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BIOGRAPHY

A seasoned professional with expertise in high-tech manufacturing and indigenous entrepreneurship. My career combines driving innovation with developing impactful curricula in business management. As a mentor and researcher, I empower indigenous communities through sustainable, culturally sensitive frameworks, bridging theory and practice to inspire future entrepreneurial leaders.

RESEARCH INTERESTS

Entrepreneurship, Indigenous and Rural Entrepreneurship, Women Entrepreneurship, Sustainable Development.

EDUCATIONAL BACKGROUND

- Doctor of Philosophy (Entrepreneurship), 2011-2015
- Master of Business Administration, 2008-2010
- Bachelor of Business Administration (Entrepreneurship)

WORKING EXPERIENCE (EDUCATION)

- Curtin University Malaysia
- UCSI University
- Technology College Sarawak (UTM Programme)
- WOU (Part Time)
- IIUM (Part Time)

WORKING EXPERIENCE (INDUSTRY)

- Sanmina-SCI Corporation
- Sanmina Corporation
- Hadco Corporation
- Zycon Corporation

RESEARCH EXPERIENCE / GRANTS

- Xiamen University Research Grant (2023). RM30, 000. “*Entrepreneurial Orientation, Strategic Intangible Resources and Business Performance of Indigenous-Owned SMEs in Sarawak*”. (Co-investigator)

- Curtin University Collaborative Research Grant (2023). “*Adopting of Smart Farming Technologies Among the Indigenous Dayak Agropreneur: Opportunity, Challenges, and Risks*”. (Principal Investigator).
- Curtin University CMPRS Grant (2023). RM165, 900. “*Determinants of Entrepreneurial Resilience of Women Entrepreneurs in Sarawak: The Moderating Role of Government Support*”. (Principal Investigator).
- Curtin University Collaboration Research Grant (2021). RM 5, 000. “*Rebuilding and rebranding micro-entrepreneurship through sharing economy: Exploring technology diffusion and altruism for change*” (Co-investigator).
- AMES Research Grant (2022), RM5,000. “*Development of the Rural Dayak Women Entrepreneurial Resilience Framework: From the Perspective of Empowerment Theory*” (Principal Investigator).
- Curtin University, Internal Research Grant (2021), RM5,500. “*Appraising ICT4D Projects using the Critical Approach*” (Co-investigator).
- Curtin University, Internal Research Grant (2020), RM5,000. “*Barriers to Indigenous Rural Entrepreneurship in Sarawak*” (Principal Investigator).
- Curtin University, Internal Research Grant (2019), RM5,000. *Determinants of Successful Rural Indigenous Women Entrepreneurs in Sarawak*” (Principal Investigator).
- Sarawak Multimedia Authority (SMA), (2019), RM300,000. “*Development of Sarawak eAgriFinance in Transforming Agricultural Sector*” (Principal Investigator).

REPRESENTATIVE PUBLICATIONS

- Yap, C. S., Keling, W., Ho, P.L., & Omar, Q. (2023). Technology Readiness of Farmers in Sarawak. The Effect of Gender, Age, and Educational Level. *Information Development*. <https://doi.org/1177/02666669231194712>.
- Yap, C. S., Keling, W., & Ho, P.L. (2023). Determinants of entrepreneurial performance of rural indigenous women entrepreneurs in Sarawak, Malaysia. *Gender in Management: An International Journal*. <https://doi.org/10.1108/GM-06-2021-0170>
- Keling, W., Yap, C.s., & Ho, P.L. (2023). Enterprising tendency and entrepreneurial performance of indigenous Dayak women entrepreneurs in Sarawak, Malaysia. *Journal of Enterprising Communities: People and Place in the Global Economy*. <https://doi.org/10.1108/JEC-07-2020-0032>
- Yap, C.s., Keling, W., & Abdullah, S. k. (2022). Use of media in information seeking and sharing during floods in rural Sarawak. *International Journal of Emergency Service*. <https://doi.org/10.1108/IJES- 07-2020-0042>
- Omar, Q., Yap, C. S., Myint, K., T., Ho, P. L., & Keling, W. (2022). Factors influencing behavioural intention to adopt the *e- Agrifinance* app among farmers: Extended UTAUT with technology readiness. *International Journal of Technology Diffusion*, 13(1), 1-17. <https://doi.org/10.4018/IJTD.304383>
- Omar, Q., Yap, C. S., Ho, P. L., & Keling, W. (2022). Can technology readiness predict farmers’ adoption intention of the *e- AgriFinance* app. *Journal of Agribusiness in Developing and Emerging Economies*. <https://doi.org/10.1108/JADEE-04-2021-0090>
- Omar, Q., Yap, C. S., Ho, P. L., & Keling, W. (2021). Predictors of behavioral intention to adopt *e-AgriFinance* app among the farmers in Sarawak, Malaysia. *British Food Journal*. <https://doi.org/10.1108/BFJ-04-2021-0449>

- Keling, W., Yap, C.S., & Ho, P.L. (2021). "The Impacts of the Tagang Programme on Nature Conservation and Ecotourism Development in an Indigenous Dayak Community in Malaysia" *Anatolia*. <https://doi.org/10.1080/13032917.2021.1886954>
- Keling, W., Yap, C. S., Ho, P. L., & Omar, Q. (2021). Technology Readiness of Farmers in Sarawak: The Effect of Gender, Age, and Educational Level. In Proceedings of the International Conference on Management and Entrepreneurship (i-COME).
- Keling, W., & Entebang, H. (2017). Indigenous Dayak Entrepreneurial Attitude Orientation. *International Journal of Economic Research*, 14, 16(2), 433-446. ISSN: 0972-9380
- Keling, W., & Entebang, H. (2017). Dayak Homestay Entrepreneurs Innovation Characteristics. *Ottoman, Journal of Tourism and Management Research*, 2(2), 101 – 112. ISSN: 2149-6528
- Keling, W., & Entebang, H. (2015). Entrepreneurial Attitude Orientation (EAO) And Indigenous Dayak Entrepreneurs (DE) Performance in Sarawak. *Journal of Managing Transformation in Technology and Innovation Globalization*, 175-184. ISBN: 9879671315750
- Keling, W., & Entebang, H. (2015). Innovation within the Sarawak homestay program: the perspective of Dayak's homestay entrepreneurs. In Proceedings of the International Conference on Natural Resources, Tourism and Services Management, 253-262. Universiti Putra Malaysia.

JOURNAL REVIEWER

- Journal of Small Business and Enterprise Development
- International Journal of Gender and Entrepreneurship
- International Journal of Entrepreneurship Behaviour & Research
- International Journal of Social Economics
- International Journal of Manpower
- Journal of Teaching and Learning for Graduate Employability
- E-mentor Journal

BOOK REVIEWER

- Ireland & Barringer (2018), *Entrepreneurship: Successfully Launching New Ventures*, 6th Edition, Global Edition. ISBN-10: 1292255331 • ISBN-13: 9781292255330 @2019 Pearson
- Scarborough & Cornwall (2018), *Essentials of Entrepreneurship and Small Business Management*, 9th Edition. Pearson Education Limited, ISBN10 1292266023 • ISBN13 9781292266022
- Ireland & Barringer (2020), *Entrepreneurship: Successfully Launching New Ventures*, 7th Edition, Global Edition.
- Ireland & Barringer (2021), *Entrepreneurship: Successfully Launching New Ventures*, 6th Edition, Online Edition.
- Ireland & Barringer (2023), *Entrepreneurship: Successfully Launching New Ventures*, 7th Edition, Online Edition.