



## CURRICULUM VITAE

<b>A. BUTIR-BUTIR PERIBADI</b> ( <i>Personal Details</i> )			
Nama Penuh ( <i>Full Name</i> )	Ng Siew Imm		Gelaran ( <i>Title</i> ): Dr
No. MyKad / No. Pasport ( <i>Mykad No. / Passport No.</i> ) 720914-02-5278	Warganegara ( <i>Citizenship</i> ) Malaysian	Bangsa ( <i>Race</i> ) Chinese	Jantina ( <i>Gender</i> ) Female
Jawatan ( <i>Designation</i> )	Associate Professor	Tarikh Lahir ( <i>Date of Birth</i> )	14/9/1972

Alamat Semasa ( <i>Current Address</i> )	Jabatan/Fakulti ( <i>Department/Faculty</i> )	E-mel dan URL ( <i>E-mail Address and URL</i> )
32 Jalan PH2/4 Taman Puchong Hartamas 47100 Puchong  Tel: 03-80651257	Department of Marketing and Management Faculty of Economics and Management UPM  Tel: 03-89467573 Fax: 03-89466188	E-mail: imm_ns@upm.edu.my  URL:  H/P: 016-3636473

<b>B. KELAYAKAN AKADEMIK</b> ( <i>Academic Qualification</i> )			
Nama Sijil / Kelayakan ( <i>Certificate / Qualification obtained</i> )	Nama Sekolah Institusi ( <i>Name of School / Institution</i> )	Tahun ( <i>Year obtained</i> )	Bidang pengkhususan ( <i>Area of Specialization</i> )
Ph.D.	University Of Western Australia, Perth	June 2007	Management
Master of Science	Universiti Putra Malaysia	2002	International Business
Bachelor of Business Administration	Universiti Utara Malaysia	1997	Production Management

<b>C. KEMAHIRAN BAHASA</b> ( <i>Language Proficiency</i> )					
Bahasa / Language	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English			√		
Bahasa Melayu			√		
Chinese			√		

**D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN***(Scientific experience and Specialisation)*

<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>

**E. PEKERJAAN (Employment)**

<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
UPM	Tutor	Department of Marketing and Management	May 2000	June 2007 converted to lecturer
Supermax Latex Products Sdn Bhd	Export Services Executive	Export sales	Sept 1999	April 2000
LKT Precision Engineering Sdn Bhd	Human Resources Officer	Human Resources	Feb 1998	Sept 1999

**F. ANUGERAH DAN HADIAH (Honours and Awards)**

<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	Service Excellent Award	UPM	University	2014
	Service Excellent Award	UPM	University	2009
	PRPI Bronze Medal	UPM	University	2008
	PRPI Silver Medal	UPM	University	2007
	PRPI Bronze Medal	UPM	University	2007
<i>Non-Academic Awards</i>				
<i>Awards of Merit</i>				

**G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal,****jilid, muka surat dan tahun diterbitkan) (List of publications – author (s), title, journal, volume, page and year published)**

<i>Journal</i>	
	<ul style="list-style-type: none"> <li>Siew Imm Ng, Kei Wei Chia, Jo Ann Ho, Sridar Ramachandran. 2017. Seeking tourism sustainability e A case study of Tioman Island, Malaysia. Tourism Management, 58, 101-107.</li> </ul>

- Hassan Barau Singhry, Azmawani Abd Rahman and Ng Siew Imm. 2016. Information Technology for Supply Chain Performance: A Mediated Covariance Modeling Base on the Dynamic Capabilities Theory. *International Business Management*, 10 (9), 1768-1779
- Seyyed Ali Delbari, **Siew Imm Ng**, Yuhanis Abdul Aziz, and Jo Ann Ho. 2016. An investigation of key competitiveness indicators and drivers of full-service airlines using Delphi and AHP techniques. *Journal of Air Transport Management*, 52: 23-34
- **Ng, S. I.**, Ang, S. C. and Tee, K. K. 2015. Malaysians' Willingness to Support Japanese Expatriates. *Pertanika Journals: Social Sciences & Humanities*, 23: 65 - 82
- Hassan Barau Singhry, Azmawani Abd Rahman and **Ng Siew Imm**. 2015. Effect of advanced manufacturing technology, concurrent engineering of product design, and supply chain performance of manufacturing companies. *The International Journal of Advance Manufacturing Technology*. 86: 663–669
- Seyyed Ali Delbari, **Siew Imm Ng**, Yuhanis Abdul Aziz, and Jo Ann Ho. 2015. Measuring the influence and impact of competitiveness research: a Web of Science approach. *Scientometrics*, 105: 773-788
- Khairunnisak Latiff and **Ng Siew Imm**. 2015. The impact of Tourism Service Quality on Satisfaction. *International Journal of Economics and Management*, 9: 67 – 94
- Cheah Jun Hwa, **Ng Siew Imm**, Kenny Teoh Guan Cheng and Lee Chin. 2015. Factors affecting office rent in Kuala Lumpur (KL). *International Journal of Economics and Management*, 9: 115 - 134
- Sarah Rasmi, **SiewImm Ng**, Julie A. Lee, Geoff N. Soutar . 2014. Tourists' strategies: An acculturation approach, *Tourism Management*, 40;311-320. (**Impact factor: 3.415**)
- Azmawani Abd Rahman, Hassan Barau Singhry, Mohd Fuaad Said and **Ng Siew Imm**. 2014. A Conceptual Framework of Supply Chain Innovation Based on the Integration of Technological Capabilities and Managerial Process. *Global Management Journal for Academic & Corporate Studies*

(GMJACS), 4 (1) SE:115.

- Hassan Barau Singhry, Azmawani Abd Rahman and **Ng Siew Imm**. 2014. The Potential Moderating Role of Supply Chain Capabilities on the Relationship between Supply Chain Technology and concurrent Engineering in Product Design. International Journal of Supply Chain Management, 3(2):132. (Ebsco)
- Cheah Jun Hwa, **Ng Siew Imm**, Lee Chin and Kenny Teoh Guan Cheng. 2014. Assessing Technical and Functional Features of Office Buildings and Their Effects on Satisfaction and Loyalty. International Journal of Economics and management (IJEM), 8 (S):137-176.
- Azmawani Abd Rahman, **Ng Siew Imm**, Murali Sambasivan and Florence Wong. 2013. Training and organizational effectiveness: Moderating role of knowledge management process. European Journal of Training and Development, 37 (5), 472-481 (**Scopus**)
- Roozbeh, B.H, **Ng Siew Imm** and Boo, H.C. 2013. Effect of food experience on overall satisfaction : Comparison between first-time and Repeat Visitors to Malaysia. International Food Research Journal, 20 (1):141-146 (**Scopus**)
- Mohamed Zain, Ng Siew Imm and Norizan Kassim. 2012. Networking as a strategy for firms in a developing country to enter develop country markets. The Business Review Cambridge, vol 20 no 1:151-158 (**Scopus**)
- **Ng Siew Imm**, Murali Sambasivan and Siti Zubaidah. 2011. Antecedents and Outcomes of Flight Attendants' Job Satisfaction. Journal of Air Transport Management, 17:309-313. (**Impact factor: 1.312**)
- Lau Yeng Wai and **Ng Siew Imm**. 2011. A business Opportunity or Dilemma. Asian Journal of Case Research (AJCR), Vol 4 No 2 2011:95-105.
- Ng Siew Imm, Tee Keng Kok and Lau Yeng Wai. 2010. Roles Performance By Bank Branch Managers in Malaysia. Organization and Management, 9(1):79-92.
- **Ng Siew Imm**, Julie Anne Lee and Geoffrey N. Soutar. 2009. The Influence of Cultural Similarity and Individual Factors on Visitation. TEAM Journal of Hospitality & Tourism, 6(1):68-79.
- **Ng Siew Imm**, Lau Yeng Wai and Ho Jo Ann. 2009. Reciprocity at

	<p>Any Cost? Asian Journal of Case Research, 2(1):55-67.</p> <ul style="list-style-type: none"> <li>• <b>Ng, Siew Imm</b>, Julie Anne Lee, Geoffrey N. Soutar. 2007. "Tourists' Intention to Visit a country: The Impact of Cultural Distance" Tourism Management, Vol. 28 (5), p .1497-1506. <b>(Impact factor: 3.415)</b></li> <li>• <b>Ng, Siew Imm</b>, Julie Anne Lee, Geoffrey N. Soutar .2007."Are Hofstede's and Schwartz's values frameworks congruent?" <i>International Marketing Review</i>, Vol. 24 (2), p 164-180. <b>(Impact factor: 1.164)</b></li> <li>• Mohammed Zain and <b>Siew Imm Ng</b>. 2006. "The Impact of network relationships on SMEs' Internationalization Process", Thunderbird International Business Review, 48(2), 183-205.</li> </ul>
<i>Edited Book</i>	<ul style="list-style-type: none"> <li>• Ng Siew Imm, Hamimah Hassan and Lee Shin Ying (Editors). 2013. Readings on Hospitality and Tourism Issues. Mc Graw Hill.</li> <li>• Azmawani Abd Rahman and Ng Siew Imm (Editors). 2009. Management Issues and Challenges: Implication to Malaysian Industries Penerbit, UPM.</li> </ul>
<i>Chapter in book</i>	<ul style="list-style-type: none"> <li>• Cheah Jun Hwa, Ng Siew Imm and Wong Foong Yee. 2014. Research in Contemporary Accounting and Finance In :(Ed., Kenny Teoh Guan Cheng, Amer Hamzah bin Jantan and Ganesh G. Thanasegaran), Cross-National Market Segmentation of the Chicken Rice Shop (TCRS). Universiti Putra Malaysia Press. Pp. 98-130.</li> <li>• Wong Foong Yee, Zaiton Ayob and Ng Siew Imm. 2014. Marketing: A Compendium In :(Ed., Kenny Teoh Guan Cheng, Amer Hamzah bin Jantan and Ganesh G. Thanasegaran), Socialization Agents That Influence Brand Sensitivity Among Malaysian Teenagers in Apparel Consumption. Universiti Putra Malaysia. Pp. 131-151.</li> <li>• Chok Nyen Vui, Yuhanis Ab. Aziz, Khairil Wahidin Awang and Ng Siew Imm. 2014. Marketing : A Compendium In :(Ed., Kenny Teoh Guan Cheng, Amer Hamzah bin Jantan and Ganesh G. Thanasegaran), The Ecotourist's Experience, Satisfaction and Word-of-mouth Communication in Malaysia:A Case of Sipadan Island. Universiti Putra Malaysia Press. Pp. 165-179.</li> <li>• Roozbeh Babolian Hendijani, Murali Sambasivan, Ng Siew Imm and Boo Huey Chern. 2013. Readings on Hospitality and Tourism issues In :(Ed., Ng Siew Imm, Hamimah Hassan and Lee Shin Ying), Effect of Gastronomy Experience on Overall Satisfaction: Differences between Backpackers and Mass Tourist in Malaysia. Mc Graw Hill. Pp. 107.</li> </ul>

- Hamimah Hassan, Ng Siew Imm and Lee Shin Ying. 2013. Readings on Hospitality and Tourism issues In :(Ed., Ng Siew Imm, Hamimah Hassan and Lee Shin Ying), Introduction and Overview. Mc Graw Hill. Pp. 1.
- Ng Siew Imm and Ho Ka Mun. 2012. Emerging issues in Management In :(Ed., Wong Foong Yee, Ho Jo Ann, Zahira Mohd Ishan and Zuraina Dato Mansor), The Antecedents and Outcomes of Trust in the Salesperson. McGrawHill. Pp. 115-131.
- Ng Siew Imm, Azmawani Abd Rahman and Kean On Chor. 2012. Research Issues in Management and Marketing In :(Ed., Zuraina Dato Mansor, Zahira Mohd Ishan, Ho Jo Ann and Wong Foong Yee), Acceptance of Genetically Modified Food among Consumers in Klang Valley. McGrawHill. Pp. 29-46.
- Azmawani Abd Rahman, Ng Siew Imm and Pei Shih Wong. 2012. Research Issues in Management and Marketing In :(Ed., Zuraina Dato Mansor, Zahira Mohd Ishan, Ho Jo Ann and Wong Foong Yee), Measuring the Satisfaction Level of International Students towards Malaysian Public Universities. McGrawHill. Pp. 81-97.
- Azmawani Abd Rahman, Ng Siew Imm and Pei Shih Wong. 2012. Research Issues in Management and Marketing In :(Ed., Zuraina Dato Mansor, Zahira Mohd Ishan, Ho Jo Ann and Wong Foong Yee), Measuring the Satisfaction Level of International Students towards Malaysian Public Universities. McGrawHill. Pp. 81-97.
- Ho Jo Ann, Ng Siew Imm and Tee Keng Kok. 2011. Effectively Integrating Ethical Dimensions Into Business Education In :(Ed., Charles Wankel and Agata Stachowicz-Stanusch), The Influence of Ethical Perception Among Malaysian University Students and Its Implications on Curriculum Development. Information Age Publishing. Pp. 113-131.
- Ng Siew Imm, Tee Keng Kok and Lau Yeng Wai. 2010. Roles Performance By Bank Branch Managers in Malaysia. Organization and Management, 9(1):79-92.
- Ng Siew Imm, Tee Keng Kok and Rohani Sulaiman. 2010. In Search of Good Practices Weaving Through Current Perspectives in Business In :(Ed., Adilah Abd Razak, Dahlia Zawawi and Raja Nerina Raja Yusof), The Relationship Between Cultural Dimension and Empowerment. Penerbit, UPM. Pp. 144-163.
- Ng Siew Imm, Liew Ee Yin and Ho Jo Ann. 2009. Management Issues and Challenges Implications to Malaysian Industries In :(Ed.,

	<p>Ng Siew Imm and Azmawani Abd Rahman), Customer Satisfaction Dimensions of a Bank in Malaysia. Penerbit, UPM. Pp. 157-173.</p> <ul style="list-style-type: none"> <li>• Ng Siew Imm, Hui Leng Goh and Ho Jo Ann. 2008. Service Quality Perception in a Private Hospital In :(Ed., Azmawani Abd Rahman, Noor Azman Ali and Han Chun Kwong), Management Research Issues. UPM, Press. Pp. 81-102.</li> <li>• Ho Jo Ann, Ng Siew Imm and Tee Keng Kok. 2008. Effects of Age, Gender and Level of Education on The Ethical Perception of Malaysian Managers In :(Ed., Azmawani Abd Rahman, Noor Azman Ali and Han Chun Kwong), Management Research Issues. UPM, Press. Pp. 35-52.</li> </ul>
<p><i>Proceedings</i></p>	<ul style="list-style-type: none"> <li>• Azmawani Abd Rahman, Hassan Barau Singhry, Mohd Fuaad Said and Ng Siew Imm. 2014. Supply Chain Innovation: The Integration of Technology and Humanware. Proceedings of the 1st International Conference on Innovation Driven Supply Chain, AIMST University, Kedah Malaysia, pp. 34.</li> <li>• Hassan Barau Singhry, Azmawani Abd Rahman and Ng Siew Imm. 2014. Measurement for Supply Chain Collaboration and Supply Chain Performance of Manufacturing Companies. Proceedings of the National Research &amp; Innovation Conference for Graduate Students in Social Sciences 2014 (GS-2014), 5-7 Dec., Corus Paradise Resort, Port Dickson, Negeri Sembilan, Malaysia, pp. 237.</li> <li>• Cheah Jun Hwa, Ng Siew Imm, Kenny Teoh Guan Cheng and Lee Chin. 2014. Strategies to Improve Commercial Office Rent Performance in the Golden Triangle Kuala Lumpur (GTKL). Proceedings of the National Research &amp; Innovation Conference for Graduate Students in Social Sciences 2014 (GS-2014), 5-7 Dec., Corus Paradise Resort, Port Dickson, Negeri Sembilan, Malaysia, pp. 156.</li> <li>• Khairunnisak Latiff and Ng Siew Imm. 2014. The Impact of Tourism Service Quality on Service on Satisfaction. Proceedings of the National Research &amp; Innovation Conference for Graduate Students in Social Sciences 2014 (GS-2014), 5-7 Dec., Corus Paradise Resort, Port Dickson, Negeri Sembilan, Malaysia, pp. 338.</li> <li>• Cheah Jun Hwa, Ng Siew Imm, Lee Chin and Kenny Teoh Guan Cheng. 2013. Understanding the Positioning Strategies and Keep-Push Factors of Office Building in KL Golden Triangle. <i>Proceedings of the Global Conference on Business and Economics Research, GCBER 2013 Palace of the Golden Horses, Mines Resort City, Selangor Malaysia</i>, pp. 379.</li> </ul>

	<ul style="list-style-type: none"> <li>• Sarah Rasmi, Ng Siew Imm, Julie Ann Lee and Geoffrey N Soutar (2012), “Does Acculturation apply to tourism?”, ANZMAC 2012 Conference Proceedings.</li> <li>• Azmawani Abd Rahman, Ng Siew Imm, Murali Sambasivan and Syairah Aimi Shahron. 2012. Evaluation on the Perceived Benefits and Obstacles of Technolofy Implementation and The Role of Organizational Culture: Evidences from Malaysian SMEs. Proceedings of the Global Conference on Operations and Supply Chain Management, Golden Flower Hotel, Bandung, Indonesia, pp. 23.</li> <li>• Chia Kei Wei, Ng Siew Imm, Ho Jo Ann and Sridar a/l Ramachandran. 2010. Problems Faced by tioman Island: a Preliminary Investigation. <i>Proceedings of the International Graduate Tourism Research Conference, Kuala Lumpur, Malaysia</i>, pp. 116-125.</li> <li>• Lau Yeng Wai, Tong, Chue Qun, Ng Siew Imm and Sazali Zainal Abidin. 2009. Are Government -Linked Companies (GLCS) Creating Value? The Panel Data Approach. <i>Proceedings of the 11th MFA Conference 2009, Bayview Beach Resort, Batu Ferringhi, Penang</i>, pp. 711-718.</li> <li>• Ng, Siew Imm (2007), “Testing consumption divergence theory using Hofstede’s and Schwartz’s cultural values”, Facultu Of Economic and Management Seminar, Damai Laut, 4-6 December 2007</li> <li>• Ng Siew Imm, Julie Ann Lee and Geoffrey N Soutar (2005), “The impact of cultural similarity on Australians’ intention to visit a tourism destination”, ANZMAC 2005 Conference Proceedings.</li> <li>• Ng Siew Imm and Mohd Zain Mohamed. 2002. The Impact of Network Relationship on SME Internationalization Process. <i>Proceedings of the Asia Pasific Economics &amp; Business Conference, Kuching, Sarawak</i> , pp. 649-660.</li> </ul>
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<b>H. PROJEK PENYELIDIKAN TERDAHULU</b> ( <i>Past Research Project</i> )					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
Skim Geran Penulisan Kes pusat Kos 5489506	Lean Manufacturing Success Stories of WSA Engeneering Sdn Bhd	Project Leader	2016-2017	Kementerian Pendidikan Tinggi Malaysia	On-going
Geran Putra Berkumpulan, UPM 2014 – Project No - GP-IPB/2014/944100 0 (RM70,000)	Improving Large Format Stores’ assistance to small local supplier through cause-related marketing	Project leader	2015-2016 (Extended to July 2017)	UPM	On-going
GP-IPS/2014/943391	Understanding the positioning strategies and	Project leader	1/9/2014-1/9/2016	UPM	Completed



9	keep-push factors of office building in Kuala Lumpur Golden Triangle				
06-03-08-0521RU	Developing Corporate Social Performance Index for the Tourism Industry: Case of Tioman Island	Project leader	2009-2011	UPM	Completed
Sciencefund	Exploring the Roles of Psychological Ownership and Job Embeddedness on the Work Engagement and Burnout among School Teachers in the Klang Valley	Co-Researcher	1/10/2012 – 1/10/2014	MOSTI	Completed
RUGS	The Relationship Between Job Insecurity, Emotional Intelligence and Deviant Workplace Behaviour.	Co-Researcher	1/9/2012 – 1/9/2014	UPM	Completed
06-02-12-2312RU	Factors Influencing Consumer loyalty of Telecommunication Industry in Klang Valley	Co-Researcher	2/1/2013 – 2/1/2015	UPM	Completed

#### H. Graduated Students as Main Supervisor

No	Student Name	Degree
1	Chia Kei Wei	Msc
2	Cheah Jun Hwa	PhD
3	Ali Delbari	PhD
4	Hamideh Pouresmaeili	PhD
5	Linus Jonathan Vem	PhD

Graduated Master of Science Student: Chia Kei Wei

### I. CONSULTANCY & OTHER PAID PROFESSIONAL WORKS OUTSIDE UPM

#### Consultancy

1. Member: The Viability of Impression Melaka and Its Ancillary Products (2014): RM63,700. Impression Melaka is the first venue outside China to stage the 10<sup>th</sup> production under acclaimed Chinese filmmaker Zhang Yimou's Impression series of outdoor musical shows. While a few of the Impression Performances are successful, the viability of Impression Melaka in Malaysia is yet to be determined. Studies are needed to (a) identify the motivational factors that induce tourist visit, (b) determine the appropriate ancillary or

supporting products to enhance its attractiveness, and (c) measure the pre-launch economic and social contributions.

2. Project Leader: “Understanding Tenants’ Selection Criteria, Satisfaction and Loyalty” – A consultancy project awarded by PNB Commercial Sdn Bhd (2013). The amount of the project is RM10,000.
3. Member: Case Writing (2013) - Cedar (Center for Entrepreneur Development and Research Sdn Bhd) RM30,000.
4. Member: IP case study project (2012). This project was funded by the Ministry of Higher Education under the collaboration between the Graduate School of Management (GSM) and the Association of Intellectual Properties Owners Kuala Lumpur (AIPO). I was appointed as part of the team of consultant cum researcher for this project. The value of the project was RM60,000.

#### **Other Paid Professional Work**

1. Facilitator for HELP University Doctor of Business Administration (DBA) “Emerging Issues in Organizational Behaviour and Human Resource Management” coursework, HELP University. [2012 - 2016].
2. External Examiner for the Faculty of Business (FOB) for the Bachelor of Business Administration (Hons) (International Business) program, Multimedia University. [2016 - 2018].