

The Sweetheart of our Faculty, **DR. SITI HALIZA BINTI ASAT** DR. NOR HAYATI SAMBA MOHAMED



Dr. Siti Haliza binti Asat was born in Batu Pahat, Johor. She is the third child of seven siblings, one boy and six girls. Her eldest sister and eldest brother have passed away. She is blessed with four offsprings and four beautiful grandchildren.

Dr Siti obtained her Diploma in Business Studies from UiTM Terengganu and her Bachelor of Accountancy (Hons) at Universiti Kebangsaan Malaysia. She later qualified for the Young Lecturers' Scheme grant in 1991 and continued her studies in Master in Accounting at University of Glasgow, Scotland up until 1992. Her dream to provide significant knowledge and services to students and the community was one of her motivations to continue her studies at the Doctorate level in 2010-2014. She finally obtained her Doctor of Business Administration (DBA) in the field of Risk Management from Universiti Sains Malaysia Pulau Pinang with a Gold Medalist Award.

As a 'people friendly' person, a career as an educator is very compatible with Dr Siti's soul. She is currently a Senior Lecturer at Universiti Teknologi MARA and has served almost 32 years at UiTM starting 1 December 1992 at UiTM Segamat, Johor before continuing her service at UiTM Machang, Kelantan in 1997 until 2009. In 2010, she moved to UiTM Seri Iskandar, Perak before returning to work at UiTM Machang, Kelantan from July 2016 until now. Among the subjects taught by Dr Siti throughout her 32 years of service are Financial Accounting and Reporting (basic and advanced level), Accounting Theory & Practice and Risk Management & Control.

Throughout her service, Dr Siti has held various administrative positions such as Head of the Bachelor of Accounting Program (2001-2003), Head of the Faculty of Accounting Study Center (2017-2018) and is now the Coordinator of the Master of Accounting (appointed September 2023 – present). She was the driving force behind many improvements in the UiTM Kelantan's quality management system for a period of 5 years (2004-2008) up until she was appointed as Head of Unit Kualiti UiTM Kelantan (UKK). During her tenure at UKK, she became the coordinators for both ISO 9001:2001 and AKNC. In addition, she is also an Assessment Panel for the Malaysian Qualifications Agency (MQA). Dr. Siti's excellence in conducting tasks is undeniable. On top of all her contributions, she received the Anugerah Perkhidmatan Cemerlang (APC) five times, namely in 2000, 2004, 2008, 2014 and 2021. In addition to her duties as a lecturer, she is also an Appraisal Panel for the Malaysian Qualifications Agency (MQA).





When asked about her experience as a lecturer, Dr Siti considers all her working life experiences as fun. She feels incredibly lucky and happy to choose a career as a lecturer. She has so many interesting experiences, including successfully supervising six Master of Accounting students until they graduated. She can help accounting students at the bachelor's level highlight their potential in organizing international programmes such as the International Academic Visit to Indonesia, Thailand, Vietnam, Türkiye; the International Seminar in Accounting (iSIAC), the International Risk Management Competition (iRMC) and many more. Due to her interest in managing students, she chose to be Staff Resident at the residential college twice, namely at UiTM Machang, Kelantan and UiTM Seri Iskandar, Perak.

Dr. Siti's advice to her friends in the faculty is to be a relevant and dynamic person in accordance with current needs. Every lecturer should always be active, initiative-taking and ever willing to help students. They should be confident with their potential and capabilities. Everyone needs to highlight their own abilities, but they should never put their self-interest as the main priority. Their focus should be on helping and guiding students to become great people. Lecturers should try to be an "initiator" and constantly improve their own abilities by continuously seeking knowledge.

**Be the best in all aspects,
be grateful for God's blessings
every day, self-love, aim high
and be consistent in your
studies. Students should find
inspirational ways to motivate
their interest in studying.**

Dr Siti's advice to students is to be the best in all aspects, be grateful for God's blessings every day, self-love, aim high and be consistent in their studies. They should find inspirational ways to motivate their interest in studying. Besides that, they should also take part or be involved in and support activities at the University. Finally, Dr Siti's dream in life is to become a relevant person, effective and beneficial to others. She upholds four main principles in life which are Goodwill, Charity, Reference to Others and Self Worth. Dr Siti's biggest agenda is to return to Allah SWT with a clean heart, a calm soul, in peace and contentment, InsyaAllah.