

Shakila Parween Yacob, BA, MA, PhD

Associate Professor in History

Deputy Director – International Institute of Public Policy and Management (INPUMA)

Contact Details: Department of History
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Degrees: PhD - Management – University of Reading, U.K. (2005)
MA - Political Science – Western Michigan University, USA (1992)
BA - Bachelor of Arts - University of Malaya, Kuala Lumpur, Malaysia (1985)

Areas of Interest:

Primary Topics: American History, Business History, International Business, and Joint Ventures.

Additional Topics: History and the New Media

Professional and Academic Awards:

2006 *Visiting Research Fellow* – School of Business and Management, Queen Mary, University of London

2006 *Honorable Mention Travel Grant* – John.W.Hartman Centre for Sales, Advertising and Marketing History: Special Collections Library, Duke University.

2006 *University of Malaya Service Achievement Award 2005*, University of Malaya

2005 *University of Malaya Service Achievement Award 2004*, University of Malaya

2004 *Alumni Coordination Training*, Dept. of State, Washington D.C.

2003 *Business History Conference Award for Postgraduate Students*, Business History Conference, U.S.

1999 *Summer Institute on the History of the United States: Religion in America*, United States Information Service, Washington D.C. (1999).

1998 *Yale-China Summer Institute in American Studies for East-Asian Scholars*, United States Information Service, Washington DC and Henry Luce Foundation, U.S.

1992 *Z.D. Shilling Graduate Student Award*, Western Michigan University, Kalamazoo, Michigan, U.S.

Employment:	1994 – Present	University of Malaya <i>Associate Professor in American History and Business History</i>
	April 2006– Present	International Institute of Public Policy and Management (INPUMA) <i>Deputy Director</i>
	1997-1998	Universiti Sains Malaysia <i>Distance Educator</i>
	1985-1994	University Technology Malaysia <i>Faculty of Management and Human Resource Development</i> <i>Lecturer</i>

Publications: **Text Books/Academic Books**

- 1.) Shakila Yacob, *Digitalising History: A Guide to History Resources on the Internet*. Kuala Lumpur: University of Malaya Press, 2007. 120pgs.
- 2.) Shakila Yacob, *Amerika Syarikat: Pembinaan Negara Bangsa (United States: The Formation of a Nation-State)* Kuala Lumpur: Dewan Bahasa Pustaka, 2005. 374 pgs.
- 3.) Ramlah Adam, Shakila Yacob, Abdul Hakim bin Samuri and Muslimin bin Fadzil, *Buku Teks Sejarah Tingkatan Lima (Form Five History Textbook)* Kuala Lumpur: Ministry of Education, 2003.
- 4.) Ramlah Adam, Shakila Yacob (et.al), *Buku Panduan Guru Buku Teks Sejarah Tingkatan Lima (Teacher's Guide for Form Five History Textbook)* Kuala Lumpur: Ministry of Education, 2003. 239 pgs.
- 5.) Shakila Yacob, *A Guidebook to History Resources on the Internet* (Kuala Lumpur: Prentice-Hall, 1998). 42 pgs.

Chapters or Sections of Academic/Textbooks

- 1.) Shakila Yacob, 'Sejarah Pelaburan Langsung Asing Amerika Syarikat di Tanah Melayu, 1900-1957 (The history of US FDI in Malaya 1900-1957) in Malaysia dan Pembinaan Negara (*Malaysia and Nation Building*). University Malaya Press, 2006.
- 2.) Shakila Yacob, Sejarah Malaysia dari Kacamata Amerika Syarikat (Malaysian History in the Eyes of the Americans) in Sejarah: Pendekatan dan Sumber (History: *Approaches and Sources*). University of Malaya Press, 2006.
- 3.) Shakila Yacob, 'Economic and Trade Relations' in *The Malaysian-American Partnership* (Kuala Lumpur: Malaysian Strategic Research Center and AMCHAM, 2001), pg. 32-44.

Refereed Academic/Professional Journals – Malaysian

- 1.) Shakila Yacob, 'Muslim Di Amerika Syarikat: Suatu Perspektif Sejarah' ('Muslims in the United States: A Historical Perspective'), in *Man and Society (Manusia dan Masyarakat)*, Vol. 12, December 2000, pg 121-138.
- 2.) Shakila Yacob, 'Peranan Internet dalam Pengajaran dan Pembelajaran Sejarah di Millenium Akan Datang' ('The Role of the Internet in the teaching and learning of History in the next Millennium'), *Sejarah*, No. 6, 1998, pg. 192-225.
- 3.) Shakila Yacob, Hiroshima dan Nagasaki: Mangsa Keadaan ('Hiroshima and Nagasaki: Victim of Circumstances'), *Sejarah*, No.5, 1997, pg. 117-146.

Refereed Academic/Professional Journals – International

- 1.) Shakila Yacob, 'Model of Welfare Capitalism? United States Rubber Company in Southeast Asia, 1910-1942', *Enterprise and Society*, The International Journal of Business History 8 (January 2007).

Upcoming Publications:

Text Books/Academic Books

International

- 1.) Shakila Yacob, *The United States and the Malaysian Economy* (London: RoutledgeCurzon, 2008).
- 2.) Shakila Yacob, *Ilmu Sejarah Melalui Jendela Baru: Menguasai Pengajaran, Pembelajaran dan Penyelidikan Sejarah Daripada Internet* (Kuala Lumpur: City Reprographic Services, 2007).

Chapters or Sections of Academic/Textbooks

- 1.) Shakila Yacob, 'Economic Crises of the 1930s in the United States: Will History Repeats Itself?' (Krisis Ekonomi Tahun 1930an: Adakah Sejarah Akan Mengulang?)

in Abdullah Zakaria Ghazali (ed.) *World Crisis in the Twentieth Century* (Kuala Lumpur: Dewan Bahasa Pustaka, 2007).

- 2.) Shakila Yacob, Syarikat Multinasional Amerika Syarikat di Tanah Melayu dan Aspek Kebajikan Pekerja, 1919-1942 ('American Multinational in Colonial Malaya and Workers Welfare, 1919-1942') submitted for publication in the Department of History Book Project for 2007.

Refereed Academic/Professional Journals

Local

- 1.) Shakila Yacob, 'Political Culture and Nation Building: Whither Bangsa Malaysia?', *Malaysian Journal of Social Policy and Society*, 2007.
- 2.) Shakila Yacob, 'Anglo-American Cooperation in the Malayan Automobile Sector: Before the Pacific War', *Malaysia in History*, Malaysia Historical Society (December, 2007).
- 3.) Shakila Yacob, 'Perkembangan Sektor Automobil di Tanah Melayu tahun 1920-an', ('The Development of the Automobile Sector in 1920s Malaya') *Perspektif*, 2007.

International

- 1.) Noor Bathi Badarudin and Shakila Yacob, 'Emancipating Disciplines: An Analysis of the Commodification of Automobiles and Advertisements in Colonial Malaya', *Continuum, Journal of Media and Cultural Studies*, 2007 (accepted for publication).
- 2.) Shakila Yacob, 'Keeping the Wheels Moving: Ford in Malaya, 1926-1957', *Business History Review*, 2007 (working on comments).

Book Reviews

- 1.) Shakila Yacob, *British Business in Post-Colonial Malaysia, 1957-70: Neo-colonialism or Disengagement?* by Nicholas J. White in *Business History Review*, Vol. 79, 2005.
- 2.) Shakila Yacob, *Ruling America: A History of Wealth and Power in a Democracy* by Steve Fraser and Gary Gerstle (eds.) in *Business History* (forthcoming 2007).

Manuscript and Article Reviews

- 1.) "International Management in a Free-Standing Company: The Penang Sugar Estates, Ltd., 1876-1914", reviewed for *Business History Review*.

- 2.) 'Aliran Neoconservatif dalam Dasar Luar Amerika Syarikat: Ke arah Pembinaan Empayar Demokratik dan Hegemoni Global' ('Neoconservative Trends in American Foreign Policy and Global Hegemony' reviewed for Dewan Bahasa dan Pustaka, Kuala Lumpur.

Translations

- 1.) Shakila Yacob, *Arkeologi Pra-Sejarah*, translated from Frank Hole and Robert F. Heizer, *Pre-Historic Archaeology* (Kuala Lumpur: Dewan Bahasa Pustaka, 1990).

International Professional/Academic Web Publications

- 1.) Shakila Yacob, 'Beyond Borders: Ford in Malaya, 1926-1957', in the First Issue of *Business and Economic History On-line*, Vol. 1, 2003. (<http://www.hnet.org/~business/bhcweb/publications/BEHonline/2003/beh2003.html>)
- 2.) Shakila Yacob, 'The Declaration of Independence in Bahasa Melayu: Translation and Commentary', in 'Interpreting the Declaration of Independence by Translation', Center for History and New Media, George Mason University, 2002. (<http://chnm.gmu.edu/declaration/malay.html>)

Magazine/Newspaper Articles

Shakila Yacob, 'Impak Pilihanraya Kongres Amerika Syarikat 2006' (The Impact of U.S. Congressional Elections 2006) *Dewan Masyarakat*, December 2006.

Shakila Yacob, 'Parti Republikan Goyang' (Republican Party Weakened) *Utusan Malaysia*, 8 November 2006.

Shakila Yacob, 'Pilihan raya Kongres AS juga penting' (U.S. Congressional Elections Equally Significant) *Utusan Malaysia*, 16 October 2006

Shakila Yacob, 'September 11: Suatu Catatan Peribadi' (September 11: A Personal Account) *Dewan Masyarakat*, September 2006

Shakila Yacob, 'Kesan pindaan Akta Imigrasi AS ke atas jiran' (U.S. Immigration Act and its impact on neighbours), *Utusan Malaysia*, 5 April 2006.

Shakila Yacob, 'Bush tidak peduli kesudahan nasib Iraq' (Bush's Incompetence in Iraq), *Utusan Malaysia*, 24 March 2006.

Shakila Yacob, 'Kepentingan AS di Asia Selatan' ('US Strategies in South Asia'), *Utusan Malaysia*, 8 March 2006.

Shakila Yacob, 'Kontroversi pembelian menjerat Bush' ('Bush trapped by controversial buy out'), *Utusan Malaysia*, 4 March 2006.

Shakila Yacob, 'Makna Lawatan Bush ke China' ('Bush Visit to China'), *Utusan Malaysia*, 24 November 2005.

Shakila Yacob, 'Usaha AS Pupuk Persefahaman Dengan Islam' ('US Efforts in Promoting Islamic Understanding') *Utusan Malaysia*, 26 October 2005.

Shakila Yacob, 'Mangsa Katrina Dedah Sentimen Perkauman AS' ('Hurricane Katrina: Race and Class Sentiments'), *Utusan Malaysia*, 8 September 2005.

Shakila Yacob, 'Bank Wanita Perlu Ditubuhkan' ('Women's Bank Should be Instituted'), *Utusan Malaysia*, 25 August 2005.

Shakila Yacob, 'Kemenangan Bush satu pengajaran kepada negara Islam' ('Bush Victory A Lesson for Islamic Countries'), *Utusan Malaysia*, 11 July 2005.

Shakila Yacob, 'Beza Amalan Politik Negara Maju, Membangun' ('Political Practices between developed and developing countries'), *Utusan Malaysia*, 5 July 2005.

Shakila Yacob, 'Rasuah Politik Masalah di Barat' ('Money Politics: Problems in the West'), *Utusan Malaysia*, 28 June 2005.

Shakila Yacob, 'Melahirkan Muslim Unggul' ('Towering Muslims') *Utusan Malaysia*, 17 June 2005.

Shakila Yacob, 'Spekulasi motif pendedahan Deep Throat' ('Speculation on Deep Throat's Motive'), *Utusan Malaysia*, 9 June 2005.

Articles available at Utusan Online archives: <http://www.utusan.com.my/>

Encyclopedia Articles

1.) General Encyclopedia for Students (Dewan Bahasa Pustaka, 2004)

"Richard Nixon", "Abraham Lincoln", "John Napier", "United States of America", "Canada", "Anglo-Saxon", "Quebec", "Chulalongkorn", "Babylon".

Research Projects

Title	Source and Amount of Financial Assistance	Date	Co-Researcher (and role)	Output
Guthrie's Dawn Raid: A Malaysian Nationalistic Coup?	Fundamental Research Grant Scheme, Ministry of Higher Education, Malaysia	2006	Team Leader Associate Researcher: Dr. Nicholas White. Co-Researcher- Dr. Ahmad Kamal Ariffin	
Look West? The Business of Cooperation with Malaysian State-Owned Enterprises.	CEDER (Fundamental RM39000) Vote-	2005	Project Leader Co-Researcher- Dr. Faizah Yunus	Conference Paper
International Business in Malaysia 1800-2004	Univ. of Malaya	2005	Sole	Research Report

	(Vote F -RM3000)			
American Multinationals in Malaysia 1900-1957	Univ. of Malaya (Vot F501-RM1000)	1999	Sole	Preliminary research for Ph.D. proposal
Muslim Immigrants in the United States (Sabbatical Research)	Univ. of Malaya & United States Information Service (RM10000)	1999 – 2000	Sole	Journal article (see Publications section)
American Multinationals in Malaysia 1957 -1980s	Univ. of Malaya (Vote F449-RM1200)	1998	Sole	Book Chapter (see Publications section)

Proposed Research Projects 2007

Title	Source and Amount of Financial Assistance	Date	Role
Regional Irritants and the Balance of Power Mechanism in Southeast Asia	Japan Foundation	2007-2008	Co-Researcher
Building National Integration	The National Unity and National Integration Department	2007-2008	Co-Researcher
Historical Site Mapping in Malaysia	E-Science Fund, Ministry of Higher Education, Malaysia.	2007-2008	Team Leader

Consultancy:

Name of Project	Role	Organisation	Period
Port Klang since 1890	Facilitator Co-Author	Selangor Museum Authority	2004-2006
Form Four National History Textbook	Panel Member for Upgrading of the textbook	Textbook Bureau Dewan Bahasa Pustaka, KL	2001-2002.
Form Four National History Textbook	Evaluator	Textbook Bureau Dewan Bahasa Pustaka, KL	2002

Conferences Contributions

1. Presented paper titled “Open Terrain: The Impact of the New Economic Policy on U.S. Foreign Direct Investment in Malaysia” at IEHC 2006 XIV International Economic History Congress, Helsinki, Finland, 21-25 August 2006.
Panel Session: <http://www.liv.ac.uk/~rory/ieha-panel94.doc>.
Paper Available Online: <http://www.helsinki.fi/iehc2006/papers3/Shakila94.pdf>.
2. Presented dissertation shortlisted for the Coleman Prize for the Best Ph.D Dissertation, Association of Business Historians “Competition and Cooperation: US Trade and Foreign Direct Investment in Malaya, 1870-1957”, Queen Mary, University of London, 16 June 2006.
3. Presented paper titled “Look West: The Business of Cooperation with Malaysian Government-Linked Companies”, Association of Business Historians, Queen Mary, University of London, 17 June 2006.
Conference Details Available Online: <http://www.busman.qmul.ac.uk/abh/conf-2006.htm>
Shakila Yacob, Conference Report: ABH 2006, London, Business History News, The Newsletter of the Association of Business Historians, Autumn 2006.
4. Presented paper titled “Political Culture and Nation Building: Unrealized Dream? The Struggle for Bangsa Malaysia “ at International Conference on Southeast Asia (Department of Southeast Asian Studies, University of Malaya) – Dec 2005 (Malaysia)
5. Presented paper titled “‘Ethnicity in Malaysia’ - New Directions in Asian Studies – Ethnicity and Nationalism Before and After the Digital Age ”at “6th Association of Pacific Rim Universities (Fellows Programs 2005) – August 2005 (Malaysia)
6. Presented paper titled “Affirmative Action: U.S. – Malaysia Comparative Perspectives”, at Fulbright-Hays Summer Abroad Program, Malaysian American Education Exchange Commission - Aug 2005. (Malaysia)
7. Presented paper titled “Islam in America”, at Fulbright-Hays Summer Abroad Program, Malaysian American Education Exchange Commission - Aug 2005. (Malaysia)
8. Presented paper on “Anglo-American cooperation in the Malayan Automobile sector before the Pacific War” at the 18th International Association of Historians of Asia, Center for Asia Pacific Area Studies, Academia Sinica – Dec 2004 (Taiwan)
9. Presented paper on “Malaysian-American Friendship Alumni Association: Challenges and Concerns” at Alumni Coordination Workshop, Dept. of State, Washington DC - Sept 2004 (U.S.)
10. Presented paper on “An overview of US Foreign Direct Investment in Malaya, 1900-1957” at International Conference on Malaysian History, Dept. of History, UM – Aug 2004

11. Presented paper on “Model of Welfare Capitalism? United States Rubber Company in Southeast Asia, 1910-1942” at Association of Business Historians Conference 2004, Nottingham University Business School – June 2004 (U.K.)
12. Presented paper on “The US 2004 Elections: Muslims at the Crossroads” at 5th American Studies Summer Institute Conference, De La Salle University, Manila – May 2004 (The Philippines).
13. Presented paper on “Beyond Borders: Ford Motor Company in Malaya, 1926-1957.” at Business History Conference 2003, Business History Conference – June 2003 (Mass. U.S.).
14. Presented paper on “Competition and Cooperation: US Trade and Foreign Direct Investment in Malaya, 1870-1957” at Association of Business Historians Conference 2003, Association of Business Historians Conference – May 2003 (Churchill College, Cambridge, U.K.).
15. Presented paper titled “From Klondike (Yukon) to Kampar (Malaya): The Transfer of Dredging Technology by Yukon Gold Company ”at the 17th International Association of Historians of Asia, University of Dhaka – Dec 2002 (Bangladesh)
16. Paper titled “Anglo-American Rivalry in the Rubber and Tin Industry in Malaya Pre-1945” at the Annual Conference of the British Association for American Studies, University of Wales– April 2000 (U.K.)
17. On Organizing Committee for conference on “US Policy Formulation: Internal Dynamics and External Influences”, Malaysian Association of American Studies and US Embassy – September 2000 (Malaysia).
18. Presented paper on “Women’s Movement in Malaysia’s Information Society”, at Information Society and Asian Women’s Network: The Present and Future of Women’s Informationisation, FemiNet Korea – Nov 1999 (Korea)
19. On Organizing Committee for conference on “International Conference on EU-US-ASEAN Relations in the 21st Century” , Malaysian Association of American Studies and US Embassy - Sept 1999 (Malaysia).
20. Presented paper on “Muslims in New York: Issues and Challenges.” at Religion in America, New York University – Aug 1999 (U.S.).
21. Presented paper on “Teaching Modern American History using a course web site at University of Malaya.” at Computers in History Classroom 6th International Conference, Skidmore College, University Without Walls – June 1999

22. Presented paper on “Malaysian History on the World Wide Web: Achievable Agenda for IT in History Education” at Seventh Malaysia-Singapore Forum, Faculty of Arts and Social Sciences, National University of Singapore – Dec 1998 (Singapore)

Teaching Experience: Undergraduate

1994- Present *University of Malaya*
Early American History 1400-1865, Modern American History, 1865-2004, European Civilization, Modern Thai History 1932-1992.

Post Graduate

2003- Present *University of Malaya*
Post-Graduate Seminar on Southeast Asian History, Patterns of Trade in Southeast Asia until WWII.

Affiliations:

Encompass (Encountering A Common Past in Asia, Department of History, Universiteit Leiden) Committee in Malaysia (2005-Present)

Details Available Online: <http://www.encompass.leidenuniv.nl/>

Secretary – Malaysian American Friendship Alumni Association (2004-2006)

Assistant Treasurer – University of Malaya’s Women’s Association – (2004-2006)

Secretary – Malaysian Association for American Studies – (1995-2002)

Member – Association of Business Historians – U.K. – (May 2002 – Present)

Member – Business History Conference – U.S. (May 2002- Present)

Member – American Historical Association – (Sept 1999- Present)

Member – E.H. Net (History of Economics – Online Community) (2004 – Present)

Member – H-Net (Humanities and Social Sciences Online) (1996- Present)

Member – The Education Forum (Online Community) (2004- Present)

Member – National Translators Association of Malaysia (1994 – Present).