



Personal Particulars

Name : Gooi Leong Mow(PhD)
Current Position : Associate Professor
Email Address : GooiLeongMow@hotmail.com
Mobile No : 013-533 3769
H-Index : 6
Total Citations : 178 (Total 28 Publications, 12 Scopus Indexed, 8 SSCI Q1&Q2)
LinkedIn : [Gooi Leong-Mow](#)
Google Scholar : [Gooi Leong-Mow](#)
ORCiD : [Gooi Leong-Mow](#)

Field of Specialisation

- Forecasting
- Time Horizon Volatility Forecasting
- GARCH, Smooth Transition Exponential Smoothing
- Management

Teaching Experiences

Courses taught at the Postgraduate and Undergraduate Level

- Strategic Management (MGT6303)
- Managing International Economy – 3 Credit Hours (MGT6233)
- Finance for Manager 4 Credit Hours (FIN6013)
- Investment Decision – 3 Credit Hours (MRK6033)
- Corporate Finance – 3 Credit Hours (FIN6023)
- Financial and Investment Planning – 3 Credit Hours (FIN6123)
- Human Resources Planning – 3 Credit Hours (MHR6023)
- Master Project – 6 Credit Hours (MGT6806)
- Accounting and Finance (BAC1313)
- Financial and Accounting Decision Making (DBA8084)
- Managerial Finance and Accounting (MBA7083)
- Marketing Strategy (MBA7063)
- Principles of Marketing (BPM1103)

Education and Academic Qualification

1. **University Putra Malaysia (UPM), Faculty Economic and Management (FEP)**
Ph.D. (Business Economic) (2014–2020)
Thesis Title: Time Horizon Volatility Forecasting of Malaysian Property Stocks
2. **University Putra Malaysia (UPM), Graduate School of Management (GSM)**
MBA (International Business) (2010–2011)
Thesis Title: Factors that Influence the Consumer Towards Brand Loyalty on Imported Car
3. **University Putra Malaysia (UPM), Faculty of Agriculture**
Bachelor of Science Agribusiness (Food) (2005–2008)
Thesis Title: Comparative Advantage of Food Processing Industries

Working Experiences

1. **Associate Professor** *Twintech University College of Technology* January 2026 – Current
 - Lecturing undergraduate to postgraduate.
 - Prepare study plan
 - Assist in coordinating the programs' operation.
2. **MBA Programme Leader cum Lecturer** *SEGi University* January 2022 – December 2023
 - Overseeing the MBA program's operations, including curriculum development and resource management, while ensuring academic standards are met.
 - Coordinated resources and streamlined assessment processes to improve the overall learning experience.
 - Supported audits and accreditation efforts to ensure compliance with university standards.
 - Assist in registration and development of programs such as MBA APEL Q, MBA University of Hertfordshire (UH), and MBA Microcredential, among others.
 - One of the contributors to the **Jabatan Akauntan Negara Malaysia (JANN)** grant.
3. **Lecturer and PG Supervisor** *SEGi University* August 2020 – December 2026
 - Supervising PhD, DBA, Master Science, and MBA students.
 - Delivered seven courses, including Strategic Management, Corporate Finance, and others. Supervised over 40 PhD candidates, with 23 PhD and DBA Students graduated.
 - Published more than 28 reputable Journals, including SSCI- and Scopus-indexed journals with students.
4. **Tutor (Part-Time)** *University Putra Malaysia (UPM)* February 2014 – June 2016
 - Provided academic support to undergraduate students in various subjects.
5. **Real Estate Negotiator (REN)** *GS Realty Sdn Berhad (REN 16256)* August 2013 – Present
 - Property negotiations and sales.
6. **Sales Consultant** *TWINS Realty* September 2012 – July 2013
 - Responsible for selling real estate properties.
7. **Manager** *ERIKG Sdn Berhad* November 2011 – August 2012
 - Oversaw daily operations and coordinated team activities to meet business objectives.
8. **Product Executive & Assistant Manager** *ERIKG Sdn Berhad* November 2009 – October 2011
 - Supported product development and marketing strategies.
9. **Management Trainee** *Tiong Nam Logistic Berhad* September 2008 – October 2009
 - Participated in various training programs to gain insights into management practices.
 - Prepared the SOP for the COO and suggested areas for improvement.
10. **Auditor Internship** *TC Liew Audit Firm* (after STPM) January 2005 – March 2005
 - Assisting in financial statement audits and client consultations.
 - Participate in the auditing of Belton Berhad during that period.

Teaching Evaluation

- Average more than 4, maximum 5.

Administrative Duties and Other Responsibilities

- MBA Programme Leader 2022 to 2023.
- Experienced Academic Administrator in MQA accreditation compliance and study planning.
- Acted as the primary lead for faculty operations and documentation in the absence of an Admin Manager.
- Research Ethical Committee
- Member Committee for SEGi Conference (SIBEST)

Awards and Recognition

- **Teaching Award** from SEGi University.
- **Travel award** from the *International Institute of Forecasters (IIF)* for the 38th International Symposium on Forecasting, Forecasting Summer School and Lodging held at the **University of Colorado, US**.

Research Activities

- **Jabatan Akauntan Negara Malaysia (JANN),2023 (National Grant – RM 40,000**. This is a significant milestone, as it is the first occasion on which a private university has successfully achieved this accomplishment). “**Social Impact of Sustainable Development Goals and Corporate Governance on Malaysian Government-Linked Companies–The Malaysian Perspective**”.

Supervision of Students

Graduated PhD and DBA Students

1. An Zhou, PhD
2. Huang WenYan, PhD Published (Scopus Q2, SSCI Q2)
3. Niu XiangBing, DBA
4. Fan SiYuan, PhD
5. Wang Yi, PhD
6. Xiao Qiao, PhD
7. Lou YanChun
8. Jie HongLan Published (Scopus Q1, SSCI Q1)
9. Chen Lei Published (Scopus Q2)
10. Yan LuQing Published (2x Scopus Q1, 1 SSCI Q1)
11. Li Rong
12. Han XiaoLe Published (Scopus Q1, SSCI Q2)
13. Tong TianJie DBA
14. Da Fang
15. Gao Jia Co Supervisor Published (Scopus Q1, SSCI Q2)
16. He Long (Scopus Q1, SSCI Q2)
17. Hu YanChao
18. Wang BaiHui
19. Zheng LuLu
20. Ma XiaoXiao
21. Wang Ling
22. Zou Ying
23. Zhu SiNing
24. Zhang YanPing
25. Li Qin
26. Ge Qing
27. Jie MiaoDing
28. Leng YuFang
29. Cui ZhiFeng
30. Li Ying
31. Xu XiaoJun
32. Zhang Ying

OnGOING PhD and DBA Students

1. Zhang CaiHong
2. Zhong Wen

Have supervised and graduated more than 40 MBA Final Year Projects.

Conferences and Workshops

1. **International Symposium on Forecasting (Sponsored by IIF)**, June 2018 (ISF2018)
Boulder, University of Colorado Boulder, USA by International Institute of Forecasters (IIF).
<https://isf.forecasters.org/wp-content/uploads/ISF2018-Proceedings.pdf>
2. **1st Summer School Workshop ISF2018**
By **Prof. Dr. David F. Hendry** at Boulder, University of Colorado Boulder, USA.
3. **25th International Conference on Forecasting Financial Market**,
September 2018 (25th FFM Co-organized by Oxford University).
https://www.ffmpegconference.com/doc/Prog_FFM_2018.pdf
4. **Faculty Economic and Management (FEP) seminar 2018**, University Putra Malaysia (UPM)

Publications (Partial List)

1. [The mediating role of financial behavior in the relationship between psychological capital and financial wellbeing: evidence from a cross-sectional study in China \(SSCI Q1\)](#)
Y Zhang, **LM Gooi**, J Niu (2026). *Frontiers in Psychology* 17, 1760291
2. Ecotourism and economic sustainable development of local communities from the lens of technological innovation: the synergistic role of green industry and social capital (SSCI Q1)
L Yan, **LM Gooi**, W Huang, X Wang (2025). *International Review of Economics & Finance, Volume 104*.
3. Ripple of green innovation: Decoding hidden performance drivers in China's high-emission industries(SSCI Q1)
Z Wang, Q Li, **GL Mow** (2025). *Finance Research Letters, Volume 86*.
4. Trust to repurchase: investigating consumer behaviour with SOR theory and dual-stage SEM-ANN analysis (SSCI Q1, SJR Q1)
L Li, L He, **LM Gooi**, KM Chong (2025). *Asia Pacific Journal of Marketing and Logistics, 1-15*
5. Harnessing AI and technological innovation for financial development: the mediating effect of government effectiveness in G20 economies (SSCI Q1, SJR Q1)
T Yingying, **GL Mow**, KM Chong (2025). *Humanities and Social Sciences Communications* 12 (1), 1-12
6. Volatility Forecasting of Real Estate Stock in Malaysia with Smooth Transition Exponential Smoothing (SJR Q3)
Gooi, L. M., Choo, W. C., Nassir, A. M., & Ng, S. I. (2018). Volatility Forecasting of Real Estate Stock in Malaysia with Smooth Transition Exponential Smoothing. *International Journal of Economic and Management*, 12(November), 731–745.
7. Research on the Impact of Government Fiscal Subsidies and Tax Incentive Mechanism on the Output of Green Patents in Enterprises (SSCI Q1, SJR Q1)
Zhao, L., Chong, K. M., **Gooi, L. M.**, & Yan, L. (2024). Research on the impact of government fiscal subsidies and tax incentive mechanism on the output of green patents in enterprises. *Finance Research Letters*, 61, 104997.
8. Social Support and Household Stock Market Participation (SSCI Q2, SJR Q2)
Wenyan, H., & **Gooi, L. M.** (2023). Social support and household stock market participation. *Economics Letters*, 233, 111408.
9. Digital maturity, dynamic capabilities and innovation performance in high-tech SMEs (SSCI Q1, SJR Q1)
Jie, H., **Gooi, L. M.**, & Lou, Y. (2025). *International Review of Economics & Finance*, 99, 103971.
10. A Study on Strategic Compensation Management Strategies of Enterprises Based on Talent Reserve Construction (SJR Q1)
Yan, L., **Gooi, L. M.**, Huang, W., & Wang, X. (2025). *Mediterranean Archaeology and Archaeometry*.
11. Multi-Level Determinants of Sustainable Blockchain Technology Adoption in SCM: Individual, Organisational, and Societal Perspectives (SJR Q1, SSCI Q2)

Han, X., & **Gooi, L. M.** (2025). *Sustainability*, 17(6), 2621.

12. Study on Satisfaction Evaluation of Ecotourism Through Advanced Network Text Mining (SJR Q1, WOS Q2, SCI Q2)

Gao, J., **Gooi, L. M.**, Chong, K. M., Lyu, X., & Zhang, J. (2024). *IEEE Access*.

13. Understanding Accounting Information, Quality, and Operations Sustainable Development Performance: the Mediating Role of Digital Transformation (SJR Q2)

Chen, L., **Gooi, L. M.**, Wei, F., Song, X., & Wang, Z. (2024). *Operational Research in Engineering Sciences: Theory and Applications*, 7(1).

14. Benchmarking Malaysian government-linked companies' corporate governance and sustainable development goals performance with public companies of developed countries (SJR Q1)

Loang¹, O. K., Ahmad, Z., Subramaniam¹, G., Mee¹, C. K., & **Mow¹, G. L.** (2022). *Benchmarking*, 12(1), 171-202.

15. Study on the Impact of Gamified Teaching Using Mobile Technology on College Students' Learning Engagement

Pan, Y., & **Mow, G. L.** (2023). Study on the Impact of Gamified Teaching Using Mobile Technology on College Students' Learning Engagement. *International Journal of Emerging Technologies in Learning*, 18(14).

16. Social Impact of Sustainable Development Goals and Corporate Governance on Malaysian Government-Linked Companies—The Malaysian Perspective

Subramaniam, **G.**, **Mow, G. L.**, Mee, C. K., Loang, O. K., & Ahmad, Z. (2023). Social Impact of Sustainable Development Goals and Corporate Governance on Malaysian Government-Linked Companies—The Malaysian Perspective. *IPN JOURNAL OF RESEARCH AND PRACTICE IN PUBLIC SECTOR ACCOUNTING AND MANAGEMENT*, 13(1), 129-147.
<https://myjms.mohe.gov.my/index.php/jrpam/article/view/22657>

17. Corporate Governance and Sustainable Development Practices Between Public Sector Companies in Malaysia and Developed Countries a Comparative Analysis

Subramaniam, G., Loang, O., **Mow, G. L.**, & Mee, C. K. (2023). *Institut Perakaunan Negara Jabatan Akauntan Negara Malaysia*.
https://km.anm.gov.my/Aset%20Pengetahuan%20Bahagian/IPN/UMUM/MONOGRAF%20PENYELIDIKAN%202023/Final_Digital_CG%20%26%20Sustainable%20Development%20Practices%20Between%20Public%20Sector%20Companies%20in%20Malaysia%20%26%20Developed%20Countries%20.pdf

Invited Talk, Seminar, Workshop Speaker and Webinar

1. HCK Real Estate Agent (REA) Speakers
2. One Belt One Road Conference in Shantou University, 2023

Journal Referee / Reviewer

1. Asian Journal of Business Innovation and Responsibility (AJBIR)

External Examiner

1. UNIRAZAK (Universiti Tun Abdul Razak)

References

1. Prof. Dr. Annuar bin Md. Nassir
Email: annuar.nassir@xmu.edu.my
HP: 019 389 8015
2. Assoc. Prof. Dr. Ng Siew Imm
Email: imm_ns@upm.edu.my
HP: 016 363 6473
3. Assoc. Prof. Dr. Lee Hui Shan
Email: hslee@utar.edu.my
HP: 017 207 5475
4. Prof. Dr. Geetha Subramaniam
Email: geethasubramaniam@segi.edu.my
HP: 012 319 1363