



CURRICULUM VITAE

A. BUTIR-BUTIR PERIBADI (<i>Personal Details</i>)			
Nama Penuh (<i>Full Name</i>)	Wong Foong Yee		Gelaran (<i>Title</i>): Mdm.
No. MyKad / No. Pasport (<i>Mykad No. / Passport No.</i>)	Warganegara (<i>Citizenship</i>) Malaysian	Bangsa (<i>Race</i>) Chinese	Jantina (<i>Gender</i>) Female
Jawatan (<i>Designation</i>)	Senior Lecturer	Tarikh Lahir (<i>Date of Birth</i>)	

B. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (<i>List of publications – author (s), title, journal, volume, page and year published</i>)	
<i>Journal</i>	<ul style="list-style-type: none"> • Wong, F.Y., Ng, S.I. and Lim, C.H. (2017). Cause-Related Marketing: It’s Influence on Consumers’ Choice of Hypermarket. <i>International Journal of Business and Society (IJBS)</i> - revised & submitted (26 April 2018) • Wong, F.Y., Ho, J.A. and Aziany, R.A. (2016). The Influence of Sustainable Organization Practices and Employee Well-Being on Turnover Intention. <i>Pertanika Journal of Social Sciences and Humanities</i>. Vol. 24(S), pp.47-62. • Masoumeh, H., Hossein, N., Samsinar, M.S. and Wong, F.Y. (2016). Consumer’s Intention of Purchase Sustainable Products: The Moderating Role of Attitude and Trust. <i>Journal of Marketing and Management</i>. Vol. 7(1), pp. 40-49. • Wong, F.Y., Chew, S.L. and Loh, K.L. (2015). Factors Affecting Customer Loyalty in the Telecommunications Industry in the Klang Valley, Malaysia. <i>Pertanika Journal of Social Sciences and Humanities</i>. Vol. 23(S), pp.117-130.

	<ul style="list-style-type: none"> • Lee, C.S.M., Ho, J.A., Murali, S. and Wong, F.Y. (2014). The Influence of Demographic Variables on Lecturers' Protean Careers Orientation. <i>International Journal of Economics and Management</i>. Vol. 8(S), pp.25-42. • Wong, F.Y., Leong, S.P. and Lee, C.S.M (2014). The The Effect of a Psychological Climate for Creativity on Job Satisfaction and Work Performance. <i>International Journal of Economics and Management</i>. Vol. 8(S), pp.97-116. • Wong, F.Y. and Low, K.E. (2013). Factors Influencing Customer Satisfaction and Loyalty to Internationally Branded Clothes. <i>Pertanika Journal of Social Sciences and Humanities</i>. Vol. 21(S), pp.257-268. • Wong, F.Y. and Tan, H.X. (2012). Price Sensitivity-Consumer Satisfaction Relationship towards Electrical Appliances. <i>World Journal of Social Sciences</i>. Vol. 2(6), pp.49-66. • Siti Rahayu, H., Wong, F.Y. and Jamil, B. (2010). Essential Quality Attributes in Fresh Produce Purchase by Malaysian Consumers. <i>Journal of Agribusiness Marketing</i>. Vol. 3, pp.1-19. • Wong, F.Y., Zainal Abidin, M. and Chee, S.K. (2009). Increasing Market Share at Geneland Sdn. Bhd. <i>Asian Journal of Case Research</i>. Vol. 2(2), pp.131-139. • Wong, F.Y. and Yahyah, S. (2008). Influence of Brand Loyalty on Consumer Sportswear. <i>International Journal of Economics and Management</i>. Vol. 2(2), pp.221-236. • Wong, F.Y., Yaakob, I. and Muhammad Ali, H. (2008). The Case of Sinaran Construction Bhd (SCB). <i>Asian Journal of Case Research</i>. Vol. 1(1), pp.51-60. • Samsinar, M.S., Dahlia, Z.; Wong, F.Y., Ruhana, B. and Zalfa Laili, H. (2004). The Effects of Sex Role Orientation on Family Purchase Decision Making in Malaysia. <i>Journal of Consumer Marketing</i>. Vol. 21(6), pp.381-390. • Samsinar, M.S., Wong, F.Y.; Dahlia, Z., Ruhana, B. and Zalfa Laili, H. (2004). The Effects of Spousal Resources on Family Purchase Decision-making in Malaysia - A Replication. <i>Malaysian Journal of Consumer and Family Economics</i>. Vol. 7, pp.131-138. • Yasunobu, K. and Wong, F.Y. (2000). Who are Cultivating Paddy Fields?: The Peasant Situation in Malaysia after the Green Revolution. <i>Japanese Journal of Farm Management</i>. Vol. 38(3), pp.13-24. • Yasunobu, K. and Wong, F.Y. (2000). Peasant Situation after the Green Revolution: Discussion on the "New Farmers Class" among Rice Farmers in Malaysia. <i>Japanese Journal of Farm Management</i>. Vol. (38(1), pp.169-172.
Books/Monographs	<ul style="list-style-type: none"> • Zainal Abidin, M., Ho, J.A. and Wong, F.Y. (2014). <i>Strategic Management (2nd Edition)</i>. Kuala Lumpur: Oxford Fajar Sdn. Bhd.

	<ul style="list-style-type: none"> • Zainal Abidin, M., Ho, J.A. and Wong, F.Y. (2010). <i>Strategic Management</i>. Kuala Lumpur: Oxford University Press. • Wong, F.Y. and Ruhana, B. (2009). <i>Introductory Organisational Behaviour</i>. Prentice Hall/Pearson (M) Sdn. Bhd.
<p><i>EditedBooks</i></p>	<ul style="list-style-type: none"> • Zuraina, D.M., Mohd Ishan, Z., Ho, J.A and Wong F.Y. (2012) (Editors). <i>Research Issues in Management and Marketing</i>. McGraw-Hill Education: Kuala Lumpur. • Zahira. M. I., Zuraina, D.M., Wong F.Y. and Ho, J.A. (2012) (Editors). <i>Business Practices in Malaysia</i>. McGraw-Hill Education: Kuala Lumpur. 2012. • Ho, J.A., Wong, F.Y., Zuraina, D.M. & Zahira, M.I. 2011) (Editors). <i>Contemporary Issues in Management and Marketing</i>. Kuala Lumpur: McGraw-Hill Education. • Wong, F.Y., Ho, J.A, Zuraina, D.M. & Zahira, M.I. (2011) (Editors) <i>Emerging Issues in Management</i>. McGraw-Hill Education: Kuala Lumpur.
<p><i>Chapter in book</i></p>	<ul style="list-style-type: none"> • Athirah, M.T., Ho, J.A. and Wong, F.Y. (2016). The Influence of Leadership Styles on the Firm's Intention to Engage in Corporate Social Responsibility (CSR) Activities: A Literature Review. In: <i>Achieving Sustainable Supply Chain through the Creation of Economic Growth, Environmental Protection & Social Progress</i>. Universiti Putra Malaysia Press, pp. 102-115. • Mahoumed, H. Hossein, N. Samsinar M.S. and Wong, F.Y. (2016). Green Behavior and Sustainable Consumption – A Gratifying Conclusion of Environmental Movement. In: <i>Achieving Sustainable Supply Chain through the Creation of Economic Growth, Environmental Protection & Social Progress</i>. Universiti Putra Malaysia Press, pp. 131-150. • Wong, F.Y. and Teo, P.Y. (2015). The Effects of Brand Equity on the Purchase of Fast-moving Consumer Electronics among the Generation Y. In: <i>Marketing Issues and Practices across Different Industries</i>. Universiti Putra Malaysia Press, pp. 5-17. • Wong, F.Y., Zaiton, A. and Ng, S.I. (2014). Socialization Agents that Influence Brand Sensitivity among Malaysian Teenagers in Apparel Consumption. In: <i>Marketing: A Compendium</i>. Universiti Putra Malaysia Press, pp. 131-151. • Cheah, J.H., Ng, S.I. and Wong, F.Y. (2014). Cross-National Market Segmentation of the 98 Chicken Rice Shop (TCRS). In: <i>Marketing: A Compendium</i>. Universiti Putra Malaysia Press, pp. 98-130. • Wong, F.Y. and Lim, S.J. (2013). Allied Calibration Engineering Services Sdn Bhd (ACES). In: <i>Business Management Cases in Malaysia</i>. Universiti Putra Malaysia Press, pp. 59-64 • Wong, F.Y. and Lim, Y.S. (2013). Impact of Online Consumer Characteristics on Web-based Banner Advertisement Effectiveness among

	<p>Generation Y. In: <i>Marketing towards Delivering Consumer Value</i>. McGraw-Hill Education, pp. 74-90</p> <ul style="list-style-type: none"> • Mazlan, H., Wong, F.Y. and Zuraina, M. (2013). Introduction and Overview. In: <i>Managing Business Dynamic and Change: A Collection of Readings</i>. McGraw-Hill Education, pp. 1-5. • Wong, F.Y. and Yang, L.C.J. (2012) Consumer-based Brand Equity of Apparel Brands as Perceived by Young Consumers. In: <i>Research Issues in Management and Marketing</i>. McGraw-Hill (Malaysia), pp. 97-110. • Wong, F.Y. and Yong, L.Y. (2012). Factors Influencing Chinese Consumers' Green Purchase Behaviour in Puchong. In: <i>Contemporary Issues in Management and Marketing</i>. McGraw-Hill Education, pp. 103-112. • Wong, F.Y. and Zahira, M.I. (2012). Introduction and Overview. In: <i>Emerging Issues in Management</i>. McGraw-Hill Education, pp. 1-5. • Zahira, M.I. and Wong, F.Y. (2012). Introduction and Overview. In: <i>Business Practices in Malaysia</i>. McGraw-Hill Education, pp. 1-4. • Wong, F.Y., Yong, G.F. and Yeap, P.F. (2010). The Relationship between Consumer Decision Making Process and Consumer Decision Making Styles. In: <i>In Search of Good Practices Weaving through Current Perspectives in Business</i>. Universiti Putra Malaysia Press, pp. (pp.195-201). • Siti Rahayu, H., Wong, F.Y. and Jamil, B. (2010). Retail Patronage of Fresh Produce Shoppers in Malaysia. In: <i>In Search of Good Practices Weaving through Current Perspectives in Business</i>. Universiti Putra Malaysia Press, pp. 187-195. • Wong, F.Y. (2009). Consumer Purchasing Behaviour toward Imported Dairy Product. In: <i>Business Management & Legal Issues and Practices</i>. Universiti Putra Malaysia Press, pp. 7-18. • Wong, F.Y. and Zamira, N. (2009). Relationship between Attitudes towards Advertising and Purchasing Interest within Generation Y. In: <i>Interdisciplinary Perspectives in Management and Marketing</i>. Universiti Putra Malaysia Press, pp.93-103. • Wong, F.Y., Siti Rahayu, H. and Jamil, B. (2008). Consumer Purchasing Behaviour of Fresh Produce in Malaysia. In: <i>Management Research Issues</i>. Universiti Putra Malaysia Press, pp.139-147. • Samsinar, M.S., Wong, F.Y., Ruhana, B., Dahlia, Z. and Zalfa Laili, H. (2003). The Effects of Spousal Resources on Family Purchase Decision Making in Malaysia. In: <i>Contemporary Issues in Business</i>. Prentice Hall, Pearson (M) Sdn. Bhd., pp. 109-128. • Wong, F.Y., Samsinar, M.S., Yong, O.S. and Ching, K.L. (2001). Relationship Quality between Policyholders and Agents in the Life Insurance Industry. In: <i>Service Quality Assessment and Improvement</i>. Imagepac Print (M) Sdn. Bhd., pp.129-156. • Wong, F.Y., Yasunobu, K. and Husna, S. (1996). Comparison of Farm
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	<p>Economy of Chinese and Malay Rice Farmers in the Muda Area, Malaysia. In: <i>Farm Management Development and Transformation under Agricultural Commercialization in Malaysia</i>. Universiti Pertanian Malaysia Press, pp.39-52.</p> <ul style="list-style-type: none"> • Yasunobu, K. and Wong, F.Y. (1996). Paddy Mini Estates and Rice Farmers in the Muda Area: A New Effort under the Agricultural Policy in Malaysia. In: <i>Farm Management Development and Transformation under Agricultural Commercialization in Malaysia</i>. Universiti Pertanian Malaysia Press, pp.54-77. • Yasunobu, K.; Husna, S.; Laily, P. and Wong, F.Y. (1996). Entrepreneur farmers in Peninsular Malaysia: Farm management approach of Peladang Jaya. In: <i>Farm Management Development and Transformation under Agricultural Commercialization in Malaysia</i>. Universiti Pertanian Malaysia Press, pp.1-21. • Monma, T.; Yasunobu, K. and Wong, F.Y. (1996). Forecasting of rice farming in the Muda area, Malaysia: A survey on farmers' views. In: <i>Farm Management Development and Transformation under Agricultural Commercialization in Malaysia</i>. Universiti Pertanian Malaysia Press, pp.79-109.
<p><i>Proceedings</i></p>	<ul style="list-style-type: none"> • Masoumeh, H., Hossein, N., Samsinar, M.S. and Wong, F.Y. (2015). Consumer's Intention of Purchase Sustainable Products: The Moderating Role of Attitude and Trust. Eight Annual International Business, Agriculture, Health, Energy, & Engineering Conference, December 27-28, 2015, Hilton Garden Inn, Hollywood, California, USA. Conference Proceedings (ISSN 1947-2195). • Lee, C.S.M., Ho, J.A., Murali, S. and Wong, F.Y. (2014). The Role of Protean Careers Orientation on Employees' Turnover Intention. Global Conference on Business Economics Research 2013 (GCBER) Conference Proceedings. • Wong, F.Y. and Tan, H.X. (2012) Proce Sensitivity-Consumer Satisfaction Relationship towards Electrical Appliances (paper 513). Proceedings of 16th International Business Research Conference, April 12-13, 2012, Novotel Hotel World Trade Centre, Dubai, UAE (ISBN 978-1-922069-03-0). • Wong, F.Y., Siti Rahayu, H. and Jamil, B. (2007). Consumer Behaviour of Fresh Produce in Malaysia. <i>Proceedings of the Asia Pasific Marketing Conference</i>, 2-3 November, 2007. Universiti Malaysia Sarawak, Kuching (pp. 1-5). • Siti Rahayu, H., Wong, F.Y. and Jamil, B. (2007). Retail Patronage Behaviour of Fresh Produce Shoppers in Malaysia. <i>Proceedings of the Asia Pasific Marketing Conference</i>, 2-3 November, 2007. Universiti Malaysia Sarawak, Kuching (pp. 11-16). • Saadiatul, I., Md. Zabid, A.R., Samsinar, M.S. and Wong, F.Y. (2003). The Relationship between Strategic Information System and Business Strategies in Malaysia. <i>Proc. of the British Academy of Management Annual Conference – Knowledge into Practice</i>, 15-17September2003, British Academy of

	<p>Management, UK.</p> <ul style="list-style-type: none"> • Samsinar, M.S., Wong, F.Y., Ruhana, B., Dahlia, Z. and Zalfa Laili, H. (2003). The Patterns and Role of Family Decision Making in Malaysia. <i>Proc. of the Conference in Conjunction with the Public Institutions of Higher Learning (IPTA) R&D Exposition, 2-5October2003</i>, Ministry of Science, Technology and Environment, Malaysia (MOSTE), Putra World Trade Center (PWTC). • Wong, F.Y. and Yasunobu, K. (1996). Rice Farmers' Views towards Land Holding Transaction in the Muda Area, Malaysia. <i>2nd Asian Society of Agricultural Economists (ASAE) Conference, 6-9August1996</i>, Asian Society of Agricultural Economists (ASAE), Bali, Indonesia. • Yasunobu, K. and Wong, F.Y. (1996). Farm Household Expenditure in the Rice Growing Area, Malaysia: A Case Study. <i>18th International Federation for Home Economics (IFHE) Congress, 21-26July1996</i>, International for Home Economics (IFHE), Bangkok, Thailand.
<p><i>Other publications</i></p>	<ul style="list-style-type: none"> • Wong, F.Y. dan Ruhana, B. (2007). <i>Gelagat Organisasi</i> (cetakan ke-3). Modul Open University Malaysia (OUM). • Wong, F.Y. dan Ruhana, B. (2005). <i>Gelagat Organisasi</i> (cetakan ke-2). Modul Open University Malaysia (OUM). • Wong, F.Y. dan Ruhana, B. (2003). <i>Gelagat Organisasi</i>. Modul Open University Malaysia (OUM). • Wong, F.Y. (2003). <i>Pengenalan Pengurusan Strategi</i>. Modul Open University Malaysia (OUM). • Ruhana, B dan Wong, F.Y. (2001). <i>Pengurusan Organisasi dan Perniagaan</i>. Modul Universiti Putra Malaysia (UPM). • Yasunobu, K., Husna, S. and Wong, F.Y. (1996). <i>Farm Management Development and Transformation under Agricultural Commercialization in Malaysia</i>". Universiti Pertanian Malaysia (UPM) – Japan International Research Center for Agricultural Sciences (JIRCAS) Collaborative Study Report (1993-1996) Research Report. • Yasunobu, K., Wong, F.Y. and Laily, P. (1997). Entrepreneur Farmers in Peninsular Malaysia: Profile of Peladang Jaya. <i>JIRCAS Newsletter for International Collaboration</i>. No.13, pp.4-5. • Yasunobu, K., Husna, S. and Wong, F.Y. (1997). Function of Group Farming Project in the Muda Area, Malaysia. <i>JIRCAS Research Highlights</i>. No.4, pp.40.

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

<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
GP/2017/9563500	Antecedents of Guest's Behavioral Intentions in Malaysian Peer to Peer Accommodation Sector	Project leader	2017 - 2019	Geran Putra (GP-Putra), UPM - RM 40,000	On-going
06-02-12-2312RU	Factors Influencing Customer Loyalty of Telecommunication Industry in Klang Valley	Project leader	2013 - 2015	RUGS (Research University Grant), UPM - RM50,000	Completed
GP-IPB/2013/9412201	Examination of Corporate Social Responsibility Activities among Firms in the Manufacturing and Service Industry in Malaysia	Co-Researcher	2013 - 2015	GUPM (University Grant), UPM - RM 75,000	Completed
GP-IPB/2013/9412202	Examination of Sustainable Supply Chain Opportunities from Stakeholder's Perspectives	Co-Researcher	2013 - 2015	GUPM (University Grant), UPM - RM 75,000	Completed
06-01-04-SF1032	Price Sensitivity-Consumer Satisfaction Relationship towards Durable Goods	Project leader	2010-2012	ScienceFund (Ministry of Science, Technology and Innovation, Malaysia - MOSTI) - RM106,150	Completed
06-01-04-SF0322	Assessing Consumers' Purchasing Behaviour toward Local Agricultural Products	Project leader	2006-2008	ScienceFund (Ministry of Science, Technology and Innovation, Malaysia - MOSTI) - RM94,996	Completed
05-02-04-0203-EA001	Creativity and Innovativeness among Malaysian Organizations	Project leader	2002-2004	IRPA (Ministry of Science, Technology and	Completed

				Environment, Malaysia - MOSTE) - RM153,360	
05-02-04-0205-EA001	The Patterns and Role Structure in Family Decision Making in Malaysia	Co-Researcher	2002-2004	IRPA (Ministry of Science, Technology and Environment, Malaysia - MOSTE) - RM98,040	Completed
06-02-02-0071F	Consumers' Purchasing Behaviour toward Imported Dairy Products	Project leader	2002 - 2003)	Short-Term Research Grant (Ministry of Education, Malaysia - MOE) - RM 20,770	Completed

D. AKTIVITI ILMIAH DAN PROFESIONAL (*Scholarly and Professional Activities*)

- University Curriculum Committee Member (Ahli Jawatankuasa Kecil Kurikulum Universiti, JKKK), 2017-2020.
➔ appointed by the Deputy Vice Chancellor (Academic and International), UPM
- University Evaluator Panel for UPM programs (Panel Penilai Universiti bagi program pengajian UPM), 2014-2016.
➔ appointed by the Vice Chancellor, UPM.
- Coordinator of Curriculum Committee for Faculty of Economics and Management, 2017-2018.
- Committee member of Academic and Students Affairs, Department of Management and Marketing, Faculty of Economics and Management (2015-2017).
- Head of Marketing Discipline for BBA program, 2016-2018.
- Facilitator/Mentor for Constructive Alignment (*CA*) Workshop (*matching of CO-PO*), Department of Management and Marketing, Faculty of Economics and Management, 2016.
- Committee member for BBA program restructuring (Ahli Jawatankuasa Semakan/Penstrukturan program Bachelor Pentadbiran Perniagaan), since 2011.
- Advisor of Academic Programs, Faculty of Economics and Management.
- Course coordinator for Principles of Marketing (MGM3211).

- Course coordinator for Strategic Management (MGM4139).
- Course coordinator for Strategic Marketing Management (MGM4219).
- Academic Advisor in Department of Management & Marketing, Faculty of Economics & Management, UPM.
- Committee Member for the “Global Conference on Business and Economics research (GCBER)”, 2013.
- Committee Member for the “Global Conference on SME, Entrepreneurship and Service Innovation (GCSMES)”, 2013.
- Editorial Board Member of Asian Journal of Case Research (AJCR), since 2013.
- Committee Member for the “National Research & Innovation Conference for Graduate Students in Social Sciences, 2012.
- Facilitator/Mentor for Universiti Putra Malaysia’s teams in L’Oreal Brandstorm competition, 2008-2016.
- Facilitator of MIM-RICOH National Management Game 2010 for MBA students at GSM, UPM, 2010
- Research Fellow for Institut Kajian Dasar Pertanian Malaysia (IKDPM)
- Articles reviewer for International Journal of Economics and Management (IJEM), UPM Press.
- Articles reviewer for Journal of Social Sciences and Humanities (PERTANIKA), UPM Press.
- Articles reviewer for Asian Journal of Case Research (AJCR), UPM Press.
- Articles reviewer for chapters-in-book published by UPM Press and McGraw-Hill.
- Internal Examiner/Second Reader for Master of Business Administration students, Putra Business School, UPM.
- Case writing facilitator for Universiti Tun Abdul Razak (UNITAR).

E. KEAHLIAN PROFESIONAL *(Professional Membership)*

- Member, International Society for Development and Sustainability (ISDS), Japan.
- Life membership, Case Writers’ Association of Malaysia (CWAM).
- Member, Malaysian Institute of Management (MIM).
- Member, UPM Academic Officer Association (PPA) (Persatuan Pegawai Akademik UPM).
- Member, UPM Women Association (PERMATA) (Persatuan Wanita UPM).

F. PELAJAR PASCA SISWAZAH (*Post-graduate Students*)

<i>No.</i>	<i>Student Name</i>	<i>Matric</i>	<i>Degree</i>	<i>Year</i>	<i>Role</i>	<i>Status</i>
1.	Laiba Ali	GS47658	Master of Science (MSc)	2018	Main supervisor	On-going
2.	MBA - Zailan Abu Bakar	PBS1411766	MBA	2017	Main supervisor	Graduated
3.	Lee Cheau Shin	PBS1411550	MBA	2016	Main supervisor	Graduated
4.	Mohamad Ridhwan Raja Mohd	PBS1331426	MBA	2016	Main supervisor	Graduated
5.	Loh Kian Leong	GM04571	MBA	2013	Main supervisor	Graduated
6.	Lee Chia Sern Mervyn	GM04624	Master of Science (MSc)	2012	Co-Supervisor	Graduated
7.	Cheach Sok Lee	GM04364	MBA	2012	Main supervisor	Graduated
8.	Soh Chin Ting	GM04165	MBA	2012	Main supervisor	Graduated
9.	Chee Jinq Shyan	GM03528	MBA	2011	Main supervisor	Graduated
10.	See Siau Ting	GM03529	MBA	2011	Main supervisor	Graduated
11.	Tan Chooi Ling	GM03566	MBA	2011	Main supervisor	Graduated
12.	Yong Li Yeen	GM03545	MBA	2011	Main supervisor	Graduated
13.	Soh Chin Ting	GM04165	MBA	2011	Main supervisor	Graduated
14.	Bong Pei Ying	GM03821	MBA	2010	Main supervisor	Graduated
15.	Lim Sing Jing	GM03831	MBA	2010	Main supervisor	Graduated
16.	Sarut Uttrapan	GM03534	MBA	2010	Main supervisor	Graduated
17.	Teo Pei Nie	GM03820	MBA	2010	Main supervisor	Graduated
18.	Leong Sai Pink	GM02779	MBA	2008	Main supervisor	Graduated
19.	Lee Ping Jye	GM02590	MBA	2008	Main supervisor	Graduated
20.	Chong Kok Keong	GM02646	MBA	2008	Main supervisor	Graduated
21.	Tan Hui Xian	GM02562	MBA	2007	Main supervisor	Graduated
22.	Eng Mei Leng	GM02545	MBA	2007	Main supervisor	Graduated
23.	Choo Sze Ning	GM02544	MBA	2007	Main supervisor	Graduated

G. PELAJAR PRA-SISWAZAH (*Undergraduate Students*)

<i>No.</i>	<i>Student Name</i>	<i>Matric</i>	<i>Degree</i>	<i>Year</i>	<i>Role</i>	<i>Status</i>
1.	Gan Hui Chin	176594	BBA	2017/2018	Main supervisor	On-going
2.	Brandy Chan Yon Chian	173321	BBA	2016/2017	Main	Graduated

					supervisor	
3.	Liu Jia Xin	172421	BBA	2016/2017	Main supervisor	Graduated
4.	Chew Soo Ling		BBA	2010/2011	Main supervisor	Graduated
5.	How Shu Fui		BBA	2010/2011	Main supervisor	Graduated
6.	Jolene Yang Lee Choo		BBA	2010/2011	Main supervisor	Graduated
7.	Low Koa Er		BBA	2010/2011	Main supervisor	Graduated
8.	Ng Ee Leen		BBA	2010/2011	Main supervisor	Graduated
9.	Nur Hazirah bt Ramlan	141862	BBA	2009/2010	Main supervisor	Graduated
10.	Maznun Nazirah Bidi @ Bidin	141182	BBA	2009/2010	Main supervisor	Graduated
11.	Sri Roza Ekaputri Marsal	EX02136	BBA (executive)	2008-2009		
12.						

H. PENILAI DALAMAN (*Internal Examiner/Second Reader*)

<i>No.</i>	<i>Student Name</i>	<i>Matric</i>	<i>Degree</i>	<i>Year</i>	<i>Institution</i>
1.	Kavitha ap Sukumaran	PBS1411653	MBA	2017	Putra Business School
2.	Lilly Malar a/p Govindasamy	PBS1331368	MBA	2017	Putra Business School
3.	Nor Ain Jafar	PBS1331420	MBA	2017	Putra Business School
4.	Tan Wan Qin	PBS15111029	MBA	2017	Putra Business School
5.	Chan Wai Loon	PBS 1411567	MBA	2016	Putra Business School
6.	Dzaffri Redza Zainal Rashid	GM 05268	MBA	2016	Graduate School of Management
7.	Lim Leng Jion	PBS 1321241	MBA	2016	Putra Business School
8.	Muhammad Zamri Baharuddin	PBS 1411643	MBA	2016	Putra Business School
9.	Chow Sook Yee	GM 05095	MBA	2015	Graduate School of Management
10.	Kok Yun Thye	GM 05233	MBA	2015	Graduate School of Management
11.	Lee Sook Teng	GM 05232	MBA	2015	Graduate School of Management
12.	Nor Asrifah bt Misran	GM 05277	MBA	2015	Graduate School of Management
13.	Nurul Hidayah Rosli	PBS 1311228	MBA	2015	Putra Business School
14.	Roziyanti Ramly	GM 05144	MBA	2015	Graduate School of Management
15.	Azriati bt Abu Bakar	GM04521	MBA	2014	Graduate School of Management

16.	Beh Tian You	GM04956	MBA	2014	Graduate School of Management
17.	Ehsan Bagherpour	GM05006	MBA	2014	Graduate School of Management
18.	Fara Wahiza Ahmad Puzi	GM05286	MBA	2014	Graduate School of Management
19.	Mohd Israa bin Abd Rahin	GM04882	MBA	2014	Graduate School of Management
20.	Sarah bt Abdul Kadir	GM05026	MBA	2014	Graduate School of Management
21.	Cham Lee Peih	GM04398	MBA	2013	Graduate School of Management
22.	Lam Khai Mei	GM04866	MBA	2013	Graduate School of Management
23.	Loh Mee Yoon	GM04496	MBA	2013	Graduate School of Management
24.	Noor Azreen Mohd Khushairi	GM04766	MBA	2013	Graduate School of Management
25.	Noraida bt Omar	GM04301	MBA	2013	Graduate School of Management
26.	Nurul Ameera bt Mohammad Rasid	GM04472	MBA	2013	Graduate School of Management
27.	Priyal ap Savadiappan	GM04676	MBA	2013	Graduate School of Management
28.	Shanusha ap Kanan	GM04525	MBA	2013	Graduate School of Management
29.	Tan Soo Hoon	GM04612	MBA	2013	Graduate School of Management
30.	Azadeh Akhavan	GM03930	MBA	2012	Graduate School of Management
31.	Mahendran Maruthai	GM04057	MBA	2012	Graduate School of Management
32.	Lim Chye Lee	GM03456	MBA	2011	Graduate School of Management
33.	Teoh Chee Pimp	GM03457	MBA	2011	Graduate School of Management
34.	Lim Jin Han	GM03087	MBA	2010	Graduate School of Management
35.	Lim Wee Meng	GM03089	MBA	2010	Graduate School of Management
36.	Wu Chee Hong	GM03416	MBA	2010	Graduate School of Management
37.	Leong Mun Yuen	GM02695	MBA	2009	Graduate School of Management
38.	Rohani binti Sulaiman	GM02834	MBA	2009	Graduate School of Management
39.	Kuar Choon Hoong	GM02771	MBA	2008	Graduate School of Management
40.	Chew Han Chuan	GM02735	MBA	2008	Graduate School of Management
41.	Yap Wei Teck	GM02538	MBA	2007	Graduate School of Management
42.	Chin Siew Foong	GM02543	MBA	2007	Graduate School of Management

43.	Gan Yong Chiun	GM02547	MBA	2007	Graduate School of Management
44.	Tan Mom Zee	GM02563	MBA	2007	Graduate School of Management

I. PENILAI ARTIKEL *(Articles Reviewer)*

No.	Title of Article	Name of Journal/Conference/Seminar/Book/ Chapters-in-Book/etc.	Year
1.	Determinants of Consumer Attitudes toward Mobile Advertising and the Moderating Effect of Nationality	International Journal of Economics and Management (IJEM) => IJEAM-2017-0014	2017
2.	Music Education Matters: Factors Influencing Youths' Intention To Pursue Music Education	Centre for Research and Development, Taylor's University (Conference)	2017
3.	Factors Affecting Consumer Perceptions towards Renewable Energy Products Among Adults In Kuala Lumpur	Global Conference of Business and Economic Research 2017 (GCBER 2017)	2017
4.	Perform or Perish!: A Case of Yakult Malaysia	Asian Journal of Case Research (AJCR)	2016
5.	A Model Linking Store Attributes, Service Quality and Customer Experience: A Study among Community Pharmacies	International Journal of Economics and Management (IJEM) => IJEAM-2016-0158	2016
6.	The Moderating and Mediating Effects of Different Types of Switching Costs on Customer Loyalty	International Journal of Economics and Management (IJEM) => IJEAM2016-0037	2016
7.	Declining Sales Trend of NOVUSS: A Multi-Level Marketing Company	Asian Journal Of Case Research (AJCR)	2015
8.	Starting E-Invoice Delivery Service Centre in Malaysia	Asian Journal Of Case Research (AJCR)	2015
9.	The Influence of Destination Attractiveness on Satisfaction and Environmentally Responsible Behavior in Marine Park of Terengganu, Malaysia : A Conceptual Perspective	Marketing Issues And Practices Across Difference Industries (CIB) => CIBM-02-2015	2015
10.	Key Challenges in Human Resource Management: Insights from Tourism Industry Players	Emerging Trends In Hospitality And Tourism Book (CIB)	2015
11.	A Case Study on ISO 9001 Certification for Automotive Industry in Malaysia".	National Research & Innovation Conference For Graduate Students in Social Sciences 2014 => GSNRIC2014-OSS34	2014
12.	Decision-Making Styles of Malaysian Young Consumers in the Klang Valley	National Research & Innovation Conference for Graduate Students in Social Sciences 2014 => GSNRIC2014- Bus-153	2014
13.	The Effects of Demographic Factors on Market Orientation	National Research & Innovation Conference for Graduate Students in Social Sciences 2014 =>	2014

		GSNRIC2014-Bus-128	
14.	Institutional Corporate Social Responsibility (CSR) Practices: The Influence of Leadership Styles and Managers' Perceived Ethics and Social Responsibility	Pertanika JSSH (Special Issue - Management and Marketing)	2014
15.	Customer Satisfaction towards Low-Cost Carriers In Malaysia	Marketing towards Delivering Consumer Value (CIB)	2013
16.	To Each Its Own	Business Cases in Malaysia (Case Book)	2013
17.	Chan Chemicals Sdn. Bhd.	Business Cases in Malaysia (Case Book)	2012 / 2013
18.	Managing Business Dynamic & Change - A Collection of Readings	Managing Business Dynamic & Change - A Collection of Readings (Book Editor) => ISBN 978-967-5771-92-7 (McGraw-Hill Education)	2013
19.	Elomatic-Pharmalab Consulting & Engineering Pvt. Ltd.: An International Joint Venture	Asian Journal of Case Research (AJCR)	2013
20.	Rooted Shoes	Asian Journal of Case Research (AJCR)	2013
21.	International Human Resource Management - Appraising the Contribution of Human Sciences to the IHRM Body of Knowledge	Global Conference of Business and Economic Research 2013 => GCBER2013-97	2013
22.	How Customer Satisfaction Can Be Achieved of P&G Products: A Case Study of DADU-SINDH-PAKISTAN	Global Conference of Business and Economic Research 2013 => GCBER2013-52	2013
23.	Business Practices in Malaysia	Business Practices in Malaysia (Book Editor) => ISBN 978-967-5771-52-1 (McGraw-Hill Education)	2012
24.	Research Issues in Management and Marketing	Research Issues in Management and Marketing (Book Editor) => ISBN 978-967-5771-53-8 (McGraw-Hill Education)	2012
25.	Erfolg International: To Remain Outbound or Look Inwards	Asian Journal of Case Research (AJCR)	2012
26.	Customer Complaints and Switching Behavior towards Mobile Service Providers in Indian Market	Asian Journal of Case Research (AJCR)	2012
27.	Emerging Issues in Management	Emerging Issues in Management (Book Editor) => ISBN 978-967-5771-42-2 (McGraw-Hill Education)	2012
28.	Contemporary Issues in Management and Marketing	Contemporary Issues in Management and Marketing (Book Editor) => ISBN 978-967-5771-43-9 (McGraw-Hill Education)	2012
29.	Deciding Misconduct Case in Platinum One Industry Sdn. Bhd (Part II)	Asian Journal Of Case Research (AJCR). We	2010
30.	Product Intangibility and the Dimensionality of Consumers' Decision-Making Styles	International Journal of Economics and Management (IJEM)	2009
31.	Factors that Affect Mobile Telephone Users to Use Mobile Payment Solution	International Journal of Economics and	2009

		Management (IJEM)	
32.	Innovation, Export Performance and Profitability of Lao Garment Exporters	International Journal of Economics and Management (IJEM)	2008 / 2009