

EXPERT PROFILE

DR. AMAR HISHAM BIN JAAFFAR



- Position: Senior Lecturer and Head of Publication Unit
- Years of professional experience: 4 years
- Research Centre: Institute of Energy Policy and Research
- **Research Forte:** Energy Efficiency, Energy Reliability, Sustainable Energy Behavior, and Energy Reporting Practice

EDUCATIONAL BACKGROUND

- University Name | PHD in Organizational Behavior @ USM
- University Name | MBA(Strategic Management)@ UTM
- University Name | Bachelor of Science (Remote Sensing) @ UTM

PROFESSIONAL EXPERIENCE

Dr. Amar Hisham Bin Jaaffar has 4 years' experience working as a researcher of studies related to organizational behaviour. His research has focused on the proactive sustainable energy behavior of employees and firms in Malaysia. Among the important topics that have been studied by him over the past years is the positive environmental deviance behavior of environmentally sensitive industries in Malaysia. Currently, he is teaching Energy and Society subjects for Bachelor of Economics (Energy) students and Research Methodology subjects for Master and PhD students. He is also supervising a Master and PhD student in the area of organizational behavioral related studies.

Dr. Amar Hisham Bin Jaaffar has demonstrated considerable expertise in providing research and consultancy services by using questionnaire survey analysis, secondary and panel data analysis, stakeholder analysis, socio-economic impact analysis, content analysis and market data analysis related to the area of sustainable energy behavior. In addition, he has vast research and consultancy experience from working on research projects funded by the Energy Commission of Malaysia, TNB and the government of Malaysia.

KEY PROJECT HIGHLIGHTS:

- Continuous Improvement to MEPS Requirements in the Malaysian Electrical Appliance Market: Its Impact on Energy Efficiency - Energy Commission Malaysia 2020.
- Assessment of a System Average Interruption Duration Index (SAIDI) in Malaysian Electricity Supply Performance Measures – Energy Commission Malaysia 2019.
- Prevention of Accidents by Studying the Colour Coding Transition in Accordance with the IEC 60445 in the Malaysian Market– Energy Commission Malaysia 2018.