

CURRICULUM VITAE	
PERSONAL SUMMARY	
Name	: Siti Rahayu Hussin
Institution	: Universiti Putra Malaysia
Designation	: Senior Lecturer
Department / Faculty	: Department of Management & Marketing/Faculty of Economics & Management
Tel. No. (Office)	: 03 97697705
E-mail Address	: rahayu@upm.edu.my rahayuhussin@gmail.com
Address(Office)	: Fakulti Ekonomi dan Pengurusan Universiti Putra Malaysia 43400 Serdang, Selangor
Field / Area of Expertise	: Marketing Consumer Behavior Retailing Entrepreneurship
	

EDUCATIONAL / ACADEMIC QUALIFICATION
<i>(Qualification, Field, University / College, Year Awarded)</i>
Master of Business Administration, Roosevelt University, Illinois, U.S.A. 1995
Bachelor of Business Administration, International Islamic University, Malaysia. 1993

RESEARCH	
1.	Perceived financial security and needs for financial services at old age: Perspectives of two generations in the formal and informal sectors in Malaysia, RM50,000. (Geran Putra). Lead Researcher. February 2018-August 2019.
2.	Exploratory Study on Tourists Intention to Visit Dark Tourism Destinations in Malaysia, RM21,450. (Geran Putra IPS). Lead researcher. December 2017-December 2018.
3.	The influences of Cultural Factors on Destination Image of Medical Tourism. RM14,500. (Geran Putra IPS). Lead Researcher, 1 August 2017- 31 July 2018.
4.	Measuring the Effectiveness and Marketing Innovation of Agro Food Processors and Manufacturers. RM80,500. (Geran Putra). Co-Researcher, 1 July 2017-1 July 2019.
5.	Business Expansion for Hanizah Optometri in the Suburban Market. Case Writing Grant Scheme, Ministry of Higher Education (Skim Geran Penulisan Kes). RM10,000. Lead Researcher, November 2016-April 2017.
6.	Strategic Positioning of Era Fabric Sdn Bhd. Case Writing Grant Scheme, Ministry of Higher Education (Skim Geran Penulisan Kes). RM10,000. Co-Researcher, November 2016-April 2017.
7.	Control Management at House of Mind Excellence (HOME) Learning Centre (QC Group Sdn Bhd). Case Writing Grant Scheme, Ministry of Higher Education (Skim Geran Penulisan Kes). RM10,000. Co- Researcher, November 2016-April 2017.
8.	Developing Tourism Typology in Emerging Tourism Sectors. RM105,000. (Geran Universiti Berkumpulan, Universiti Putra Malaysia). Lead Researcher, 2015-2016.
9.	Supply and Demand of Programs in Public Universities: Relevancy and Marketability. (Kajian Penawaran dan Permintaan Program IPTA: Kerelevanan dan Kebolehpasaran), RM285,000. Kementerian Pendidikan Tinggi, Co-researcher, 2014.
10.	Exploring Islamic Store Attributes and Consumers Patronage Behavior: Muslim Consumers' Perspective. RM30,000. Research University Grant (RUGS) UPM, Co-researcher, 1/9/12-1/8/2013. 24 months.
11.	Evaluating Banks Credit Card Marketing Strategies and Their Impact on Card Usage Among Malaysians: A fact finding survey for better consumer protection Policies. RM28,000. Research University Grant (RUGS), UPM, Lead Researcher, 11/10/10-11/3/2012.18 months.
12.	Consumers' Purchasing Behaviour Towards Fresh Produce. RM203,230.74. Geran FAMA, Lead Researcher, 2008.
13.	Cost- Effectiveness of Special Intervention Program (Kajian Keberkesanan Kos Program Pemulihan Khas), Ministry of Education Malaysia (Kementerian Pelajaran Malaysia), Co-researcher, 2005.
14.	Marketing Analysis of the Higher Education Service Sector in Malaysia:

	Institutional & Consumer Perspectives. RM20,000. Geran UPM, Lead Researcher, 2000.
15.	Facilitating Scheme Needs for Women Entrepreneurs in Selangor (Kajian Keperluan Skim Bantuan Usahawan Wanita Selangor, Yayasan Basmi Kemiskinan Selangor, Co-researcher, 1999.

CONSULTATION SERVICE	
1.	Kajian Trend Bekalan dan Harga Ikan Serta Kesan Terhadap Nelayan dan Pengguna. 1/2/18-31/10/18. Lembaga Kemajuan Ikan Malaysia. RM250,000. Associate Consultant.
2.	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.
3.	Projek Direktori Inovasi UPM 2016. RM20,000. Putra Science Park, Universiti Putra Malaysia. (Project Leader). January 2017-June 2017
4.	Kajiselidik Pasaran Daging Puyuh di Kawasan Lembah Klang Meliputi Seluruh Negeri Selangor, Wilayah Persekutuan Kuala Lumpur dan Putrajaya. RM244,582.00. 01/09/2014-31/12/2014 Jabatan Veterinar Selangor, Associate consultant.
5.	Tabung Haji-Putra Case Study Project, 2014, Lembaga Tabung Haji Berhad, Associate Consultant.
6.	Tinjauan pasaran untuk katalog produk teknologi baharu UPM, 2014. RM20,000. Putra Science Park, Universiti Putra Malaysia. Project Leader.
7.	Case Study Development research, CEDAR, SMEBank, 2013, Researcher.
8.	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.

TRAININGS/WORKSHOPS CONDUCTED	
1.	<i>Startup Basics: Entrepreneurship and Business Plan.</i> School of Graduate Studies, UPM. 5 December 2017.
2.	<i>Introduction to Entrepreneurship.</i> School of Graduate Studies, UPM. 22 November, 2017.

3.	<i>Smart Marketing</i> . Siswapreneur Advance @UPM, Centre of Entrepreneurship and Graduate Employability (CEM), Universiti Putra Malaysia. 15 October 2017
4.	<i>Business Negotiation</i> . Siswapreneur@SME, UPM, CEM, Universiti Putra Malaysia. 16 September 2017.
5.	<i>Business Model Canvas and Marketing</i> . Siswapreneur StartupBiz@CEM, CEM, UPM. 6 September 2017.
6.	<i>Brand Management</i> . Bangalore Study Tour, Putra Business School. 31 st May, 2017.
7.	<i>Marketing</i> . International Malaysian Training Centre (IMTC), Kuala Lumpur. 24-26 April 2017.
8.	<i>Marketing for Non-marketers</i> . ATSB Group, Shah Alam. 23-24 January 2017
9.	<i>Introduction to Entrepreneurship</i> . PutraSarjana Program. Universiti Putra Malaysia. 30 November 2016
10.	<i>Start-up Basic: Entrepreneurship and Business plan</i> . Putra Sarjana Program. School of Graduate Studies, Universiti Putra Malaysia. 14 December 2016
11.	<i>Creative Marketing and Business Success</i> . SME@UPM 2016. 19 June 2016. Universiti Putra Malaysia.
12.	<i>Entrepreneurship and Business Opportunities</i> , TOT Basic Entrepreneurship. Bagan Lalang, Sepang, Selangor. 21 December 2015

JOURNAL PUBLICATIONS

H Index Scopus : 3, Scopus Citation : 23

H Index Google Scholar :7, Google Scholar Citation : 179

1.	Yuhanis Abdul Aziz, Siti Rahayu Hussin, Hossein Nezakati, Raja Nerina Raja Yusof, Haslinda Hashim, (2018) "The effect of socio-demographic variables and travel characteristics on motivation of Muslim family tourists in Malaysia", <i>Journal of Islamic Marketing</i> , Vol. 9 Issue: 2, pp.222-239, https:// doi.org/10.1108/JIMA-03-2016-0016
2.	Khan, A.S., Hussin, S.R. and A. Hamid, A.B (2018). Direction For Future Research In Ewom: Issues Of Credibility, Format And Impact. <i>International Journal of Economic Research</i> , 15 (2), 329-341.
3.	Nadiatul Natasha Mohd Fawzi, Siti Rahayu Hussin & Haslinda Hashim (2018). The Influence of Culture on Destination Image Formation: A Critical Review. <i>Global Review of Research in</i>

	<i>Tourism, Hospitality and Leisure Management</i> , 4(1), 577-596.
4.	Ramlee, F. H., Hussin, R., & Hashim, H., (2018), Critical Review of Dark Tourism: Tourists' Perceptions and Behavior, <i>Journal of Tourism, Hospitality and Environment</i> , 3 (12), 54-63.
5.	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.
6.	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 .
7.	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.
8.	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.
9.	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.
10.	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.
11.	Hashim, H. and Hussin, S.R. (2013) <i>Losing at the Home Ground?</i> Asian Journal of Case Research (AJCR), 6(S):95-107
12.	Hussin, S.R. and Hashim, H. (2013) <i>Econsave Cash & Carry</i> Asian Journal of Case Research (AJCR), 6(S):51-59
13.	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.
14.	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. & Hum.</i> 21 (S): 85 - 100.
15.	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 & Marketing</i> , 2(1):74.
16.	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 Management</i> , 7 (1): 110 - 124.

17.	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.
18.	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.
19.	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.
20.	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.
21.	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.

BOOK/CHAPTER IN BOOK	
1.	Siti Rahayu Hussin, Siti Haslina Hussin, and Salina Kassim (2018). Easy read on consumer behavior, Universiti Putra Malaysia Press, Serdang, Selangor.
2.	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
3.	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 Shahrin Karim
4.	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.
5.	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.
6.	F.N.Osman, H.Hashim, H. Nezakati, S.R. Hussin, Y.A.Aziz and R.N.Raja-Yusof. (2015). A review of family influences on travel decision making. 579-582. Theory and Practice in Hospitality and Tourism Research – Radzi et. Al. (Eds). Taylor & Francis Group, London.
7.	Hussin, S.R., Hashim, H. and R. Yusof, R.N. (2013). Everybody's Gym? in <i>Malaysian</i>

	<i>Management Cases</i> . Penerbit UKM: Selangor, Malaysia.
8.	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 Nature of Services Management</i> , Edited by Mass Hareeza Ali, Nor Azlina Kamarohim and Manisah Othman
9.	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), <i>Research Issues in Management and Marketing</i> . McGrawHill. Pp. 9-16.
10.	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), <i>Contemporary Issues in Management and Marketing</i> . McGrawHill. Pp. 113-126.
11.	Wong, F.Y., Siti Rahayu, H. and Jamil, B. (2010). Retail Patronage of Fresh Produce Shoppers in Malaysia. In <i>Search of Good Practices Weaving Through Current Perspectives in Business</i> . Universiti Putra Malaysia Press. Page 187-195.
12.	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.
13.	Hussin,S. R., Abdul Malek, Z., Abdul Rahim, M. A., et. al (2004). <i>Asas Pemasaran</i> . Malaysia, McGraw Hill.
14.	Saleh, R., Hashim, H., Hussin, S. R., A. Malek, Z., & A. Rahim, M. A. (2002). <i>Rujukan Asas Pemasaran</i> . Malaysia, Univision Press Sdn. Bhd.
15.	Siti Rahayu H., Tan H. S. &Md Sidin, S. (2001). <i>Marketing Analysis of the Higher Education Service Sector in Malaysia: Consumer Perspectives</i> . Image PacPrint page 36-49.

SUPERVISION OF POST GRADUATE STUDENTS				
	Student's Name	Degree Conferred	Role/Year	Thesis Topic
1.	Dan Joon Chew	Master of Science - Marketing (Graduate School of Management, Universiti Putra Malaysia)	Supervisory Committee Member 2006 (Completed)	Grocery Shopping: Consumer Choice Evaluation Decision in the Time Constraint Shopping Environment and Recreational Shopping Environment
2.	Fatin Norain Osman	Master of Science - Tourism (Universiti Putra Malaysia)	Main Supervisor 2016 (Completed)	The influence of family travel motivation and familial needs on destination image and their impact on tourist satisfaction
3.	Nadiatul Natasha	Master of	Main	Relationships between cultural factors and

	Mohd Fawzi	Science - Business Economics (Universiti Putra Malaysia)	Supervisor 2017-2019 (On-going)	medical tourism destination image
4.	Farah Hasyimah Ramlee	Master of Science - Tourism (Universiti Putra Malaysia)	Main Supervisor 2017-2019 (On-going)	Tourists intentions to visit dark tourism destination in Malaysia
5.	Shamim Ahmed Khan	Master of Science (Marketing)- Putra Business School	Main Supervisor 2017-2019 (On-going)	Factors affecting visual of eWOM credibility
6.	Supervised about 20 MBA projects and cases up to date			

CAREER HISTORY	
Universiti Utara Malaysia Feb 1995 – Oct 1997	Lecturer
Universiti Putra Malaysia Nov 1997 - 2008	Lecturer
2008 - current	Senior Lecturer
April 2015 – March 2017	Head, Unit of Executive Development and Industrial Linkages, Faculty of Economics and Management
September 2017-current	Research Associate, Malaysian Research Institute on Ageing (<i>MyAgeing</i>)
April 2017-November 2018	Layperson Review Sub-committee, Jawatankuasa Etika Universiti Putra Malaysia
December 2018 – 29 June 2020	Social Science Sub Committee, Jawatankuasa Etika Universiti untuk Penyelidikan Melibatkan Manusia (JKEUPM), UPM.
January 2016-current	Committee for AACSB Accreditation
January 2016-current	Committee for EQUIS Accreditation
2015-current	Penilai Dana Promosi, Putra Science Park, UPM.

Certification:	Professional Certificate for Entrepreneurial Educator (3EP), Ministry of Higher Education, MOHE Trainer Siswapreneur@SME, MOHE
Membership:	The Malaysian Consumer and Family Economics Association (MACFEA) Case Writer Association Malaysia (CWAM)

AWARDS OF EXCELLENCES	
2017	Anugerah Setia Putra 2017, UPM
2017	Excellent Service Award (Anugerah Perkhidmatan Cemerlang), UPM
2017	Case Writing Association Malaysia, Case Competition, 3rd Prize
2015	Excellent Service Certificate (Sijil Perkhidmatan Cemerlang), UPM
2014	Excellent Service Certificate (Sijil 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)