

## CURRICULUM VITAE



<b>A. Personal Details</b>	
Full Name	Zaiton Samdin
Citizenship	Malaysian
Gender	Female
Designation	Associate Professor/Head of Laboratory
Current Address	Laboratory of Sustainable Bioresource Management, Institute of Tropical Forestry and Forest Products, Universiti Putra Malaysia; and School of Business and Economics, Universiti Putra Malaysia
E-mail Address	zaisa@upm.edu.my
Academic Qualification	PhD (University of Exeter, UK) – Tourism Economics Master of Science (Universiti Putra Malaysia) – Natural Resource Economics Bachelor Science in Resources Economics (Universiti Putra Malaysia)

<b>B. KEMAHIRAN BAHASA (Language Proficiency)</b>					
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>C. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN (Scientific experience and Specialisation)</b>				
Organization	Position	Start Date	End Date	Expertise
Asian Journal of Case Research	Associate Editors	2008	2011	Editor
International Journal of Economics and Management	Associate Editors	2008	2009	Editor

<b>D. PEKERJAAN (Employment)</b>				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
UPM	Research Assistant	Faculty of Economics and Management	Aug 98	Dec 98
UPM	Administrative Officer	Graduate School	Dec 98	May 99
UPM	Tutor	Faculty of Economics and Management	May 99	July 2007

UPM	Lecturer	Faculty of Economics and Management	July 2007	Current
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<b>E. ANUGERAH DAN HADIAH (Honours and Awards)</b>				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
Pameran PRPI, UPM	Willingness to Pay in Taman Negara: A Contingent Valuation Method	UPM	UPM - Bronze Medal	2007
<i>Non-Academic Awards</i>				
<i>Awards of Merit</i>				

**F. 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)**

**a. Journals**

No	Name of Writer (s)	Year	Title	Name of Journal	Volume Number	Page Number
1.	Nadirah, R, <b>Zaiton, S.</b> & Wan Norhidayah, W. M	2020	Local Community and Visitor Awareness of Firefly Conservation in Kuala Selangor, Malaysia	Malaysian Forester	83 (2)	178 – 193
2.	<b>Zaiton S.</b> , Mohd Razali Sheriza , Rosman Ainishifaa , Khaw Alfred & Kamaruddin, N.	2020	Eucalyptus in Malaysia: Review on Environmental Impacts	Journal of Landscape Ecology	13 (2)	79-94
3.	<b>Zaiton, S.</b> , Marina T.I. & Hazandy, A. H	2020	Payment for Ecosystem Services (Pes) in Watershed Area: Bintang Hijau Forest Reserve, Perak	Malaysian Forester	83 (1)	38 – 47
4.	Fatin-N. M-Ismail, Hazandy A-Hamid, Johar Mohamed, Arifin Abdu, <b>Zaiton Samdin</b> & Sheriza M-Razali	2020	Character Association and Selection of Breeding Line Based on Morphophysiological Characteristics and Tensile Strength in <i>Hibiscus cannabinus</i> L.	<i>BioResources</i>	15(4)	8883-8908
5.	<b>Zaiton S.</b> , Huda-Farhana MM & Hasan-Basri B.	2019	Conservation of Mangrove in Kuala Perlis, Malaysia – A Case Study of Socio-Economic Attributes of Fishermen Driving Valuation in Sustaining Livelihoods Through Forest Management	Journal of Tropical Forest Science	31 (4)	433-442
6.	Siti Intan Nurdiana Wong Abdullah, <b>Zaiton Samdin*</b> , Ho Jo Ann, Ng Siew Imm	2019	Sustainability of Marine Parks: Is Knowledge-Attitude-Behaviour Still Relevant?	Environment, Development and Sustainability		

7.	Siti Intan Nurdiana Wong Abdullah, <b>Zaiton Samdin</b> , Phuah Kit Teng and Bernard Lim Jit Heng	2019	The impact of knowledge, attitude, consumption values and destination image on tourists' responsible environmental behaviour intention	Management Science Letters	9	1461-1476
8.	Faridah-Hanum, Fatimah M. Yusoff, A. Fitriantoc, Nuruddin A. Ainuddin, Seca Gandaseca, <b>S. Zaiton</b> , K. Norizah, S. Nurhidayu, M.K. Roslan, Khalid R. Hakeem, I. Shamsuddin, Ismail Adnan, A.G. Awang Noor, A.R.S. Balqis, P.P. Rhyma, I. Siti Aminah, F. Hilaluddin, R. Fatin, N.Z.N. Harun	2019	Development of a Comprehensive Mangrove Quality Index (MQI) in Matang Mangrove: Assessing Mangrove Ecosystem Health	Ecological Indicators	102	103-117
9.	Ibrahim, F.-H., Mohd Yusoff, F., Fitrianto, A., Nuruddin, A.A., Gandaseca, S., <b>Samdin, Z.</b> , Kamarudin, N., Nurhidayu, S., Kassim, M.R., Hakeem, K.R., Ibrahim, S., Adnan, I. Abdul Ghani, A.N., Parman, R.P., Abd Razak, S.B., Ibrahim, S.A. Hilaluddin, F., Ramli, F.	2019	How to develop a comprehensive Mangrove Quality Index?	MethodsX	6	1591-1599
10.	Sarina Mohamad Nora, Khairil Wahidin Awang, Normazwana Ismail, <b>Zaiton Samdin</b> , Syamsul Herman Mohammad Afandi	2019	The Sharing Economy: Can Registered Homestay Operators Survive the Challenges Ahead?	International Journal of Innovation, Creativity and Change	6 (3)	312 - 338
11.	Subramaniam, T., <b>Samdin, Z.</b> , Ramachandran, S., Kunasekaran, P.	2019	Memorable Ecotourism Experiences in Taman Negara, Pahang	International Journal of Recent Technology and Engineering	7 (5)	
12.	Norfaryanti K., Sheriza M.R., Zaiton S.	2019	Environmental-Friendly Food Products' Packaging: Women's Purchasing Preferences	International Journal of Recent Technology and Engineering (IJRTE)	8 (24)	515-519
13.	<b>Zaiton, S.</b> , Paridah, M.T., Hazandy, A.H. and Azim, R.A.	2018	Potential of Eucalyptus Plantation in Malaysia	Malaysian Forester	81 (1)	64-72
14.	Fatin, R., <b>Zaiton, S.</b> and Awang Noor, A.G.	2018	Factors Affecting Users' Perception towards Conservation of Biodiversity In Matang Mangrove Forest Reserve (MMFR), Perak, Malaysia	International Journal of Business and Society	19	26-36
15.	Thanam Subramaniam, <b>Zaiton Samdin</b> , Sridar Ramachandran and Puvaneswaran Kunasekaran	2018	Shifting from Experience Economy to Memorable Tourism Experience: An Overview from Ecotourism	Advanced Science Letters	24	3343-3346

16.	Nitanan Koshy Matthew, Ahmad Shuib, Ismail Muhammad, Muhd Ekhzarizal Mohd Eusop, Sridar Ramachandran, Syamsul Herman Mohammad Afandi and <b>Zaiton Samdin</b>	2018	Carbon Stock and Sequestration Valuation in a Mixed Dipterocarp Forest of Malaysia	Sains Malaysiana	47(3)	447-455
17.	Matthew Nk , Ahmad S , Ramachandran S, Syamsul Herman Ma & <b>Zaiton S</b>	2018	Visitors Preferences On Forest Conservation And Management In Endau-Rompin National Park	Journal of Tropical Forest Science	30(3)	354-361
18.	Nurshahirah Wahid Marican, Nolila Mohd Nawi, Nitty Hirawaty Kamarulzaman and <b>Zaiton Samdin</b>	2018	Public Perception Towards Sustainable Mangrove Forest Programs In Malaysia	Journal of Sustainability Science and Management	13(1)	189-199
19.	Nadzirah Mohammed, Yuhanis Abdul Aziz, Khairil Wahidin Awang and <b>Zaiton Samdin</b>	2018	Influence Of Destination Attractiveness On Place Satisfaction And Environmentally Responsible Behaviour In Marine Parks	Journal of Sustainability Science and Management	Special Issue Number 5: Global Tourism Conference	52-67
20.	Abdul Hamid Muhamad Ali, Syamsul Herman Mohammad Afandi, Ahmad Shuib, Prisca Jemie Emmy, Sridar Ramachandran, <b>Zaiton Samdin</b>	2018	Assessment Of Non Consumptive Wildlife Oriented Tourism In Sukau, Sabah Using Travel Cost Method	International Journal of Business and Society	19	47-55
21.	Fatin, R., <b>Zaiton, S.</b> and Awang Noor, A.G.	2017	Willingness to Pay for Conservation Fee Using Contingent Valuation Method: The Case of Matang Mangrove Forest Reserve, Perak, Malaysia	Malaysian Forester	80 (1)	99-110
22.	Azlizam Aziz, Nur Hafizah Idris, Mazlina Jamaludin, Manohar Mariapan and <b>Zaiton Samdin</b>	2017	The Attractiveness of Bukit Nanas Recreational Forest as an Ecotourism Destination as Perceived by Foreign Visitors	International Journal of Asian Social Science	7	546-556
23.	Sarah Fahani Mohd Fadhil, Alias Radam, Mohd Rusli Ya'cob, <b>Zaiton Samdin</b>	2017	Willingness To Pay On Visit To Museum: A Concept Paper Of Choice Modelling Application For National Museum Of Malaysia	Journal of Islamic, Social, Economics and Development	5	47-64
24.	<b>Zaiton, S.</b> , Syamsul Herman, M.A., Kasimu, A.B. and Hassan, H.	2016	Sustainable Tourism Practices among Hotels in Malaysia: Financial and Non-Financial Benefits	Journal of Sustainability Science and Management	11	73-81
25.	Nor Afiza Abu Bakar, Alias Radam, <b>Zaiton Samdin</b> and Mohd Rusli Yacob	2016	Willingness to Pay in Kubah National Park and Matang Wildlife Centre: A Contingent Valuation Method	International Journal of Business and Society	17	131-144
26.	Sarah Fahani Mohd Fadhil, Alias Radam, Mohd Rusli Ya'cob, <b>Zaiton Samdin</b>	2016	The Current Condition About Visitors' Perception Of Service Quality Towards Muzium Negara As Cultural Heritage Attraction	Journal of Tourism, Hospitality and Environment Management	2	1-14
27.	<b>Zaiton Samdin</b> and Yuhanis Abdul Aziz	2015	Psychographic Segmentation in Mulu National Park	American-Eurasian J. Agric and Environ. Sc.	15	46-51

28.	Norol Hamiza Zamzuri, Khairil Wahidin Awang and Yuhanis Abdul Aziz and <b>Zaiton Samdin</b>	2015	Theoretizing A New Sustainable Business Event: Extension of Mair and Jago Model	Journal of Emerging Economies and Islamic Research		
29.	Yuhanis Abdul Aziz, <b>Zaiton Samdin</b> , Khairil Wahidin Awang and Zulhamri Abdullah	2015	Developing an Index for Medical Tourism	International Business Management	9 (4)	412-415
30.	Tan, S.E, Aziz, Y.A, Khairil, W.A and <b>Zaiton, S.</b>	2015	Linking servicescape, tourist satisfaction and overall tour guiding experience : The case of Taman Negara National Park, Malaysia	Pertanika J. Soc. Sci & Hum	23 (s)	33-48
31.	Arni Abdul Gani, Khairil Wahidin Awang, Abdullah Mohamad, and <b>Zaiton Samdin</b>	2015	Attributes Successful Public Participation in Planning for Sustainable Tourism in Protected Areas : A Modified Delphi Study	Pertanika : Social Science and Humanities	23 (S)	49-64
32.	Khairil Wahidin Awang, Yuhanis Abdul Aziz, <b>Zaiton Samdin</b>	2015	The Growth Of Micro, Small And Medium-Sized Hotel Enterprises: The Hoteliers' Perspectives	Journal of Technology Management and Business	2(1)	
33.	Norasilah Latiff, Syamsul Herman Mohammad Afandi, Ahmad Shuib and <b>Zaiton Samdin</b>	2015	Application of choice Experiment in Assessing Willingness to Pay of Tourist for Marine Conservation Area in Tun Sakaran Marine, Malaysia Park	American-Eurasian J. Agric. & Environ. Sci.	15	18-23
34.	Norasilah Latiff, Syamsul Herman Mohammad Afandi, <b>Zaiton Samdin</b>	2015	Valuation Techniques for Conservation of Marine Resources for Ecotourism Development	Asia-Pacific Journal of Innovation in Hospitality and Tourism ISSN: 2289 - 1471		210-222
35.	Aslam, M.S.M., Awang, K.W., <b>Samdin, Z.</b> and Othman, N	2014	The vulnerable context of tourism development: evidence from Sri Lanka,	International Journal of Tourism Policy, 05(03): 208-228	05(03)	208-228
36.	<b>Zaiton Samdin</b> , Yuhanis Abd Aziz, Alias Radam and Mohd Rusli Yacob	2013	Sustainability Of Ecotourism Resources At Taman Negara National Park: Contingent Valuation Method	International Journal of Business and Society	Vol. 14 No. 2	235-244
37.	Noor Izza Rozian Sanib, Yuhanis Abdul Aziz, <b>Zaiton Samdin</b> And Khalid Ab Rahim	2013	Comparison of Marketing Mix Dimensions between Local and International Hotel Customers in Malaysia	International Journal of Economics and Management	7(2)	297-313
38.	<b>Zaiton Samdin</b> , Syamsul Herman Mohammad Affendi, Alias Radam and Mohd Rusli Yacob.	2012	Estimating willingness to pay for conservation fee at Penang National Park	Malaysian Forester	75 (1)	43-52
39.	Kasimu Abdu Bakori, <b>Zaiton, S.</b> and Hassan, H.	2012	Hotel Involvement in Sustainable Tourism Practices in Klang Valley, Malaysia.	International Journal of Economics and Management		

40.	Aziz, Y.A. and <b>Zaiton, S.</b>	2012	The Impact of Empowerment on Emotional Labour: A Structural Equation Modeling Approach.	Journal of Social Science and Humanities (PERTANIKAJ)		
41.	<b>Zaiton Samdin</b> , Norfaryanti Kamaruddin, Nolila Mohd Nawi and Nitty Hirawaty Kamarulzaman.	2012	Ecotourists' profiles of Mulu National Park based on market segmentation characteristics	Malaysian Forester	75 (1)	97-104
42.	Mohd Rusli Yacob, Alias Radam and <b>Zaiton Samdin.</b>	2011	Willingness to Pay for Domestic Water Service Improvements in Selangor	International Business and Management	Vol. 2 No. 2	30-39
43.	Mohd Rusli Yacob, Alias Radam and <b>Zaiton Samdin.</b>	2011	Tourists Perception and Opinion Towards Ecotourism Development and Management in Redang Island Marine Parks, Malaysia	International Business Research	Vol. 4, No. 1	62-73
44.	<b>Zaiton Samdin</b> , Yuhanis Ab. Aziz, Alias Radam and Mohd Rusli Yacob.	2010	Factors Influencing the Willingness to Pay for Entrance Permit: The Evidence from Taman Negara National Park	Journal of Sustainable Development	Vol. 3 No. 3	212-220
45.	<b>Zaiton Samdin</b> and Khairil Wahidin Awang.	2010	Are there differences in willingness to pay among visitors and non-visitors of Taman Negara National Park	Journal of Management and Business (MABIS)	Vol.9, No. 1	
46.	Yuhanis Ab. Aziz and <b>Zaiton Samdin.</b>	2010	The Impact of Empowerment on Emotional Labour: A Structural Equation Modeling Approach	World Academy of Science, Engineering and Technology	66	1641 - 1653
47.	Seddigheh Arab Amiry, Mohd Rusli Yacob, Alias Radam, <b>Zaiton Samdin</b> and Ahmad Shuib.	2009	Recreational Demand in Bird Sanctuary: The Case of Kapar Bird Sanctuary, Kelang, Malaysia	International Journal of Business and Management	Vol. 4, No. 12	99-111
48.	<b>Zaiton Samdin</b>	2008	Willingness to Pay Among Non-Visitors of Taman Negara National Park	International Applied Economics and Management Letters	Vol. 1, No. 2	73-79
49.	<b>Zaiton Samdin</b>	2008	Willingness to Pay in Taman Negara: A Contingent Valuation Method.	International Journal of Economic and Management	Vol. 2, No. 1	81- 94

#### b. Chapter(s) in Book

No.	Name of Author(s)	Year Published	Title	Publisher
1.	<b>Zaiton Samdin</b> and Norfaryanti Kamaruddin	2019	Lignocellulose for Future Bioeconomy	Elsevier
2.	Nur Syuhada C.I., Syamsul, H.M.A. and <b>Zaiton, S.</b>	2015	Comparison of Mountain Bikers' Expenditure at Bukit Kiara, Kuala Lumpur and Putrajaya Challenge Park, Putrajaya	UPM Press

3.	Nadzirah. M., Yuhanis, A.A, Khairil, W.A. and <b>Zaiton, S.</b>	2015	The Influence of Destination Attractiveness on Satisfaction and Environmentally Responsible Behaviour In Marine Park of Terengganu, Malaysia: A Conceptual Perspective	UPM Press
4.	Nor Hafizah, I., Azlizam, A.A., and <b>Zaiton, S.</b>	2015	Measuring the Attractiveness of Bukit Nanas Recreation Forest as Ecotourism Destination	UPM Press
5.	<b>Zaiton, S.</b> 2012.	2012	The Challenge of Ecotourism in Malaysian National Parks. In Miriam Kennet and Norfaryanti Kamaruddin (Eds.), Green Economics: The Greening of Asia and China Reading	Green Economics Institute.
6.	<b>Zaiton, S.</b> and Norfaryanti, K. and Syamsul, H.M.A.	2012	Human Dimension in Tropical Forest: An Overview. In Zaiton, S., Syamsul Herman, M.A. and Norfaryanti, K, Human Dimension in Tropical Forest.	UPM Press
7.	<b>Zaiton, S.</b> and Aziz, Y.A.	2012	Issues and Challenges in National Park: The Human Dimension. In Zaiton, S., Syamsul Herman, M.A. and Norfaryanti, K, Human Dimension in Tropical Forest.	UPM Press
8.	Kasimu Abdu Bakori, <b>Zaiton, S.</b> and Hassan, H.	2012	Environmental Management Practices In The Hotel Industry In Malaysia. In Zahira Mohd Ihsan, Zuraina Dato Mansor, Wong Foong Yee and Jo Ann Ho (Eds.). Business Practices in Malaysia.	McGraw-Hill
9.	Yuhanis, A.A., Amir, M. and <b>Zaiton, S.</b> 2012. Shah Alam: McGraw-Hill.		The Effect of Online Marketing on Customer Satisfaction. In Zuraina Dato Mansor, Zahira Mohd Ihsan, Jo Ann Ho and Wong Foong Yee (Eds.). Research Issues in Management and Marketing.	McGraw-Hill
10.	<b>Zaiton Samdin</b> and Norfaryanti Kamaruddin	2011	Introduction (Ed., Zaiton Samdin, Norfaryanti Kamaruddin and Nor Azizah Haron), Malaysian Forest Goods and Services	UPM
11.	<b>Zaiton Samdin</b>	2011	Economic Values of Protected Area: Contingent Valuation Method. In Sridar Ramachandran, Khairil Wahidin Awang, Yuhanis Ab. Aziz, Mohd Rusli Yacob. Selected Reading in Hospitality and Tourism.	UPM
12.	Puvaneswaran Kunasekaran, Sridar Ramachandran, <b>Zaiton Samdin</b> and Khairil Wahidin Awang	2011	Determing Farmers' Participation Indicators on Agro Tourism. In Sridar Ramachandran, Khairil Wahidin Awang, Yuhanis Ab. Aziz, Mohd Rusli Yacob. Selected Reading in Hospitality and Tourism.	UPM
13.	Normaz Wana Ismail and <b>Zaiton Samdin</b>	2010	The Determinants of Tourism Industry in Malaysia. In Khairil Wahidin Awang, Yuhanis Ab. Aziz, Zaiton Samdin and Nik Rozana. Selected Issues in Hospitality and Tourism.	UPM
14.	Seddigheh Arab Amiry, Mohd Rusli Yacob, Alias Radam, <b>Zaiton Samdin</b> dan Ahmad Shuib	2010	Wildlife Recreation toward Conservation at Kapar Bird Sanctuary, Selangor, Malaysia. In Khairil Wahidin Awang, Yuhanis Ab. Aziz, Zaiton Samdin and Nik Rozana	UPM
15.	<b>Zaiton Samdin</b> and Mohd Rusli Yacob	2009	Demand for Ecotourism In :(Ed., Yuhanis Ab. Aziz, Hamimah Hassan, Wan Melissa Wan Hassan and Mohd Shahwahid Othman), Curent Issues in Tourism and Hospitality Services in Malaysia	UPM
16.	Khalid Abdul Rahim, <b>Zaiton Samdin</b> and Khairil Wahidin Awang	2009	Managing Natural Resources and The Environment In :(Ed., Zaiton Samdin, Khairil Wahidin Awang and Khalid Abdul Rahim), Readings in Natural Resource Economics	UPM
17.	Mohd Ghazali Mohayidin, Ismail Abd Latif and <b>Zaiton Samdin</b>	2007	<i>Food Availability and Consumption Pattern in Malaysia. In 50 Years of Malaysian Agriculture. Transformational Issues, Challenges and Direction</i>	UPM

**c. Edited Book**

No.	Name of Author(s)	Year Published	Title	Publisher
1.	<b>Zaiton, S.,</b> Rosfarizan,M., Norfaryanti, K and Paridah, M.T.	2015	Malaysian Forest Goods and Services II	UPM Press
2.	<b>Zaiton, S.</b> and Syamsul, H.M.A. and Norfaryanti, K.	2012	Human Dimension in Tropical Forest	UPM Press
3.	<b>Zaiton Samdin,</b> Noryanti Kamaruddin, Nor Azizah Haron	2011	Malaysian Forest Goods and Services	UPM
4.	Khairil Wahidin Awang, Yuhanis Ab. Aziz and <b>Zaiton Samdin</b>	2010	Selected Issues in Hospitality and Tourism	UPM
5.	<b>Zaiton Samdin,</b> Khairil Wahidin Awang and Khalid Abd Rahim	2009	Readings in Natural Resource Economics	UPM

**H. PROJEK PENYELIDIKAN (Research Project)**

<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
TRGS	Potential Socio Economic Impact and Environmental Impact of Eucalyptus Plantation Establishment	Project leader	2019-2021	Ministry of Higher Education	Ongoing
FRGS	An Investigation into Factors that Contribute to Conservation Awareness and Willingness to Pay among the Local Community and Visitors for Firefly Conservation in Kuala Selangor	Project leader	2019-2020	Ministry of Higher Education	Ongoing
HICoE	Penghasilan Varieti Baru Melalui Kaedah Pembiakbakaan untuk Peningkatan Kualiti Kayu/Fiber	Project leader	2017-2019	Ministry of Higher Education	Ongoing
RACER	Modelling The Economic Valuation Towards The National Heritage Sites Conservation Using An Approach of Choice Experiment (CE) in Malaysia (RM35,000.00)	Member	2019	Ministry of Higher Education	Completed
FRGS	Modelling Consumer Preferences Heterogeneity of Energy Efficiency Labelling Using an Approach of Choice of Experiment on Household Appliance (RM83,000.00)	Member	2019	Ministry of Higher Education	Completed
GP-IPS	Antecedents of Memorable Ecotourism Experiences and Destination Loyalty of visitors of Taman Negara, Pahang'	Project leader	2017-2019	UPM	Completed



ERGS	Site Suitability of Carbon Consumption Assessment for Ecotourism Sites using GIS analysis for Potential Development of Klang Valley Forest Parks (KVFP)	Project leader	2013 - 2015	MOHE	Completed
Dana JTRD	Total Economic Valuation of Kuala Perlis Mangrove Ecosystem Services, Perlis (RM70,000)	Co-researcher	April 2016-December 2016	FRIM	Completed
FRGS	Understanding Public Awareness and Intention to Participate in the Sustainable Mangrove Forest Programs in Malaysia (RM93,200)	Co-researcher	2014-2016	Ministry of Higher Education	Completed
IPB	Assessing Socio-Economic Parameters for the Development of Mangrove Quality Index	Co-researcher	2015-2017	UPM	Completed
05-04-10-783FR	Robust Index for Ecotourism	Project leader	2010 - 2012	Ministry of Higher Education	Completed
06-04-10-1024RU	Market Segmentation of Ecotourism Areas	Project leader	2010 - 2012	UPM	Completed
RUGS	Sustainable Growth of Small and Medium-Sized Tourism Enterprises	Co-researcher	2010 - 2012	UPM	Completed
FRGS	Introducing the Economic Instrument for Wildlife-Based Ecotourism Development in Malaysia	Co-researcher	2011-2013	Ministry of Higher Education	Completed
RUGS	Willingness to Pay in a National Park in Malaysia: A Case Study of Taman Negara	Project leader	2008 - 2009	UPM	Completed
RUGS	The Impact of Employee's Empowerment and Emotional Labour: Evidence from Customer's Perspectives	Co-researcher	2008 - 2009	UPM	Completed

#### I. PERUNDINGAN (CONSULTATION)

No.	Project Title	Role	Year	Source of Fund	Status
1.	Kajian Penilaian Ekonomi Keseluruhan (Total Economic Valuation) Barangan Dan Perkhidmatan Ekosistem Hutan Di Semenanjung Malaysia: Hutan Simpan Ulu Muda	Project leader	2019	Jabatan Perhutanan Semenanjung Malaysia	Completed

2.	Analisa Kos-Faedah (Cost Benefit Analysis) Projek Koridor Ekologi Central Forest Spine di CFS1: PL3 Hutan Simpan Lojing- Hutan Simpan Sg. Brok, Gua Musang, Kelantan	Member	2019	Jabatan Perhutanan Semenanjung Malaysia	Completed
3.	Penilaian Ekonomi Dan Mekanisme Bayaran Perkhidmatan Ekosistem (Pes) Hutan Tadahan Air Dalam Hutan Simpanan Kekal	Project leader	2017	Jabatan Perhutanan Semenanjung Malaysia	Completed
4.	Kajian Analisa Kos-Faedah Projek Koridor Ekologi Central Forest Spine Di Cfs2:Pl1 Hutan Simpan Labis Timur-Hutan Simpan Mersing-Hutan Simpan Lenggong Tengah, Johor	Member	2017	Jabatan Perhutanan Semenanjung Malaysia	Completed
5.	Penilaian Ekonomi Barangan Dan Perkhidmatan Ekosistem Kawasan Berhutan Untuk Pakej 2: Ayer Hitam Ke Lebuhraya Lim Chong Eu Bypass	Member	2017	Consortium Zenith Construction Sdn. Bhd.	Completed
6.	Valuing Tangible Forest Products in Matang Mangrove Forest Reserve, Perak (RM50,076.35)	Project leader	2014	Jabatan Perhutanan Negeri Perak	Completed
7.	Estimating The Willingness To Pay For Entrance Permit: A Case Of Recreational Forests In Perak (RM30,000)	Project leader	2013	Jabatan Perhutanan Negeri Perak	Completed
8.	Penilaian Hutan Simpan Sungei Puteh	Member	2015	Jabatan Perhutanan Semenanjung Malaysia	Completed
9.	Penilaian Hutan Simpan Tanjung Piai	Member	2015	Jabatan Perhutanan Semenanjung Malaysia	Completed
10.	Quantification of Carbon Stock and Economic Valuation of 30 - year Old Mangrove Forest (RM180,000)	Member	2013	Jabatan Perhutanan Semenanjung Malaysia	Completed

<b>J. INOVASI (Patent, Trademark, Copyright, Industrial Design) / Innovation</b>				
<i>Name</i>	<i>Type of Innovation</i>	<i>Title</i>	<i>Filing Number</i>	<i>Year</i>
Prof. Madya Dr. Zaiton Samdin	<b>Copyright</b>	The Future of Eucalyptus Plantation: Environmental, Social and Economic Impacts	LY2019000699	2019