

## BIOGRAPHICAL STATEMENT

### Bhatiar Mohamad, Assoc. Professor

Dr. Bahtiar Mohamad is a Resident Faculty and Associate Professor of Corporate Communication and Strategy at Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia (UUM), Kuala Lumpur.

He has been serving UUM for approximately 18 years in many administrative positions such as Head of Communication Department (2005-2008), Practicum Coordinator (2014-2016), Postgraduate Coordinator (2017-2018), Dean for Student Development and Alumni (2019) and Head of Advanced Communication Research Unit (2020). Bahtiar currently serves as a Director of MBA Programme for OYAGSB UUM Kuala Lumpur.



His research interest lies in the broad areas of corporate identity, corporate image, crisis communication and corporate branding. He has been involved in many collaborative research projects financed by various instances, including the ERASMUS on Sustainability Development Goals (SDG), Ministry of Higher-Education Malaysia (FRGS, LRGS) and Telkom University, Indonesia. He is currently involved as a facilitator and reviewer for few research projects under Institute for Youth Research Malaysia (IYRES), Ministry of Youth and Sports.

His works have appeared in leading international journals such as Journal of Communication Management, International Strategic Communication, Corporate Communication: An International Journal and Young Consumers. One of his articles received Highly Commended Paper Awards in the 2019 Emerald Literati Network Awards for Excellence. Bahtiar serves on editorial boards of several journals, acts as a reviewer for many scientific journals and presents his work at international conferences (United Kingdom, US, Ireland, Switzerland, Denmark, German, Kosovo, South Korea, Japan, China, Australia, New Zealand, Indonesia, Thailand, Philippines).

He has been appointed as a Visiting Scholar at Faculty of Business, Curtin University (2015-2017), Faculty of Economic and Business, Universitas Pendidikan Indonesia (2018) and Asian Institute of Cambodia (2016) and also the Academic Advisor for Universiti Sultan Zainal Abidin, Multimedia University, SEGi University and Kolej Universiti Poly-Tech MARA.

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