


## Curriculum Vitae for XMUM Official Website

 <p>23.01.2023</p>	Name	<b>Ricardo Baba</b>
	Current Position	Associate Professor
	Administrative Position (if applicable)	Coordinator T & L Committee
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### BIOGRAPHY

**Dr Ricardo Baba** is Associate Professor of Management and Banking with the School of Economics & Management, and MBA Centre, Xiamen University Malaysia. Prior to joining Xiamen University, he was with Curtin University Malaysia for three years, Universiti Malaysia Sarawak for five years, and Universiti Malaysia Sabah for eight years, and Visiting Professor of Entrepreneurship with Universiti Teknologi Brunei. Dr Baba holds a diploma in Public Administration from Universiti Teknologi MARA, a BBA degree in Management from Ohio University, an MBA degree in Marketing and International Business from the University of New Haven, and a DBA degree in International Banking from the University of South Australia. He has worked with Bank Negara Malaysia, Standard Chartered Bank, and Raiffeisen-Boerenleenbank for a total of 20 years. His areas of expertise are in financial services, management, international business, and entrepreneurship. Dr Baba has mostly supervised PhD and Masters research on entrepreneurship, banking and management.

### RESEARCH INTERESTS

Indigenous entrepreneurship, rural entrepreneurship, social entrepreneurship, small and medium enterprises (SMEs), and small business owners (SBOs).

### EDUCATIONAL BACKGROUND

- DBA (International Banking), University of South Australia, City West Campus, Adelaide, South Australia (2004)
- MBA (Marketing/International Business), University of New Haven, West Haven, Connecticut, USA (1984)
- BBA (Management, Ohio University, Athens, Ohio, USA (1982)
- Diploma (Public Administration), Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia (1977)

### WORKING EXPERIENCE

- Visiting Professor, Universiti Teknologi Brunei, Brunei (January – May 2017)
- Associate Professor, Curtin University Sarawak, Malaysia (2014 – 2017)
- Associate Professor, University Malaysia Sarawak, Malaysia (2009 – 2014)
- Associate Professor, University Malaysia Sabah, Malaysia (2001- 2009)
- General Manager, Raiffeisen-Boerenleenbank, Malaysia (1995 -2001)
- Senior Manager, Standard Chartered Bank, Malaysia (1984 – 1994)

- Officer, Bank Negara Malaysia, Malaysia (1978 – 1980)

## RESEARCH EXPERIENCE / GRANTS

- Predicting Entrepreneurial Intentions Among Sarawak Bumiputeras Using The Theory Of Reasoned Action, FRGS (2010)
- Entrepreneurial Orientation and Business Performance of the indigenous small business in Sarawak. Yayasan Muhibbah Tan Sri Fng Ah Seng (2018)
- Entrepreneurial Orientation and Business Performance of Indigenous-owned SMEs in Sarawak: The Mediating Role of Intangible Strategic Resources, XMUM (2023)

## REPRESENTATIVE PUBLICATIONS

### Book

Baba, R. 2012, *Labuan as an International Business and Financial Centre: The Empirical Perspectives*, Pearson, Petaling Jaya.

Baba, R. *Introduction to Offshore Banking*, 2005, Pearson, Petaling Jaya.

### Book Chapter

Ho, J.M, Krishnan, A. **Baba, R.** 2019, 'The Corporate Social Responsibility Reporting Practice of Environmentally Sensitive Companies in Malaysia' in *Research on Sustainable Development in Malaysia Challenges*, UTP Press.

Baba, R, 2007, 'Islamic Financial Centres' in *Handbook of Islamic Banking* ed. M. Kabir Hassan & M. Lewis, Edward Elgar Publishing Ltd. Cheltenham.

### Journal

Arokiasamy, A., & **Baba, R.**, 2019, 'The influence of organizational factors on job satisfaction in the commercial banking sector in Malaysia', *International Journal of Advanced and Applied Science*, 6(9), 93-106.

Arokiasamy, A., Shahudin, F., Wang, K. H., M., **Baba, R.**, & Maniam, V. 2019, 'A study on Transformational Leadership, Organizational Culture and Job Satisfaction in the Academic Sector in Malaysia', *International Journal of Business and Management Science*, 9(1): 219-244.

Magaji, M., **Baba, R.**, & Entebang, H. 2017, 'Entrepreneurial Orientation and Financial Performance: Evidence from Kanu State', *Bayero Journal of African Entrepreneurship studies* vol. 1, (1), pp.8-24.

Magaji, M., **Baba, R.**, & Entebang, H. 2017, 'Entrepreneurial Orientation and Financial Performance of Nigerian SMES: The Moderating Role of Environment. A Review of Literature', *Journal of Management and Training for Industries* vol. 4, (1), pp.25-41.

Magaji, M., **Baba, R.**, & Entebang, H. 2015, 'Entrepreneurial Orientation and Financial Performance of Nigerian SMES: The Moderating Role of Environment', *Asian Journal of Educational Research & Technology*, vol. 5 (1), pp. 1-12.

Baba, R., Khalique, M. & Sliang, P. 2014, 'Examining the Organizational Attributes and Engaging Generation Y in the Banking Sector', *Academy of Contemporary Research Journal*, V III (III), pp. 93-97

Baba, R. 2013, 'Teaching Proper English to Malaysian Speakers: Focusing on the Vowels, Consonants, Syllable and Stress', *Sino-US English Teaching USA*, Issue No 4.

Baba, R & Lang, R. 2012, 'Perceptions of non-Muslims towards Islamic banking', *Banker's Journal Malaysia*, Issue No. 138, pp. 12 - 16.

Baba, R., & Sliang, P. 2012, 'The Five Major Organisational Attributes that Motivate Generation Y to Stay in the Banking Industry', *Banker's Journal Malaysia*, Issue No. 138, pp. 28 - 32.

Hanudin, A. Rostinah, S. Masmurni M. A. & **Baba, R.** 2011, 'Receptiveness of Mobile Banking by Malaysian Local Consumers in Sabah: An Empirical Investigation,' *Journal of Internet Banking and Commerce*, vol. 16, no.2

Baba, R. Hanudin, A. 2009 'Offshore Bankers' Perception on Islamic Banking Niche for Labuan: An Analysis', *International Journal of commerce and Management*, vol. 19, No. 4, pp. 293-398.

Hanudin, A. Mohd Rizal, A.H. Sudin, L. & **Baba, R.** 2009, 'Clustering the Reasons Behind Customers' Selection of Islamic Mortgage in Eastern Malaysia: An Empirical Investigation', *International Journal of Islamic and Middle Eastern Management*, vol. 2, No. 3.

Hanudin, A. Mohd Zulkifli M. & **Baba, R.** 2007, 'An analysis of Mobile Banking Acceptance by Malaysian Customers', *Sunway Academic Journal*, vol. 4, pp. 1-12.