

BRIEF CV



Dr Norzima Zulkifli

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Areas of interest: Industrial Engineering, Quality Management, Manufacturing Management, Small and Medium Industries

Academic Qualification:

- Ph.D., Universiti Kebangsaan Malaysia (UKM).
- M.Sc. (Quality Management), University of Sunderland, UK
- B.Sc. Industrial Engineering, University of Alabama, USA

Professional Qualification/ Membership/ Affiliation:

- Graduate Member, Institution of Engineers (IEM), Malaysia

Appointments:

2005 to date	Contract Lecturer, Mechanical and Manufacturing Engineering Department, Faculty of Engineering, UPM
1988 –2004	Senior Executive, SIRIM Berhad

Areas of Interest:

Industrial Engineering, Quality Management, Manufacturing Management, Small and Medium Industries

Research Topics (Project Leader);

Year	Topic/ Sponsor	Amount (RM)
1995	Thesis: Implementing Total Quality Management in Small and Medium Industries, Msc Project	-
2003	Thesis: Pembangunan Model Pelaksanaan Strategi Pengeluaran dalam Industri Kecil dan Sederhana di Malaysia, Phd thesis	-
2006-2007	Development of framework to improve SMEs competitiveness through effective manufacturing strategy and performance measurement SPLB, UPM	10,000
2007-2009	Evaluation of organizational capabilities for new technology implementation in SMEs, E-Science (co-researcher)	260,094

Student Supervision

- 3 MS students (research Main Supervisor) – 2 on-going, 1 terminated
- 1 MS students (research co-supervisor) – on-going
- 4 Phd students (Co- supervisor) – on-going
- 4 MS projects – 1 completed, 3 on-going
- 6 BE projects – all completed

Publications:

Journals and conference papers

1. “Manufacturing and Business Strategy Practices of the Small and Medium Scale Industries in Malaysia”, *Malaysian Management Review*, Dec 2000
2. “Adoption of Various manufacturing Practices in Small and Medium Enterprises and Its Impact on Business performance” *World Engineering Congress 2007, Pulau Pinang*, August 2007
3. “Manufacturing Performance Measurement for the Small and Medium Enterprises” *World Engineering Congress 2007, Pulau Pinang*, August 2007

Awards & Recognitions:

Professional Training Attended

1. Lead Assessors of Management Systems, 1991 by Neville Clarke, Kuala Lumpur
2. Total Quality Management, 1991 Asian Business Consultants, Shah Alam
3. Quality Documentations & Procedure Writing, 1991 QC & Management Consultants Sdn. Bhd., Damansara
4. Quality Management Systems ISO 9000, 1991 QC & Management Consultants Sdn. Bhd., Damansara
5. Negotiation Skills, INTAN 1991
6. Enhancing Competitiveness through CAD/CAM 1992 Technonet Asia and FMM
7. Production Planning and Control 1993, NPC Petaling Jaya
8. Attachment training for one month at consultancy company, 1992, United Kingdom (ADB)
9. Appreciation course on Creation of Enterprises, Formation of Entrepreneurs (CEFE), SIRIM Berhad 2004
10. The New 7 QC Tools, SIRIM Berhad 2004
11. Productivity Improvement Techniques, FMM 2004 Sri Damansara
12. Learning Outcome Initiatives I and II, UPM 2006

Consultancy

Quality Management System Consultancy (1991-2004)

Consulted about 20 small and medium companies from furniture, food, stationery, automotive parts and chemicals, to develop their quality system prior to certification

Technology evaluation for tax exemption (conducted for Kementerian Kewangan,1991-2004):

About six companies evaluated on their eligibility for double deduction tax exemption namely, Samsung Senawang and Samsung Port Klang, BASF, Laparte and others

Grants evaluation and assessment for SMEs (1991-2004, conducted for SMIDEC and Kementerian Pembangunan Luar Bandar)

About 30 companies from various industries assessed for their eligibility of applied grants such as IT grants and grants from the ministry of rural development

Consultancy on companies under incubation programme (1991-2004)

About 5 companies assisted during their incubation programme which was to develop either their new products or new businesses (i.e plastic, electronic, propeller lake cleaner, software and cosmetic)

Training Conducted for SMEs (1991-2004)

- 5S & Housekeeping
- Awareness on Quality System
- Documenting ISO 9000
- Internal Audit
- Appreciation course for development of entrepreneurs