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Arshad Ayub  
Graduate  
Business School

**AAGBS**

**Annual Report**

**2021**



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## Student Affairs

# 07

# Congratulations!

## VIVA VOCE

## 2021



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## VIVA VOCE 2021

**NAHZATUL AIN MOHD KHALID**  
AA901 - Doctor of Business Administration (DBA)  
for completing her DBA VIVA on 22 December 2021  
Thesis Title: The Implementation and Maintenance of ISO 9001:2015 Quality Management System in a Malaysian Legal Firm  
Main Supervisor: Assoc. Prof. Dr. Roslina Ab. Wahid  
Co-Supervisor: Assoc. Prof. Dr. Hadjich Ibrahehim

**SAFIAN BUJANG**  
AA901 (Doctor of Business Administration)  
for completing his DBA VIVA on 20 August 2021  
Thesis Title: Developing A Customer Experience Rating For The Banking Sector  
Main Supervisor: Professor Dr. Firdaus Abdullah  
Co-Supervisor: Dato' Professor Dr. Jamil Hamid

**SARMILA UDIN**  
AA901 (Doctor of Business Administration)  
for completing her DBA VIVA on 19 April 2021  
Thesis Title: Macroeconomic and Information and Technology (ICT) Effect on Bank Liquidity in Asia And The Pacific.  
Main Supervisor: Professor Dr. Imbarine Bujang  
Co-Supervisor: Dr. Nancy Chihuh @ Noemi

**SHERRYMINA KICHIN**  
AA901 (Doctor of Business Administration)  
for completing her DBA VIVA on 7 October 2021  
Thesis Title: Moderation Effect of Place Attachment Towards Residents' Destination Image and Pro-Tourism Behaviour  
Main Supervisor: Assoc. Prof. Dr. Jati Kasuma Ali  
Co-Supervisor: Dr. Norazrah Ayob

**SITI RAHAYU BELI**  
AA901 (Doctor of Business Administration)  
for completing her DBA VIVA on 2 April 2021  
Thesis Title: The Roles of Managerial Overconfidence On The Firms Leverage  
Main Supervisor: Professor Dr. Imbarine Bujang  
Co-Supervisor: Dr. Jocelyn Lee Yee Yun

**SITI ZAITUN SADDAM**  
AA995 - Doctor of Philosophy in Business Management  
for completing her PhD VIVA on 5 November 2021  
Thesis Title: The Effects of Intellectual Capital on Firm's Financial Performance: Extended Model of VAIC and Moderating Effect of Dynamic Capabilities  
Main Supervisor: Dr. Mohamad Nizam Jaafar  
Co-Supervisor: Professor Dr. Ismail Ahmad

**YVONNE JOSEPH ASON**  
AA901 (Doctor of Business Administration)  
for completing her DBA VIVA on 26 April 2021  
Thesis Title: A Conservative Accounting Educated CEO's Relationship with Earnings Management and The Moderating Role of Executive Compensation  
Main Supervisor: Professor Dr. Imbarine Bujang  
Co-Supervisor: Dr. Agnes Paulus Aidwin

**ZURWINA SHARKAWI**  
AA901 (Doctor of Business Administration)  
for completing her DBA VIVA on 24 May 2021  
Thesis Title: Customer Decision Making and Quality Dimensions for Fixed Furniture: A Study in The Southern Region of Sarawak.  
Main Supervisor: Assoc. Prof. Dr. Abang Zainoren Abang Abubakhran  
Co-Supervisor: Assoc. Prof. Dr. Hwa Tee Yong

**SYAMSUL AZUAR ARSHAD**  
AA901 - Doctor of Business Administration (DBA)  
for completing his DBA VIVA on 9 December 2021  
Thesis Title: Identification of Critical Success Factors Towards Value Management Workshop in Malaysia Airports Holdings Berhad  
Main Supervisor: Dr. Arifinoh Abd. Rashid  
Co-Supervisor: Assoc. Prof. Ts. Dr. Alni Jaapar  
Co-Supervisor: Dr. Haliruddin Mohamad



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## ARSHAD AYUB GRADUATE BUSINESS SCHOOL

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## GET IN TOUCH

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