



DR. ABD RAZZIF BIN ABD RAZAK

Dedicated professional with 18 years of working experience, including 16 years as a Senior Assistant Director at FAMA. Skilled in marketing strategy, project management, and international trade promotion. Proven ability to lead key initiatives, support SME growth, and drive market expansion at both national and global levels. Seeking to contribute expertise and leadership to further strengthen organizational goals and industry development.

Current Position : Senior Lecturer (DS13)

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Field of Specialization:
Marketing, Entrepreneurship, MSME,
Strategic Management, International
Business and Business Management

PERSONAL INFO

RACE	: Malay
GENDER	: Male
RELIGION	: Islam
MARITAL STATUS	: Single
NATIONALITY	: Malaysian
HEALTH	: Excellent

EDUCATION

UNIVERSITI TEKNOLOGI MARA SHAH ALAM
March 2019 - April 2025

Doctor of Philosophy (Business Management)

BEIJING LANGUAGE AND CULTURE
UNIVERSITY

September 2014 - July 2015

Mandarin Chinese (Elementary)

UNIVERSITI TEKNOLOGI MARA SHAH ALAM

November 2009 - November 2012

Master of Business Administration

UNIVERSITI TEKNOLOGI MARA SHAH ALAM

November 2004 - November 2006

BBA (Hons) International Business

UNIVERSITI TEKNOLOGI MARA SG. PETANI

November 2001 - October 2004

Diploma in Business Study

SMK DATO PANGlima PERANG KIRI
2000

SPM Bahasa Melayu (3B)

WORK EXPERIENCES

UNIVERSITI PENDIDIKAN SULTAN IDRIS (UPSI)

Senior Lecturer | January 2026 – Present

- Teaching student in area of Marketing, Management and Entrepreneurship.
- Research on related field.
- Provide consultation in field of specialization.

FEDERAL AGRICULTURAL MARKETING AUTHORITY (FAMA)

Senior Assistant Director | March 2009 – December 2025

- Advise and consult agro-based entrepreneurs on business development, entrepreneurship and market trends.
- Guide entrepreneurs in improving product quality, packaging, and branding to meet market standards.
- Develop and implement strategic marketing plans for expanding product reach nationally and internationally.
- Facilitate entrepreneur participation in trade expos, business matching events, and global promotional platforms.
- Collaborate with government agencies and private sector stakeholders to support business growth.
- Plan and conduct training programs, workshops, and capacity-building sessions to enhance entrepreneurial skills.
- Monitor and evaluate the performance of entrepreneurs involved in FAMA programs.
- Collect and analyze data to measure the effectiveness of marketing initiatives and provide improvement recommendations.
- Assist in the formulation and enforcement of policies that promote agro-based industry development.

VADS BERHAD

Customer Service Officer | Dec 2008 - Feb 2009

- Handle inbound and outbound customer calls in a professional, courteous, and efficient manner, ensuring all customer inquiries, requests, and issues are addressed promptly.
- Provide accurate information regarding products, services, and technical issues.
- Resolve customer complaints and issues within the agreed service level standards.
- Escalate unresolved or complex issues to relevant departments or supervisors.
- Record and update customer interactions and transactions in the system accurately.
- Follow up with customers to ensure issues are fully resolved and satisfaction is achieved.
- Maintain a high level of professionalism, empathy, and courtesy in all interactions.
- Meet individual and team performance targets, including response time, call quality, and customer satisfaction.
- Participate in regular training and coaching sessions to enhance service skills and product knowledge.

LANGUAGES

MALAY	: Native
ENGLISH	: Proficient
MANDARIN	: Proficient

TECHNICAL SKILLS

- Project Management
- Data Analysis and Reporting
- Market Research and Strategy Development
- Customer Relationship Management (CRM)
- Event Coordination and Promotion
- Collaboration with Stakeholders
- Award-winning Innovation

INTERPERSONAL SKILLS

- Strong communication skills, both verbal and written, with effective listening.
- Collaborative team player, contributing to positive group dynamics.
- Empathetic, fostering positive relationships and resolving conflicts.
- Adaptable, with the ability to adjust to new situations and tasks.
- Proactive and self-motivated, taking initiative to complete tasks efficiently.
- Strong problem-solving abilities, able to analyze issues and implement practical solutions.
- Time management skills, able to prioritize tasks and meet deadlines effectively.
- Open to continuous learning and professional development to improve performance and knowledge.

COMPUTER SKILLS

Microsoft Word	: Proficient
Microsoft Excel	: Proficient
Microsoft Power Point	: Proficient



MS Excel



MS Power Point



MS Word

INOVASI ENTERPRISE

Supervisor | Jan 2008 - Nov 2008

- Oversee daily operations and ensure smooth workflow within the team or department.
- Assign tasks, monitor performance, and ensure staff meet productivity and quality standards.
- Train and guide new employees on company procedures, safety protocols, and job responsibilities.
- Monitor inventory levels, manage stock, and coordinate with suppliers when needed.
- Handle customer inquiries, complaints, and feedback to ensure high service satisfaction.
- Ensure adherence to company policies, work schedules, and safety regulations.
- Prepare and submit operational reports to management regularly.
- Identify areas for improvement and implement solutions to enhance efficiency and service quality.
- Assist in planning and executing short-term projects or promotional activities as directed by management.

JK WIRE HARNESS SDN BHD

Supervisor (Production Control) | Aug 2007 - Dec 2007

- Plan and oversee daily production activities to ensure products are delivered on time.
- Coordinate closely with production, warehouse, and procurement teams to ensure smooth operations.
- Monitor production output against targets and adjust schedules or resources as necessary to meet deadlines.
- Analyze production data to identify and resolve delays, quality issues, or bottlenecks.
- Ensure all production processes align with company standards and safety regulations.
- Maintain accurate records of production activities, material usage, and inventory levels.
- Supervise and provide support to the production control staff, ensuring tasks are completed effectively.
- Assist in preparing detailed production reports for management review and decision-making.
- Contribute to continuous improvement initiatives aimed at enhancing efficiency and minimizing waste.

QOSMIOTECH SYSTEM

Marketing Executive | Dec 2006 - July 2007

- Outsource and actively promote TM’s product, Streamyx, to potential customers through multiple channels, including direct sales, digital marketing, and customer outreach.
- Develop and execute marketing strategies to achieve company sales targets and business growth.
- Identify new customer segments and opportunities to expand the product’s market reach.
- Regularly meet with customers to understand their needs and offer personalized solutions.
- Address customer complaints promptly, ensuring issues are resolved to maintain satisfaction.
- Track and analyze sales data to assess performance and refine strategies for improvement.
- Conduct market research to understand trends, monitor competitors, and discover new business opportunities.
- Work with internal teams to create and execute promotional materials and marketing campaigns.
- Provide regular sales updates and reports to management for performance tracking and strategy adjustments.

INTERNATIONAL TRADE MISSIONS PARTICIPATED

21st – 26th Dec 2025

- Digital Leap Journey to ByteDance Global Office Shanghai in collaboration with TikTok Shop.

18th - 22nd Feb 2018

- 23rd Gulfood Dubai 2018 at Dubai World Trade Centre, Dubai

1st - 4th Sep 2016

- 24th World Food Istanbul at Istanbul Expo Center, Istanbul, Turkey

10th - 13th Feb 2016

- 23rd International Trade Exhibition for Food, Antalya Expo Center, Antalya, Turkey

24th - 31st May 2015

- Malaysia Week Xi'an Halal Food Festival at Muslim Street, Xi'an, China

2nd Jan - 31st Aug 2014

- Agrobazaar Malaysia, Singapore

24th May - 2nd Jun 2013

- Malaysia Week Xi'an Halal Food Festival at Muslim Street, Xi'an, China

5th - 9th Apr 2012

- The 16th Investment and Trade Forum for Cooperation between East and West China, Xi'an, China

MAJOR PROJECTS INVOLVED

2024 – Current

Agromarketing Masterclass and Agromarketing 101 Class

- Successfully managed the Agromarketing Masterclass in collaboration with TikTok Shop, Shopee and Halal Development Corporation (HDC).
- In 2024, 80 companies participated with a return on investment (ROI) of 1:30.
- In 2025, organized Agromarketing 101 Class Data Intelligence with MPC and Agribusiness A.I. in 10 states.

2024 – Current

Developed i-FAMA Database System

- Involved in developing i-FAMA for services application by entrepreneur.

2018 - eintrade Database System

- Developed a web-based eintrade database system for recording FAMA export entrepreneurs.
- Integrated with FAMA's existing eiat and e3P systems.

2017 - My Food For Ummah (MYFFU)

- Managed the MYFFU project supplying premix spices for Tabung Haji during Hajj season.
- Catered to 36,000 pilgrims during the 2017 Hajj.

2009 - eiat Database System

- Developed a web-based eiat database system to record agro-based industry data registered under FAMA.
- Collaborated with MDEC for system completion.

ACHIEVEMENTS

Feb 2026

- **Judge for the Jaringan Komuniti Inovator Muda Kebangsaan 2026 (ICON2026)**, Universiti Malaysia Kelantan

Dec 2025

- **Judge for the Innovation Business Prototype Competition**, Management and Science University (MSU) Shah Alam
- **Panel Assessment for the TVET Applied Research Grant Scheme (T-ARGS)**, Jabatan Pendidikan Politeknik dan Kolej Komuniti

Sept 2025

- **Panel Assessment for the Biz Pitching Program**, Akademi Pembangunan Belia Malaysia, Batu Gajah, ISEF Bangi

Aug 2025

- **Head Judge for the National Level Commercial POLYCC Competition**, Jabatan Pendidikan Politeknik dan Kolej Komuniti, Kolej Komuniti Sabak Bernam
- **Research Grant Monitor for TVET Applied Commercialization Grant Scheme (T-ACGS)**, Jabatan Pendidikan Politeknik dan Kolej Komuniti

Oct 2024

- **Panel Judge for the Product Exhibition of TVET Grant Recipients (T-ACGS)**, Jabatan Pendidikan Politeknik dan Kolej Komuniti, AEON Mall Shah Alam

Aug 2024

- **Evaluation Committee for the TVET Applied Commercialization Grant Scheme (T-ACGS) Applications**, Jabatan Pendidikan Politeknik dan Kolej Komuniti

Sep 2023

- **Speaker on Developing Marketing Strategies for Agricultural Products**, Third Country Training Programme (TCTP) 2023: SME Development for African Countries, Organised by SMECORP, Sheraton Imperial Hotel, Kuala Lumpur

Nov 2020

- **Gold Medal for Retort RTE Rice Range**, 31st International Invention, Innovation and Technology Exhibition (ITEX 2020), Kuala Lumpur

May 2020

- **Speaker for Sharing Session on Malaysian SMEs: From Humble Beginnings to Global Players**, Final Year Project, Faculty of Art and Design, UiTM Shah Alam

Apr 2020

- **Research Collaboration on Post-Covid-19 Among FAMA's Entrepreneurs**, MASMED UiTM Shah Alam

Apr 2020

- **Panel Judge for Final Year Project - BSc Food Tech Students**, UiTM Shah Alam

Nov 2019

- **Best Presenter Award**, SMEs and Food Safety in Malaysia International Conference on Sustainable Social Sciences, Innovation and Technology (ICSSIT 2019), Tanjung Malim

Nov 2019

- **Panel Judge for Product Idea Innovation Showcase (PRIDE 2.0)**, UiTM Shah Alam

Sep 2019

- **Gold Medal for Premix Cooking Spices**, Premix Cooking Spices: Cooking Solution with Certification, Invention, Innovation & Design Exposition (iindex 2019), UiTM Shah Alam

2010-2018

- **Malaysia Agriculture Horticulture and Agrotourism Show (MAHA)**, MAEPS, Serdang. Coordinator for SMEs participation

Jan-Dec 2017

- Editor of Buletin Info Global FAMA (IGF)

2016

- **Anugerah Perkhidmatan Cemerlang 2016**, Lembaga Pemasaran Pertanian Persekutuan (FAMA)

TECHNICAL COMMITTEE

Kajian Pemanjangan Jangka Hayat Rambutan, Pulasan, Duku dan Dokong Untuk Perluasan Pasaran (2023), FAMA-MARDI

Kajian Impak Penggunaan Bakul Ulang Pakai (2023), FAMA-UiTM

Kajian Kesesuaian Pembungkusan Keluaran Pertanian) Segar (2023), FAMA-UPM

Kajian Impak Pengaplikasian Pelabelan Kod QR (2021), FAMA-UiTM

Kajian Keberkesanan Pasar Tani Kekal (2021), FAMA-UiTM

INTELLECTUAL PROPERTY

Retort RTE Rice Range (2020)
(Copyright: CRLY00025572)

Premix Cooking Spices: Cooking Solution With Certification (2019)
(Copyright:CRLY00023836)

JOURNAL REVIEWER

- Journal of Agribusiness Marketing (JABM)
- Journal of Education, Society and Behavioral Science
- Asian Journal of Economics, Business and Accounting
- Journal of Economics, Management and Trade
- Asian Research Journal of Agriculture
- Current Journal of Applied Science and Technology
- Asian Journal of Agricultural Extension, Economics and Sociology
- South Asian Journal of Social Studies and Economics
- Journal of Experimental Agriculture International

RESEARCH FELO

Senior Research Felo at Mitra Food Industries Sdn Bhd from 4th February 2026 until 4th February 2028

Senior Research Felo at Chef Ustazah Holding Sdn Bhd from 4th February 2026 until 4th February 2028

INDUSTRY CONSULTATION

Hasdey Puncak Enterprise, Pulau Pinang

Huzaifah At Tamimi Enterprise, N. Sembilan

Qaikiel Rizqi Enterprise, Selangor.

PUBLICATIONS

Articles in Indexed Journals

- Razak, A. R. A. & Daud, N. M. (2020). **Factors Influencing Small and Medium Enterprises to Implement Hazard Analysis Critical Control Point: Issues and Challenges.** *Empirical Economics Letters*, 19(9): 997-1006.
- Razak, A. R. A., & Daud, N. M. (2020). **Hazard Analysis Critical Control Point (HACCP) Certification Hurdles Among Malaysia's Small and Medium Enterprises (SMEs).** *International Journal of Academic Research in Business and Social Sciences*, 10(5), 893–899.
- Razak, A. R. A., & Daud, N. M. (2020). **Hazard Analysis Critical Control Point Implementation and Malaysian Small and Medium Enterprises.** *Empirical Economics Letters*, 19(10):1189-1196.
- Razak, A. R. A., & Daud, N. M. (2020). **Is the plate too big for Malaysian SMEs to implement HACCP?.** *International Journal of Academic Research in Business and Social Sciences*, 10(5), 1001-1007.

Articles in Non-Indexed Journals

- **A Perspective of Food Security, Marketing and the Role of the Government,** *Journal of Agribusiness Marketing (JABM)*, August 2023
- **Controlled Fresh Market (CFM): A Case of Rebranding Farmers' Market with Government Intervention during COVID-19 in Malaysia,** *Journal of Agribusiness Marketing (JABM)*, June 2022

Conference Paper Publications

- Razak, A. R. A. (2020). Is the plate too big for Malaysian SMEs to implement Hazard Analysis Critical Control Point (HACCP)? International Conference on Education, Ethics, Legal, Social Science, and Technology (ICEELST) 2020. Organised by Kaizentrenovation Centre, Tanjung Malim, Perak, 27th – 28th March 2020.
- Razak, A. R. A. (2019). HACCP Implementation among SMES: Are we there yet? International Conference on Sustainable Social Sciences, Innovation and Technology (ICSSIT) 2019. Organised by Kaizentrenovation Centre, Tanjung Malim, Perak, 29th – 30th November 2019.

Book Chapters

- **Food Safety and SME in Malaysia,** *In The Interdisciplinary of Management, Economic and Social Research*, July 2020, pp. 77–84

INDUSTRY GRANT

Geran Industri: Program Penyelidikan Peningkatan Kapasiti Pengeluaran Produk Syarikat by Anis Café Enterprise from 3rd February 2026 until 3rd August 2026

REFERENCES

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