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To: UUM - All Staff; UUM - All Students
Subject: DATUK PROF. NORAZAH CHAMPIONS GLOBAL KNOWLEDGE SHARING IN HIGH-IMPACT PUBLISHING MASTERCLASS
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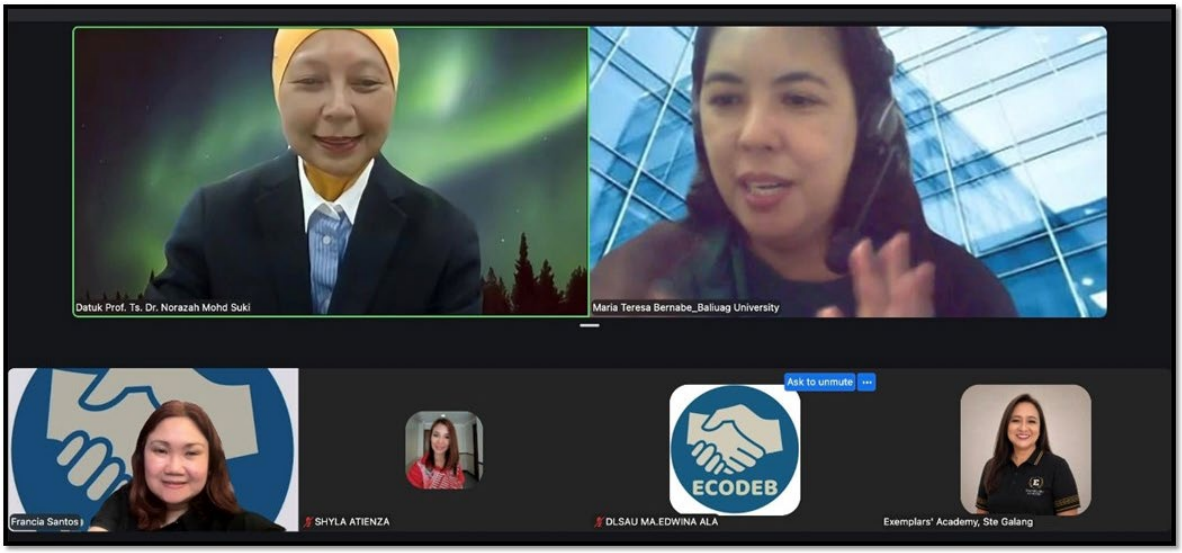
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News and pictures by: Datuk Prof. Ts. Dr. Norazah Mohd Suki

DATUK PROF. NORAZAH CHAMPIONS GLOBAL KNOWLEDGE SHARING IN HIGH-IMPACT PUBLISHING MASTERCLASS



UUM ONLINE: Philippines - Universiti Utara Malaysia (UUM) continues to strengthen its presence on the global academic map through sustained knowledge sharing, research mentorship and international academic engagement.

Demonstrating her academic leadership and expertise, Datuk Prof. Ts. Dr. Norazah Mohd Suki, Professor of Marketing and E-Commerce at UUM's Othman Yeop Abdullah Graduate School of Business (OYAGSB), served as the resource speaker at a regional virtual masterclass organised by the Executive Council of Deans and Educators in Business (ECODEB).

The knowledge-sharing webinar, titled "Learn Proven Strategies for Publishing in High-Impact Journals," brought together business educators, deans and emerging researchers from across the region to strengthen their scholarly publishing capabilities and enhance research output to international standards.

Datuk Prof. Norazah's appointment as the featured resource speaker reflects her standing as an accomplished scholar. She has consistently been recognised among the World's Top 2% Scientists in rankings associated with Stanford University and Elsevier, while her research achievements have also been recognised nationally, including through the Malaysia Scopus Research Star Award 2025.

With more than 400 publications spanning high-impact journals, books and international conference proceedings, her extensive research portfolio reflects UUM's commitment to cultivating a strong culture of research excellence and scholarly publication.



During the masterclass, Datuk Prof. Norazah shared practical strategies for navigating the high-impact publishing process. Her session covered manuscript preparation, identifying suitable high-impact journals indexed in Scopus and Web of Science (WoS) and strategically navigating the peer-review process.

The programme also provided opportunities for direct engagement between the speaker and participants. Following the opening remarks, which outlined the broader objectives of advancing business education and research in the region, Datuk Prof. Norazah delivered the main session before leading a dedicated one-hour mentoring session.

During the mentoring session, participants received practical guidance on overcoming common academic writing challenges, responding constructively to reviewers' comments and managing collaborative co-authorship.
The programme concluded with closing remarks emphasising the importance of translating research into meaningful real-world impact.

Through her active engagement with the international academic community, Datuk Prof. Norazah continues to contribute to UUM's aspiration to be recognised as the Eminent Management University. Her contributions also serve as an inspiration for UUM academic staff and postgraduate students to pursue high-impact research, publish in leading scholarly journals and contribute to global knowledge exchange.

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