

# CURRICULUM VITAE



A. PERSONAL DETAILS			
Full Name	MASS HAREEZA ALI @ HAMID		Title: Dr.
Mykad No. / Passport No.	Citizenship	Race	Gender
680802025966	Malaysia	Malay	Female
Designation	Director, Centre of Entrepreneurial Development & Graduate Marketability-CEM, UPM  Senior Lecturer	Date of Birth	2 <sup>nd</sup> August 1968

Current Address	Department/Faculty	E-mail Address and URL
Department of Marketing & Management Faculty of Economics and Management Universiti Putra Malaysia UPM Serdang, Selangor  Tel: 03-89467689	Department of Marketing & Management Faculty of Economics and Management Universiti Putra Malaysia UPM Serdang, Selangor  Tel: 03-89467689 Fax: 03-89486188	Email: <a href="mailto:mass@upm.edu.my">mass@upm.edu.my</a>  URL:  H/P: 012-2845978

B. ACADEMIC QUALIFICATION			
<i>Certificate / Qualification obtained</i>	<i>Name of School / Institution</i>	<i>Year obtained</i>	<i>Area of Specialization</i>
PhD	Huddersfield University, United Kingdom	2008	Service Management and Business Communication
MBA	University Science Malaysia, Penang	1995	Human Resources Management
BBA (Hons)	Universiti Utara Malaysia, Sintok	1992	Finance
Diploma In Banking Studies	Institute Technology MARA, Perlis	1989	Banking

<b>C. LANGUAGE PROFICIENCY</b>					
Language	Poor (1)	Moderate (2)	Good (3)	Very good (4)	Excellent (5)
English				_____	
Bahasa Melayu					_____

  

<b>D. SCIENTIFIC EXPERIENCE AND SPECIALIZATION</b>				
Organization	Position	Start Date	End Date	Expertise
UPM	Speaker	August 2015	August 2015	Sharing 'Service Experience Learning' for new appointed lecturers
DEOMASTER HYGIENE Sdn Bhd	Company Advisor	July 2015	November 2015	Service Management and Communication
Shauqi Group	Speaker/Motivator	Sept 2013	Sept 2013	Mind Mapping
sme@upm	Speaker/Motivator	2012-2014	Present	Business Champion/Innovative Entrepreneurship

<b>E. EMPLOYMENT</b>				
Employer	Designation	Department	/ Start Date	Date Ended
INTI College, Subang Jaya	Lecturer	Marketing & Management	1995	1996
TM College, Alor Setar	Lecturer	Marketing & Management	1993	1994

<b>F. HONORS AND AWARDS</b>				
Name of awards	Title	Award Authority	Award Type	Year
Academic awards	Anugerah Projek UCTC Cemerlang:Kebajikan Sosial	Anugerah Penghargaan UCTC 2015/MOE	3 <sup>rd</sup> place	2015
Academic Awards	Anugerah Jaringan Industri dan Komuniti Berimpak Tinggi (iCAN 15)	UPM	Participate	2015
Academic Awards	Anugerah Fellowship Naib Canselor (Kategori Pengajaran 2014) (AFNC-KP)	UPM	'Research grant' RM10, 000	2015
Academic Awards	The Relationships among Service Personal Value,	Conference		

	Service Value and Service Quality in Higher Education Service Delivery	Bandung Indonesia IPN-IWNEST	Best Paper Awards	2014
Non-Academic Awards	Anugerah Perkhidmatan Cemerlang Anugerah Pengajaran Inovasi 2013	Faculty of Economics and Management, UPM	Innovative Teaching (Department level: Marketing & Management)	2014
Non-Academic Awards	Best Employees Award	UPM		2002 2006

#### G. PUBLICATION

<i>Journal</i>	
	<ul style="list-style-type: none"> <li>• Norsyafina Mahat, Hamimah Hassan, Mass Hareeza Ali, Nawal Hanim Abdullah and Muhammad Shahrin Abdul Karim (2016). <b>Tourism Sustainability in Historical City of Melaka</b>. <i>Australasian Journal of Business, Social Science and Information Technology</i>, 2(2), 114-137</li> <li>• Wan Salmuni Wan Mustaffa, Mass Hareeza Ali, Khuan Wai Bing &amp; Rafiduraida Abdul Rahman (2016). <b>Investigating the Relationship among Service Quality, Emotional Satisfaction and Favorable Behavioral Intentions in Higher Education Service Experience</b>. <i>Social and Behavioral Sciences</i>, 22492016, 499-507</li> <li>• Yousef Keshavarz and Mass Hareeza Ali (2015). <b>The Investigation of the Hotels Service Quality Effects on Tourist Loyalty</b>. <i>AYER Journal</i>, Vol 2, 327-342</li> <li>• Yousef Keshavarz and Mass Hareeza Ali (2015). <b>The Service Quality Evaluation on Tourist Loyalty in Malaysian Hotels by the Mediating Role of Tourist Satisfaction</b>. <i>Mediterranean Journal of Social Sciences</i>, 6(3), 680-686</li> <li>• Yousef Keshavarz, Mohd Shahwahid, Mass Hareeza Ali and Raja Nerina (2015). <b>The effect of Process Quality and Outcome Quality on Tourist Loyalty in The Hotel Industry</b>. <i>Mediterranean Journal of Social Sciences</i>, 6(6), 86-98</li> <li>• Wan Salmuni Wan Mustaffa, Mass Hareeza Ali@Hamid, Khuan Wai Bing &amp; Rafiduraida Abdul Rahman (2015). <b>Adapting and Validating the Serpval Scale in Higher Education Service Experience</b>. <i>Accepted for Publication in International Business Education Journal</i>.</li> <li>• Wan Mustaffa, W. S., Ali@Hamid, M. H., Wai Bing, K. &amp; Abdul Rahman, R. (2015). <b>Investigating the relationships among service quality, emotional satisfaction and favorable behavioral intentions in higher education service experience</b>. <i>Paper presented at the International Research Symposium in Service Management (IRSSM-6) Sarawak</i>,</li> </ul>

Malaysia.

- Wan Mustafa, W. S. & Ali@Hamid, M. H. (2014). **Customers' cognitive levels towards service evaluation: An empirical research in higher education.** Paper presented at the Fifth Asian Conference on the Social Sciences (ACSS), IAFOR, Japan
- Mass Hareeza, Wan Salmuni, Siti Nurhidayaah, (2014). **The Relationships among Service Personal Value, Service Value and Service Quality in Higher Education Service Delivery.** *Australian Journal of Basic and Applied Science*, 8 (23) Special issue 2014, 329-325
- Mass Hareeza Ali (2012). **E-S-Qual Model in Internet Banking: A Study from Customer's Perspectives.** *Journal of International Management Studies*. Vol 7(2) 75-78
- Habsah Muda, Mass Hareeza Ali (2012). **Behavioral Competencies in Higher Education: A Conceptual Framework.** Paper presented at the Terengganu International Business and Economics Conferences 2012 (TiBEC III), Terengganu
- Mass Hareeza Ali (2012). **E-S-Qual Model in Internet Banking.** August 2012 ICAEBM International Conference Proceedings, Oslo, Norway
- Mass Hareeza Ali (2011). **An Analysis of Training and Rewards Factors of the Reengineering Process as Implemented in Telcomm.** *The Journal of Human Resource and Adult Learning* ISSN 1817-2105. Vol 7 (2) December 2011, 169-174
- Mass Hareeza Ali (2011). **E-S-Qual Model in Internet Banking: A Study from Customer's Perspectives.** *ABEAI Electronic Conference Proceedings, Wailea, Hawaii.* Applied Business and Entrepreneurship Association International
- Adilah Abd Razak, Mass Hareeza Ali (2011). **Consumer Credit Card Agreement and Mandatory Disclosure: How Disclosure Affects Consumer's Decision to Take Credit Card.** Paper presented at SLSA Annual Conference 2011, Sussex, United Kingdom
- Alias Radam, Mass Hareeza Ali, Yong Siew Leng (2011). **Decision Making Style of Chinese Consumer on Clothing.** *Journal of Global Business Management* ISSN 1817-3179. Vol 7 (2)
- Mass Hareeza Ali, Noor Azman Ali, Alias Radam (2010). **Validating SERVPERF Model in Government Agencies.** *The Journal of Human Resource and Adult Learning.* ISSN 1817-2105. Vol.6 (1), pp 84-92

	<p>Mass Hareeza Ali (2010). <b>Customers' Perception of the Importance of Characteristic in Service Organization.</b> <i>The Journal of Human Resource and Adult Learning.</i> ISSN 1817-2105. Vol.6 (1), pp 19-28</p> <ul style="list-style-type: none"> <li>• Mass Hareeza Ali (2009). <b>Employees' Acceptance Level in Reengineering Process among Malaysian Service Organizations.</b> <i>Journal of Global Business Management</i> ISSN 1817-3179. Vol 5 (2), pp 120-127</li> <li>• Mass Hareeza Ali (2009). <b>An Analysis of Internal Communication Factors Influencing the Implementation of Business Process Reengineering (BPR) In the Bank.</b> <i>The Journal of Human Resource and Adult Learning</i> ISSN 1817-2105. Vol 5 (2), pp 19-28</li> </ul>
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<p><b>Chapter in book</b></p>	<p>Nadzirah Mohammed, Mass Hareeza Ali and Siti Nurhidayaah Tukimin (2014). <b>E-Ticketing Purchase Intention among Academician.</b> <i>The Nature of Service Management: Universiti Putra Malaysia Press</i></p> <ul style="list-style-type: none"> <li>• Wan Salmuni Wan Mustaffa and Mass Hareeza Ali (2014). <b>A Conceptual Model of Customers' Cognitive Structure towards Higher Education Service Evaluation.</b> <i>The Nature of Service Management: Universiti Putra Malaysia Press</i></li> <li>• Siti Nurhidayaah Tukimin, Mass Hareeza Ali and Suhaimi Ab Rahman (2014). <b>Muslims' Awareness towards Halal Food Concept.</b> <i>The Nature of Service Management: Universiti Putra Malaysia Press</i></li> <li>• Mass Hareeza Ali and Habsah Muda (2014). <b>Behavioral Teaching Delivery Competency Measures in Higher Education: Literature Search.</b> <i>The Nature of Service Management: Universiti Putra Malaysia Press.</i></li> <li>• Mass Hareeza Ali, Wan Salmuni Wan Mustaffa (2013). <b>An Integrative Model of Customer Experience in Higher Education Service Delivery.</b> <i>Marketing Towards Delivering Consumer Value, McGraw Hill Education</i></li> <li>• Alias Radam, Mimi Liana Abu, Mass Hareeza Ali (2013). <b>Decision Making Style of Chinese Consumers With Regard to Clothing.</b> <i>Marketing Towards Delivering Consumer Value, McGraw Hill Education</i></li> <li>• Mass Hareeza Ali and Habsah Muda. <b>Traits and Emotional Intelligence Competency in Higher Education: Literature Search</b> (2012). <i>Research Issues in Management and Marketing, McGraw Hill Education</i></li> <li>• Wan Mustaffa, W. S. &amp; Ali@Hamid, M. H. (2013). <i>Investigating the semantic network of customers' cognitive levels in higher education service delivery.</i> Paper presented at the International Academic Conference. UiTM,</li> </ul>
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	<p>Malaysia.</p> <ul style="list-style-type: none"> <li>• Mass Hareeza Ali (2010). <b>Business Process Reengineering (BPR): Change and Organization Transformation</b>. Management Research Issues: Universiti Putra Malaysia Press</li> <li>• Mass Hareeza Ali (2009). <b>Important Factors in Business Process Reengineering (BPR) Implementation of Service Organization</b>. Management Research Issues, Universiti Putra Malaysia Press</li> </ul>
<p><b>Proceedings</b></p>	<p>Wan Salmuni Wan Mustaffa, Mass Hareeza Ali@Hamid, Khuan Wai Bing &amp; Rafiduraida Abdul Rahman. <b>Investigating the Relationship among Service Quality, Emotional Satisfaction and Favorable Behavioral Intention in Higher Education Service Experience</b>. Proceedings Social and Behavioral Science (2016)</p> <ul style="list-style-type: none"> <li>• Suhaimi, A.R, Azmawani, A.R, Mass Hareeza, A., and Siti Nurhidayaah T (2014). <b>Halal Awareness among Muslim Consumers in East Coast Malaysia (Kelantan)</b>. Paper presented at Malaysia International Halal Research and Education Conference 2014, Putrajaya.</li> <li>• Mass Hareeza Ali, Noor Azman Ali, Alias Radam (2009). <b>Validating SERVPERF Model in Government Agencies</b>. ABEAI Electronic Conference Proceedings Ko Olina, Hawaii. Applied Business and Entrepreneurship Association International</li> <li>• Wan Salmuni Wan Mustaffa, Mass Hareeza Ali, Alias Radam, Zainal Abidin Mohammed (2014). <b>An Integrative Model of Customer Experience in Higher Education Service Delivery</b>. Paper presented at International Conferences on Business and Information (BAI), Bali</li> </ul>
<p><b>Other publications</b></p>	<ul style="list-style-type: none"> <li>• Mass Hareeza Ali (2015). <b>Global Management Issues: Literature Search</b>: Universiti Putra Malaysian Press</li> <li>• Mass Hareeza Ali (2014). <b>The Nature of Service</b>:Universiti Putra Malaysia Press</li> <li>• Mass Hareeza Ali (2015). <b>Basic Entrepreneurship</b> Module for Distance Learning, Universiti Putra Malaysia Press</li> </ul>

<b>H. PREVIOUS RESEARCH PROJECT</b>					
<b>Project No.</b>	<b>Project Title</b>	<b>Role</b>	<b>Year</b>	<b>Source of fund</b>	<b>Status</b>
FRGS/1/2 016/SS03/ UNISZA/0 2/2	Develop A New Model of Dynamic Postgraduate Supervision Climate in Public Higher Education	Co researcher	1 Ogos 2016-31 Julai 2018	FRGS RM50 000	On Going
9323676	Geran Inovasi Pengajaran dan Pembelajaran (GIPP)	Project leader	June 2015	Cade UPM RM12 000	Completed
	Anugerah <i>Fellowship</i> Naib Canselor (Kategori Pengajaran) (AFNC-KP)	Project Leader	June 2015	RM10 000	On Going
05-02-13- 1265FR	Developing an integrative model of customer experience in higher education service delivery	Project leader	December 2013	FRGS RM 69 500	Completed
GP-IPB/ 2013/941230 1	Examining structure and dimension for sustainable attraction management	Co researcher	December 2013	GP-IPB	Completed
06-01-10- 0908RU	Consumer Satisfaction on Service Quality of E-Commerce Product and Services	Project leader	2013	RUGS RM 10 000	Completed
	Consumer Credit Card Agreement and the Allocation of Unauthorized Payment Losses: How Effective is the Credit Card Guidelines Disclosure Rule	Co researcher	2012	RUGS	Completed
	Validating SERVPERF Model in Government Agencies	Co researcher	2009	FRGS	Completed

<b>I. CONFERENCES</b>	
Programme	Year
Regional Seminar on Islamic Tourism. Understanding and Embracing The Opportunities, 12 <sup>th</sup> & 13 <sup>th</sup> January 2015, Kota Kinabalu, Sabah	2015
Kursus Blended learning for MOOC Educators. 8 Oktober 2015, UPM	2015
Postgraduate Training in Innovation and Entrepreneurship, 18th March – 4 <sup>th</sup> April 2014. The Innovation Academy, Trinity College Dublin, Ireland.	2014
Kursus Teaching Portfolio Development, 24 <sup>th</sup> Jun 2014, UPM	2014
Kursus/Latihan Audit Panel Penilai Dalaman, 23-24 Desember 2013. UPM	2013
My Pec, August 2013. Menara Safuan, Kuala Lumpur.	2013
UPM-SRI Commercialization Readiness Programme 30 <sup>th</sup> January – 10 <sup>th</sup> February 2012.	2012
Case Writing Workshop, Faculty of Economics and Management. 30 <sup>th</sup> July 2012	2012
Third International Conference on Case Writing Innovative case writing Technique That Facilitate interactive Teaching & Learning: Emerging Trends. Cititel Mid-Valley, Kuala Lumpur. 8-9 November 2011	2011
Women as Global Entrepreneurs 2 <sup>nd</sup> – 8 <sup>th</sup> August 2010. Wisma Sime Darby, Kuala Lumpur.	2010
Tokyo SME University, Japan. 4 October 2010.	2010
Training of BUZAN'S Unlocking Potential Good Thinking (Malaysia), 23-25 February 2010	2010
Employees' Acceptance Level in Reengineering Process among Malaysian Services Organization, 20 <sup>th</sup> –22 <sup>nd</sup> July 2010, UPM	2010



<b>J. STUDENT SUPERVISION</b>					
Name	Year	Level	Project title	Responsibility	Status
Nur Ain binti Mohd Paiz	2016	PhD	The Moderating Effect of Trust on Female Mobile Online Shoppers' Behavioural Intention	Chairman	On Going
Wan Salmuni Wan Mustafa	2015	PhD	An Integrative Model of Customer Experience in Higher Education Service Delivery	Chairman	Completed
Habsah Muda	2015	PhD	Causal Effect of Behavioral Competencies in Linking Emotional Intelligence with Teaching Performance in Institution of Higher Learning in Malaysia	Chairman	Completed
Yusef Keshavarz	2015	PhD	The Service Quality Evaluation on Tourist loyalty and The Mediating Role of Tourist Satisfaction in Malaysian Hotel	Chairman	Completed
Norhayati Jamian	2015	PhD	The Potential Impact Towards Public Transportation Service Provider with Relationship to Customer Satisfaction through Economic Transformation Programmed	Chairman	On Going
Md. Abdul Bashir	2015	PhD	Developing an Integrative Customer Satisfaction Model Based on Application of Customer Experience in Bangladesh E-Banking Services	Chairman	On Going
Faizatul Amrah Kamaruddin	2015	PhD	Benevolent or Tyrant: Social Enterprise and Social Entrepreneurship Self Efficacy amongst Malaysian Entrepreneurs	Chairman	On Going
Siti Nurhidayaah Tukimin	2015	MSc	International Student Experience in Higher Education Service Delivery across Regional Culture	Chairman	Completed
Norsyafina Mahat	2015	MSc	Assessment of Sustainable Tourism Attraction Characteristic	Chairman	Completed
Amrina Md Saad	2015	MSc	Business Performance of Small and Medium Entreproses among Women Entrepreneurs in Perak Malaysia	Chairman	On Going

<b>K. CONSULTATION</b>	
<i>Name</i>	<i>Year</i>
Member of the Advisory Board for Amway Global Entrepreneurship	2016-present
SME@UPM	2015 - 2017
DEO Master Hygiene SDN. BHD	2014
SME@UPM	2014
Shauqi Group SDN BHD	2013
SME@UPM	2013
SME@UPM	2012
SME Internship Program	2012

<b>L. PROJECT COMMUNITY</b>				
<i>Name</i>	<i>Location</i>	<i>Role</i>	<i>Year</i>	<i>Status</i>
1 <sup>st</sup> Step to Real World	Faculty of Economics and Management	Programme Director	2016	Completed
Yesterday, Today, Tomorrow	Faculty of Economics and Management	Programme Director	2016	Completed
Program Harapan, Amway	Kompleks Mahasiswa, UPM	Member	2016	Completed
Spice of Culture	Kompleks Mahasiswa, UPM	Programme Director	2015	Completed
Mural Painting	SK Presint 16 (1) Putrajaya	Programme Director	2015	Completed
Awareness Campaign for Biotech Entrepreneurship	UPM	Programme Director	2015	Completed
Digging for Quality	Rumah Amal Baitul Barokah, Sepang	Programme Director	2014	Completed
LEGO Challenge	SK Presint 16 (1) Putrajaya	Programme Director	2014	Completed
Baking Happiness	Rumah Amal Baitul Barokah, Sepang	Programme Director	2014	Completed
Awareness Campaign for Biotech Entrepreneurship	UPM	Programme Director	2014	Completed
One Great Step in English	SK Presint 16 (1) Putrajaya	Programme Director	2013	Completed
Seronoknya Membaca	Rumah Amal Baitul Barokah, Sepang	Programme Director	2013	Completed
Karnival Keusahawanan Muda	UPM	Programme Director	2012-2014	Completed