



Curriculum Vitae: Dahlia binti Zawawi

1. Personal Details:

Name : Dahlia Zawawi

Address : Head, Youth Wellbeing and Social Health Laboratory
Institute for Social Science Studies (IPSAS)
Universiti Putra Malaysia
Putra InfoPort
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dahliazawawi@gmail.com

Education : *BSc. in Business Administration (Economics and Management)*
University of Missouri-Columbia, MO, USA (1997)

MSc. in Management
Graduate School of Management, Universiti Putra Malaysia (2003)

Ph.D. in Organizational Behavior
University of Reading, Reading, Berkshire, United Kingdom (2007)

Professional Award : *Certified Professional Trainer(CPT)*, 2010, Malaysian Institute of Management, Malaysia

HRDF Certified, 2011, Pembangunan Sumber Manusia Berhad, Malaysia

Position : Senior Lecturer

Areas of Research : Values and Behavior in Organization, Human Resource Management, and Innovations in Learning

Date of Birth : 09 December 1974

2. **Appointments:**

- Administrative Assistant - Human Resource Department, Semiconductor Assembler and Manufacturer Sdn. Bhd., Senawang, Negeri Sembilan, Malaysia – (1997-1998).
- Statistician – Malaysian Statistics Department, Putrajaya, Selangor, Malaysia – (1999-2000).
- Guest Lecturer – Department of Management, The University of Reading Business School, University of Reading, Reading, United Kingdom – (Winter, 2005; Spring, 2007).
- Tutor – Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia – (2000 – 2007).
- Lecturer – Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia – (2007).
- Senior Lecturer – Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia – (2007 – 2009).
- Part-time Lecturer – Graduate School of Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia – (2008 – 2011).
- Senior Lecturer – Graduate School of Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia – (2009 - 2011).
- Senior Lecturer – Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia – (2011- to date).
- Head, Youth Wellbeing and Social Health Laboratory, Institute for Social Science Studies (IPSAS), Universiti Putra Malaysia, Putra InfoPort, Serdang, Selangor, Malaysia – (2015 – to date).

3. **Teaching:**

Universiti Putra Malaysia, Malaysia (2007- to date)

- Organizational Behavior (MGM 3113; GSM 5101-Master Class)
- Human Resource Management (MGM 3123; GSM 5500-Master Class)
- Organizational Development (GSM5520-Master Class)
- Principles of Management (MGM 2111/MGM3101)
- Training and Development (MGM4124; GSM 5520 – Master Class)
- Recruitment and Selection (MGM4126)

The University of Reading Business School, University of Reading, United Kingdom (2005)

- Organizational Behavior

4. **Administrative Duties:**

- Advisor, Faculty of Economics and Management Students Association (FEMSA), Faculty of Economics and Management (2007 – to date).
- Associate Editor, Asian Journal of Case Research, Faculty of Economics and Management (2007 – to date).
- Editor, Research Bulletin, Faculty of Economics and Management (2008 – 2009).
- Committee Member, Research and Publication, Faculty of Economics and Management (2007 – 2009).
- Committee Member, Accelerated Program for Excellence (APEX) (2008).
- Head of Specialization for Management courses, Faculty of Economics and Management (2008 – to date).
- Committee Member, Promotion and Industrial Relations, Graduate School of Management (2008 – to date).
- Associate Editor, International Journal of Economics and Management, Faculty of Economics and Management (2012 – to date).
- Coordinator for BBA Program, Executive Unit, Faculty of Economics and Management (2013 – to date).
- Coordinator for Master of Entrepreneurship Program, Faculty of Economics and Management (2014 – 2015).

5. Academic Publications:

i. Articles in Journals

- Samsinar Md. Sidin, Wong Foong Yee, Ruhana Busu, Dahlia Zawawi, and Zalfa Laili Hamzah. (2004). The Effects of Spousal Resources on Family Purchase Decision Making in Malaysia – A Replication, *Malaysian Journal of Consumer and Family Economics*, 7, 131- 138.
- Samsinar Md. Sidin, Dahlia Zawawi, Wong Foong Yee, Ruhana Busu, and Zalfa Laili Hamzah. (2004). The Effects of Sex-Role Orientation on Family Purchase Decision Making in Malaysia, *Journal of Consumer Marketing*, 21, Issue 6, 381-390.
- Dahlia Zawawi, Quantitative Versus Qualitative Methods in Social Sciences: Bridging the Gap. (2007). *Research Bulletin*, 1 (September), 3-4.
- Dahlia Zawawi. (2008). Cultural Dimensions among Malaysian Employees, *International Journal of Economics and Management*, 2(2), 409-426.
- Dahlia Zawawi and Juliana Johari. (2009). The Clock is Ticking, *Asian Journal of Case Research*, 2(1), 16-27.
- Juliana Johari and Dahlia Zawawi. (2009). RainCorp HRIS Implementation: What Went Wrong? *Asian Journal of Case Research*, 2(2), 73-80.
- Dahlia Zawawi and Denise Tsang. (2009). Understanding Emotional Intelligence in a Diverse Society, *International Journal of Business and Management Studies*, 1 (2), 27-38.
- Dahlia Zawawi. (2011). Food for Thought. *Asian Journal of Case Research*, 4(2), 105-116.
- Samsinar Md. Sidin, Dahlia Zawawi and Carol Teo Boon Hui. (2012). Factors Affecting Wives' Influence in Family Purchase Decision Making in Urban Malaysia, *International Journal of Management Studies*, 19(2), 47-73.
- Dahlia Zawawi and Chew Jong Dick (2013). Tak Nak (Say No) Anti-smoking Television Advertisement: Is it Influential Enough to Stop Smoking?, *Pertanika*, 21(S), 171-188.
- Dahlia Zawawi and Raja Nerina Raja Yusof. (2013). Seeing is Believing. *Asian Journal of Case Research*, 6(S), 35-42.
- Raja Nerina Raja Yusof and Dahlia Zawawi. (2013). If You Were in My Shoes. *Asian Journal of Case Research*, 6(S), 11-18
- Dahlia Zawawi and Raja Nerina Raja Yusof. (2014). Tabung Haji Research and Development (R&D): Initiating Best Practices. *Asian Journal of Case Research*, 7(S), 47-64.

- Raja Nerina Raja Yusof and Dahlia Zawawi. (2014). Tabung Haji's Global Standards for Hajj Management. *Asian Journal of Case Research*, 7(S), 65-76.
- Samsinar Md. Sidin, Dahlia Zawawi and Carol Teo Boon Chui, (2014). Determinants and Influence of Wives' Sex Role Orientation in Urban Family Purchase Decision Making in Malaysia, *International Journal of Economics and Management*, 8(S), 43-66.
- Dahlia Zawawi and Samsinar Md Sidin. (2015). Understanding the Individual Values of Working and Non-Working Wives in Malaysia, *Pertanika J. Soc. Sci. & Hum.*, 23 (S), 161 – 180.
- Zoharah Omar, Dahlia Zawawi, Maizatunliza Mohd Shamsuddin, Azma Abdul Rahman, Nurul Izyan Mardhati Meor Sepli and Marina Zakariah. (2015). Conceptualising Industrial Harmony: A Review of the Literature, *Malaysian Labour Review*, 10 (1).
- Kamal, S. B. M., Zawawi, D., and Abdullah, D. (2016). Entrepreneurial Orientation for Small and Medium Travel Agencies in Malaysia. *Procedia Economics and Finance*, 37, 115-120.
- Dahlia Zawawi and Nur Fatin Idris. (2016). The Link between Islamic Human Resource Management Practices, Emotional Intelligence and Affective Commitment in Islamic-Based Malaysian Organisations, *Pertanika J. Soc. Sci. & Hum.*, 24 (S), 19-28.
- Tan, Jue Xin, Dahlia Zawawi and Yuhanis Abdul Aziz. (2016). Benevolent Leadership and Its Organisational Outcomes: A Social Exchange Theory Perspective, *International Journal of Economics & Management*, 10 (2), 343-364.

ii. Books:

- Ho Jo Ann, Ng Siew Imm, Tee Keng Kok, Dahlia Zawawi, Amer Hamzah Jantan and Boo Huey Chern. (2015). *Ph.D Anyone?* UPM Press: Serdang.

iii. Chapters in book:

- Dahlia Zawawi, Samsinar Md. Sidin, Murali Sambasivan, and Iskandar Abdullah. (2003). Work Values and Organizational Commitment: A Focus on Malay Executives, *Contemporary Issues in Business*, Volume 1, 80-91.
- Samsinar Md. Sidin, Wong Foong Yee, Ruhana Busu, Dahlia Zawawi, and Zalfa Laili Hamzah. (2003). The Effects of Spousal

Resources on Family Purchase Decision Making in Malaysia, *Contemporary Issues in Business*, Volume 1, 109-128.

- Dahlia Zawawi. (2008). The Relationship Between Values, Emotional Intelligence and Job Performance Among Malaysian Employees in Azmawani Abd Rahman, Noor Azman Ali and Han Chun Kwong (Eds.), *Management Research Issues*, UPM Press: Serdang, 22-34.
- Tee Keng Kok and Dahlia Zawawi. (2009). Challenging Perspectives in Management and Marketing in Tee Keng Kok and Dahlia Zawawi (Eds.), *Interdisciplinary Perspectives in Management and Marketing*. UPM Press: Serdang. 1-5.
- Rozanah Abd Rahman and Dahlia Zawawi. (2009). OSH Committee and Its Role in the Workplace in Rozanah Abd Rahman and Amer Hamzah bin Jantan (Eds.), *Business Management & Legal Issues and Practice*,. UPM Press: Serdang, 113-123.
- Dahlia Zawawi, Tee Keng Kok and Ho Jo Ann. (2009). Cultural Values and Organisational Ethics: Looking at Malaysia in Agata Stachowicz-Stanusch (Eds.), *Organizational Immunity to Corruption Building Theoretical and Research Foundations*, The Katowice Branch of the Polish Academy of Science: Poland, 435-448.
- Dahlia Zawawi and Rozanah Abd Rahman. (2009). Values in the Workplace: The Moral Compass that Influences Behavior in Tee Keng Kok and Dahlia Zawawi (Eds.), *Interdisciplinary Perspectives in Management and Marketing*,. UPM Press: Serdang, 25-50.
- Arlinah Abd Rashid and Dahlia Zawawi. (2010). PRP Increases Work Effort, Increases Productivity and Improves Company Performance in Adilah Abd Razak, Dahlia Zawawi and Raja Nerina Raja Yusof (Eds.), *In Search of Good Practices: Weaving Through Current Perspectives in Business*, UPM Press: Serdang, 134-144.
- Adilah Abd Razak, Dahlia Zawawi and Raja Nerina Raja Yusof. (2010). Issues That Matter to Business in Adilah Abd Razak, Dahlia Zawawi and Raja Nerina Raja Yusof (Eds.), *In Search of Good Practices: Weaving Through Current Perspectives in Business*, UPM Press: Serdang, 1-9.
- Mohd Saleh Jaafar, Bujang B.K. Huat, Jamalodin Norzaei, Farzad Hejazi, Kok Sien Ti and Dahlia Zawawi. (2011). My Home, My Paradise in Bujang B.K. Huat, Zainal Abidin Mohamed and Arfah Salleh (Eds.), *Case Study: A New Teaching-*

Learning Method in Civil Engineering, UPM Press: Serdang, 27-59.

- Farah Nora Aznieta and Dahlia Zawawi. (2011). Park at Risk in Bujang B.K. Huat, Zainal Abidin Mohamed and Arfah Salleh (Eds.), *Case Study: A New Teaching-Learning Method in Civil Engineering*, UPM Press: Serdang, 71-80.
- Raizal Saifunaz Muhammad Rashid, Abang Abdullah Abang Ali and Dahlia Zawawi. (2011). It All Came Down in Bujang B.K. Huat, Zainal Abidin Mohamed and Arfah Salleh (Eds.), *Case Study: A New Teaching-Learning Method in Civil Engineering*, UPM Press: Serdang, 81-86.
- Radin Umar Radin Sohadi, Wong Shaw Voon, Zarida Hambali and Dahlia Zawawi. (2011). A Death Trip in Bujang B.K. Huat, Zainal Abidin Mohamed and Arfah Salleh (Eds.), *Case Study: A New Teaching-Learning Method in Civil Engineering*, UPM Press: Serdang, 161-172.
- Dahlia Zawawi and Juwita Ab Rahman. (2011). Emotional Intelligence among Tertiary Academics in Wong Foong Yee, Jo Ann Ho, Zahira Mohd Ishan and Zuraina Dato Mansor (Eds.), *Emerging Issues in Management*, McGrawHill: Kuala Lumpur, 153-162.
- Samsinar Md Sidin, Dahlia Zawawi and Carol Teo Boon Hui. (2011). The Effects of Sex-role Orientation on Wives' Influence in Urban Family Decision Making in Jo Ann Ho, Wong Foong Yee, Zuraina Dato Mansor and Zahira Mohd Ishan (Eds.), *Contemporary Issues in Management and Marketing*, McGrawHill: Kuala Lumpur, 126-136.
- Dahlia Zawawi and Somabalan Rajoo. (2012). The Link Between Emotional Intelligence and Innovation: Is it a Myth? in Zuraina Dato Mansor, Zahira Mohd Ishan, Jo Ann Ho, Wong Foong Yee (Eds.), *Research Issues in Management and Marketing*, McGrawHill: Kuala Lumpur, 111-122.
- Dahlia Zawawi, Yasir Abdul Rahman and Ramli Atan. (2013). Developing Leaders in Emerging Multinationals: The Petronas Way in Denise Tsang, Hamid H. Kazeroony and Guy Ellis (Eds.), *The Routledge Companion to International Management Education*, Routledge: London, 15-25.
- Mohd Fuaad Said, Dahlia Zawawi and Siti Rahayu Hussin. (2013). Teaching Cases and the Managing of Business in Mohd Fuaad Said, Dahlia Zawawi, Siti Rahayu Hussin (Eds.), *Business Management Cases in Malaysia*, Penerbit UPM: Serdang, 1-9.
- Dahlia Zawawi and Nor Farina Mustaffa. (2013). To Each His Own in Mohd Fuaad Said, Dahlia Zawawi, Siti Rahayu Hussin

(Eds.), *Business Management Cases in Malaysia*, Penerbit UPM: Serdang, 80-93.

- Dahlia Zawawi and Nor Farina Mustaffa. (2013). To Each His Own – Instructor’s Guide in Mohd Fuaad Said, Dahlia Zawawi, Siti Rahayu Hussin (Eds.), *Instructor’s Guide: Business Management Cases in Malaysia*, Penerbit UPM: Serdang, 51-58.
- Nurul Aqilah Ahmad, Amer Hamzah Jantan, Dahlia Zawawi and Mohhidin Othman. (2014). HR Issues of Gen Y in Tourism: Anticipating the Future Challenges in Theory and Practice in *Hospitality and Tourism Research*, Taylor & Francis Group: Leiden, 279-283.
- Dahlia Zawawi and Siti Rahayu Hussin. (2015). One Step Ahead in Sheikh Ghazali Abod and Shamshubariah Ramlee (Eds.), *Case Studies of Selected SME Businesses*, Dynamic Press: Kuala Lumpur, 220-231.
- Siti Rahayu Hussin and Dahlia Zawawi. (2015). Retailing at DAUD Group Holdings Sdn Bhd in Sheikh Ghazali Abod and Shamshubariah Ramlee (Eds.), *Case Studies of Selected SME Businesses*, Dynamic Press: Kuala Lumpur, 237-243.
- Dahlia Zawawi. (2015). Is This the End? in Sheikh Ghazali Abod and Shamshubariah Ramlee (Eds.), *Case Studies of Selected SME Businesses*, Dynamic Press: Kuala Lumpur, 269-295.

iv. List of Proceedings:

- Dahlia Zawawi, and Samsinar Md. Sidin, The Relationship between Work Values and Job Performance amongst Executives in Malaysia, *Proceedings of British Academy of Management Annual Conference, London, UK, 2002*.
- Dahlia Zawawi, and Samsinar Md. Sidin, The Relationship between Organizational Commitment and Job Performance amongst Executives in Malaysia, *Proceedings of Asia Pacific Economics and Business Conference, Kuching, Sarawak, Malaysia, 2002*.
- Dahlia Zawawi, Samsinar Md. Sidin, and Murali Sambasivan, The Relationship between Work Values and Organizational Commitment amongst Executives in Malaysia, *Proceedings of the Asian Academy of Applied Business Conference, Sabah, Malaysia, 2003*.
- Dahlia Zawawi, Samsinar Md. Sidin, Murali Sambasivan, and Iskandar Abdullah, Work Values and Organizational Commitment: A Focus on Malay Executives, *Proceedings of FEP Seminar, Malacca, Malaysia, 2003*.

- Ngeow Chee Heng, Samsinar Md. Sidin, and Dahlia Zawawi, Shifting of Attribute Importance Over Time: The Dynamic Attribute Importance Model Approach (A Case Study on Bank X), *Proceedings of Asian Academy of Management (AAM) Conference*, Kuantan, Malaysia, 2003.
- Dahlia Zawawi, Performance, Culture and Competency: A Conceptual Framework of Malaysia, *Proceedings of Western Academy of Management (iWAM) Conference 8th International Meeting*, Shanghai, China, 8-12 June, 2004.
- Dahlia Zawawi, The Integration of Personal Values, Emotional Intelligence and Job Performance: A Focus on Ethnicity Issues in Malaysia, *Proceedings of 31st European International Business Academy (EIBA) Annual Conference*, Oslo, Norway, 10-13 December, 2005.
- Dahlia Zawawi, The Relationship between Values, Emotional Intelligence, and Job Performance among Malaysian Employees, *Proceedings of Centre for International Business and Strategy (CIBS) Conference*, Reading, United Kingdom, 16-17 April, 2007.
- Dahlia Zawawi and Denise Tsang, Understanding Emotional Intelligence in a Diverse Society, *Proceedings of International Conference on Social Sciences (ICSS)*, Izmir, Turkey, 10-11 September, 2009.
- Dahlia Zawawi and Zaidah Mustaffa, Emotional Intelligence: Impact on Job Performance and Across Ethnic Differences in a Multinational Subsidiary in Malaysia, *Proceedings of AIB Southeast Asia Regional Conference*, Taipei, Taiwan, 1-3 December 2011.
- Dahlia Zawawi and Kho Soon Jye, Understanding the Stressors and Coping Strategies among MBA Students in Malaysia, *Proceedings of The IBSM 2012 International Conference*, Phuket, Thailand, 6-7 September 2012.
- Samsinar Md. Sidin, Carol Teo Boon Hui and Dahlia Zawawi, Wives' Influence in Family Purchase Decision Making Process: A Cross Cultural Perspective, *Proceedings of Global Conference on Business and Economics Research (GCBER)*, Serdang, Selangor, 18-20 October 2013.
- Saiful Bahri Mohd Kamal and Dahlia Zawawi, Strategic Agility Implementation by Tourism Entrepreneurs to Adapt Technological Changes and Become Competitive, *Proceedings of Global Conference on Business and Economics Research (GCBER)*, Serdang, Selangor, 18-20 October 2013.

v. List of Seminar Papers Presented:

- Dahlia Zawawi, and Samsinar Md. Sidin, The Relationship between Work Values and Job Performance amongst Executives in Malaysia, *British Academy of Management Annual Conference, London, UK, 9-11 September, 2002.*
- Dahlia Zawawi, and Samsinar Md. Sidin, The Relationship between Organizational Commitment and Job Performance amongst Executives in Malaysia, *Asia Pacific Economics and Business Conference, Kuching, Sarawak, Malaysia, 2-5 October, 2002.*
- Dahlia Zawawi, Samsinar Md. Sidin, and Murali Sambasivan, The Relationship between Work Values and Organizational Commitment amongst Executives in Malaysia, *Asian Academy of Applied Business Conference, Sabah, Malaysia, 10-12 July, 2003.*
- Dahlia Zawawi, Samsinar Md. Sidin, Murali Sambasivan, and Iskandar Abdullah, Work Values and Organizational Commitment: A Focus on Malay Executives, *FEP Seminar, Malacca, Malaysia, 20-23 October, 2003.*
- Ngeow Chee Heng, Samsinar Md. Sidin, and Dahlia Zawawi, Shifting of Attribute Importance Over Time: The Dynamic Attribute Importance Model Approach (A Case Study on Bank X), *Asian Academy of Management (AAM) Conference, Kuantan, Malaysia, 10-13 September, 2003.*
- Dahlia Zawawi, Performance, Culture and Competency: A Conceptual Framework of Malaysia, *Western Academy of Management (iWAM) Conference 8th International Meeting, Shanghai, China, 8-12 June, 2004.*
- Dahlia Zawawi, The Integration of Personal Values, Emotional Intelligence and Job Performance: A Focus on Ethnicity Issues in Malaysia, *31st European International Business Academy (EIBA) Annual Conference, Oslo, Norway, 10-13 December, 2005.*
- Dahlia Zawawi, The Relationship between Values, Emotional Intelligence, and Job Performance among Malaysian Employees, *Centre for International Business and Strategy (CIBS) Conference, Reading, United Kingdom, 16-17 April, 2007.*
- Dahlia Zawawi, Values among Malaysian Employees, *FEP Seminar, Lumut, Perak, Malaysia, 4-6 December, 2007.*
- Dahlia Zawawi, and Rozanah Abd Rahman, Safety Values, Safety Climate and Performance, *FEP Seminar, Malacca, Malaysia, 17-19 December, 2008.*
- Dahlia Zawawi and Denise Tsang, Understanding Emotional Intelligence in a Diverse Society, *International Conference on Social Sciences (ICSS), Izmir, Turkey, 10-11 September, 2009.*

- Dahlia Zawawi, and Rozanah Abd Rahman, Impact of Organisational and Individual Factors on Safety Climate in Hospitals in Malaysia, *FEP Seminar, Port Dickson, Malaysia*, 1-3 December, 2009.
- Dahlia Zawawi, and Rozanah Abd Rahman, Values, Safety and Performance, *GSM-FEP-AGBA Seminar, Putrajaya, Malaysia*, 1-3 December, 2010.
- Dahlia Zawawi and Zaidah Mustafa, Emotional Intelligence: Impact on Job Performance and Across Ethnic Differences in a Multinational Subsidiary in Malaysia, *Proceedings of AIB Southeast Asia Regional Conference, Taipei, Taiwan*, 1-3 December 2011.
- Dahlia Zawawi and Kho Soon Jye, Understanding the Stressors and Coping Strategies among MBA Students in Malaysia, *Proceedings of The IBSM 2012 International Conference, Phuket, Thailand*, 6-7 September 2012.
- Samsinar Md. Sidin, Carol Teo Boon Hui and Dahlia Zawawi, Wives' Influence in Family Purchase Decision Making Process: A Cross Cultural Perspective, *Global Conference on Business and Economics Research (GCBER), Serdang, Selangor*, 18-20 October 2013.
- Siti Fatimah Ahmad, Boo Huey Chern, Dahlia Zawawi, Ho Jo Ann and Samsinar Md. Sidin, Employer Brand Dimensions in the Malaysian Hotel Industry, *11th International Postgraduate Research Colloquium, Serdang, Selangor*, 21-22 August 2014.
- Nurul Aqilah Ahmad, Amer Hamzah Jantan, Dahlia Zawawi and Mohhidin Othman, HR Issues of Gen Y in Tourism: Anticipating the Future Challenges, *Second International Hospitality & Tourism Conference, Penang, Malaysia*, 2-4 September 2014.

6. Research Grants:

- i. Leader (06-03-08-0504RU)
Personal Values, Safety Values and Job Performance: A Focus on Ethnicity Issues in Malaysia, RUGS – RM22,000, 2008-2010.
- ii. Committee Member (06-01-09-0687 RU)
Occupational Safety and Health Practices in Private Hospitals in Malaysia: Organizational Performance, Employee Motivation and the Legal Implications, RUGS – RM30,000, 2009-2011.

- iii. Committee Member (06-05-10-1100RU)
Role Structure in Family Decision Making: A Comparison between Single Income and Dual Income Families, RUGS – RM70,000, 2010-2011.
- iv. Committee Member (06-01-11-1306RU)
Purchase Intention of Halal Food Products in Foreign Hypermarket Stores in Malaysia, RUGS – RM30,000, 2011-2013.
- v. Leader (06-04-11-1525RU)
The Role of Individuals on Employability: Bridging the Gap, RUGS – RM20,000, 2011-2013.
- vi. Leader (FELDA)
Kajian Model Pembangunan Generasi Baharu FELDA - Ekonomi – RM40,000, 2012-2013.
- vii. Committee Member (06-02-12-1978RU)
The relationship between Job Insecurity, Emotional Intelligence and Deviant Workplace Behavior , RUGS – RM39320, 2012-2014.
- viii. Committee Member (9323632)
Enhancing Students' Understanding of Medical Microbiology & Business Management by Introducing Case-based Learning in the Teaching Module for the Undergraduate Medical & Business Management Student, GIPP – RM15,000, 2013-2015.
- ix. Committee Member (GP-IPB/2013/9412304)
Human Resource Issues of Tourist Segment, GUPM – RM91950, 2013-to date.
- x. Leader (FRGS/1/2015/SS03/UPM/02/3)
The Link between Character-based Leader Values of Prophet Muhammad (pbuh), and the Level of Leader's Resilience and Emotional Intelligence in Creating Sustainable Employee Engagement – RM67000, 2015-to date.
- xi. Leader (SS1/GP-IPB 12/1)
Business Models, Value Creation Processes and Sustainability of Malaysia's Youth-led Social Enterprises: Towards Best Practices – RM69,997.10, 2016-to date.

- xii. Leader (UPM/700-2/1/CWGS/5489501)
Petronas Gas Berhad: Cultural Transformation – RM10,000, 2016-to date.

7. Industrial Attachment:

- i. Razak School of Government, 2012-2013.

8. Consultancy Work:

- i. Persatuan Saudagar-saudagar Petronas (PESAMP), Member, RM3,000, 2008.
- ii. Ajinomoto, Member, RM30,000, 2009-2010.
- iii. Razak School of Government, Member, RM37,710, 2013.
- iv. SME Bank, Leader, RM30,000, 2014.
- v. Perdana Leadership Foundation, Leader, RM3,000, 2014.
- vi. Ministry of Human Resource, Member, RM20,000, 2014.
- vii. Ministry of Human Resource, Member, RM40,000, 2015.
- viii. Ministry of Human Resource, Member, RM500,000, 2016.

9. Case Study Training:

- i. Angkatan Koperasi Kebangsaan Malaysia Berhad, 2010.
- ii. Agensi Anti Dadah Kebangsaan, 2011.
- iii. Razak School of Government, 2013.
- iv. Angkatan Tentera Darat, 2013.
- v. Multimedia University, 2013.
- vi. AKEPT: 2013, 2014.
- vii. Department of Safety and Health, 2014.
- viii. UNITAR, 2015.
- ix. Faculty of Veterinary Medicine, UPM, 2016.
- x. Faculty of Science and Technology, UKM, 2016.
- xi. Universiti Pertahanan Malaysia (UPNM), 2017.

10. Awards and Recognitions:

- *Silver Medal* from Research Management Centre, Universiti Putra Malaysia for research titled "The Patterns and Role Structure in Family Decision Making in Malaysia", 10 July, 2003.
- *Bronze Medal* from Research Management Centre, Universiti Putra Malaysia for research titled "The Relationship between Work Values,

Organizational Commitment, and Job Performance among Executives", 10 July, 2003.

- *Best Employee Award* for the Department of Management, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia, 2002.
- *Bronze Medal* from Research Management Centre, Universiti Putra Malaysia for research titled "The Effects of Spousal Resources on Family Purchase Decision Making in Malaysia – A Replication ", 29-31 July, 2008.
- *Bronze Medal* from Research Management Centre, Universiti Putra Malaysia for research titled "The Effects Of Sex Role Orientation On Family Purchase Decision Making In Malaysia", 29-31 July, 2008.
- *Best Employee Award* for the Department of Management, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia, 2009.
- *Best Lecturer Award* for the Department of Management, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia, 2011.
- *Lecturer Award – Silver Medal* for Social Sciences Category, Universiti Putra Malaysia, Serdang, Selangor, Malaysia, 2011.
- *Best Employee Award* for the Department of Management, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia, 2013.
- *Best Lecturer Award* for the Department of Management, Faculty of Economics and Management, Universiti Putra Malaysia, Serdang, Selangor, Malaysia, 2015.

11. Memberships:

- Member of Academy of Management, International (AOM) (2009-to date).
- Member of Malaysian Institute of Management (MIM), Malaysia (2003-to date).
- Member of Malaysian Institute of Human Resource Management (MIHRM), Malaysia (2003-2009).
- Member of Case Writers' Association of Malaysia (CWAM), Malaysia (2009–to date)
- Member of North American Case Research Association (NACRA), Malaysia (2013–to date)

12. Contributions to Society:

- Executive Committee Member, Case Writers' Association of Malaysia (CWAM), (2010- to date).
- Head of Academic Biro, Parents-Teachers Association - PIBG, (2008-to 2016).