

Silpakorn International Conference on Total Art and Science 2021  
in conjunction with the 2<sup>nd</sup> International Conference on Engineering  
and Industrial Technology 2021 (ICEIT 2021)  
The International Virtual Conference on Art, Science & Technology, and Social Science

***Introduction of Keynote Speaker***

Professor Dr. Nur Azura SANUSI  
Faculty of Business, Economics and Social  
Development, Universiti Malaysia Terengganu



Nur Azura is at the forefront in social innovation, which is designed to help empowering people in improving quality of life. In research, she actively participated in more than 35 projects and committed as project leader for more than 15 projects worth more than RM5 million. In knowledge transfer, she has to date secured 16 grants amounting to approximately RM3.9 million, where she acted as principal investigator in 5 of such projects. Her current and past research projects are mainly in financial economics and she is currently focusing more into the community sustainability. Nationally, she serves as a resource person to the East Coast Economic Region Development Council on community sustainability. She is also a state task force member on the green financing research. She brings over 18 years of experience from research, teaching, education management, community product development, project management, consultancy and community engagement that focus on social innovation.

Currently, she is an associate research fellow at the Higher Institution Centre of Excellence (HICoE) Institute of Tropical Aquaculture and Fisheries (Akuatrop) and the Lead Consultant of Socio-economic, Social Development and Management, UMTJ Consultancy Services Sdn. Bhd. Nur Azura also contributes her service as Editor-in-Chief of Journal of Business and Social Development (Malaysia Citation-Indexed). She also has served as the Head of Department of Monetary and Fiscal Policy (Universiti Utara Malaysia), Program Head of Master of Management (Integrated Coastal Zone Management), Deputy Dean (Research and Graduate Studies), Director of Industry and Community Engagement Centre, Director of Research Network Centre of East Coast Economic Region and Director of Knowledge Transfer and Industrial Linkages Centre for more than 13 years experiences.