

**Mohammad Abdul Hamid**  
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Behavioural Insights Consultancy  
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## **EXECUTIVE SUMMARY**

Mohammad is a public policy consultant specialising in behavioural insights and founder of Behavioural Insights Consultancy. His experiences include conducting studies, research and webinars on behavioural insights, competitiveness indicators (social cohesion, income inequality/Gini coefficient and food costs), socio-economic study and social impact assessment (SIA).

Mohammad completed his Master in Public Policy at the University of Malaya and Master of Philosophy in Mathematics (Fluid Flow) at the University of Cambridge under Chevening Scholarship. In 2019, he attended behavioural science training by Dr. Pelle Hansen (Dr. Pelle developed the *Behavioural Insights Toolkit and Ethical Guidelines for Policy Makers* for OECD). Mohammad has 20 years work experiences.

## **WORK EXPERIENCES**

### **a) Behavioural Insights (BI)**

- Team leader for behavioural insights case study for Malaysia Productivity Corporation (MPC) - ***Study On Traders' Mindset in Retail and Food & Beverage Subsector on Cashless Transaction (Adoption of E-Wallet: Cashless Business Transaction)***.
- Webinar speaker for MPC in 2019 and 2020.
  - (a) "How to Save More for Retirement?"
  - (b) "Why Save and How?"
  - (c) "New Normal: The Behavioural Insights Perspective"
- Webinar speaker for MPC in 2021.
  - (a) An Introduction to Behavioural Insights & Practising BI in Your Organisation for MOSTI
  - (b) An Introduction to Behavioural Insights & Practising BI in Your Organisation for public
  - (c) An Introduction to Behavioural Insights & Practising BI in Your Organisation for MINDEF
- Appointed by MPC to produce 3 introductory video on BI.

- Appointed by MPC to moderate 3 webinar sessions on BI studies in 2020.
- Invited by BERNAMA for a live talkshow, *The Nation* - "Behavioural Insights in a Covid World"
- Author for a Behavioural Insights article for MPC in 2020.
- Selected by INPUMA, University of Malaya to write a policy case on BI – An Analysis of Retirement Savings Among EPF Members (2020).

#### **b) Competitiveness Studies**

- Conducted Competitiveness Strategy Deep Dive Study for 3 indicators: social cohesion, Gini coefficient and food costs.
- Webinar speaker for 3 indicators above.
- Webinar speaker for *Budget 2021: What does it mean for Income Inequality?*

#### **c) Socio-economic and Social Impact Studies**

- Appointed to conduct socio-economic study for *Kajian Kesesakan Lalulintas Cameron Highlands*.
- Appointed as Sociologist for Social Impact Assessment (SIA) for *Projek Tebatan Banjir Bagan Datuk & Teluk Intan*.

### **PROFESSIONAL QUALIFICATIONS/TRAINING**

11/2019	Diploma in Nudging, INudgeYou, Copenhagen.
06/2020	Behavioural Finance by Duke University/Coursera.
06/2020	Python – Programming for Everybody (Getting Started with Python) by University of Michigan/Coursera.
02/2021	Evaluating Social Programs, MITx.

### **ACADEMIC QUALIFICATIONS**

02/2018 – 06/2019	Master of Public Policy, University of Malaya, Malaysia. CGPA: 3.89 out of 4.00 Policy paper: An Analysis of Retirement Savings Among Employees Provident Fund (EPF) Members (adopting behavioural insights for the policy study)
09/2007 – 09/2008	Master of Philosophy, University of Cambridge, UK.
09/1994 – 06/1997	Bachelor of Engineering (Hons) Chemical Engineering University of Manchester Institute of Science and Technology (UMIST),UK.

## **CONFERENCES**

- |         |   |
|---------|---|
| 12/2019 | The Application of Behavioural Insights to Improve Retirement Savings in Malaysia<br>1 <sup>st</sup> International Conference on Universal Wellbeing<br>Kuala Lumpur. |
| 08/2019 | An Analysis of Retirement Savings Among EPF Members<br>International Conference on Emerging Issues in Public Policy: Global Trends and Projections<br>Kuala Lumpur.   |

## **SELECTED OPINION PIECES IN THE MEDIA**

- |         |   |
|---------|---|
| 10/2020 | Help the nation by being rational, The New Straits Times<br><a href="https://www.nst.com.my/opinion/letters/2020/10/629538/help-nation-being-rational">https://www.nst.com.my/opinion/letters/2020/10/629538/help-nation-being-rational</a>   |
| 05/2020 | A chance to revamp the economy, The Star<br><a href="https://www.thestar.com.my/opinion/letters/2020/05/19/a-chance-to-revamp-the-economy?fbclid=IwAR3K9ygWbzFBqcqxOzapmcc1FU8N7srytK_zbS7zWsdBqt7Q5hjBsiKUd6Q">https://www.thestar.com.my/opinion/letters/2020/05/19/a-chance-to-revamp-the-economy?fbclid=IwAR3K9ygWbzFBqcqxOzapmcc1FU8N7srytK_zbS7zWsdBqt7Q5hjBsiKUd6Q</a> |