

Junaidah Hanim Ahmad

A PORTRAIT OF DEDICATION AND EXCELLENCE



**Siti Dalina Tumiran @
Kamal Nasser**

✉ sitidalina@uitm.edu.my

Junaidah Hanim Ahmad is a seasoned academician whose journey through the world of accounting and education underscores her commitment to both her field and her students. Born on August 6, 1971, in Kuala Lumpur, Junaidah's academic path was marked by early success and a deep-rooted passion for accounting that has shaped her career.

Junaidah's academic credentials are impressive. She completed her Bachelor of Accountancy with honors from Universiti Utara Malaysia, Sintok, Kedah, where she not only excelled academically but also received multiple awards recognizing her prowess and dedication. She further honed her expertise with a Master of Arts in Accounting and Financial Management from the University of Essex in the United Kingdom, setting the stage for her future roles in education and research.

Since 2008, Junaidah has been a pivotal figure at Universiti Teknologi MARA (UiTM) in Kelantan, where she now holds the position of Senior Lecturer. Her teaching portfolio is extensive and diverse, encompassing subjects ranging from Cost Accounting and Management Accounting to Corporate Finance and Entrepreneurship. Her ability to convey complex financial concepts in an understandable and engaging manner has made her a beloved figure among her students.

Beyond her teaching duties, Junaidah has contributed significantly to academia through her roles as a subject matter expert and facilitator for Open University Malaysia, and earlier as a lecturer at INTI College Sarawak. Her administrative skills have also been put to good use in roles such as the Coordinator of the Diploma in Accountancy program and the Assistant Head of the Bachelor of Accountancy program at UiTM Kelantan.



Junaidah's scholarly contributions include multiple publications in journals and magazines, where she explores various dimensions of accounting and finance. Her research interests are broad, focusing on issues ranging from ethical judgments in accounting to the efficiency of zakat distribution among business programs.

Innovation and community engagement are also hallmarks of Junaidah's career. She has been actively involved in developing educational tools and programs that enhance learning and application in real-world scenarios. Her projects, such as the "Audit Right Challenge" game and various e-learning platforms, demonstrate her commitment to innovative teaching methods.

Her recognition in the academic field is well represented by various awards, including the *Anugerah Perkhidmatan Cemerlang*, which she received in recognition of her outstanding service and contribution to the university and its community.

Junaidah Hanim's career is a testament to her dedication to education, her innovative approach to teaching, and her unwavering commitment to her students' success and well-being. As she continues to influence the next generation of accountants and business leaders, her legacy is one of inspiring dedication and profound impact on both her students and the broader academic community.