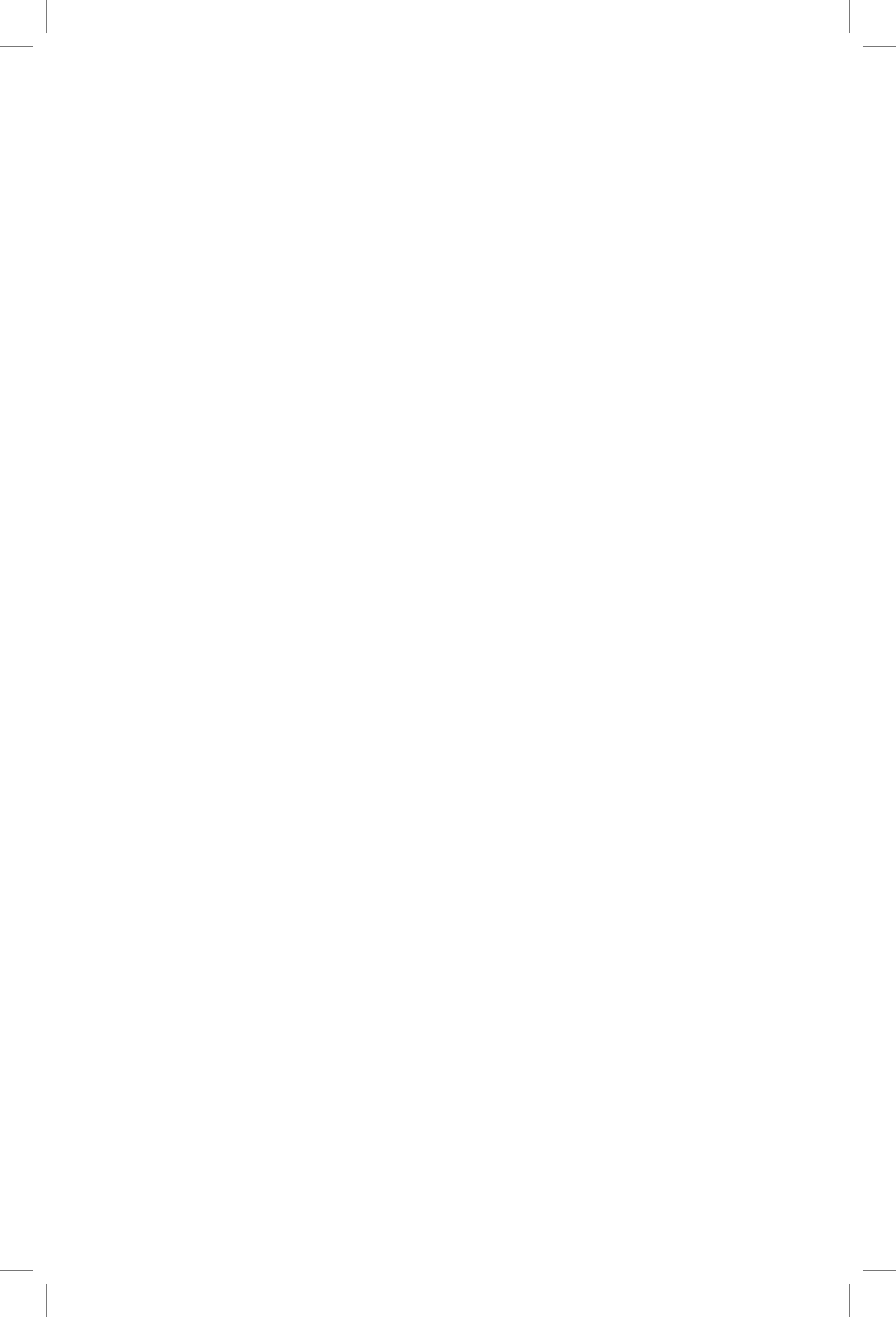


PHD: THE AMAZING JOURNEY

Volume 4



PHD: THE AMAZING JOURNEY

Volume 4

Puteri Fadzline binti Muhamad Tamyez
Cheng Jack Kie
Muhammad Ashraf bin Fauri @ Fauzi

Illustration by:
Suraya Hilmi Hazim

Penerbit
Universiti Malaysia Pahang Al-Sultan Abdullah
2024



Penerbit
Publisher

**Copyright © Universiti Malaysia Pahang
Al-Sultan Abdullah, 2024**

First Published, November 2024

All right reserved.

Apart from fair dealing for the purpose of study, research, criticism or review, as permitted under the Copyright Act, no part of this book may be reproduced, stored on a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission from Penerbit Universiti Malaysia Pahang Al-Sultan Abdullah, Lebuhraya Tun Abdul Khalil Yaakob, 26300 Gambang, Kuantan, Pahang Darul Makmur.



Cataloguing-in-Publication Data
Perpustakaan Negara Malaysia
A catalogue record for this book is available
from the National Library of Malaysia
ISBN 978-629-7641-38-6

Director Penerbit : Dr. Mel
Chief Editor : M. Azli
Editor : Dhiya
Proofreader : Dhiya, Daniel.A & A.Humaira
Graphic Designer : Irfi
Administration : Zue & N. A. Aryan
Sales & Marketing : N. H.

Share | Like | Tag
Online Shop: <https://msha.ke/penerbitump>
Official Page (FB) : Penerbit UMPSA
Official IG : Penerbitumpsa

Published By

Penerbit

Universiti Malaysia Pahang Al-Sultan Abdullah
Lebuhraya Tun Abul Khalil Yaakob,
26300 Gambang,Kuantan,
Pahang Darul Makmur.

Tel: 09-549 3273 Fax: 09-549 3281

Printing

PNC Printing

No.2, Tingkat Bawah,
Taman Damai Indah, Peramu,
26600, Pekan, Pahang Darul Makmur
Tel: 09-425 2010

E-mail: pnccentre997@gmail.com

TABLE OF CONTENT

PREFACE	vii
ACKNOWLEDGEMENT	ix
MY ROLLER COASTER PhD JOURNEY Dessy Kurnia Sari	1
ACCOMPLISHED ADVENTURE Dudi Pratomo	15
RECIPE FOR THE PERFECT PhD JOURNEY Idola Perдини Putri	25
EMERGING FROM THE SHADOWS, FINDING THE LIGHT AT THE END OF THE PhD TUNNEL Lee Yong Siang	39
I LOST 25 KILOS, THANK YOU PhD Muhamad Idaham bin Umar Ong	55
PhD: DEEPIING FAITH AND DRAWING CLOSER TO ALLAH’S GUIDANCE Noor Akma binti Abu Bakar	67
SPINACH Nurhafizah binti Abu Talip@Yusof	93

SUSTAINING SELF-RESILIENCE UPON PROMOTING THE WISDOM OF KNOWLEDGE	113
Nurliana binti Mohd Hassan	
THERE ARE HIDDEN BLESSINGS IN EVERY STRUGGLE, FIRST STEP-TAKE IT OR LEAVE IT!	121
Nurul Ashykin binti Abd Aziz	
TAKE A PhD, LEAVE THE FARMING WORLD	139
Pandapotan Sitompul	
THE FUN BEGINS AT FORTY	155
Roslinazairimah binti Zakaria	
MENGGAPAI PhD: TARBIYAH DALAM KEHIDUPAN	169
Umi Masrom	
LIST OF CONTRIBUTORS	197

ACKNOWLEDGEMENT

Our heartfelt appreciation extends to the Faculty of Industrial Management, particularly to our Dean, Dr. Mohd Hanafiah Ahmad, for the support given that enables this book to be published successfully.

Our undying gratitude echoes towards our 12 esteemed authors; your remarkable stories form vibrantly on this literary canvas. Deep from your heart and soul, each of you have unfolded your strength for the ones you love. That is truly what passion is.

To all readers, whether you have the intention to pursue, have just begun or are already on the challenging path of a PhD, we thank you. May this book shed light on every part of your PhD journey. Let passion guide you in the wonderful world of research and know that your journey reflects the strength of those who shared their experiences in these pages.

Ultimately, our heartfelt thanks to the Almighty, the source of knowledge and wisdom, for His countless blessings and endless mercy that have guided this effort.

Puteri Fadzline binti Muhamad Tamyez
Cheng Jack Kie
Muhammad Ashraf Bin Fauri @ Fauzi

LIST OF CONTRIBUTORS



Dr. Dessy Kurnia Sari was born in Pariaman, Indonesia. She obtained her PhD from the UWA Business School, the University of Western Australia in 2016 and a Master of Business (Advanced) from the University of Queensland, Australia in 2008. Her research interests are Islamic marketing, cross-cultural consumer studies, Muslim

consumers, boycott behaviour, and Muslim's choices of foreign products and brands. She has experience in teaching at Universitas Andalas since 2005, and consumer behaviour at the University of Western Australia, Business School while pursuing her PhD. She won the Emerald Literati Award for outstanding paper in 2018. She is currently a senior lecturer at the Department of Management, Universitas Andalas, Indonesia. She is the founder of karajoelok.com, a marketplace to sell products for people with disabilities or parents that have children with special needs.



Dr. Dudi Pratomo holds the position of the Head of the Bachelor of Accounting program at Telkom University. His expertise lies in the areas of Accounting Information Systems and Financial Accounting. In addition to his teaching responsibilities, he serves as an internal auditor and faculty senate member. His research interests primarily focus on Information Systems, Earnings Management, Company Value, Taxation and Corporate Governance. He has obtained a PhD in accounting and performance measurement from Universiti Sains Malaysia in Penang, a Master's degree in Accounting from Padjadjaran University in Bandung, and a Bachelor's degree in Applied Economics from Gadjah Mada University in Yogyakarta, Indonesia.



Dr. Idola Perdini Putri is a lecturer in the School of Communication and Business at Telkom University. Previously, she was the head of the Community Service Unit in the Directorate of Research and Community Service of Telkom University, in 2020, and head of the laboratory in the Communication and Business Faculty, from 2013 to 2017. She joined Telkom University in 2011 and was involved in more than 15 community service programs that highlighted the

community and villagers' empowerment. Since July 2021, she has been the head of the Communication Program Study in Communication and Business Faculty at Telkom University. Her studies focus on media and community studies, creative industry, identity, and film/visual media.



Ts. Dr. Lee Yong Siang is a senior lecturer with a distinguished background in civil engineering (major in engineering management). His extensive experience and dedication to education, research and site work have made him a prominent figure in the field. Driven by his

passion for research and teaching, Ts. Dr. Lee completed his PhD in Civil Engineering (Major in Engineering Management) from Universiti Sains Malaysia (USM), focusing on effective contingency plan framework for risk management in the operation and maintenance of Malaysian highway tunnels. He worked as a project engineer and project site manager in the construction field for several years, where he was involved in the planning and execution of numerous landmark building and infrastructure projects.



Dr. Muhamad Idaham Umar Ong obtained his PhD in Computer Science from the Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) in 2023 and a Master of Science from Universiti Teknologi Malaysia (UTM) in 2009. He is a lecturer at the UMPSA. His research interests include Software

Engineering, Requirements Engineering, Design Science Research and Information Systems. He can be contacted at email: idaham@ump.edu.my



Dr. Noor Akma Abu Bakar's educational journey began with a Bachelor's Degree (Hons) in Computer Science from USM. She then pursued a Master of Science (ICT) and a PhD in Computer Science, both from Universiti Malaysia Pahang Al-Sultan Abdullah. Currently, she holds the position of senior lecturer at the Faculty of Industrial Management, UMPSA. Her expertise lies in the fields of modelling and simulation (M&S),

operations research, and big data analytics.



Dr. Nurhafizah binti Abu Talip @ Yusof was born in Segamat, Johor, on 13 August 1988. She took her Bachelor of Applied Electronics Engineering, Master of Applied Electronics Engineering and Doctor of Applied Electronics Engineering from Tokyo University of Science

(TUS), Japan. She currently works as a senior lecturer in the Faculty of Electrical and Electronics Engineering Technology at Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA). Currently, she is involved with the STEM introductory program for preschool children, and primary and secondary schools, organised by UMPSA. Her research interests include micro-nano fabrication, surface analysis, antennas, sensors and material characterisation.



Dr. Nurliana binti Mohd. Hassan is a pure Kedahan despite her upbringing from all over the country. She is the eldest of her twin brothers and sister who are 5 years younger, her father was a banker for 22 years while her mother was a librarian before giving birth to the twins. She took her SPM as a civil engineering student at

the Technical Institute of Kuala Lumpur and pursued her Diploma in Human Development at UPM Serdang before her Bachelor Science in Human Development majoring in Family Studies and Child Development. She also

graduated with a Master of Applied Psychology in Coaching from HELP University (2015). Currently, she has just submitted her PhD dissertation and while waiting for viva voce, she is busy organising her schedule for education coaching sessions.



Dr. Nurul Ashykin Abd Aziz is a senior lecturer and head of the Entrepreneurship Program at the Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan (UMPSA). She holds a Doctor of Philosophy (Entrepreneurship) from the Faculty of Economics and Management, Universiti Kebangsaan Malaysia (UKM).

She was the recipient of the Graduate on Time Award and the Best Thesis Award from the Faculty of Economics and Management at the 48th UKM Convocation Ceremony. She also holds a Master of Business Administration, a Bachelor of Business Administration (Hons)(Marketing) and a Diploma of Business Studies from Universiti Teknologi Mara (UiTM). She was awarded the Vice Chancellor's Award at the 75th UiTM Convocation Ceremony and a Certified Professional Marketer recognised by the Asia Marketing Federation. Her research areas are in entrepreneurship, franchising, marketing and qualitative studies. She has served as a lecturer at Universiti Malaysia Kelantan, and Management and Science University, Shah Alam.



Dr. Pandapotan Sitompul

continued his education at the Faculty of Social Economics of Agriculture, Universitas Sumatera Utara, graduated in 1989. While working, he continued his Magister Management at the Sekolah Tinggi Ilmu Ekonomi Institut Pengembangan Wiraswasta Indonesia of Financial Management, graduated in 2000. In 2019, he completed his education in the three-layer Program of studies in Management Sciences – Human Resource Management, Universitas Negeri Jakarta. He began his career as Kepala Afdeling at PT. Sadang Mas and PT. Astra Agro Lestari Tbk. from 1990 until 1998. He served as chairman of Lembaga Penelitian dan Pengabdian Kepada Masyarakat Universitas Katolik Santo Thomas from 11 May 2021 to 31 May 2023. He is currently a permanent lecturer at the Faculty of Economics and Business of Universitas Katolik Santo Thomas, and holds courses in Human Resource Management, Entrepreneurship and Business.



Dr. Roslinazairimah Zakaria is a dedicated lecturer at Universiti Malaysia Pahang Al-Sultan Abdullah, where she has been shaping the minds of students since 2004. With a strong academic foundation, she received her first degree, a Bachelor of Applied Science in Mathematics, from the Queensland University of Technology (QUT) in Australia in 1989. Then, in 2006, she completed a Master's degree in Statistics at Universiti Kebangsaan Malaysia (UKM). In 2011, she earned her PhD in Mathematics from the University of South Australia (UniSA).



Dr. Umi Kalsom Masrom is a senior lecturer at Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA). She has more than 20 years of teaching experience in various educational institutions, including Universiti Tenaga Nasional (UNITEN) and Kolej Profesional MARA (KPM). She holds a Doctoral degree from UMPSA. She is an enthusiastic educator cum researcher who shares her interests in the areas of technology-enhanced language learning and applied linguistics.