

1	NAME	SHISHI KUMAR PIARALAL
2	ACADEMIC QUALIFICATIONS	2016 Certificate IV in Training and Assessment (TAE 40110, AQF Level IV), MIM 2014 Postgraduate Certificate for Online and Distance Learning 2009 Doctorate of Business Administration, University of Science Malaysia. 2001 Master of Business Administration, University of Science Malaysia. 1994 B. Eng (Hon) In Electrical and Electronic (Telecommunication), University Strathclyde, Scotland. 1991 Diploma in Electrical Communication, University Technology Malaysia.
3	CURRENT PROFESSIONAL MEMBERSHIP	
4	CURRENT TEACHING AND ADMINISTRATIVE RESPONSIBILITIES	Advanced Marketing Management, Marketing Theory and Practices, Research Method for Business, Ethics and Corporate Social Responsibility Strategic Management. Statistics Business analytics Business intelligence
5	PREVIOUS EMPLOYMENT	Feb 2021 – Present Open University Malaysia Director, OUM Graduate Centre May 2017 – Feb 2021 Open University Malaysia Director, OUM Tanjong Malim Learning Centre May 2016 - Dec 2018 Assoc. Prof, Cluster of Business Management May 2015 – May 2016 Institute of Professional Development, Open University Malaysia Deputy Director/Senior Lecturer Oct 2012 – Current Open University Malaysia Senior Lecturer, OUM Business School Oct 2012 - Apr 2015 Senior Lecturer, Cluster of Business Management Sept 2009- Sept 2012 Lecturer, Limkokwing University of Creative Technology 2007- Aug 2009 Ericsson Malaysia (Acquired Marconi Malaysia Sdn Bhd in Jan 2007) Manager, Customer Support 1991 - 2006: Marconi Malaysia Sdn Bhd
6	CONFERENCES	T. Ramayah, Osman Mohamad and Shishi Kumar Piaralal. (2003). Consumer Complaint Behaviour: A Study of Malaysian Consumers. The

	<p>AND TRAINING</p>	<p>Proceedings of the 7th MACFEA Seminar 2003, “Towards Consumer Empowerment”, Shah Alam, Selangor, 18th February, 2003.</p> <p>Kulandayan Ramanathan, Omid Nasrollah Mazandarani, Shishi Piaralal (2010). Building ELearning Communities: Trust and Participation. Proceedings of EDULEARN10 (IATED) Conference, Barcelona, Spain, 5th-7th July 2010, ISBN:978-84-613-9386-2</p> <p>Nejatian, H., Mazandarani, O. N., Sentosa, I., Piaralal, S. K., The Impact of Knowledge Management on Customer Relationship Management (2010, March). Paper Presented at the International Conference on Business and Economic Research (ICBER 2010), Kuching, Malaysia</p> <p>Sentosa, I., Piaralal, S.K., Nejatian, H., Faisal, A. (2011, March). Empirical Study of Internet Adoption among Small and Medium Entrepreneurs (SMEs) in Malaysia (A Structural Equation Modeling Approach). Paper Presented at the International Conference on Business and Economic Research (2nd ICBER 2011), Langkawi Island, Kedah, Malaysia</p> <p>Hadi Nejatian, Shishi Piaralal, Mehdi Habibi Rad & Babak Mohammadpour Tosarkani. Towards Determination Of Universities’ Innovation Success Factors: A Conceptual Framework. Paper Presented at the International Conference on Business and Economic Research (2nd ICBER 2011), Langkawi Island, Kedah, Malaysia</p> <p>Naeem, H., Sentosa, I., Nejatian, H., Piaralal, S. K., (2011, April). Job Satisfaction Determinants: Empirical Study of Civil Servants from the Public of Maldives. Paper Presented at the International Management Conference (IMaC’2011), Universiti Sultan Zainal Abidin (UniSZA), Kuala Terengganu, Terengganu, Malaysia</p> <p>Piaralal, S.K., Sentosa, I., Mohammad, O., Ramayah, T., (2011, July). Perceived Justice is it Unidimensional or Multi-dimensional? A Validity Test in Telecommunications Industry in Malaysia. Paper Presented at the International Management Conference. Universitas Veteran Yogyakarta, Indonesia.</p> <p>Piaralal, N.K., Che Mat, N., Piaralal, S.K., (2012, Dec). Human resource management factors and service recovery performance in the Malaysian insurance industry. Paper presented at the 6th National Human Resource Management Conference (NHRMC2012), Holiday Inn, Melaka.</p> <p>Shishi Kumar Piaralal, Sashidharan R Nair, Nazry Yahya & Jeannot Abdul Karim (2014, Dec). An Integrated Model of the Likelihood and Extent of Adoption of Green Practices in Small and Medium sized Logistics firms. Paper presented at the World Conference on Economics and Business Management, Hotel Bangi-Putrajaya, Malaysia.</p> <p>Vijeyan Samydevan, Shishi Kumar Piaralal, Abd Kadir & Zahir Osman (2014, Dec). Determinants of entrepreneurial intentions among pre-university students in Malaysia: Effect of culture as moderating variable.</p>
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		<p>Paper presented at the World Conference on Economics and Business Management, Hotel Bangi-Putrajaya, Malaysia.</p> <p>Shishi Kumar Piaralal & Tan Mei Mei (2014, Dec). Determinants Of Brand Equity In Private Healthcare Facilities In Klang Valley, Malaysia. Paper presented at the World Conference on Economics and Business Management, Hotel Bangi-Putrajaya, Malaysia.</p> <p>Thiaku Ramalingam, Jeannot Abdul Karim, Shishi Kumar Piaralal & Baldev Singh (2014, Dec). Creativity and Innovation (Organizational Factor) Influence on Firm Performance: An Empirical Study on Malaysian Telecommunication Mobile Network Operators. Paper presented at the World Conference on Economics and Business Management, Hotel Bangi-Putrajaya, Malaysia.</p> <p>Mazilan Musa, Shishi Kumar Piaralal, Jeannot Abdul Karim & Yon Rosli Daud (2015, Oct). The Antecedents and Outcomes of Customer-Based Brand Equity: The Perspective of Signalling and Perceived-Risk Theories. Paper presented at the International Conference on Business And Management, Hotel Marriott Putrajaya, Malaysia.</p> <p>Jeannot Abdul Karim, Shishi Kumar Piaralal, Sofiah Abd. Rahman & Ariff Shah Juhari (2015, Dec). Inter relationship between University Image, Perceived Value and Customer Satisfaction and its effect towards Positive Word of Mouth in Open Distance Learning. Paper presented at the 29th AAOU Annual Conference 2015, Kuala Lumpur Convention Centre.</p>
7	RESEARCH AND PUBLICATIONS	<p>T. Ramayah, Osman Mohamad & Shishi Kumar Piaralal. (2003). Sociodemographics and Psychographics of Complainers and Non Complainers: A Study of Malaysian Consumers. Malaysian Journal of Consumer and Family Economics, Vol. 6, pp 11-21.</p> <p>Aizzat Mohd. Nasurdin, Osman Mohamad, T. Ramayah & Shishi Kumar Piaralal. (2004). Discriminating Complainers and Non-Complainers: A Study within the Malaysian Context. Malaysian Management Journal, Vol. 8, No 2, pp 59-76.</p> <p>Khalilabad, H. N., Mazandarani, O. N., Sentosa, I., & Piaralal, S. K. (2006). The Impact of Knowledge Management on Customer Relationship Management. Journal of America Academy of Business, 9 (2).</p> <p>Nejatian, H., Sentosa, I., Piaralal, S. K., Bohari, A. M., (2011). Validity Test of Customer Relationship Management Performances: A Case of ICT Companies in Malaysia, Business & Management Quarterly Review, No.3, Vol.3; 2011, ISSN:2180-2777.</p> <p>Nejatian, H., Piaralal, S. K., Sentosa, I., Bohari, A. M., (2011). The Influence of Customer Knowledge on CRM Performance of Malaysian ICT Companies: A Structural Equation Modelng Approach. International Journal of Business and Management, Vol.6, No.7.</p>

		<p>Niriender Kumar Piaralal, Shishi Kumar Piaralal, Muhammad Awais Bhatti (2014). Antecedent and Outcomes of Satisfaction with Service Recovery: A Study among Mobile Phone Users in Central Region of Malaysia. <i>Asian Social Science</i>, Vol. 10, No 12.</p> <p>Niriender Kumar Piaralal, Norazuwa Mat, Shishi Kumar Piaralal, Muhammad Awais Bhatti, (2014). Human Resource Management factors and service recovery performance in Malaysian life insurance industry: Exploring the moderating effects of employment status. <i>European Journal of Training and Development</i>, Vol. 38 Iss: 6</p> <p>Nazry Yahya, Sashidharan R Nair & Shishi Kumar Piaralal (2014). Green Practices Adoption Framework for Small and Medium Sized Logistics Firms in Malaysia. <i>Sains Humanika</i>, Vol. 2, No 3 (2014), 79–84.</p> <p>Shishi Kumar Piaralal, Niriender Kumar Piaralal & Muhammad Awais Bhatti (2015). A Structural Equation Modeling of Perceived Justice in Malaysian Telecommunication Sector. <i>Asian Social Science</i>, Vol. 11, No 14.</p> <p>Ariff Shah Juhari, Muhammad Awais Bhatti & Shishi Kumar Piaralal (2016). Service Quality and Customer Loyalty in Malaysian Islamic Insurance Sector Exploring the mediating effects of Customer Satisfaction <i>International Journal of Academic Research in Business and Social Sciences</i>, Vol. 6, No. 3</p> <p>Shishi Kumar Piaralal, Muhammad Awais Bhatti, Niriender Kumar Piaralal & Ariff Syah Juhari (2016) "Factors affecting service recovery performance and customer service employees: A study of Malaysian life insurance industry", <i>International Journal of Productivity and Performance Management</i>, Vol. 65 Iss: 7, pp.898 - 924</p>
8	CONSULTANCY	-
9	COMMUNITY SERVICE	-
10	OTHER RELEVANT INFORMATION	-