



DR. NURHANAN SYAFIAH BINTI ABDUL RAZAK

Contact Information

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Academic / Professional Qulaification

1. PhD in Management (Marketing), Multimedia University, Malaysia, 2020.
2. Master of Education Management, Universiti Putra Malaysia, Malaysia, 2008.
3. Bachelor of Management (Marketing), Universiti Malaysia Terengganu, Malaysia, 2006

Research Activities / Interest / Areas

1. Digital Marketing, Strategic Marketing, Services Marketing, Brand Marketing, Retailing, Customer Relationship Marketing, Consumer Behaviour.
2. Strategic Management, Marketing Management, Customer Relationship Management.
3. Entrepreneurship.