

CURRICULUM VITAE



| A. BUTIR-BUTIR PERIBADI (<i>Personal Details</i>) | | |
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| Nama Penuh (<i>Full Name</i>) | Jabatan/Fakulti (<i>Department/Faculty</i>) | E-mel dan URL (<i>E-mail Address and URL</i>) |
| Raja Nerina bt. Raja Yusof | Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia 43400 UPM Serdang, Selangor. Tel: 03-8946 7663 Fax:03-8948 6188 | E-mail: nerina@upm.edu.my |
| Jawatan (<i>Designation</i>) | Pensyarah Kanan | |

| B. KELAYAKAN AKADEMIK (<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 Otago, New Zealand | 2010 | International Business Management |
| MSc. | Universiti Putra Malaysia | 2003 | International Business Management |
| BSc. | Indiana University Bloomington, USA | 1998 | Finance and International Business |

| C. COURSES/SUBJECT TAUGHT | | |
|--|----------------------------|----------------------------------|
| International Business Management (BBA & MBA) | Basic Entrepreneurship | Corporate Social Policy |
| Current Issues in International Business (MBA) | Principles of Marketing | Theory in Management (MSc & PhD) |
| Principles of Management | Marketing Management (MBA) | |

D. 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>Book</i> | <ol style="list-style-type: none"> 1. Borges, W. G., Lee, S.L., Ramasamy, N., Piaralal, S.K, Ismail, M.N, Koon, V.Y., Aman, S., Ang, E.S., Raja-Yusof, R.N, Jayashree, S. and Kumarusamy, R. (2015). <i>Principles of Management</i>, Kuala Lumpur: SJ Learning. 2. Raja-Yusof, R. N. (2013). <i>Halal Food in the Global Retail Industry</i>. Penerbit UPM. 3. Mohd Shahwahid, H.O., Samsinar, M.S., Sambasivan, M., Ho, J.A., Tee, K.K., Teoh, Kenny G.C., Raja-Yusof, R.N., Mohd Saat, N., Kaliappan, S.R., Ahmed Razman, A.L (2013). <i>Journey of Passion: UPM's AACSB Story</i>. Shah Alam, Selangor: McGraw-Hill Education. |
| <i>Journal</i> | <ol style="list-style-type: none"> 1. Ojo, B. Y. & Raja-Yusof, R.N. (2017). Psychometric Properties of Decision to Study Abroad Attributes among International Edu-tourists from Emerging Economies. <i>IOSR Journal of Humanities and Social Science</i>, 22 (7) 2. Balouchi, M., Abdul Aziz, Y., Hasangholipour, T., Ab Rahman, A. & Raja-Yusof, R.N. (2017). Explaining and predicting online tourists' behavioral intention in accepting consumer generated contents. <i>Journal of Hospitality and Tourism Technology (in press) (SCOPUS)</i> 3. Ojo, B.Y, Raja-Yusof, R.N., Aziz, Y., & Awang, K.W. (2016). Choice of Malaysia as Edu-Tourist Destination Country among International Edu-tourists: An Exploratory Factor Analysis. <i>Pertanika (Special Issue 2016). (SCOPUS)</i> |

4. Goh, S. C., **Raja-Yusof, R.N.** & Latiff, R.A. (2016). Chris & Co: Sustainability of Investment in Taiwan. *Asian Journal of Case Research*, 9 (1).
5. Makama, A.A., Abdul, M., Sambasivan, M. & **Raja-Yusof, R. N.** (2016). Antecedents of Entrepreneurial Processes of Causation and Opportunity Recognition in Building Material Retail Trade in Nigeria. *Mediterranean Journal of Social Sciences*, 7 (3), p. 66-79.
6. Keshavarz, Y., Othman, M.S., Ali, M. H., **Raja-Yusof, R.N.** (2015). The Effect of Process Quality and Outcome Quality on Tourist Loyalty in the Hotel Industry. *Mediterranean Journal of Social Sciences*, 6 (6) S4, p. 86-98.
7. Raja-Yusoff, F.A., **Raja-Yusof, R.N.** & Hussin, S. R. (2015). Halal Supply Chain and Purchase Intention. *International Journal of Economics and Management*, 9 (S), p.155-172. (SCOPUS)
8. Rahim, N.M., **Raja-Yusof, R.N.**, Nadarajah, D. & Borges, W.B. (2015). Petra University (PU) Press: A Division with a Dilemma. *Asian Journal of Case Research*, 8 (1), p. 33-42.
9. Osman, F.N, Hussin, S.R., **Raja-Yusof, R.N.**, Hashim, H., Abdul Aziz, Y. & Alizadeh, H.N. (2015). Special needs of Muslim family tourists across the family life cycle: stakeholders' perspectives. *Australian Journal of Basic and Applied Sciences*, 9 (3), p. 108-112.
10. Samat, M.F., Hashim, H. & **Raja-Yusof, R.N.** (2014). Endorser Credibility and Its Influence on the Attitude toward Social Media Advertisement in Malaysia. *Review of Integrative Business & Economics*, 4(1), pp.144–159.
11. **Raja-Yusof, R.N.** and Zawawi, D. (2014). Tabung Haji's Global Standards for Hajj Management, *Asian Journal of Case Research*, 7 (Tabung Haji): p. 65-76.
12. Zawawi, D. and **Raja-Yusof, R. N.** (2014). Tabung Haji Research and Development (R&D): Initiating Best Practices, *Asian Journal of Case Research*, 7 (Tabung Haji): p. 47-64.
13. Ojo, B.Y, Busayo, B.M & **Raja-Yusof, R.N.** (2014). Travel and Tourism Business Confidence Index in Nigeria: Issues and Challenges, *African Journal of Hospitality, Tourism and Leisure*, 3 (2).
14. **Raja-Yusof, R.N.** and Zawawi, D. (2013). If You Were in My

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| | <p>Shoes, <i>Asian Journal of Case Research</i>, 6 (Special Issue): p. 11-18.</p> <p>15. Zawawi, D. and Raja-Yusof, R. N. (2013). Seeing is Believing, <i>Asian Journal of Case Research</i>, 6 (Special Issue): p. 35-42.</p> <p>16. Hussin, S.R, Hashim, H., Raja-Yusof, R.N. and Alias, N.N. (2013). Relationship between Product Factors, Advertising and Purchase Intention of Halal Cosmetic, <i>Pertanika</i>. Vol. 21 (S) June 2013, 85-100. (SCOPUS)</p> <p>17. Raja-Yusof, R.N., Hussin, S.R and Alizadeh, H. N (2011). The Way Forward, <i>Asian Journal of Case Research</i>, 4 (2): p. 137-143.</p> <p>18. M. Zain and Raja-Yusof, R.N. Relationships between control mechanisms and nationality, level of ownership, and types of international strategies of MNCs, <i>Global Business & Economics Review – Anthology 2004</i>, pp. 672-683.</p> |
| Chapter in book | <ol style="list-style-type: none"> 1. Osman, F.N, Hussin, S.R., Hashim, H., Nezakati, H., Aziz, Y. & Raja-Yusof, R.N. (2015). The Influences in Family Needs in Travel Over Family Life-Cycle. In M.H Ali, & N Jaharuddin. <i>Global Management Literature</i>. UPM Press, p. 102-111. 2. Yunus, M. & Raja-Yusof, R.N. (2015). The Influence of Socio-Cultural Factors towards High-End Grocery Store Patronage Behavior. In H Hashim & N Kamarohim. <i>Marketing Issues and Practices across Different Industries</i>. UPM Press, p. 18-29. 3. Ojo, B.Y, Raja-Yusof, R.N., Aziz, Y., & Awang, K.W. (2015). Modeling the Relationship between Policy Strategies, Instruments and Attitude of Locals with Sustainable Edu-Tourism Industry in Malaysia. In SR Hussin, AH Jantan & MS Karim. <i>Trends in Hospitality and Tourism</i>. UPM Press, p. 1-19. 4. Ojo, B.Y, Raja-Yusof, R.N., Aziz, Y., & Awang, K.W. (2015). Benchmarking Malaysian Edu-tourism Policy Strategies and Instruments with Other Edu-Tourist Destinations in the South East Asia: Implications for the Sustainable Edu-tourism Industry in Malaysia. In SR Hussin, AH Jantan & MS Karim. <i>Trends in Hospitality and Tourism</i>. UPM Press, p. 1-19. 5. Hashim, H. and R. Raja-Yusof, R. N. (2015). Can Anything Go Wrong? in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur |

6. Hashim, H. and **Raja-Yusof, R. N.** (2015). The Way Forward? in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
7. Hashim, H. and R. **Raja-Yusof, R. N.** (2015). No News is Good News? in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
8. **Raja-Yusof, R. N.** and Hashim, H. (2015). The Inn Beside The Lake in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
9. **Raja-Yusof, R. N.** and Hashim, H. (2015). Accommodating Nature, in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
10. **Raja-Yusof, R. N.** and Hashim, H. (2015). Money Matters, in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur.
11. Hashim, H. and Keong Hui, L. & **Raja-Yusof, R.N.** (2014). Factors Influencing Purchase Intention of Smartphones among young adults. In K. T. Guan Cheng, A. H. Jantan, & G. Thanasegaran, eds. *Marketing: A Compendium*. UPM Press, p. 152-164.
12. **Raja-Yusof, R.N.** & Hussin, S.R. (2014). Malaysian Consumer Ethnocentrism towards Imported Products. In M.H Ali, N. Kamarohim & M Othman, eds. *The Nature of Services Management*. UPM Press, p. 21-45.
13. Ojo, B.Y, **Raja-Yusof, R.N.**, Aziz, Y., & Awang, K.W. (2014). The Framework of Edutourism System Towards the Definition of Edu-Tourism, Edu-Tourist and Edu-Tourist Industry. In H Hassan & H Nezakati, eds. *Selected Issues on Hospitality and Tourism Sustainability*. UPM Press, p. 128-152.
14. Noor, M., N.E. & R. **Raja-Yusof, R.N.** (2013). Customer Satisfaction towards Low Cost Carriers in Malaysia, in *Marketing: Towards Delivering Consumer Value*. McGraw-Hill: Selangor, Malaysia, 50-62
15. Alizadeh, H.N., **Raja-Yusof, R.N.** & Tor, Ee Sang (2013). How to Sustain a Promising Business in *Malaysian Management*

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| | <p><i>Cases</i>, Penerbit UPM: Selangor, Malaysia,10-21.</p> <ol style="list-style-type: none"> 16. Hussin, S. R., Hashim, H. & Raja-Yusof, R. N. (2013). Everybody’s Gym? in <i>Malaysian Management Cases</i>, Penerbit UPM: Selangor, Malaysia, 22-35. 17. Raja-Yusof, R.N. (2012). Role of SMEs in Foreign Retailers’ Inter-Corporate Network: The Case of Malaysia, in <i>Business Practices in Malaysia</i>, McGraw-Hill: Selangor, Malaysia, 54-64. 18. Raja-Yusof, R.N. (2011). “Culture and Religion: An Islamic Point of View” In <i>Contemporary Issues in Management and Marketing</i>, McGraw-Hill: Selangor, Malaysia, 63-73. 19. Raja-Yusof, R.N., Everett, A. M. and Cone, M. H. (2011) “Market-Orientation and Islamic Business Practices in Malaysia” In <i>Handbook of Islamic Marketing</i>, Edward Elgar: Cheltenham, UK, 187-207. (SCOPUS) 20. Raja-Yusof, R.N. (2010). “An Analysis of the Malaysian Halal Industry” In <i>In Search of Good Practices: Weaving through the Current Perspectives in Business</i>, UPM Press: Selangor, Malaysia, 59-78. 21. Adilah AR, Dahlia Zawawi & Raja-Yusof, R.N. (2010). “Issues that Matter to Business” In <i>In Search of Good Practices: Weaving through the Current Perspectives in Business</i>, UPM Press: Selangor, Malaysia, 1-9. 22. Raja-Yusof, R.N. and M. Zain (2003). Chapter Title: “The Relationship Between Type of Control, Level of Ownership and Typology in Japanese Manufacturing Subsidiaries in Malaysia.” In <i>Proceedings of the Faculty of Economics and Management Seminar 2003</i>. ed. Samsinar Md Sidin, Murali Sambasivan et al. Prentice Hall: Petaling Jaya, Selangor, 49-62. |
| <p><i>Proceedings</i></p> | <ol style="list-style-type: none"> 1. Ojo, B.Y. and Raja-Yusof, R.N. “Edutourism : Mapping International Students’ Decision Making Process In Selecting A Host University In Malaysia” <i>Proceedings, 1st Global Conference of Business and Economics Research, Kuala Lumpur, Malaysia, October 18-20, 2013 [International Conference]</i> 2. Raja-Yusof, R.N., Everett, A.M and Cone, M.H. “Crossvergence Subsidiary Culture and Its Competitive Advantage for Retail Multinational Enterprises” <i>Proceedings, Sixth Asia Pacific Retail Conference, Petaling Jaya, Malaysia, September 14-15, 2011 [International Conference]</i> |

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| | <p>3. Raja-Yusof, R.N., Everett, A. M and Cone, M. H. “Crossvergence Subsidiary Culture and the Transnational Multinational Enterprise” Proceedings, 2010 Pan Pacific Conference XXVII, May 30-June 2, 2010, Bali, Indonesia [International Conference].</p> <p>4. Raja-Yusof, R.N., Everett, A. M and Cone, M. H. “Islamic Business Practices as Cultural Influences in the Internationalization of Foreign Retail Multinational Enterprises in Malaysia” Proceedings, 2009 AIB South East Asia Regional Conference, December 3-5, 2009, Hong Kong, China [International Conference].</p> |
| <i>Other Publications</i> | <p>1. Raja-Yusof, R. N. (2012). An Islamic Retail Approach: The Malaysian Experience. <i>The Retail Digest</i>, Summer Issue, p. 36-39.</p> <p>2. Raja-Yusof, R. N. (2014). Halal Marketing. <i>Marketeer</i>, 2/2014, p. 10.</p> |

| E. PROJEK PENYELIDIKAN TERDAHULU <i>(Past Research Project)</i> | | | | | |
|--|--|----------------|-------------|-----------------------|---------------------------------------|
| <i>Project No./Note No.</i> | <i>Project Title</i> | <i>Role</i> | <i>Year</i> | <i>Source of fund</i> | <i>Status</i> |
| <i>06-01-11-1306RU</i> | Purchase Intention of Halal Food Products in Foreign Hypermarket Stores in Malaysia | Project leader | 2011-2013 | UPM (RUGS) | Completed April 15 th 2013 |
| <i>600-RMI/ERGS 5/3 (47/2001)</i> | Validating Business Model of Micro-enterprises (MiEs) marketing capabilities and marketing performances in Malaysia. | Co-researcher | 2011-2014 | MOHE | Completed December 2014 |
| <i>06-04-11-1525RU</i> | Roles of Individuals on Employability: Bridging the Gap | Co-researcher | 2011-2013 | UPM (RUGS) | Completed |
| | Enhancing | Co- | 2013- | UPM | Completed |

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| 9323632 | Students' Understanding of Medical Microbiology and Business Management by Introducing Case Based Learning in the Teaching Module for the Undergraduate Medical and Business Management Students in Universiti Putra Malaysia | researcher | 2015 | (GIPP) | |
| GP-IPS/2013/9412303 | Developing Tourism Typology In Emerging Tourism Sector | Co-researcher | 2013-2015 | UPM (Geran Putra-Putra Group Initiative) | Completed May 2016 |
| 05-01-15-1612FR | Understanding Green Consumers In Malaysia: Typology Of Green Consumer Characteristics | Project Leader | 2015-2017 | MOHE | Ongoing |
| Case Writing Grant Scheme (CWGS) | House of Mind Excellence: QC Group | Project Leader | Nov 2016-Sept 2017 | MOHE | Ongoing |