

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI (<i>Personal Details</i>)			
Nama Penuh (<i>Full Name</i>)	Nor Azlina Kamarohim		Gelaran (<i>Title</i>): Puan
No. MyKad / No. Pasport (<i>Mykad No. / Passport No.</i>) 750701-08-6330	Warganegara (<i>Citizenship</i>) Malaysia	Bangsa (<i>Race</i>) Malay	Jantina (<i>Gender</i>) Female
Jawatan (<i>Designation</i>)	Lecturer	Tarikh Lahir (<i>Date of Birth</i>)	1 July 1975

Alamat Semasa (<i>Current Address</i>)	Jabatan/Fakulti (<i>Department/Faculty</i>)	E-mel (<i>E-mail Address</i>)
No. 7, Jalan Ramal Ros 1, Taman Ramal Ros, Sungai Ramal Dalam, 43000 Kajang Selangor	Faculty of Economics and Management Universiti Putra Malaysia 43400 UPM Serdang, Selangor. Tel: 03-89467676 Fax:03-89486188	E-mail: azlina@econ.upm.edu.my H/P: 019-2386074

B. KELAYAKAN AKADEMIK (Academic Qualification)			
Nama Sijil / Kelayakan (Certificate / Qualification obtained)	Nama Sekolah Institusi (Name of School / Institution)	Tahun (Year obtained)	Bidang pengkhususan (Area of Specialization)
Msc (Management)	Universiti Utara Malaysia	2002	Marketing
BBA	Universiti Putra Malaysia	1998	Marketing
Diploma Perniagaantani	Universiti Putra Malaysia	1996	Agribusiness

C. KEMAHIRAN BAHASA (Language Proficiency)					
Bahasa / Language	Lemah Poor (1)	Sederhana Moderate (2)	Baik Good (3)	Amat Baik Very good (4)	Cemerlang Excellent (5)
English				√	
Bahasa Melayu					√

D. PEKERJAAN (Employment)				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia	Lecturer	Management & Marketing	2003	Present
Universiti Putra Malaysia	Tutor	Management & Marketing	2000	2003
Carrefour Sri Petaling	Training Executive		February 1999	January 2000

E. ANUGERAH DAN HADIAH (Honours and Awards)				
Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	Deans List (3.642/4.00)	Universiti Putra Malaysia	University	1998

F. RESEARCH PROJECT					
Project No.	Project Title	Source of fund (Internal/External)	Year	Funding Agency	Status (Proposed & pending/funde

					<i>d/ not funded)</i>
05-10-07-279FR	<i>Diffusion / Adoption, Culture and Trust: A conceptual framework of mobile commerce in Malaysia</i>	Project Leader	2007	FRGS	Completed
06-02-12-2313(RU)	The Adoption of Enterprise Systems in Malaysian Public Hospitals	Project Member	2013	UPM	In-Progress
05-01-15-1613FR	Identifying the Determinants of Islamic Brand Image and its Impact on Tourism Industry in Malaysia	Project Leader	2015	FRGS	In-Progress
GP-IPB/2014/9441003	A. A Gap Analysis On Parkaging, Branding and Costing Of SMEs' Food And Beverage Product	Project Member	2015	2017	Almost Complete

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)

<i>Journal</i>	<ol style="list-style-type: none"> 1. Nor Azlina Kamarohim, Siti Zaidah Turmin and Manisah Othman (2013). Factors Influencing the Choice of Private Medical Centre Among Malaysian. <i>Journal of Social Sciences & Humanities</i>; Vol 21 (S), pp 201-212. 2. Kamarohim, N., Md Salleh, S., (2015). Islamic Brand Image: Understanding and Perception. <i>Journal of Global Business and Social Entrepreneurship (GBSE)</i>, Vol. 1(2), 82-87. 3. Kamarohim, N., Bojei, J., Muhammad, N., & Othman, M. (2016). Islamic Marketing Practices in the Cosmetics and Toiletries. <i>Pertanika Journal of Social Sciences & Humanities</i>, 24(S), 211 - 222.
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	<p>4. Othman, M., & Kamarohim, N. (2016). Factors that Influence the purchase of Halal Products. <i>Pertanika Journal of Social Sciences & Humanities</i>, 24(2), 165 - 178.</p>
<i>Chapter in Book</i>	<ol style="list-style-type: none"> 1. Kamarohim, N. & Othman, M. (2015). An Analysis of Luxury Product Purchasing Behaviour of Malaysian Gen Y Consumers. In Kamarohim, N. & H. Hashim, <i>Marketing Issues And Practices Across Different Industries</i> (pp. 30-41). Serdang: UPM Press. 2. Othman, M. & Kamarohim, N. (2015). Consumers Perspective On Islamic Marketing Practices In Cosmetics Industry. In Kamarohim, N. & H. Hashim, <i>Marketing Issues And Practices Across Different Industries</i> (pp. 56-59). Serdang: UPM Press. 3. Kamarohim, N. & Othman, M. (2015). Relationship Between product quality, Service Quality, Brand Image and Customer Loyalty: Case of TESCO Store Ampang. In Ali, M. H. Kamarohim, N. & Othman, M, <i>The Nature of Services Management</i> (pp. 88-113). Serdang: UPM Press. 4. Othman, M. & Kamarohim, N. (2015). The Adoption of Enterprise System in Malaysia Public Healthcare. In Ali, M. H. Kamarohim, N. & Othman, M, <i>The Nature of Services Management</i> (pp. 1-20). Serdang: UPM Press. 5. Nor Azlina Kamarohim (2013). Islamic Branding: Concept and Background. In Book: <i>Marketing Towards Delivering Consumer Value</i>. Mc Graw Hill. 6. Nor Azlina Kamarohim and Manisah Othman (2012). A Review of the Relationship of the Brand Image, Satisfaction and Loyalty. In Book: <i>Research Issues in Management and marketing</i>. Mc Graw Hill. 7. Manisah Othman and Nor Azlina Kamarohim (2012). Enterprise Syatem Adoption in Healthcare Organisation: An Actor Network Theory Approach. In Book : <i>Business Practices in Malaysia</i>. Mc Graw Hill. 8. Nor Azlina Kamarohim (2009). Understanding the User Acceptance of Short Message Service (SMS) in Malaysia: Deconstructing Perceived Value. <i>Management Research Issues</i>, Penerbit Universiti Putra Malaysia.
<i>Proceeding</i>	<ol style="list-style-type: none"> 1. Nor Azlina Kamarohim and Azizul Yadi Yaakop (2017). Antecedents of Islamic Brand Image Towards Hotel Industry in Malaysia. <i>International Academic Conference on Business and Economics</i>. Kuala Terengganu: Universiti Sultan Zainal

	<p>Abidin.</p> <ol style="list-style-type: none"> 2. Nor Azlina Kamarohim; Nadiatul Natasha and Manisah Othman (2016). Conceptual Framework of Islamic Brand Image for Hotel Industry in Malaysia . International Conferences on Economics, Business and Social Science, Universiti Islam Malang, Indonesia. 3. Nor Azlina Kamarohim and Manisah Othman (2013). Consumer Choice Behaviour Towards Eco-Product: UPM Student Study. 2nd International Management Conference 2013. Kuala Terengganu: Universiti Sultan Zainal Abidin. 4. Manisah Othman and Nor Azlina Kamarohim (2013). Enterprise System in Healthcare Organizations: An Investigation the early phase of Adoption and Organizational Changes: Case in Malaysia Public Healthcare. 2nd International Management Conference 2013. Kuala Terengganu: Universiti Sultan Zainal Abidin. 5. Nor Azlina Kamarohim (2013). Islamic Branding : Reflection and Definitions . Asia Pacific Marketing & Management Conference 2013, Kuching, Sarawak : Universiti Malaysia Sarawak. 6. Nor Azlina Kamarohim and Salniza Md Salleh (2012). Bases of Islamic Branding in Malaysia : Perception or Believes. Technology Science Social Sciences Humanities International Conference (TESSHI 2012), Langkawi, Kedah : Universiti Teknologi Mara, Kedah. 7. Siti Zaidah Turmin, Fatima Abdul Hamid, Nazli Anum Mohamad Ghazali and Nor Azlina Kamarohim (2012). Cororate Internet Reporting (CIR): A Review of Practice in the Malaysian Perspective. International Conference on Science & Social Science. Kuantan, Pahang: Universiti Teknologi Mara, Kuantan. 		
<i>Module</i>	Nor Azlina Kamarohim 2003. Retail Management, Penerbit Open Universiti Malaysia.		
H. SERVICE ACTIVITIES			
I - Institutional Service (i.e. university committees, dissertation committees, <i>informal</i> college and department duties and assignments, etc. At least from year 2004 to 2010).			
<i>Year</i>	<i>Organization</i>	<i>Scope</i> (<i>Department/college/university/stat e-wide</i>)	<i>Activity (committee chair, faculty advisor, etc.)</i>

2013	Basic Entrepreneurship Seminar and Poster Contest	Faculty of Economics and Management	Advisor
2013	Basic Entrepreneurship Seminar and Poster Contest	UPM	Secretariat Committee Member
2013	SME Internship	SME Corp - UPM	Advisor
2012	Basic Entrepreneurship Seminar and Poster Contest	Faculty of Economics and Management	
2012	Basic Entrepreneurship Seminar and Poster Contest	UPM	Secretariat Committee Member
2012	SME Internship	SME Corp - UPM	Advisor
2011	SME Internship	SME Corp - UPM	Advisor

II - Professional Service (Committee appointments to professional associations, editor/reviewer duties, keynote/invited speeches, and moderator/discussant/panelist services at conferences are all appropriate here at least from year 2004 to 2010).

<i>Year</i>	<i>Organization</i>	<i>Scope (International/ National/Local)</i>	<i>Activity (editor, reviewer, advisor, etc.)</i>
2013	Faculty of Economics and Management	University	Guest Lecturer for SME internship Programme

I. TEACHING ACTIVITIES

Teaching activities (include student advising; undergraduate and postgraduate students, collaborating with students on research, sponsoring a student club, or other teaching activities.)(at least from year 2004 to 2010)	Year	Activity
	2004 – 2007	<ol style="list-style-type: none"> 1) MGM3101 (PRINCIPLE OF MANAGEMENT) 2) MGM3211 (PRINCIPLE OF MARKETING) 3) MGM3113 (ORGANIZATIONAL BEHAVIOR)
	2011 - 2014	<ol style="list-style-type: none"> 1) MGM3101 (PRINCIPLE OF MANAGEMENT) 2) MGM3211 (PRINCIPLE OF MARKETING) 3) MGM 3180 (BASIC ENTREPRENEUSHIP) 4) MGM 4297 (PRODUCT MANAGEMENT)