

## CURRICULUM VITAE



### A. BUTIR-BUTIR PERIBADI *(Personal Details)*

Nama Penuh (Full Name)	NORAZLYN KAMAL BASHA		Gelaran (Title): DR.
No. MyKad / No. Pasport (Mykad No. / Passport No.) 841017-10-6036	Warganegara (Citizenship) MALAYSIA	Bangsa (Race)  MELAYU	Jantina (Gender)  PEREMPUAN
Jawatan (Designation)	TUTOR	Tarikh Lahir (Date of Birth)	17/10/1984

Alamat Semasa (Current Address)	Jabatan/Fakulti (Department/Faculty)	E-mel dan URL (E-mail Address and URL)
2A-01-22A DESA IMPIANA, TAMAN PUCHONG PRIMA, JALAN PRIMA UTAMA 2, 47150 PUCHONG  Tel: 012-4922710	A304, JABATAN PENGURUSAN DAN PEMASARAN, FAKULTI EKOMONI DAN PENGURUSAN, UNIVERSITI PUTRA MALAYSIA  Tel: 03-89647675	E-mail: <a href="mailto:norazlyn@upm.edu.my">norazlyn@upm.edu.my</a>  URL:  H/P: 012-4922710

### B. KELAYAKAN AKADEMIK *(Academic Qualification)*

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>
BACHELOR OF BUSINESS ADMINISTRATION (BBA)	UNIVERSITI SAINS MALAYSIA (USM)	2007	MARKETING
MASTER OF BUSINESS ADMINISTRATION "Consumer on Automobile After-Sales Experience: the Relationship between Service Quality, Consumer	UNIVERSITI PUTRA MALAYSIA (UPM)	2009	MARKETING

Satisfaction and Repatronage”			
PHD “Effects Country and Delivery Mode have on Pre-University Students’ Preferences and Risk Perceptions of International Universities: A Two Country Study”	UNIVERSITY OF WESTERN AUSTRALIA (UWA)	2016	MARKETING

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

<b>D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN</b> ( <i>Scientific experience and Specialisation</i> )				
Organization	Position	Start Date	End Date	Expertise

<b>E. PEKERJAAN</b> ( <i>Employment</i> )				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
SIME DARBY	VALUE MANAGEMENT EKSEKUTIF	GROUP STRATEGY	2009	2010
UNIVERSITI PUTRA MALAYSIA	TUTOR	PEMASARAN	2010	CURRENT

<b>F. ANUGERAH DAN HADIAH</b> ( <i>Honours and Awards</i> )				
Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	BEST MBA STUDENT (MARKETING)	GRADUATE SCHOOL OF MANAGEMENT (UPM)	INSTITUTION	2010
Non-Academic Awards				

Awards of Merit				

**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)*

Journal	<p>Kamal Basha, N., Sweeney, J. C., &amp; Soutar, G. (2015). Effects of country and delivery mode on perceived risk in international higher education. <i>Journal of Marketing for Higher Education</i>, 25(2), 171-203.</p> <p>Kamal Basha, N., Sweeney, J. C., &amp; Soutar, G. N. (2016). International students' university preferences: how different are Malaysian and Chinese students?. <i>International Journal of Educational Management</i>, 30(2), 197-210.</p> <p>Kamal Basha, N., Ng, S. I &amp; Sivaratnam, K. (2016). Management Students' Intention to Use English in Local Tertiary Education. Accepted for PERTANIKA Special Issue in July 2016.</p>
Books/Monographs	
Chapter in book	Kamal Basha, Norazlyn and Teoh, Kenny (2016). Automobile After-Sales Service Experience: The Relationship between Service Quality and Customer Satisfaction. Submitted for JPP Marketing Chapter in Book 2015 in April 2015.
Proceedings	Kamal Basha, Norazlyn; Jillian C. Sweeney; Geoffrey N. Soutar (2013), "International Students' University Preferences: The Effects of Country and Program Mode on Students' Selection" Presented at Australia and New Zealand Marketing Academy Conference, 2-4 December, University of Auckland.
Other publications	
Computer software	

**H. PROJEK PENYELIDIKAN TERDAHULU** *(Past Research Project)*

Project No.	Project Title	Role	Year	Source of fund	Status
20062016	GUPM SME Governance	Research Member	2016	UPM	Pending Approval