

**CURRICULUM VITAE****PERSONAL SUMMARY**

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| <b>Name</b>                      | : | Siti Rahayu Hussin   |
| <b>Institution</b>               | : | Universiti Putra Malaysia  |
| <b>Designation</b>               | : | Senior Lecturer  |
| <b>Department / Faculty</b>      | : | Management & Marketing/Faculty of Economics & Management                               |
| <b>Tel. No. (Office)</b>         | : | 03 89467705  |
| <b>Tel. No. (Mobile)</b>         | : | 0126147472   |
| <b>E-mail Address</b>            | : | rahayu@upm.edu.my<br>rahayuhussin@gmail.com  |
| <b>Address(Office)</b>           | : | Fakulti Ekonomi dan Pengurusan<br>Universiti Putra Malaysia<br>43400 Serdang, Selangor |
| <b>Field / Area of Expertise</b> | : | Marketing<br>Consumer Behavior<br>Retailing  |

**EDUCATIONAL / ACADEMIC QUALIFICATION**

*(Qualification, Field, University / College, Year Awarded )*

Master of Business Administration, Roosevelt University, USA. 1995

Bachelor of Business Administration, International Islamic University, Malaysia. 1993

| <b>RESEARCH</b> |   |
|-----------------|---|
| 1.              | The influences of Cultural Factors on Destination Image of Medical Tourism. Lead Researcher, 1 August 2017- 31 July 2018.   |
| 2.              | Measuring the Effectiveness and Marketing Innovation of Agro Food Processors and Manufacturers, Co-Researcher, 1 July 2017-1 July 2019.   |
| 3.              | Business Expansion for Hanizah Optometri in the Suburban Market. Case Writing Grant Scheme (Skim Geran Penulisan Kes), Lead Researcher, November 2016-April 2017.   |
| 4.              | Strategic positioning of Era Fabric Sdn Bhd. Case Writing Grant Scheme (Skim Geran Penulisan Kes), Co-Researcher, November 2016-April 2017.   |
| 5.              | Control management at House of Mind Excellence (HOME) Learning Centre (QC Group Sdn Bhd). Case Writing Grant Scheme (Skim Geran Penulisan Kes), Co- Researcher, November 2016-April 2017.                                       |
| 6.              | Developing Tourism Typology in Emerging Tourism Sectors. Geran Universiti Berkumpulan, Universiti Putra Malaysia, Lead Researcher, 2015-2016.   |
| 7.              | Supply and Demand of Programs in Public Universities: Relevancy and Marketability. (Kajian Penawaran dan Permintaan Program IPTA: Kerelevanan dan Kebolehpasaran), Kementerian Pendidikan Tinggi, Co-researcher, 2014.          |
| 8.              | Exploring Islamic Store Attributes and Consumers Patronage Behavior: Muslim Consumers' Perspective, Research University Grant (RUGS) UPM, Co-researcher, 2013.  |
| 9.              | Evaluating Banks Credit Card Marketing Strategies and Their Impact on Card Usage Among Malaysians: A fact finding survey for better consumer protection policies, Research University Grant (RUGS), UPM, Lead Researcher, 2012. |
| 10.             | Consumers' Purchasing Behaviour Towards Fresh Produce, Geran FAMA, Lead Researcher, 2008.   |
| 11.             | Cost- Effectiveness of Special Intervention Program (Kajian Keberkesanan Kos Program Pemulihan Khas), Ministry of Education Malaysia (Kementerian Pelajaran Malaysia), Co-researcher, 2005.                                     |
| 12.             | Marketing Analysis of the Higher Education Service Sector in Malaysia: Institutional & Consumer Perspectives, Geran UPM, Lead Researcher, 2000.   |
| 13.             | Facilitating Scheme Needs for Women Entrepreneurs in Selangor (Kajian Keperluan Skim Bantuan Usahawan Wanita Selangor, Yayasan Basmi Kemiskinan Selangor, Co-researcher, 1999.  |

| <b>CONSULTATION SERVICE</b> |  |
|-----------------------------|--|
| 1.                          | Kajian Kemudahan dan Perkhidmatan bagi Menepati Keperluan Warga Emas di Malaysia Menjelang 2030. 21/09/2015-20/09/2016, Jabatan Kebajikan Masyarakat, RM678,066. Associate consultant.                             |
| 2.                          | Projek Direktori Inovasi UPM 2016. RM20,000. Putra Science Park, Universiti Putra Malaysia. (Project Leader)   |
| 3.                          | Kajiselidik Pasaran Daging Puyuh di Kawasan Lembah Klang Meliputi Seluruh Negeri Selangor, Wilayah Persekutuan Kuala Lumpur dan Putrajaya. 01/09/2014-31/12/2014 Jabatan Veterinar Selangor, Associate consultant. |
| 4.                          | Tabung Haji-Putra Case Study Project, 2014, Lembaga Tabung Haji Berhad, Associate Consultant.  |
| 5.                          | Tinjauan pasaran untuk katalog produk teknologi baharu UPM, 2014. RM20,000. Putra Science Park, Universiti Putra Malaysia. Project Leader.   |
| 6.                          | Case Study Development research, CEDAR, SMEBank, 2013, Researcher.   |
| 7.                          | IP Case Study Project, 2012, Ministry of Higher education, under the collaboration between Graduate School of Management and the Association of Intellectual Properties Owners Kuala Lumpur (AIPO), Consultant.    |

| <b>TRAININGS/WORKSHOPS CONDUCTED</b> |   |
|--------------------------------------|---|
| 1.                                   | Marketing. International Malaysian Training Centre (IMTC), Kuala Lumpur. 24-26 April 2017                                 |
| 2.                                   | Marketing for Non marketers. ATSB Group, Shah Alam. 23-24 January 2017  |
| 3.                                   | Introduction to Entrepreneurship. PutraSarjana Program. Universiti Putra Malaysia. 30 November 2016                       |
| 4.                                   | Start-up Basic: Entrepreneurship and Business plan. Putra Sarjana Program. Universiti Putra Malaysia. 14 December 2016    |
| 5.                                   | Creative Marketing and Business Success. SME@UPM 2016. 19 June 2016. Universiti Putra Malaysia                            |
| 6.                                   | Entrepreneurship and Business Opportunities, TOT Basic Entrepreneurship. Bagan Lalang, Sepang, Selangor. 21 December 2015 |

**JOURNAL PUBLICATIONS**

H Index Scopus : 2, Scopus Citation : 9

H Index Google Scholar :6, Google Scholar Citation : 107

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| 1.  | Kassim, S. H. and Hussin, S. R. (2016). Do Marketing Strategies Have Significant Influence on Usage of Credit Cards? Empirical Evidence from Malaysia. <i>Pertanika Journal of Humanities</i> , 24 (S) November: 179-192.  |
| 2.  | Fara Adura Mohamad Yusoff, Raja Nerina Raja Yusof and Siti Rahayu Hussin (2015). Halal Food Supply Chain Knowledge and Purchase Intention. <i>Int. Journal of Economics and Management</i> 9 (S): 155 - 172 .  |
| 3.  | FatinNorain Osman, SitiRahayu Hussin, Raja Nerina Raja Yusof, Haslinda Hashim, Yuhanis Abd.Aziz, and Hossein Nezakati (2015). Special Needs of Muslim Family Tourists Across The Family Life Cycle: Stakeholders' Perspectives. <i>Australian Journal of Basic and Applied Sciences</i> , 9(3) Special, 108-112. |
| 4.  | F.N.Osman, S.R. Hussin, H.Hashim, Y.A. Aziz, R.N.Raja-Yusof & H.Nezakati. (2015). The Influence of Family needs in Travel Decision Making over Family Life Cycles. Global Management Literature. <i>Universiti Putra Press</i> , ISBN 978-967-344-512-7, Pages: 102-111.   |
| 5.  | Haslinda Hashim, Siti Rahayu Hussin and Nurdiyana Nadiah Zainal. (2014). Exploring Islamic Retailer Store Attributes from Consumer Perspectives: an Empirical Investigation. <i>Int. Journal of Economics and Management</i> , 8 (S): 117 - 136.   |
| 6.  | Salina Hj Kassim and Siti Rahayu Hussin. (2013). Repayment Patterns, Financial Discipline and Consumer Profiling: An Empirical Investigation among Credit Card Users in Malaysia. <i>World Applied Sciences Journal</i> 23 (Enhancing Emerging Market Competitiveness in the Global Economy): 12-16.             |
| 7.  | Hashim, H. and Hussin, S.R. (2013) <i>Losing at the Home Ground?</i> Asian Journal of Case Research (AJCR), 6(S):95-107  |
| 8.  | Hussin, S.R. and Hashim, H. (2013) <i>Econsave Cash &amp; Carry</i> Asian Journal of Case Research (AJCR), 6(S):51-59  |
| 9.  | Siti Rahayu Hussin, Azmawani Abd Rahman and Ahmed Razman Abdul Latiff. (2014). Service Quality and Technology for Performing Hajj. <i>Asian Journal of Case Research</i> , 7 (S):33-46.  |
| 10. | Hussin S. R., Hashim, H., Yusof, R. N. and Alias, N. N. (2013). Relationship between Product Factors, Advertising, and Purchase Intention of Halal Cosmetic. <i>Pertanika J. Soc. Sci. &amp; Hum.</i> 21 (S): 85 - 100.  |
| 11. | Abdul Rahim Abu Bakar and Siti Rahayu Hussin. (2013). What Constitutes an Islamic Retailer? Islamic Store Attributes From The Prespectives of Islamic Marketing Principles. <i>International Journal of Sales, Retailing &amp; Marketing</i> , 2(1):74.  |
| 12. | Siti Rahayu Hussin, Salina Kassim and NurAien Jamal. (2013). Credit Card Holders in Malaysia: Customer Characteristics and Credit Card Usage. <i>Int. Journal of Economics and</i>   |

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|     | <i>Management</i> , 7 (1): 110 - 124.   |
| 13. | Siti Rahayu Hussin, Haslinda Hashim and Wang Yau Siong. (2013). Jaya Tuition Centre. <i>Asian Journal of Case Research (AJCR)</i> , 6 (1):21-34.  |
| 14. | Siti Rahayu Hussin, Haslinda Hashim, Wong Yin Siew and Ruhana Busu. (2012). Kuang Ming Packaging Industries Sdn. Bhd. (KMPI). <i>Asian Journal of Case Research (AJCR)</i> , 5 (1):29-39.   |
| 15. | Che Aniza Che Wel, Siti Rahayu Hussin, Nor Asiah Omar and Sallehuddin Mohd Nor. (2012). Important Determinant of Consumers Retail Selection Decision in Malaysia. <i>World Review of Business research</i> , Vol 2 No. 2 March 2012:164-175.                                  |
| 16. | Raja Nerina Raja Yusof, Siti Rahayu Hussin and Hossein Nezakati. (2011). The Way Forward. <i>Asian Journal of Case Research (AJCR)</i> , Vol 4 No 2 2011:137-143.   |
| 17. | Ab. Karim M.S., Nasouddin S.S. Mohd Adzahan N., Othman, M. and Siti Rahayu Hussin. (2011). Consumers' Knowledge and Perception Towards MelicopePtelefolia (DaunTenggekBurung): A Preliminary Qualitative Study. <i>International Food Research Journal</i> , 18(4):1481-1488. |

| <b>BOOK/CHAPTER IN BOOK</b> |  |
|-----------------------------|--|
| 1.                          | Siti Rahayu Hussin and Mass Hareeza Ali (2017), Marketing Planning for Business Start-ups. Oxford Fajar Shah Alam, 45-51. in <i>Introduction to Entrepreneurship</i> Edited by Sodri Ariffin and Syahira Hamidon   |
| 2.                          | Low Teng Meng and Siti Rahayu Hussin (2015), Decision making factors influencing the selection of a medical treatment destination. Trends in Hospitality & Tourism. UPM Serdang, 74-91. in <i>The Issues in Hospitality and Tourism</i> Edited by Siti Rahayu Hussin, Amer Hamzah Jantan and Shahrim Karim |
| 3.                          | Hussin, S.R. and Zawawi, D. (2015) Retailing at Daud Holdings Sdn Bhd in <i>Case Studies of Selected SME Businesses</i> , Centre for Entrepreneur Development & Research (CEDAR) Sdn Bhd. Kuala Lumpur.  |
| 4.                          | Zawawi, D. and Hussin, S.R. (2015) One Step Ahead in <i>Case Studies of Selected SME Businesses</i> , Centre for Entrepreneur Development & Research (CEDAR) Sdn Bhd. Kuala Lumpur.  |
| 5.                          | Hussin, S.R., Hashim, H. and R. Yusof, R.N. (2013). Everybody's Gym? in <i>Malaysian Management Cases</i> . Penerbit UKM: Selangor, Malaysia.  |
| 6.                          | Raja Nerina Raja Yusof and Siti Rahayu Hussin. (2014). Malaysian Consumer Ethnocentrism Towards Imported Product. The Nature of Service Management. UPM Serdang. 21-45. in <i>The</i>  |

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|     | <i>Nature of Services Management</i> , Edited by Mass Hareeza Ali, Nor Azlina Kamarohim and Manisah Othman  |
| 7.  | Siti Rahayu Hussin, Salina Hj Kassim and NurAien Jamal. (2012). Credit Card Ownership and Usage : Satisfaction among Card Holders in Malaysia In :(Ed., Zuraina Dato Mansor, Zahira Mohd Ishan, Ho Jo Ann and Wong Foong Yee), Research Issues in Management and Marketing. McGrawHill. Pp. 9-16. |
| 8.  | Siti Rahayu Hussin and Lim Fang Yau. (2012). Hybrid Vehicle? Awereness Level and Purchase Intention of Malaysian Consumer In :(Ed., Ho Jo Ann, Wong Foong Yee, Zuraina Dato Mansor and Zahira MohdIshan), Contemporary Issues in Management and Marketing. McGrawHill. Pp. 113-126.               |
| 9.  | Wong, F.Y., Siti Rahayu, H. and Jamil, B. (2010). Retail Patronage of Fresh Produce Shoppers in Malaysia. In Search of Good Practices Weaving Through Current Perspectives in Business. Universiti Putra Malaysia Press. Page 187-195.  |
| 10. | Wong, F.Y., Siti Rahayu, H. and Jamil, B. (2008). Consumer Purchasing Behavior of Fresh Produce in Malaysia. Universiti Putra Malaysia Press. Page 139-147.   |
| 11. | Hussin,S. R., Abdul Malek, Z., Abdul Rahim, M. A., et. al (2004). Asas Pemasaran. Malaysia, McGraw Hill.  |
| 12. | Saleh, R., Hashim, H., Hussin, S. R., A. Malek, Z., & A. Rahim, M. A. (2002). Rujukan Asas Pemasaran. Malaysia, Univision Press Sdn. Bhd.   |
| 13. | Siti Rahayu H., Tan H. S. &Md Sidin, S. (2001). Marketing Analysis of the Higher Education Service Sector in Malaysia: Consumer Perspectives. Image PacPrint page 36-49.  |

| <b>SUPERVISION OF POST GRADUATE STUDENTS</b> |   |   |      |   |
|--|---|---|------|---|
|  | Student's Name  | Degree Conferred  | Year | Thesis Topic  |
| 1.   | Dan Joon Chew   | Master of Science - Marketing<br>(Graduate School of Management, Universiti Putra Malaysia) | 2006 | Grocery Shopping: Consumer Choice Evaluation Decision in the Time Constraint Shopping Environment and Recreational Shopping Environment |
| 2.   | Fatin Norain Osman                                    | Master of Science -Tourism<br>(Universiti Putra Malaysia)                                   | 2016 | The influence of family travel motivation and familial needs on destination image and their impact on tourist satisfaction              |
| 3.   | Supervised about 20 MBA projects and cases up to date |   |      |   |

| <b>CAREER HISTORY</b>                            |  |
|--|--|
| <i>(Company, Designation, Year, Summary)</i>     |  |
| Universiti Utara Malaysia<br>Feb 1995 – Oct 1997 | Lecturer   |
| Universiti Putra Malaysia<br>Nov 1997 - 2008     | Lecturer   |
| 2008 - current                                   | Senior Lecturer  |
| April 2015 – March 2017                          | Head, Unit of Executive Development and Industrial Linkages,<br>Faculty of Economics and Management        |
| Certification:                                   | Professional Certificate for Entrepreneurial Educator (3EP),<br>MOHE<br><br>Trainer Siswapreneur@SME, MOHE |
| Membership:                                      | MACFEA<br><br>CWAM   |

| <b>AWARDS OF EXCELLENCES</b>   |  |
|--------------------------------|--|
| <i>(Year, Awards, Awardee)</i> |  |
| 2015                           | Excellent Service Award (Anugerah Perkhidmatan Cemerlang), UPM   |
| 2014                           | Excellent Service Award (Anugerah Perkhidmatan Cemerlang), UPM   |
| 2013                           | Excellent Service Award (Anugerah Perkhidmatan Cemerlang), UPM   |
| 2013                           | Silver Medal, International Research, Invention and Innovation Exhibition, UIA, (IRRIE 2013)                             |
| 2013                           | Case Writing Association Malaysia, Case Competition, 3rd Prize   |
| 2011                           | Bronze Medal, Invention, Research & Innovation Exhibition (Pameran RekaCipta, Penyelidikan dan Inovasi), UPM (PRPI 2011) |