- Organisational Behaviour
- Student Behaviour & Student Development
- Academic Staff Development
- Research Methodologies & Methods

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Research Interests:

- Operations Research
- Fuzzy Data Envelopment Analysis
- Decision Making & Mathematical Modelling
- Hospitality Management & Modelling

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Research Interests:

- Tourism Planning
- Tourism & Urban Development
- Identify, Territory & Tourism
- Socio-Anthropology of Tourism

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Research Interests:

- Tourism & Hospitality Management
- Human Resource Management
- Sustainable Development
- Poverty Alleviation
- Consumer Behaviour

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Research Interests:

- Tourist Behaviour
- Socio-Cultural Impacts of Tourism
- The Philosophy of Tourism / Leisure / Recreation
- Research Methodologies & Methods

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Research Interests:

- Poverty Related Studies
- Development Economics

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Research Interests:

- Human Resource Management
- Organisational Behaviour.

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Research Interests:

- Probiotic bacteria and prebiotic substances to enhance health of consumers using innovative bioencapsulation techniques and new product development

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Research Interests:

- Nutritional biochemistry in relation to female reproductive system, endocrinology focusing towards metabolic syndrome and insulin resistance from the epidemic of diabetes

Dr. Anthony Ho Siong Hock

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Research Interests:

- Mechanisms of action of bioactive natural products in combating diseases and development of new bioassays for drug screening

Dr. Jee Jap Meng

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Research Interests:

- Isolation and preservation of microorganism, screening of bioactive compounds and enzymes

Dr. Kambiz Shamsi

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Research Interests:

- Enhancing the nutritional value of yoghurt by incorporating antioxidants from mangosteen fruit

Dr. Lai How Yee

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Research Interests:

- Bioactivity and chemical characterisation of bioactive compounds from plants for pharmaceutical, nutraceutical or cosmceutical potential

Dr. Lee Khai Wooi

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Research Interests:

- Nanoparticles and virus-like particles as gene and drug delivery vehicles into cells; peptide display and characterisation; diagnostic kit and vaccine development for infectious diseases

Dr. Looi Mee Lee

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Research Interests:

- Cancer biomarker discovery by proteomics approach, molecular mechanisms of anticancer activity of natural products; pharmacogenomics and personalised medicine

Dr. Ng Jeck Fei

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Research Interests:

- Biocatalysis, immobilisation, recombinant whole cell, biomaterial synthesis, microreactor

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Research Interests:

- Host pathogen interaction research, molecular fungal pathogenesis and development of antifungal drugs

Dr. Tam Sheh May

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Research Interests:

- Evolutionary genetics, tomato genetics, plant biotechnology, molecular phylogenetics and biodiversity of wild species

Dr. Wong Ching Lee

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Research Interests:

- Marine seaweeds research

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Research Interests:

- Cancer chemopreventive potential of novel natural products with nutritional composition, antioxidant and phytochemical properties