

Fatimah Mohd Arshad

CV ringkas

Profesor di Fakulti Ekonomi dan Pengurusan, UPM, Fatimah Mohd Arshad dilahirkan di Anderson Road, Ipoh dan dibesarkan juga di Ipoh, Perak. Fatimah memperolehi ijazah kedoktorannya dalam bidang pemasaran pertanian daripada University of Newcastle upon -Tyne, United Kingdom. Telah mula berkhidmat dengan Fakulti Ekonomi dan Pengurusan semenjak 1980 sebagai pensyarah dan sebagai profesor pada tahun 1997. Pernah menerajui Pusat Kajian Dasar Pertanian, FEP, UPM selaku Pengarah pada tahun 1987-88 dan 1991. Pernah mengetuai Unit Komputer FEP; bertanggungjawab dalam melaksanakan pendigitalan dan pengkomputeran proses pengajaran, pembelajaran dan pentadbiran fakulti. Kini menerajui Institut Kajian Dasar Pertanian dan Makanan, UPM sebagai Pengarah.

Subjek-subjek yang diajar termasuk pemasaran pertanian, penyelidikan pemasaran dan perdagangan serahan hadapan untuk program bachelo dan sarjana. Bidang pengkhususan penyelidikan dan perundingan adalah bertumpu dalam disiplin berkaitan dengan pemasaran pertanian dan polisi pertanian. Pernah menjalankan penyelidikan mengenai pemasaran padi dan beras negara (terutama meneliti kesan skim subsidi padi), sistem agihan dan penemuan harga ikan, tinjauan keatas pemasaran komoditi seperti kelapa sawit, koko, getah dan lada hitam, analisis dan unjuran harga pertanian, pasaran serahan hadapan kelapa sawit dan penilaian polisi pertanian. Penyelidikan dan kerja perundingan dibiayai oleh institusi tempatan dan luar negeri. Antara institusi tempatan termasuk Kementerian Pertanian dan Industri Asas Tani (MoA), Lembaga Kemajuan Ikan Malaysia (LKIM), Lembaga Pemasaran Pertanian Persekutuan (FAMA), Lembaga Padi dan Beras Negara (LPN), Unit Perancang Ekonomi (EPU), Bank Rakyat, Kementerian Sains, Teknologi dan Inovasi (MOSTI) dan beberapa agensi yang lain. Institusi antarabangsa pula termasuk ALARN/ICONE, IAEA, ICLARM, ACIAR, FAO, AFMA, TFNet dan IDRC.

Aktif dalam organisasi profesional - iaitu selaku presiden Persatuan Ekonomi Pertanian Malaysia (PETA) untuk tahun 1998/99 dan 2001/2002 dan ahli IMDA (International Management Development Association). Menerajui Lembaga Penyunting Malaysian Journal of Agricultural Economics semenjak 1995 hingga 1997. Juga menganggotai Lembaga Penyunting untuk International Journal of Agribusiness and Agricultural Marketing semenjak 1994 hingga kini. Penulisan ilmiah yang terhasil daripada penyelidikan diterbitkan dalam jurnal tempatan dan antarabangsa. Sering juga memberi sumbangan terutama pandangan dan komen mengenai isu ekonomi pertanian dan umum dalam akhbar dan majalah tempatan.

Pernah menerima anugerah bertaraf antarabangsa dan dalam negeri. Antara anugerah yang telah diterima:

- Anugerah **kertas kerja terbaik** daripada International Management Development Association and International Business Press, Pennsylvania dalam tahun 1994 keatas kertas kerja yang bertemakan "Price Discovery through Crude Palm Oil Futures: An Economic Evaluation" yang ditulis bersama teman seperjuangan Dr. Zainalabidin Mohamed.
- Anugerah **Perkhidmatan Cemerlang** daripada UPM, 1994.
- Hadiah **kertas kerja ICT terbaik** daripada TELEKOM Malaysia dan UPM keatas kertas kerja "Online Survey on Consumer Attitudes towards E-Commerce: Observations and Methodological Issues", 31 Oktober 2002.

- **Pingat perak** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk projek penyelidikan yang berjudul "*E-Commerce for Flowers: Is the Malaysian Public Ready for it?*", 10 Julai 2003
- **Pingat gangsa** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia projek penyelidikan yang berjudul "*AFTA: Its Implications to the Indonesian Palm Oil Industry*", 10 Julai, 2003.
- **Pingat gangsa** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk kertas kerja yang berjudul "*Comparative Analysis of Forecasting Performance: Crude Palm Oil Futures versus Forward Prices*". 30 August, 2002.
- **Pingat gangsa** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk kertas kerja yang berjudul "*Asymmetric Price Transmission and Market Integration in the Broiler Industry in Peninsular Malaysia*," 22-24 August, 2006
- **Pingat Cura Simanja Kini (PCM)** daripada Kerajaan Negeri Perak, Malaysia.
- **Pingat gangsa** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk kertas kerja yang berjudul "*Commodity Watch*," 2007.
- **Pingat perak** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk buku *50 Years of Malaysian Agriculture: Transformational Issues and Challenges*, Julai 2008.
- **Pingat perak** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk laporan penyelidikan berjudul *New Agri-food Marketing System: Structural and Impact Analyses*, Julai 2008.
- **Pingat perak** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk artikel berjudul *The Palm Oil Import Demand in Middle East and North African (MENA) Countries*, Julai 2008.
- **Pingat perak** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk artikel berjudul *Informational Efficiency of the Malaysian Crude Palm Oil Futures Contracts*, Julai 2008.
- **Pingat gangsa** daripada Pusat Pengurusan Penyelidikan, Universiti Putra Malaysia untuk laporan penyelidikan Penilaian Semula Pelan Tindakan Imbangan Perdagangan Makanan, Julai 2008.
- **Perunding Cemerlang 2007** daripada Pusat Pembangunan Perniagaan Universiti, UPM, 30 Oktober, 2008.
- Pingat Emas daripada Pusat Pembangunan Perniagaan Universiti, UPM untuk kertas kerja *Broiler Chicken Industry in Malaysia: Some Evidences on the Structure, Conduct and Performance*, Ogos, 2009.
- Pingat Perak daripada Pusat Pembangunan Perniagaan Universiti, UPM untuk kertas kerja *The Long Run Relationship between Petroleum and Cereals Prices* , Ogos, 2009
- Anugerah Putra 2010, from Universiti Putra Malaysia for academic excellence.
- Vice Chancellor Fellowship Award for Excellence in Professional Services 2011, Universiti Putra Malaysia, 23 May 2012.
- Vice Chancellor Special Award for Excellence in Professional Services 2011, Universiti Putra Malaysia, 23 May 2012.
- Datuk Paduka Mahkota Selangor (D.P.M.S.), conferred by the RH Sultan of Selangor, Sultan Sharafuddin Idris Shah, 12 December 2012.

Bila berkesempatan, sering menghayati dan menjiwai (penuh raga) manifestasi budaya dan falsafah timur.▲

Fatimah Mohd Arshad

Brief CV

A professor at the Faculty of Economics and Management, Fatimah Mohd. Arshad started working with the faculty in 1980. Currently she is the Director of *Institut Kajian Dasar Pertanian dan Makanan* (or Institute of Agricultural and Food Policy Studies). She obtained her doctoral degree in Agricultural Marketing from the University of Newcastle upon-Tyne. She has taught courses on agricultural marketing, marketing research and commodity futures trading both at the undergraduate and graduate levels. She was the Coordinator of the Centre for Agricultural Policy Studies, UPM in 1987-88 and 1991. She is the President of the Malaysian Agricultural Economics Association for 1998/9 and 2001/2002 sessions and has been the Associate Editor and later Chief Editor of the Malaysian Journal of Agricultural Economics between 1992 - 1997. She is also a member of the reviewer board of the *International Journal of Agribusiness and Food Marketing*.

Her research topics and consultancies include padi and rice marketing, fish distribution and pricing system, agricultural policy and development, price analysis and forecasting, commodity marketing (palm oil, cocoa and pepper), palm oil futures trading and e-commerce. Some of the research projects and consultancies have been funded by various local and international agencies. Local agencies include: Economic Planning Unit (EPU), Ministry of Agriculture and Agro-based Industries (MoA), Federal Agricultural Marketing Authority (FAMA), Bank Rakyat and others. International agencies include: Food and Agriculture Organisation (FAO), ALARN/ICONE, IAEA, ICLARM, ACIAR, AFMA, TFNet dan IDRC.

She has received awards and recognition from international and local institutions. The awards received are:

- **Best paper award** conferred by the International Management Development Association and Haworth Press in 1994 for her paper titled "Price Discovery through Crude Palm Oil Futures: An Economic Evaluation" which is written with her colleague - Dr. Zainalabidin Mohamed.
- **Excellent Service** award from UPM. 1994.
- **Best ICT paper award** from TELEKOM Malaysia and Universiti Putra Malaysia for paper titled "Online Survey on Consumer Attitudes towards E-Commerce: Observations and Methodological Issues," 31 October 2002.
- **Silver Medal** from Research Management Centre, Universiti Putra Malaysia for research titled "E-Commerce for Flowers: Is the Malaysian Public Ready for it?", 10 July 2003.
- **Bronze Medal** from Research Management Centre, Universiti Putra Malaysia for research titled "AFTA: Its Implications to the Indonesian Palm Oil Industry", 10 July, 2003.
- **Bronze Medal** from Research Management Centre, Universiti Putra Malaysia for research titled "Comparative Analysis of Forecasting Performance: Crude Palm Oil Futures versus Forward Prices," 30 August, 2002.
- **Bronze Medal** from Research Management Centre, Universiti Putra Malaysia for paper titled "Asymmetric Price Transmission and Market Integration in the Broiler Industry in Peninsular Malaysia," 22-24 August, 2006
- **Pingat Cura Simanja Kini (PCM)** from Perak State Government, Malaysia.
- **Bronze Medal** from Research Management Centre, Universiti Putra Malaysia for paper titled "Commodity Watch", 2007.

- **Silver medal** from Research Management Centre, Universiti Putra Malaysia for a book titled 50 Years of Malaysian Agriculture: Transformational Issues and Challenges, July 2008.
- **Silver medal** from Research Management Centre, Universiti Putra Malaysia for a research report titled New Agri-food Marketing System: Structural and Impact Analyses, July 2008.
- **Silver medal** from Research Management Centre, Universiti Putra Malaysia for an article titled *The Palm Oil Import Demand in Middle East and North African (MENA) Countries*, July 2008.
- **Silver medal** from Research Management Centre, Universiti Putra Malaysia for an article titled Informational Efficiency of the Malaysian Crude Palm Oil Futures Contracts, July 2008.
- **Bronze medal** from Research Management Centre, Universiti Putra Malaysia for a research report titled *Penilaian Semula Pelan Tindakan Imbangan Perdagangan Makanan*, Julai 2008.
- **Consultant of the Year (2007)** from University Business Development Centre, UPM, 30 October, 2008.
- Gold Medal from Research Management Centre, Universiti Putra Malaysia for paper titled The Broiler Chicken Industry in Malaysia: Some Evidences on the Structure, Conduct and Performance, August, 2009.
- Silver Medal from Research Management Centre, Universiti Putra Malaysia for paper titled The Long Run Relationship between Petroleum and Cereals Prices , August, 2009.

- Vice Chancellor Fellowship Award for Excellence in Professional Services 2011, Universiti Putra Malaysia, 23 May 2012.
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