

Job Application Letter

Dear Rector / Deputy Rector,

I am writing to apply for a Lecturer (Marketing) position at Arshad Ayub Graduate Business School (AAGBS) Universiti Teknologi MARA (UiTM) as advertised on the websites. I am a PhD holder from the faculty of Business Management at Universiti Teknologi MARA, Shah Alam. I am interested in obtaining a lecturer position in the graduate business school at Universiti Teknologi MARA (UiTM). I can contribute to business management education, continue my research on business management, and lead campus activities.

My academic training and years of experience working in the banking industry prepare me to be an influential researcher and lecturer in your department. My doctoral thesis was conducted in consultation with Prof. Kehormat Dr Rosidah Musa and developed a new measurement scale of the Social Media Intelligence Quotient (SMIQ). In my research, I tested the social media dependency among millennials and identified its effect on SMIQ. I am excited to share and continue exploring this model and collaborating with your department to expand its potential.

In addition, another area that interests me for my future research is developing a digital business model. It is helpful to assist the business owner manages their digital business. One of the studies I have started is developing a business model for Tik Tokers among Gen Z. I have also worked closely with Tik Tok's influencers on evaluating and improving the business model on the Tik Tok platform. These are just a few projects I plan to continue and grow with the AAGBS soon. During my graduate training, I was fortunate enough to serve as a research assistant and occasionally substitute tutor for an intermediate-level course on Internet and Social Media marketing. My professional experience as a social media marketer gave me a broad view that is useful in assisting students with projects and assignments. These experiences have built my confidence and an interest in teaching. Besides, my experience as a PTFT lecturer at Universiti Teknologi MARA Kedah has prepared me for the academic and teaching environment.

I look forward to the opportunity to teach existing courses and work to develop new ones. I would enjoy discussing this position with you in the weeks to come. In the meantime, I am enclosing my curriculum vitae for your reference. If you require any additional materials or information, I am happy to supply it.

Thank you very much for your consideration.

Sincerely,

Dr Nadhrathul Ain Binti Ibrahim



Dr. NADHRATHUL AIN BINTI IBRAHIM

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42100 Klang, Selangor

ABOUT ME: Well-versed in online business, an expert with a track record for consistently engaging students in stimulating the relevant material. A conscientious educator with the learning objectives of each student in mind. Results-oriented, charismatic speech giver, cognisant of test preparedness and student interest, adapting to feedback where necessary.

KEY SKILLS: Curriculum Development | Academic Research | Innovative Online Learning | Educational Leadership | Online Marketing & Entrepreneurship | Business Consultation | Negotiation | Networking and Collaboration

WORKING EXPERIENCES

- 2021 – Present **Part-Time Full-Time Lecturer**
UiTM Kedah
Introduction to Management
Introduction to Business
Introduction to Entrepreneurship
Introduction to International Business
International Trade Framework
Principles of Marketing
- 2018 - 2021 **Financial Manager**
AXA Affin Life Insurance Berhad, Kedah
- 2017 - 2018 **Financial Service Consultant**
CIMB Machang
- 2014 - 2016 **Graduate Research Assistant**
UiTM Shah Alam
- 2012 - 2013 **Substitute Teacher**
SMK Sultan Yahya Petra 1, Kuala Krai
- Feb 2012 **Interns**
TM Point Kuala Krai

ACADEMIC BACKGROUND

- 2014 – 2022 **PhD in Business Management**
Faculty of Business Management
Universiti Teknologi MARA Shah Alam.
- 2012 – 2014 **Master of Business Admin**
Arshad Ayub Graduate Business School
Universiti Teknologi MARA Shah Alam.
(CGPA: 3.33)
- 2009 – 2012 **BBA (HONS) Marketing**
Universiti Teknologi MARA Kelantan.
(CGPA: 3.45)
- 2007 – 2008 **STPM (Business Study)**
SMK Sultan Yahya Petra 1
(3.08)

CURRENT RESEARCH PROJECT

Community Engagement
Speaker for Motivational Sharing at High Schools (Social Media Dependency and identify SMIQ among Gen Z)

Industrial Collaboration
Engage with B40 entrepreneurs under NCER in Digitalpreneur program (Approach industrial people to test SMIQ on their employees)

RESEARCH INTERESTS

Digital Marketing | Social media marketing |
Risk Management | Communication strategies |
Consumer Behaviour | Sales Management

CONFERENCES

INCOMAR
2021

ICOBSS
2017

CSSR
2016

INCOMAR
2015

RCSST
2014

RESEARCH PUBLICATIONS

- ➔ Ibrahim, N., A., Musa, R., Abdul Wahab, R., (2016). The Effect of Social Media Depends on Social Media Intelligence Among Graduates, Regional Conference on Science, Technology and Social Sciences, Springer, Singapore.
- ➔ Ibrahim, N., A., Musa, R., Adam, A., A., (2016). Social Media Intelligence Quotient (SMIQ) Among Graduates: Knowledge Gathering from Focus Group with Graduates. *Procedia Economics and Finance*, 37, pp. 304-308.
- ➔ Ibrahim, N., A., Musa, R., Adam, A., A., (2017). The Factors and Outcomes Of Social Media Dependency Framework, *Pertanika Journal Of Social Science And Humanities*, 25, pp. 333-340.
- ➔ Ibrahim, N., A., Musa, R., Adam, A., A., (2017). Factorial Structure of Social Media Intelligence Quotient (SMIQ) Scales, *Journal of Computational and Theoretical Nanoscience*, 23(8), pp. 7882-7886.

SOFTWARE SKILLS

Microsoft Office (Word, Excel, PowerPoint),
Smart PLS, IBM SPSS & Amos, Canva, Social
Media, Blog



MISC. INFORMATION

Availability: Anytime | Willing to Travel: Yes | References: -available upon request-

CALL ME NOW!



EMAIL ME NOW!



WHATSAPP ME!



MY ONLINE CV

