

Short Biodata



Professor Dr Raja Suzana Raja Kasim holds Postgraduate Diploma in Entrepreneurship from the Cambridge Judge Business School, University of Cambridge, UK. Her Phd in Management and MSc in Information Management/Knowledge Management are from Universiti Putra Malaysia and Universiti Teknologi MARA respectively. Her career includes positions with corporate sectors, with academic and youth community-based

organisations as well as visiting scholars at Babson College, MA, USA, the Faculty Fellow at the Stanford Technology Venture Program at Stanford University, California, USA and spearhead Heropreneur programmes at university levels.

She is currently a Professor of Entrepreneurship and Management at Universiti Malaysia Kelantan. Raja Suzana is also the Founding Director of Bpreneur Muda – a startup mentoring and coaching programme for youth entrepreneurship in Malaysia. Prior to co-founding the Smart Seeds Resources, she founded Social Enterprise Malaysia, a NGO that helped youth living in the marginalised communities in Malaysia launch and operate micro-businesses. She is widely recognised as a thought leader on issues on youth startup and social entrepreneurship. Her main focus of work is the social innovation capacity and social impact. Raja Suzana has spoken widely on these topics in both local and Commonwealth countries. She has more than twenty years of experience in startup nation and is in charge of coordinating the Bottom 40 youth startup programmes at major universities, TVET institutions, youth NGOs and colleges in Malaysia. Raja Suzana works in close cooperation with Skills Development Division, Ministry of Youth and Sports Malaysia developing entrepreneurship incubator centers in 6 selected National Youth Training Institute. She is developing more than 200 youth startups, partnering with global mentor entrepreneurs as well as promoting excellence in entrepreneurial competency-based, social entrepreneurship, and social innovation capacity building. Her research, consultancy and teaching experience fall across a range of subjects centred on enterprise strategy, incubator programmes, positive youth development and social entrepreneurship issues. (rajasuzana@umk.edu.my).