

AGHA SHADAB ALI

+6281315169075

aghashadabali@ymail.com

ACADEMIC HIGHLIGHTS

- Research focuses on strategic management, digital transformation, and sustainability-driven performance management, with emphasis on the development and implementation of the Sustainability Balanced Scorecard (SBSC) within Shared Service Centres and Global Business Services environments.
- Research explores the integration of digital capabilities, analytics-driven performance measurement, and strategic management frameworks to enhance organisational performance, operational excellence, and sustainable value creation.
- Developed a conceptual SBSC framework examining how organisations align technology, business processes, leadership, and performance indicators to support strategic decision-making and stakeholder value.
- Applied qualitative research methods to investigate implementation challenges, critical success factors, and organisational readiness for sustainability, digital transformation, and performance management initiatives.

INDUSTRY HIGHLIGHTS

- Six years' experience in Global Business Services (GBS), Business Process Outsourcing (BPO), and digital business environments, with expertise in business process improvement, operational excellence, and finance transformation.
- Four years of practical experience supporting end-to-end Procure-to-Pay (P2P), vendor management, financial operations, and enterprise systems, including SAP TAO and SAP Ariba platforms.
- Hands-on exposure to Enterprise Resource Planning (ERP), SAP-enabled process optimisation, automation initiatives, and digital workflow transformation to improve operational efficiency and business performance.
- Experience supporting Robotic Process Automation (RPA), digitalisation projects, and data-driven performance monitoring, contributing to improved process efficiency and analytics-based decision-making.
- Participated in the implementation and execution of Balanced Scorecard (BSC) and Sustainability Balanced Scorecard (SBSC) initiatives, supporting KPI development, strategic alignment, performance reporting, and continuous improvement.
- Involved in User Acceptance Testing (UAT) activities for enterprise system implementations, ensuring process accuracy, system effectiveness, and successful adoption of digital solutions.
- Developed strong cross-functional collaboration skills through engagement with finance, procurement, compliance, technology, and operational teams, supporting effective leadership, change management, and business transformation initiatives.

EDUCATION

Career Break: Personal development and job search	Present
Doctor of Philosophy in Sustainability Balanced Scorecard for Performance Management among Shared Service Centres, Infrastructure University Kuala Lumpur (IUKL) - Conducted research on the development and implementation of Sustainability Balanced Scorecards for performance management among Shared Service Centers. - Employed qualitative research methods to investigate the factors contributing to the success of sustainability balanced scorecard initiatives.	Completion: Oct 2023 Awarded: 19 Apr 2024
Master of Business Administration (Banking & Finance), Infrastructure University Kuala Lumpur (IUKL)	Completion: Mar 2013 Awarded: 27 Jun 2013
Bachelor of Business Administration (General), Institute of Business & Technology (BIZTEK)	Completion: Jun 2011 Awarded: 24 Dec 2011

PROFESSIONAL EXPERIENCE

1) Junior Analyst (Procure-to-Pay Management) British American Tobacco, Malaysia - Process invoices within service level agreement (SLA) for period/quarter/year-end - Escalate problematic invoices and resolve issues on a timely manner - Assist with new process implementations and maintenance of Accounts Payable general policies & procedures - Participate in continuous improvement on process efficiency and effectiveness - Assist in addressing vendor inquiries, customer issues and requests - Comply with accounting principles, Company standards, internal controls and SLAs - Enhance team interaction and optimize team effectiveness - Ad hoc tasks as and when required	Jun 2015 to Dec 2018
2) Customer Account Executive Manpower Business Solutions (M) Sdn Bhd, Malaysia - To ensure that all necessary information are gathered from customers to fulfill their requirement (i.e. Hand phone/account number etc) and enter accurately into the appropriate system. - To perform mandatory verification according to defined verification processes prior revealing any of customer's information. - To provide customers with information on the Client's products and services accurately & efficiently in first contact. - To liaise with Team Lead for any misconducts/ non-adherence found during call audits. - To answer queries on Client's product where the required information is easily accessible in the system and to escalate any more complex enquires or requests to relevant units. - To act as the first line of contact for customer complaints and issues, handling as many as possible at the first line of contact or escalating as appropriate. - To log call outcomes accurately in the customer management system and ensure that notes made are sufficient to enable any agent to take a follow-up call from the customer. - To provide support to other team members and the Team Leader as required and to participate in regular team meetings.	Sep 2013 to May 2015

PUBLICATIONS

Summary: I have contributed three publications as first and corresponding author, with two as a peer-reviewed journal articles including current **Web of Science and Scopus Quartile 1** journal, and the other as a book chapter. Additionally, I am actively working on two more manuscripts that I aim to submit for publication soon.

List of Publications

- 1) *Agha Shadab Ali & Ruhanita Maelah, (2025). "Technological Innovation and Sustainability of Shared Service: Insights from Industry Players in *Heliyon*, 11(4), - (**Web of Science and Scopus, Q1**)
<https://www.sciencedirect.com/science/article/pii/S2405844025012964>
- 2) *Agha Shadab Ali, Ruhanita Maelah, Mufeed Ahmed Meerani, Mohd Dan Jantan, (2022). "A Conceptual Framework of Sustainability Balanced Scorecard to Enhance the Performance of Shared Service Centre in *Asian Journal of Accounting Perspectives*, 15(2).
<https://ajap.um.edu.my/index.php/AJAP/article/view/39940>
- 3) *Agha Shadab Ali & Ruhanita Maelah, (2022). Instilling Sustainability Parameters into the Balanced Scorecard in *Business Sustainability* Penerbit Universiti Kebangsaan Malaysia.
https://www.researchgate.net/publication/378265006_Instilling_Sustainability_Parameters_into_the_Balanced_Scorecard
- 4) Examining Sustainability Integration and Overcoming Challenges with Balanced Scorecard in Shared Service Centers (Working Paper)
- 5) The Performance Management by Using Sustainability Balanced Scorecard in Shared service Malaysia (Working Paper)

***First and corresponding author**

PROFESSIONAL SKILLS

- Proficiency in MS Office Suite skills (e.g. Outlook, Word, Excel, PowerPoint, Project, Access, etc.) to support the development of high-quality Excel models and presentations.
- Excellent organizational skills and ability to work under pressure to get the job done i.e. meet deadlines.
- Demonstrated expertise in the application of qualitative research methods. Proficient in conducting data analysis (NVivo) with a strong emphasis on accuracy and interpretation.
- Excellent presentation skills, with the ability to communicate complex information in a clear and engaging manner.
- Effective communication skills, both written and verbal, facilitating seamless interaction with diverse stakeholders.

LANGUAGE SKILLS

English, Urdu, Arabic, and Bahasa Melayu.

Google Scholar: <https://scholar.google.com/eg/citations?hl=en&pli=1&user=yEixxeYAAAAJ>

ORCID Link: <https://orcid.org/0009-0009-5224-6604>

Research Gate Link: <https://www.researchgate.net/profile/Agha-Ali-4>

Availability: Immediately