



NIK SYUHAILAH BINTI NIK HUSSIN
Lecturer

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EDUCATION QUALIFICATIONS

- Master in Business Administration
- Bachelor in Business Administration (Hons)
- Diploma in Business Study

PROFESSIONAL QUALIFICATION

- Federations Malaysian Unit Trust Manager (FMUTM)

ACADEMIC AND PROFESSIONAL EXPERIENCES

- Lecturer, Universiti Malaysia Kelantan
- Account Manager, Enterprise Sales, Celcom (M) Berhad
- Senior Executive, EON Bank Berhad
- Executive, AFFINBANK Berhad
- Bank Officer, MBF Finance Berhad

LANGUAGE PROFICIENCY

- Fluent in English and Bahasa Malaysia

INDUSTRY EXPERIENCES

She has a total of almost 14 years of working experiences and she spent almost 12 years in banking industry before moved to a marketing line in Celcom (M) Berhad. Nik Syuhailah was the Accounting Manager in Enterprise Sales and working directly with the management to develop and implement the marketing strategies for sales generation plan and maximize the potential prospective accounts. She evaluates and analyzes the effectiveness of these strategies by looking the impact on the market share and customer perception. She needs to establish pricing strategies, create and evaluate budget as well as make projection on return on investment. She able to build mutually beneficial relationships at multiple levels throughout an organization in facilitating the company to provide the product and service based on a customer's need. In order to reach this objective, she has to demonstrate a thorough understanding of customers' business requirements and propose appropriate solution.

As an effective marketer, she constantly keeps track of the market trends in order to identify future business opportunities. She consults with relevant division to understand what is currently in demand and use sales forecasting to estimate future profitability of services and product. With regards to the leadership, she has working professionally with internal team to meet the company core value by demonstrating the ability to interact and cooperate with all levels in the organization through effective communication, foster innovation, customer focus, creatively in the problem solving and demonstrating high integrity. She has

also oversee the hiring, training and performance evaluation of her team where she ensure that the team functions well together by encouraging communication, trust and respect.

In the banking industry, Nik Syuhailah gained valuable experiences in managing banking operations which include service operations, wholesale banking and administration. She was the Senior Executive in the banking industry before shifted her career to the marketing line as Account Manager in the telecommunication industry. In her line of duty, Nik Syuhailah worked directly with management to develop and implement the proper banking operations for excellent service delivery which covered day-to-day branch operations, promoting and marketing the bank's product, resolving the customer problems, monitoring sales target and business strategic plans that responded to the corporate strategies.

With regards to the consumer banking operations, she involved in the different functions such as new account services, account maintenance services, secured document unit, account investigation, audit confirmation, operations support services internally. As a Senior Executive, she has also gained experiences in handling wholesale banking operations functions such as trade, cash, client services group, financial market operations, client coverage, security services and loans. In addition, she has played a leading role in administrative activities to ensure that the branch follows through with the implementation of bank procedures in line with organization goals and objectives.

RESEARCH INTEREST

Service Marketing, Management and Microfinance

TEACHING SUBJECTS

Fundamental of Management