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Wan Edura Wan Rashid is a Professor of Management and the Director of the Institute of Business Excellence (IBE), a Centre of Excellence at Universiti Teknologi MARA (UiTM), Malaysia. She holds a BBA (Hons) in Business Administration, an MBA and a PhD in Management, with over 20 years of academic experience in sustainable enterprise, human capital development and interdisciplinary innovation. Her expertise centres on business excellence, inclusive entrepreneurship and sustainability strategies aligned with the United Nations Sustainable Development Goals (SDGs). She has led national and international research projects focused on technostress, halal governance, green entrepreneurship and public-sector transformation. Her collaborations span institutions in the United Kingdom, Finland, Albania, Slovenia, Indonesia, the Philippines, Uzbekistan, Cambodia and Thailand. Recognised as a Certified Professional in Sustainable Practices (GPM USA) and a certified trainer under the Human Resource Development Corporation (HRDCorp), she has developed and delivered strategic training programmes for low- to middle-income community entrepreneurs, policy-makers and public-sector leaders. She plays a key role in CSR initiatives that bridge community innovation with institutional capacity building. She represents Malaysia in the Erasmus+ Slovenia Staff Mobility initiative and currently serves as the International Resource Expert for the Tashkent State University of Economics, Uzbekistan. Her international academic presence includes keynote and plenary contributions across ASEAN and Europe. Her achievements include the UiTM Top Talent Award, the GPM Sustainability Leadership Award and the ELITE Award under the Malaysia Global Sustainability	

Awards (MGSA). She is also a recipient of multiple national grants and she has supervised doctoral and postgraduate candidates in fields spanning sustainability, management, education and digital transformation.

In 2026, she will present at the APCORE Conference in Brazil, marking a significant milestone in expanding academic and policy impact across the Asia-Pacific, Atlantic and Latin American regions. Her ongoing work reflects a commitment to interdisciplinary collaboration, SDG-aligned innovation and socially impactful research for a more inclusive and sustainable world.