

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI (<i>Personal Details</i>)		
Nama Penuh (<i>Full Name</i>)	Raja Nerina bt. Raja Yusof	Jawatan (<i>Designation</i>): Profesor Madya <i>Associate Professor</i>

Jabatan/Fakulti (<i>Department/Faculty</i>)	E-mel dan URL (<i>E-mail Address and URL</i>)
Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia 43400 UPM Serdang, Selangor. Office Ph: +603-9769 7663	E-mail: nerina@upm.edu.my URL: https://econ.upm.edu.my/jabatan/pengurusan_dan_pemasaran/staf_akademik-32892

B. KELAYAKAN AKADEMIK (<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>)
Ph.D	University of Otago, New Zealand	2010	International Business Management
MSc.	Universiti Putra Malaysia	2003	International Business Management
BSc.	Indiana University Bloomington, USA	1998	Finance and International Business

C. KEMAHIRAN BAHASA (Language Proficiency)					
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					√

D. COURSES/SUBJECT TAUGHT		
International Business Management (BBA & MBA)	Basic Entrepreneurship	Corporate Social Policy
Current Issues in International Business (MBA)	Principles of Marketing	Theory in Management (MSc & PhD)
Principles of Management	Marketing Management (MBA)	

E. PEKERJAAN (Employment)				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia	Associate Professor	Management & Marketing	1 April 2019	Present
Universiti Putra Malaysia	Senior Lecturer	Management & Marketing	1 May 2015	31 March 2019
Putra Business School, UPM	Senior Lecturer (on secondment)		1 May 2013	30 April 2015
Universiti Putra Malaysia	Senior Lecturer	Management & Marketing	1 April 2011	30 Apr 2013
Universiti Putra Malaysia	Lecturer	Management & Marketing	15 April 2004	31 Mar 2011
Universiti Putra Malaysia	Tutor	Management & Marketing	17 July 2000	14 April 2004
Kolej Lagenda Langkawi	Student Affairs Executive	Student Affairs	17 July 1999	1 July 2000

F. ANUGERAH DAN HADIAH (Honours and Awards)				
Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	Graduate on Time (GOT) - Supervisor	Faculty of Economics and Management, UPM	Faculty	2015

	Founder's Day – High Scholastic Achievement	Indiana University Bloomington, USA	University	1998
	Letter of Academic Appreciation	Majlis Amanah Rakyat	Sponsoring Institution	1997 & 1998
	Rector's and Head of PPP Awards	Pusat Pediaan Pelajar ITM	University	1995-1996
<i>Non-Academic Awards</i>	Employee Excellence Award	Universiti Putra Malaysia	University	2002, 2003, 2015, 2017
	Best Faculty Advisor	Enactus Foundation Malaysia	National	2013

G. ID SCOPUS
35112203300

H. 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>Book</i>	<ol style="list-style-type: none"> Ojo, B.Y., Oniovosa, U.I, Mercy, B.B. & Yusof, R.N. (2016). <i>Introduction Hospitality and Management</i>, Nigeria: Grace Excellent Publishers. Borges, W. G., Lee, S.L., Ramasamy, N., Piaralal, S.K, Ismail, M.N, Koon, V.Y., Aman, S., Ang, E.S., Yusof, R.N, Jayashree, S. and Kumarusamy, R. (2015). <i>Principles of Management</i>, Kuala Lumpur: SJ Learning. Mohd Shahwahid Othman, Rosli Saleh, Haslinda Hashim, Raja Nerina Raja Yusof and Khairil Wahidin Awang (2014). <i>SMEs in Malaysia: An Industry Research on the Tourism and Hospitality Sector</i>. CEDAR Sdn Bhd. Yusof, R. N. (2013). <i>Halal Food in the Global Retail Industry</i>. Penerbit UPM. Mohd Shahwahid, H.O., Samsinar, M.S., Sambasivan, M., Ho, J.A., Tee, K.K., Teoh, Kenny G.C., Yusof, R.N., Mohd Saat, N., Kaliappan, S.R., Ahmed Razman, A.L (2013). <i>Journey of Passion: UPM's AACSB Story</i>. Shah Alam, Selangor: McGraw-Hill Education.

<i>Journal</i>	<ol style="list-style-type: none"> <li data-bbox="529 268 1414 449">1. Hong, K.T., Ng, S.I., Yusof, R.N., & Kaliappan, S. (2019, forthcoming). Increasing Consumers' Hypermarket Visit Intention through Cause-Related Marketing: A Perspective from Theory of Planned Behaviour. <i>Journal of Business Management-RBGN (SCOPUS)</i> <li data-bbox="529 491 1414 632">2. Abu-Al-Haija, A., Yusof, R.N., Hashim, H. & Jaharuddin, N. (2019, forthcoming). The influence of religious orientation on viewers' loyalty towards satellite TV channels: the case of Muslim viewers. <i>Journal of Islamic Marketing (SCOPUS)</i> <li data-bbox="529 674 1414 890">3. Ali, S. F. S., Aziz, Y. A., Yusof, R. N. R., & Ng, S. I. (2019). Evaluation of The Role of Sales Promotion in Influencing Impulse Buying Behavior: A Comparison Between International Local Tourist at Premium Outlet in Malaysia . <i>Journal of Tourism, Hospitality and Environment Management</i>, 4(15), 32-43. (MyCite) <li data-bbox="529 932 1414 1108">4. Rosely, N., Yusof, R. N. R., Hashim, H., & Adzharuddin, N. A. (2019). Discovering Meaning behind Consumer Involvement in Counterfeit Consumption Behaviour. <i>International Journal of Academic Research in Business and Social Sciences</i>, 9(1), 830–845. (ERA) <li data-bbox="529 1150 1414 1255">5. Ojo, B.Y. & Yusof, R.N (2019). The Contemporary Edu-Tourism Destination Selection Process: A Structural Regression Model. <i>Journal of Tourism & Management Research</i>, 4(2), p. 497-514. <li data-bbox="529 1297 1414 1474">6. Azdel, A. A., Awang, K. W., Yusof, R. N. R., Radzi, S. M., & Ahmad, N. A. (2018). Customers' Psychographic Valuation and Acceptance towards Online Travel Agencies. <i>International Journal of Academic Research in Business and Social Sciences</i>, 8(16), 231–246. (ERA) <li data-bbox="529 1516 1414 1621">7. Ojo, B.Y. & Yusof, R.N (2019). Edu-tourism destination selection process in an emerging economy. <i>Journal of Tourism Management Research</i>, 6(1), p. 45-59. <li data-bbox="529 1663 1414 1803">8. Yunus, N.S., Yusof, R.N. & Hashim, H. (2019). Predicting Muslim Consumers' Purchase Intention of Previously Retracted and Recertified Halal Products. <i>Journal of Emerging Economies & Islamic Research</i>, 7(1), p. 55-64. (MyCite) <li data-bbox="529 1845 1414 1904">9. Makama, A.A., Abdul, M., Sambasivan, M. & Yusof, R. N. (2018). Developing and validating opportunity creation as a

construct: a preliminary study. *Journal for International Business and Entrepreneurship Development*, 11(4), p. 363-380. **(SCOPUS & ESCI)**

10. Balouchi, M., Abdul Aziz, Y., Ab Rahman, A. & **Yusof, R.N.** (2018). Impact of Perceived Risk and Source Credibility on Intention to Use of Consumer Generated Contents for Travel Planning. *International Journal of Economics and Management*, 12(S2), p. 661-672. **(SCOPUS)**
11. Mazlan, H., Hassan, A., Azman-Saini, W.N.W., **Yusof, R.N.** & Awang K.W. (2018). A Measure of Trade Intensity and Country Market Potential. *International Journal of Economics and Management*, 12(2), p. 585-605. **(SCOPUS)**
12. Wah, N.C, Zawawi, D., **Yusof, R.N.** & Sambasivan, M. (2018). The Mediating Effect Of Tacit Knowledge Sharing In Predicting Innovative Behaviour From Trust. *International Journal of Business and Society*, 19(3), p. 937-954. **(SCOPUS)**
13. Wah, N.C, Zawawi, D., **Yusof, R.N.** & Sambasivan, M. (2018). The Mediating Effect of Tacit Knowledge Sharing on the Relationship between Perceived Supervisor Support and Innovative Behaviour among Nurses in a Malaysian Public Teaching Hospital. *International Journal of Economics and Management*, 12(S2), p. 649-659. **(SCOPUS)**
14. Abu-Al-Haija, A., **Yusof, R.N.**, Hashim, H. & Jaharuddin, N. (2018). Determinants of Customer Loyalty: A Review and Future Directions. *Australian Journal of Basic and Applied Sciences*, 12 (7), p. 106-111. **(ERA)**
15. Pouresmaeili, H., Ng S.I, Sambasivan, M. & **Yusof, R.N.** (2018). Degree of Internationalization and Performance: Mediating Role of Innovation and Moderating Role of Knowledge Management System. *International Journal of Economics and Management*, 12 (1), p. 53-82. **(SCOPUS)**
16. Azdel, A. A., Awang, K. W., **Yusof, R. N.**, Radzi, S. M., & Ahmad, N. A. (2018). Customers' Psychographic Valuation and Acceptance towards Online Travel Agencies. *International Journal of Academic Research in Business and Social Sciences*, 8(16), 231–246. **(ERA)**
17. Abu-Al-Haija, A., **Yusof, R.N.**, Hashim, H. & Jaharuddin, N. (2018). Customer loyalty: antecedents, approaches and influences culture and religion. *Journal of Islamic Management Studies*, 2 (1), p. 62-78.

18. Oluwaseyitan, R.C., Hashim, H. & **Yusof, R.N.** (2018). Determinant of Bank Selection: an International Student Perspective, *International of Academic Research in Business and Social Sciences*, 8 (5), p. 741-761. **(ERA)**
19. Aziz, Y. A., Hussin, S.R., Nezakati, H., **Yusof, R.N.** & Hashim, H. (2018). The Effect of Socio-Demographic Variables and Travel Characteristics on Motivation of Muslim Family Tourists in Malaysia. *Journal of Islamic Marketing*, 9 (2), p. 222-239. **(SCOPUS)**
20. Mohd Ali, M.S & **Yusof, R.N.** (2018). Intention to Practice Reduce, Reuse and Recycle (3R) among Expatriates Working in Malaysia. *International of Academic Research in Business and Social Sciences*, 8 (3), p. 276-295. **(ERA)**
21. Abu-Al-Haija, A., **Yusof, R.N.**, Hashim, H. & Jaharuddin, N. (2018). Religion in consumer behavior research: the significance of religious commitment and religious affiliation. *International Journal of Economics, Commerce and Management*, 6 (1), p. 245-258.
22. Basah, N.H., Ng, S.I., Ho, J.A. & **Yusof, R.N.** (2017). Factors Influencing the Relationship Quality and Export Performance of Exporters and Foreign Intermediaries, *Journal of Advanced Research in Business, Marketing and Supply Chain Management*, 1(1), p. 20-30.
23. Balouchi, M., Abdul Aziz, Y., Hasangholipour, T., Ab Rahman, A. & **Yusof, R.N.** (2017). Explaining and predicting online tourists' behavioral intention in accepting consumer generated contents. *Journal of Hospitality and Tourism Technology*, 8(2), p. 168-189. **(SCOPUS)**
24. Amin, M.S., Said, M.F, Choo, W.C. & **Yusof, R.N.** (2017). Factors that influence utilization of internet payment system in Malaysia from the individual users' perspective. *International Journal of Economics and Management*, 11(2), p. 1-17. **(SCOPUS)**
25. Sherbini, A., Aziz, Y., Sidin, S. & **Yusof, R.N.** (2017). Differences between service quality and customer satisfaction: implications from tourism industry. *International Journal of Applied Business and Economic Research*, 15(24), p. 1-18. **(SCOPUS)**
26. Hong, K.T., Ng, S.I., **Yusof, R.N.**, & Kaliappan, S. (2017). Cause-related marketing: its applicability in hypermarket context.

International Journal of Economics and Management, 11(2), p. 301-319. (SCOPUS)

27. Ali, R.M., Bali, A.S. & **Yusof, R.N.** (2017). Impact of culture on social media usage within public-private organizations using technology acceptance model. *Science International*, 29(6), 1225-1230.
28. Abu-Al-Haija, A., **Yusof, R.N.**, Hashim, H. & Jaharuddin, N. (2017). The motivational approach of religion: the significance of religious orientation on customer behavior. *International Journal of Economics, Commerce and Management*, 5 (12), p. 609-619.
29. Ojo, B.Y. & **Yusof, R.N.** (2017). Psychometric properties of decision to study abroad attributes among international edutourists from emerging economies. *IOSR Journal of Humanities and Social Science*, 22(7), p. 31-45.
30. Hong, K.T., Ng, S.I., **Yusof, R.N.**, Yee, C.L. & Kaliappan, S. (2017). Opportunity to go international! *Asian Journal of Case Research*, 10(1), p. 37-50.
31. Ojo, B.Y., **Yusof, R.N.**, Aziz, Y., & Awang, K.W. (2016). Choice of Malaysia as Edu-Tourist Destination Country among International Edu-tourists: An Exploratory Factor Analysis. *Pertanika* (Special Issue 2016). (SCOPUS)
32. Goh, S. C., **Yusof, R.N.** & Latiff, R.A. (2016). Chris & Co: Sustainability of Investment in Taiwan. *Asian Journal of Case Research*, 9 (1).
33. Nasiruddin, K., Hashim, H. & **Yusof, R.N.** (2016). Electronic word of mouth: exploring the consumer perspective. *International Journal of Accounting, Business and Management*, 4 (2), p. 1-8.
34. Lafta, A.H., Salih, J.M., Man, N., Samah, B.A., & **Yusof, R.N.** & Nawi, N. (2016). Adult learning and lifelong learning and their socio economic contribution. *Information and Knowledge Management*, 6(1), p. 113-118.
35. Makama, A.A., Abdul, M., Sambasivan, M. & **Yusof, R. N.** (2016). Antecedents of Entrepreneurial Processes of Causation and Opportunity Recognition in Building Material Retail Trade in Nigeria. *Mediterranean Journal of Social Sciences*, 7 (3), p. 66-79.
36. Sherbini, A., Aziz, Y., Sidin, S. & Yusof, R.N. (2016). Income diversification for future stable economy in Saudi Arabia: an

overview of the tourism industry. *International Journal of Economics, Commerce and Management*, 4(11), 173-189.

37. Ismail, F., Hashim, H. & **Yusof, R.N.** (2016). Understanding Women Experiences and Decision Making in Choosing Birthplace. *International Journal of Accounting, Business and Management*, 4 (2), p. 1-10.
38. Lafta, A.H., Man, N., Salih, J.M., Samah, B.A., Nawi, N. & **Yusof, R.N.** (2016). A need for investigating organizational climate and its impact on the performance. *European Journal of Business and Management*, 8(3), p. 136-142.
39. Keshavarz, Y., Othman, M.S., Ali, M. H., **Yusof, R.N.** (2015). The Effect of Process Quality and Outcome Quality on Tourist Loyalty in the Hotel Industry. *Mediterranean Journal of Social Sciences*, 6 (6) S4, p. 86-98.
40. Yusoff, F.A., **Yusof, R.N.** & Hussin, S. R. (2015). Halal Supply Chain and Purchase Intention. *International Journal of Economics and Management*, 9 (S), p.155-172. (SCOPUS)
41. Rahim, N.M., **Yusof, R.N.**, Nadarajah, D. & Borges, W.B. (2015). Petra University (PU) Press: A Division with a Dilemma. *Asian Journal of Case Research*, 8 (1), p. 33-42.
42. Osman, F.N, Hussin, S.R., **Yusof, R.N.**, Hashim, H., Abdul Aziz, Y. & Alizadeh, H.N. (2015). Special needs of Muslim family tourists across the family life cycle: stakeholders' perspectives. *Australian Journal of Basic and Applied Sciences*, 9 (3), p. 108-112.
43. Samat, M.F., Hashim, H. & **Yusof, R.N.** (2014). Endorser Credibility and Its Influence on the Attitude toward Social Media Advertisement in Malaysia. *Review of Integrative Business & Economics*, 4(1), pp.144–159.
44. **Yusof, R.N.** and Zawawi, D. (2014). Tabung Haji's Global Standards for Hajj Management, *Asian Journal of Case Research*, 7 (Tabung Haji): p. 65-76.
45. Zawawi, D. and **Yusof, R. N.** (2014). Tabung Haji Research and Development (R&D): Initiating Best Practices, *Asian Journal of Case Research*, 7 (Tabung Haji): p. 47-64.
46. Ojo, B.Y, Busayo, B.M & **Yusof, R.N.** (2014). Travel and Tourism Business Confidence Index in Nigeria: Issues and Challenges, *African Journal of Hospitality, Tourism and Leisure*, 3 (2).

	<p>47. Yusof, R.N. and Zawawi, D. (2013). If You Were in My Shoes, <i>Asian Journal of Case Research</i>, 6 (Special Issue): p. 11-18.</p> <p>48. Zawawi, D. and Yusof, R. N. (2013). Seeing is Believing, <i>Asian Journal of Case Research</i>, 6 (Special Issue): p. 35-42.</p> <p>49. 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</i>. Vol. 21 (S) June 2013, 85-100. (SCOPUS)</p> <p>50. Yusof, R.N., Hussin, S.R and Alizadeh, H. N (2011). The Way Forward, <i>Asian Journal of Case Research</i>, 4 (2): p. 137-143.</p> <p>51. M. Zain and Yusof, R.N. Relationships between control mechanisms and nationality, level of ownership, and types of international strategies of MNCs, <i>Global Business & Economics Review – Anthology 2004</i>, pp. 672-683.</p>
Chapter in book	<ol style="list-style-type: none"> 1. Karage, A.I, Yusof, R.N., Abdul, M. & Nadarajah, D. (2018). The Influence of Export Promotion Programs (EPPs) on International Entrepreneurial Orientation (IEO) for SMEs' Internationalization Process. In Ab Rahman, R. <i>Opportunities and Challenges in Doing Business in Malaysia: What Really Matters?</i> UPM Press, p. 33-45. 2. Osman, F.N, Hussin, S.R., Hashim, H., Nezakati, H., Aziz, Y. & Yusof, R.N. (2015). The Influences in Family Needs in Travel Over Family Life-Cycle. In M.H Ali, & N Jaharuddin. <i>Global Management Literature</i>. UPM Press, p. 102-111. 3. Yunos, M. & Yusof, R.N. (2015). The Influence of Socio-Cultural Factors towards High-End Grocery Store Patronage Behavior. In H Hashim & N Kamarohim. <i>Marketing Issues and Practices across Different Industries</i>. UPM Press, p. 18-29. 4. Ojo, B.Y, Yusof, R.N., Aziz, Y., & Awang, K.W. (2015). Modeling the Relationship between Policy Strategies, Instruments and Attitude of Locals with Sustainable Edu-Tourism Industry in Malaysia. In SR Hussin, AH Jantan & MS Karim. <i>Trends in Hospitality and Tourism</i>. UPM Press, p. 1-19. 5. Ojo, B.Y, Yusof, R.N., Aziz, Y., & Awang, K.W. (2015). Benchmarking Malaysian Edu-tourism Policy Strategies and Instruments with Other Edu-Tourist Destinations in the South East Asia: Implications for the Sustainable Edu-tourism Industry

in Malaysia. In SR Hussin, AH Jantan & MS Karim. *Trends in Hospitality and Tourism*. UPM Press, p. 1-19.

6. Hashim, H. and R. **Yusof, R. N.** (2015). Can Anything Go Wrong? in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
7. Hashim, H. and **Yusof, R. N.** (2015). The Way Forward? in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
8. Hashim, H. and R. **Yusof, R. N.** (2015). No News is Good News? in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
9. **Yusof, R. N.** and Hashim, H. (2015). The Inn Beside The Lake in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
10. **Yusof, R. N.** and Hashim, H. (2015). Accommodating Nature, in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur
11. **Yusof, R. N.** and Hashim, H. (2015). Money Matters, in *Case Studies of Selected SME Businesses*, Centre for Entrepreneur Development & Research (CEDAR) Sdn. Bhd. Kuala Lumpur.
12. Hashim, H. and Keong Hui, L. & **Yusof, R.N.** (2014). Factors Influencing Purchase Intention of Smartphones among young adults. In K. T. Guan Cheng, A. H. Jantan, & G. Thanasegaran, eds. *Marketing: A Compendium*. UPM Press, p. 152-164.
13. **Yusof, R.N.** & Hussin, S.R. (2014). Malaysian Consumer Ethnocentrism towards Imported Products. In M.H Ali, N. Kamarohim & M Othman, eds. *The Nature of Services Management*. UPM Press, p. 21-45.
14. Ojo, B.Y, **Yusof, R.N.**, Aziz, Y., & Awang, K.W. (2014). The Framework of Edutourism System Towards the Definition of Edu-Tourism, Edu-Tourist and Edu-Tourist Industry. In H Hassan & H Nezakati, eds. *Selected Issues on Hospitality and Tourism Sustainability*. UPM Press, p. 128-152.
15. Noor, M., N.E. & R. **Yusof, R.N.** (2013). Customer Satisfaction towards Low Cost Carriers in Malaysia, in *Marketing: Towards Delivering Consumer Value*. McGraw-Hill: Selangor, Malaysia, 50-62

	<p>16. Alizadeh, H.N., Yusof, R.N. & Tor, Ee Sang (2013). How to Sustain a Promising Business in <i>Malaysian Management Cases</i>, Penerbit UPM: Selangor, Malaysia,10-21.</p> <p>17. Hussin, S. R., Hashim, H. & Yusof, R. N. (2013). Everybody’s Gym? in <i>Malaysian Management Cases</i>, Penerbit UPM: Selangor, Malaysia, 22-35.</p> <p>18. Yusof, R.N. (2012). Role of SMEs in Foreign Retailers’ Inter-Corporate Network: The Case of Malaysia, in <i>Business Practices in Malaysia</i>, McGraw-Hill: Selangor, Malaysia, 54-64.</p> <p>19. Yusof, R.N. (2011). “Culture and Religion: An Islamic Point of View” In <i>Contemporary Issues in Management and Marketing</i>, McGraw-Hill: Selangor, Malaysia, 63-73.</p> <p>20. Yusof, R.N., Everett, A. M. and Cone, M. H. (2011) “Market-Orientation and Islamic Business Practices in Malaysia” In <i>Handbook of Islamic Marketing</i>, Edward Elgar: Cheltenham, UK, 187-207. (SCOPUS)</p> <p>21. Yusof, R.N. (2010). “An Analysis of the Malaysian Halal Industry” In <i>In Search of Good Practices: Weaving through the Current Perspectives in Business</i>, UPM Press: Selangor, Malaysia, 59-78.</p> <p>22. Adilah AR, Dahlia Zawawi & Yusof, R.N. (2010). “Issues that Matter to Business” In <i>In Search of Good Practices: Weaving through the Current Perspectives in Business</i>, UPM Press: Selangor, Malaysia, 1-9.</p> <p>23. Yusof, R.N. and M. Zain (2003). Chapter Title: “The Relationship Between Type of Control, Level of Ownership and Typology in Japanese Manufacturing Subsidiaries in Malaysia.” In <i>Proceedings of the Faculty of Economics and Management Seminar 2003</i>. ed. Samsinar Md Sidin, Murali Sambasivan et al. Prentice Hall: Petaling Jaya, Selangor, 49-62.</p>
<p><i>Proceedings</i></p>	<p>1. Ahmed I.K, Raja Nerina Raja Yusof, Mohani A. Nadarajah, D. (2017). Influence of Organizational Capabilities and Environmental Factors on Internalization Strategy of SME’s. Global Conference on Business and Economic Research (GCBER)</p> <p>2. Fu HongYan, Ho Jo Ann, Ng Siew Imm, Raja Nerina Raja Yusof (2017). Strategic Corporate Social Responsibility and Firm Performance through Mediating Effect of Employee CSR Expectation in Chinese Firms. 9th International Conference on PLS and Related Method (PLS17).</p>

3. Azdel Abdul Aziz, Haliyana Khalid, Salleh Mohd Radzi and **Raja Nerina Raja Yusof** (2016). Embedding Psychographic Trait into UTAUT 2: A Conceptual Paper on OTA Users. Proceedings 3rd International Hospitality and Tourism Conference & 2nd International Seminar On Tourism, 2016 p.p 5
4. Rozi Ilmy Mohd, **Raja Nerina Raja Yusof**, and Haslinda Hashim (2016). A Review of Green Consumer in Malaysia. (GEMS 2016) p.p 10
5. Nurul Syuhada Mohd Yunus, **Raja Nerina Raja Yusof** and Haslinda Hashim(2016) The Influence of Attiitude, Subjective Norm and Product Brand Image Toward Purchase Intention of Products Previously Retracted off Its Halal Certification. E-Proceeding of The 2nd Global Conference of Economics and Management Sciences (GEMS 2016).
6. Bello Yekini Ojo, **Raja Nerina Raja Yusof**, Yuhanis Abdul Aziz and Khairil Wahidin Awang(2014) Conceptualising the Intrinsic and Extrinsic Push Factors Influencing International Edu-Tourists Decision To Study Abroad: The Malaysia Perspective. Proceedings of the Australian Academy of Business and Social Sciences Conference 2014 (AABSS 2014)
7. Fatin Norain Osman, Haslinda Hashim, Hossein Nezakati, Siti Rahayu Hussin, Yuhanis Abdul Aziz, and **Raja Nerina Raja Yusof** and (2014). A review of family influences on travel decision making. 2nd International Hospitality and Tourism Conference 2014
8. Ojo, B.Y. and **Yusof, R.N.** “Edutourism : Mapping International Students’ Decision Making Process In Selecting A Host University In Malaysia” Proceedings, 1st Global Conference of Business and Economics Research, Kuala Lumpur, Malaysia, October 18-20, 2013 [International Conference]
9. **Yusof, R.N.**, Everett, A.M and Cone, M.H. “Crossvergence Subsidiary Culture and Its Competitive Advantage for Retail Multinational Enterprises” Proceedings, Sixth Asia Pacific Retail Conference, Petaling Jaya, Malaysia, September 14-15, 2011 [International Conference]
10. **Yusof, R.N.**, Everett, A. M and Cone, M. H. “Crossvergence Subsidiary Culture and the Transnational Multinational Enterprise” Proceedings, 2010 Pan Pacific Conference XXVII, May 30-June 2, 2010, Bali, Indonesia [International Conference].

	11. Yusof, R.N. , Everett, A. M and Cone, M. H. “Islamic Business Practices as Cultural Influences in the Internationalization of Foreign Retail Multinational Enterprises in Malaysia” Proceedings, 2009 AIB South East Asia Regional Conference, December 3-5, 2009, Hong Kong, China [International Conference].
<i>Popular Writing</i>	1. Yusof, R. N. (2012). An Islamic Retail Approach: The Malaysian Experience. <i>The Retail Digest</i> , Summer Issue, p. 36-39. 2. Yusof, R. N. (2014). Halal Marketing. <i>Marketeer</i> , 2/2014, p. 10.
<i>Technical Writing</i>	1. Laporan Kajian Kesedaran dan Persepsi Pelanggan Terhadap Perkhidmatan UBER di Malaysia. For Ministry of Higher Education (2017)
<i>Module</i>	1. Zulhamri Abdullah, Raja Nerina Raja Yusof , Nitty Hirawaty Kamarulzaman, Mohd Fauzi bin Ramlan, Mohammad Shatar Sabran (2013) <i>International Business</i> , UPM. 2. Raja Nerina Raja Yusof & Mohd Fuaad Said (2019). Prinsip Pengurusan (MGM3101), UPM Holdings.

I. PROJEK PENYELIDIKAN TERDAHULU (<i>Past Research Project</i>)					
<i>Project No./Vote No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
06-01-11-1306RU	Purchase Intention of Halal Food Products in Foreign Hypermarket Stores in Malaysia	Project leader	2011-2013	UPM (RUGS)	Completed April 15 th 2013
600-RMI/ERGS 5/3 (47/2001)	Validating Business Model of Micro-enterprises (MiEs) marketing capabilities and marketing performances in Malaysia.	Co-researcher	2011-2014	MOHE	Completed December 2014

06-04-11-1525RU	Roles of Individuals on Employability: Bridging the Gap	Co-researcher	2011-2013	UPM (RUGS)	Completed
9323632	Enhancing Students' Understanding of Medical Microbiology and Business Management by Introducing Case Based Learning in the Teaching Module for the Undergraduate Medical and Business Management Students in Universiti Putra Malaysia	Co-researcher	2013-2015	UPM (GIPP)	Completed
GP-IPS/2013/9412303	Developing Tourism Typology In Emerging Tourism Sector	Co-researcher	2013-2015	UPM (Geran Putra-Putra Group Initiative)	Completed May 2016
05-01-15-1612FR	Understanding Green Consumers In Malaysia: Typology Of Green Consumer Characteristics	Project Leader	Nov 2015-April 2018	MOHE	Completed
Case Writing Grant Scheme (CWGS)	House of Mind Excellence: QC Group	Project Leader	Nov 2016-Sept 2017	MOHE	Completed
MOHE	Kajian Kesedaran dan Persepsi Pelanggan Terhadap Perkhidmatan Uber di Malaysia	Co-Researcher	2016-2017	MOHE	Completed

FRGS	Halal Logistic Function in Halal Authentication and Traceability Security and Growth of Halal Food Industry.	Co-Researcher	2016-2018	MOHE	Ongoing
GP-IPS/2018/9655300	Implementation of Muslim Friendly Hospitality Services (MFHS) and Sharia-based Quality Management System in Sharia Compliant Hotels in Malaysia	Project Leader	July 2018-July 2020	UPM	Ongoing

J. PERUNDINGAN (*Consultation*)

1. **Tabung Haji-Putra Business School Case Study Project** – awarded to Putra Business School in 2013, headed by Dr. Raja Nerina Raja Yusof. Amount: RM45,500.
2. **CEDAR SME Case Studies Development** – A consultancy project awarded by Centre For Entrepreneur Development and Research Sdn Bhd (under SME Bank). This project is headed by Dr Dahlia Zawawi. The amount of the project is RM30,000. Project commenced on June 2013.
3. **Intellectual Property Case Study Project.** This project was funded by the Ministry of Higher Education under the collaboration between the Graduate School of Management (GSM) and the Association of Intellectual Properties Owners Kuala Lumpur (AIPO). I was appointed as part of the team of consultant cum researcher for this project. The value of the project was RM60,000.