

BIOGRAPHICAL STATEMENT

Raja Suzana, Professor

Professor Dr. Hjh Raja Suzana Raja Kasim holds a Postgraduate Diploma in Entrepreneurship from the University of Cambridge's Judge Business School. She has a Ph.D. and an MSc in Information Management/Knowledge Management. She holds Professional Certification in Islamic Fintech from the University of Science Malaysia and Certification in the Applied AI Program from the Center of AI Innovation Global, Singapore. Before entering the academic field, she worked in the corporate sector and held several leadership positions. Her international involvement includes visiting scholars at Babson College in Massachusetts and serving as the Faculty Fellow at Stanford University in California. She is on the Steering Committee at Cambridge International Academics (a private R&D division in Cambridge, UK) and a national consultant for SME Cleantech performance under UNIDO, the United Nations Industrial Development Office in Vienna. She has served as an international judge and mentor at startups.



She is currently an Entrepreneurship and Management Professor at Universiti Malaysia Kelantan. Raja Suzana is also the Founding Director of Bpreneur Muda, a startup mentoring and coaching program for Malaysian youth entrepreneurs. Before co-founding Smart Seeds Resources and Smart Seeds Sdn. Bhd. - enterprises focusing on young entrepreneur consulting - she founded Social Enterprise Malaysia, an NGO that assisted youth living in Malaysia's marginalized communities in launching and operating micro-businesses. She is a thought leader on youth startup and social entrepreneurship issues. Her primary areas of expertise are social innovation capacity and social impact evaluation.

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