

# CURRICULUM VITAE



<b>A. BUTIR-BUTIR PERIBADI</b> <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	Wan Norhidayah Binti W Mohamad		Gelaran <i>(Title)</i> : Dr.
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i> 870831-11-5474	Warganegara <i>(Citizenship)</i> Malaysia	Bangsa <i>(Race)</i> Melayu	Jantina <i>(Gender)</i> Perempuan
Jawatan <i>(Designation)</i>	Pensyarah Kanan	Tarikh Lahir <i>(Date of Birth)</i>	31/8/1987

Alamat Semasa <i>(Current Address)</i>	Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
No. 21, Jalan Puncak Utama 2/1, Taman Puncak Utama, 43000. Kajang, Selangor	Jabatan Ekonomi, Fakulti Ekonomi Dan Pengurusan, Universiti Putra Malaysia  Tel: 03-89467598 Fax:	Email: w_norhidayah@upm.edu.my  URL: N/A H/P: 016-3114535

<b>B. KELAYAKAN AKADEMIK</b> <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>
PhD	Newcastle University, UK	2018	Architecture (Environmental Economics)
Master of Science	UPM	2013	Environmental Economics
Bachelor of Economics	UUM	2010	Natural Resource and Environmental Economics

<b>C. KEMAHIRAN BAHASA</b> <i>(Language Proficiency)</i>					
Bahasa / Language	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English				/	
Bahasa Melayu					/
Chinese					
Lain-lain <i>(other)</i> :					

<b>D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN</b> ( <i>Scientific experience and Specialisation</i> )				
<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>

<b>E. PEKERJAAN</b> ( <i>Employment</i> )				
<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
UPM	1. Tutor	Jabatan Ekonomi, FEP	Disember 2010	May 2018
	2. Pensyarah Kanan	Jabatan Ekonomi, FEP	Jun 2018	Terkini

<b>F. ANUGERAH DAN HADIAH</b> ( <i>Honours and Awards</i> )				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	Dean's Award, First Semester 2007/2008	UUM	Universiti	2007/2008
	Dean's Award, Second Semester 2007/2008	UUM	Universiti	2007/2008
	Dean's Award, First Semester 2008/2009	UUM	Universiti	2008/2009
	Dean's Award, Second Semester 2008/2009	UUM	Universiti	2008/2009
	Dean's Award, First Semester 2009/2010	UUM	Universiti	2009/2010
	Dean's Award, Second Semester 2009/2010	UUM	Universiti	2009/2010
	First Class Honours Degree	UUM	Universiti	2010
	Deputy Vice Chancellor (Academic and International) Gold Medal	UUM	Universiti	2010
<i>Non-Academic Awards</i>				
<i>Awards of Merit</i>				

<b>G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan)</b> <i>(List of publications – author (s), title, journal, volume, page and year published)</i>	
<i>Journal</i>	<ol style="list-style-type: none"> <li>1. Wan Nur Hidayah Wan Muhamad, Alias Radam &amp; Mohd Rusli Yacob (2014). Using choice experiment to understand visitors preferences for the man-made lake ecotourism services in Terengganu, Malaysia. <i>Journal of Marketing and Consumer Research</i>, 4, 41-50.</li> <li>2. Wan Norhidayah W Mohamad, Alias Radam &amp; Mohd Rusli Yaacob (2014). Ecotourism service attributes: estimation of visitors' preferences using a choice experiment method. <i>International Journal of Economics and Management</i>, 8(2), 295-314.</li> </ol>
<i>Books/Monographs</i>	
<i>Chapter in book</i>	<ol style="list-style-type: none"> <li>1. Wan Norhidayah W Mohamad, Alias Radam and Mohd Rusli Yaacob (2013). Estimation of visitors' preferences for house boat service attributes by using a choice experiment. In Norashidah, M. N., Azali, M. and Azman, H. <i>Readings on Applied Economic Issues</i> (pp. 49-60). Kuala Lumpur: McGraw-Hill Education.</li> <li>2. Wan Norhidayah Wan Mohamad, Alias Radam and Mohd Rusli Yaacob (2015). Using choice experiment to understand visitor preferences for ecotourism service attributes in Terengganu. In Yasmin, B., Saifuzzaman, I. and Naseem, N.A.M. <i>Selected Readings in Applied Economics</i> (pp. 62-77). Selangor: UPM Press.</li> </ol>
<i>Proceedings</i>	
<i>Other publications</i>	
<i>Computer software</i>	Microsoft Office, Statistical Package for Social Science (SPSS), NLOGIT4

<b>H. PROJEK PENYELIDIKAN TERDAHULU</b> <i>(Past Research Project)</i>					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>