

ERNE SUZILA KASSIM

Fakulti Pengurusan dan Perniagaan, Universiti Teknologi MARA

UiTM Selangor, Kampus Puncak Alam
42300 Bandar Puncak Alam, Kuala Selangor, MALAYSIA



<https://fbm.uitm.edu.my/-erne-suzila-kassim-dr>

ernekassim@uitm.edu.my

+6019-2585642

Erne Suzila Kassim is an Associate Professor at the Faculty of Business and Management, Universiti Teknologi MARA, Puncak Alam Campus. Erne's research has demonstrated how information technologies are used for sustainability for government, businesses and societies. Her research projects and publications are supported by Electronic Governance Programme at United Nations University, Presidency of the Republic of Turkey, Ministry of Higher Education and Ministry of Domestic Trade and Consumer Affairs, Malaysia. She has published in numerous academic articles and conference papers, and is the co-author of two books, *Exploring Omnichannel Retailing*, and *Supply Chain Design and Management for Emerging Markets* published by Springer, edited by Dr Richard Cuthbertson from Said Business School and Wojciech Piotrowicz from Hanken School of Economics.

Erne has been teaching courses both at the undergraduate and graduate levels. Her class on Innovative Thinking Strategies focuses on "how-to" and "know-how" that allows students to use practical and pragmatic approaches to engage in the design of digital innovations. She is also teaching Emerging Information Technology Trends and Strategies that discusses ethical issues, effects of IT on society and how to advance IT without disrupting humanity and psychological well-being. At present Erne is the Head of Innovation Management, an entity of research excellence governed by Universiti Teknologi MARA. In the year 2020, Erne has been appointed by the Ministry of Science, Technology and Innovation to develop the Malaysia Social Innovation Roadmap.

Erne received her BA in Sociology and Economics from Indiana University, Bloomington Campus, USA, her MSC in Information Technology from Universiti Utara Malaysia and PhD in Information Technology from International Islamic University Malaysia. Erne received the Best PhD Student award during the IIUM 2011 Convocation.