

CURRICULUM VITAE

i.	Full Name	: Hj Nor Effuandy Pfordten bin Md Saleh		
ii.	Academic Qualifications:			
	No.	Academic Qualification	Institution/Country	Year of Graduation
	1.	MBA Islamic Banking & Finance	UIAM	2003
	2.	BA (hons) Accounting & Finance	De Montfort University, England	1997
	3.	Diploma In Accountancy	ITM, Arau Perlis	1994
iii.	Current Professional Membership:			
	No.	Professional Body	Position/Title	Year
	1	Association of International Accountants	Associate Member (membership number : 373195)	2018
	2			
iv.	Current Teaching and Administrative Responsibilities:			
	a. Current Subject(s) taught :			
	No.	Code	Name of Subject	
	1.	PIS 3533	Islamic Banking Practice and O\peration	
	2.	PIS 3553	Islamic Financial Planning	
	3.	PIS 3913	Islamic Portfolio Management	
	4.	PSS 2443	Legal Aspect in Halal Management	
	5.	PSS 3633	Shariah Compliance Audit	
	b. Administrative Responsibilities :			
	No.	Description	Date	
	1.			
v.	Previous Employment:			
	No.	Employer Name and Address	Position	Years
				Start End
	1.	UITM, Shah Alam	Islamic Banking Lecturer	2010 2012

	2.	Finance & Operations Director	PT Asuransi Takaful Keluarga, Jakarta, Indonesia	2007	2010
	3.	Vice President Finance	PT Syarikat Takaful Indonesia	2007	2007
	4.	General Manager Finance	PT Asuransi Takaful Umum	2004	2007
	5.	Asst Manager, Audit	Takaful Malaysia	2000	2004
	6.	Internal Auditor	Telekom Publications Sdn. Bhd.	1998	2000
vi.	Conferences and Training:				
	No.	Title	Venue	Date	
	1	CFGFS Webinar 4.0	PADU, UNISEL	16 Dec 2020	
	2	Program Pembelajaran Sepanjang Hayat: Webinar Literasi Kewangan Kementerian Pengajian Tinggi	Financial Education Network	24 Nov 2020	
	3	CFGFS Webinar 3.0	PADU, UNISEL	12 August 2020	
	4	CFGFS June 2020 Webinar	PADU, UNISEL	26 June 2020	
	5	Introduction to Civil Court System in Malaysia	IBFIM	21 May 2020	
	6	Malaysia Mental Health Webinar	Michigan State University	15 May 2020	
	7	The New Norm for Shariah Assurance : Issues & Challenges	IBFIM	15 May 2020	
	8	IBFIM Webinar Series: A Conversation with YBhg. Tan Sri Abdul Wahid Omar	IBFIM	12 May 2020	
	9	Implikasi Covid-19 kepada Perancangan Pewarisan Islam	IBFIM	25 April 2020	
	10	Committee Member, Foundation and General Studies National Conference (PERSePADU)	UNISEL	2019	
	11	Presenter, Foundation and General Studies National Conference (PERSePADU)	UNISEL	2019	
	12	Panel Penilai 'Annual	UNISEL	2019	

	Programme Monitoring Report 2018' (16 May 2019 – 31 Dec 2019)		
13	Panel Penilaian Pelaksanaan 'Outcome Based Education' (1 Mac 2019 – 31 Dec 2019)	UNISEL	2019
14	Panel Penilaian Kendiri Program Pengajian UNISEL (7 Nov 2017 – 31 Dec 2018)	UNISEL	2018
15	Bengkel Pra-Management Science Seminar	Bilik Mesyuarat Topaz, IRMI, UiTM Shah Alam.	2018
16	IGS Postgraduate Enhancement Series (Research Proposal Development One Day Intensive Training)	Dewan Muktamar 1, Academy of Contemporary Islamic Studies (ACIS), UiTM Shah Alam.	2018
17	The Poster Panel for Business Research Symposium 2018	Pro-Chancellor Hall, UNISEL	2018
18	UNISEL Accounting Week Forum – Towards Gigital Economy and Industrial Revolution 4.0	Pro-Chancellor Hall, UNISEL	2018
19	Treasurer for FBA Business Talk: A Self Made Success	Chancellory Hall, Kampus Bestari Jaya, UNISEL	2018
20	Fortifying Your Finance Program	Rebana Hall, Grand Blue Wave Hotel, Shah Alam	2018
21	Managing Career Opportunities Program – Learning Through Experience	Pro Chancellor Hall, UNISEL	2018
22	Program Bina Insan Staf Unisel 2017	UNISEL	19-22 Oktober 2017
23	Program Kem Pemantapan Akademik & Pecutan Akhir	SMK Taman Desa 2	16-17 September 2017

	SPM 2017 (Penceramah Motivasi dan Laluan ke IPTS)		
24	Program Cakna Insan Autistik & Disleksia	CDFS, UNISEL	15 Ogos 2017
25	Managing Career Opportunities - Learning Through Experience- (Committee Member)	FBA, UNISEL	12 Ogos 2017
26	Tadarus Al-Quran	FBA, UNISEL	27 Mei - 12 Jun 2017
27	Business Research Symposium 2017 (Panel of Evaluator)	FBA, UNISEL	11 Mei 2017
28	The Challenges in Managing Transformation: Learning Through Experience	FBA, UNISEL	12 April 2017
29	Research Proposal Defence (Panel)	Buss Research Group, FBA	13 Mac 2017
30	Program Ceramah - Nak Belajar ke Kahwin	FBA, UNISEL	1 Dis 2016
31	Finishing Your Thesis on Time and Writing Your Literature Review Workshop	FESS, UNISEL	20 Jan 2017
32.	UFC 4.0 Investing in Today's Economic	Seminar in Finance, FBA	20 Nov 2016
33.	UFC 3.0 Invest Young - Path Towards Richness	Seminar in Finance, FBA	19 Mac 2016
34.	Certified Supply Chain Practitioners	MIPMM	2015
35.	Advance Statistical Data Analysis using SEM-PLS	FOB, UNISEL	2015
36.	National Islamic and Tajdid Seminar	UNISEL	2015
37.	Teaching Methodology I	UCTL, UNISEL	2014
38.	Induction Course for Academic Staff	UCTL, UNISEL	2014
39.	MPU Workshop	FESS, UNISEL	2014
40.	Kursus Peningkatan Kualiti Fakulti Perniagaan UNISEL	UNISEL	12-14 Februari 2013
41.	Teaching Methodology II - Testing & Evaluation Module	UCTL, UNISEL	6-7 Dis 2012
42.	Unisel Research Colloquium 2012 - Industrial Research Cluster (Judge)	UNISEL	2-3 Oktober 2012
43.	Unisel Research Colloquium 2012 - Published Papers Cluster (Judge)	UNISEL	2-3 Oktober 2012

vii.	<p>Research and Publications:</p> <p>Journal</p> <ol style="list-style-type: none"> Nor Effuandy Pfordten, Norhaila binti Sabli, Dr. Norasekin binti Ab Rashid and Salbiah Hanum binti Mohd Hajali (2020) The Factors Influencing Students Towards The Selection of Education Loan, Selangor Science & Technology Review (SeSTeR), 4(3). Nor Effuandy Pfordten, Norhaila binti Sabli, Afiemiza Tini binti Radzali and Siti Norhuda binti Sumali (2020), The Factors of Counterfeit Beauty Products Purchasing Behaviour Among Women, Selangor Science & Technology Review (SeSTeR), 4(3). Altruism: It's Importance in Sustaining Microfinance Development, Siti Khadijah Ab Manan, Mohd Faizal Kamarudin, Nor Effuandy Pfordten Md Salleh (2015). Journal of Contemporary Islamic Studies, Vol. 1 No. 6, pp 77- 96, Academy of Contemporary Islamic Studies, Universiti Teknologi MARA. (ISSN 2289-9634). <p>International Journals</p> <ol style="list-style-type: none"> Analysing Shari'ah Compliant Retirement Planning: the Case of Malaysia, Hafezali Iqbal Hussain, Mohd Farid Shamsudin, Omar Alaeddin, Abdul Razak Abdul Hadi, Nor Effuandy Pfordten, Norhaila Sabli, Noor H. Jabarullah (2018), Science Publishing Corporation, Vol. 7, No 4.29 (2018) Special Issue 29, pp 106-111, Publisher of International Academic Journals. Sustainability of Islamic Micro Finance Institutions, Siti Khadijah Ab Manan, Nor Effuandy Pfordten Md Salleh, Mohd Faizal Kamarudin, Agus Haryadi (2013). Universal Journal of Accounting and Finance, Vol. 1 No. 2, pp 70-77, Horizon Research Publishing. <p>Proceedings</p> <ol style="list-style-type: none"> Nor Effuandy Pfordten, Norhaila binti Sabli, Dr. Norasekin binti Ab Rashid and Salbiah Hanum binti Mohd Hajali, The Factors Influencing Students Towards The Selection of Education Loan, Proceeding of Foundation and General Studies National Conference (PERSePADU), 2019. (ISBN 978-967-17756) Nor Effuandy Pfordten, Norhaila binti Sabli, Afiemiza Tini binti Radzali and Siti Norhuda binti Sumali, The Factors of Counterfeit Beauty Products Purchasing Behaviour Among Women, Proceeding of Foundation and General Studies National Conference (PERSePADU), 2019. (ISBN 978-967-17756)

	<p>3. Akbar Ali Mohamed Noordin, Mohd Fuad Mohd Salleh and Nor Effuandy Pfordten Md Saleh, Halal Food Industry and Entrepreneurial Opportunity - A Potential Collaboration between Indonesia's and Malaysia's SMEs, Proceedings of Simposium Kebudayaan dan Kerjasama Indonesia - Malaysia 2015</p> <p>4. Siti Khadijah Ab Manan, Nor Effuandy Pfordten Md Saleh and Mohd Faizal Kamarudin, Industry Views on the Implementation of Micro Takaful for Islamic Micro Finance in Malaysia, Proceedings of International Conference On Islamic Finance, Muamalat and Financial Criminology 2013</p> <p>5. Mohd Faizal Kamarudin, Siti Khadijah Ab Manan and Nor Effuandy Pfordten Md Saleh, Micro Takaful and its role towards sustainability of micro finance, Proceedings of Terengganu International Business and Economic Conference 2012.</p> <p>6. Nor Effuandy Pfordten Md Saleh, Siti Khadijah Ab Manan, and Mohd Faizal Kamarudin, Micro Takaful and its role towards sustainability of micro finance, Proceedings of International Accounting and Finance Conference 2012.</p> <p>International Innovation, Design and Articulation</p> <p>1. Siti Khadijah Ab Manan, Nor Effuandy Pfordten Md Saleh and Mohd Faizal Kamarudin, have been awarded the Bronze Medal for the project i-CARE at the International Innovation, Design and Articulation (i-IDeA 2013).</p>																								
viii.	<p>Consultancy:</p> <table border="1" data-bbox="318 1178 1432 1335"> <thead> <tr> <th>No.</th> <th>Name of Organization</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	No.	Name of Organization	Date																					
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x.	Other Relevant Information:																								