

# CURRICULUM VITAE

## Assoc. Prof. Dr. Haslinda Hashim



### A. BUTIR-BUTIR PERIBADI (*Personal Details*)

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| Nama Penuh ( <i>Full Name</i> ):<br>Haslinda binti Hashim |  | Gelaran ( <i>Title</i> ):<br>Assoc. Prof. Dr. |
| Jawatan ( <i>Designation</i> ):<br>Associate Professor    | Tarikh Lahir ( <i>Date of Birth</i> ):<br>27th December 1974 |   |

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| Jabatan/Fakulti ( <i>Department/Faculty</i> )  | E-mel dan URL ( <i>E-mail Address and URL</i> )                         |
| School of Business and Economics,<br>Universiti Putra Malaysia<br>43400 UPM Serdang, Selangor. | E-mail:<br><a href="mailto:haslinda@upm.edu.my">haslinda@upm.edu.my</a> |

### B. KELAYAKAN AKADEMIK (*Academic Qualification*)

| Nama Sijil / Kelayakan<br>( <i>Certificate / Qualification obtained</i> ) | Nama Sekolah Institusi<br>( <i>Name of School Institution</i> ) | Tahun<br>( <i>Year obtained</i> ) | Bidang pengkhususan<br>( <i>Area of Specialization</i> ) |
|---|---|-----------------------------------|--|
| PhD   | Lancaster University,<br>United Kingdom                         | 2011                              | Marketing  |
| MBA   | Universiti Kebangsaan<br>Malaysia (UKM)                         | 2001                              | Marketing  |
| BSc.  | Universiti Putra<br>Malaysia (UPM)                              | 1998                              | Agribusiness   |

### C. KEMAHIRAN BAHASA (*Language Proficiency*)

| Bahasa /<br><i>Language</i> | Lemah<br><i>Poor (1)</i> | Sederhana<br><i>Moderate (2)</i> | Baik<br><i>Good (3)</i> | Amat Baik<br><i>Very good (4)</i> | Cemerlang<br><i>Excellent (5)</i> |
|-----------------------------|--------------------------|----------------------------------|-------------------------|-----------------------------------|-----------------------------------|
| English                     |                          |                                  |                         |                                   | √                                 |
| Bahasa Melayu               |                          |                                  |                         |                                   | √                                 |

| <b>D. PENGALAMAN SAINTIFIK/PENGGHUSUSAN/PERSIJILAN</b><br><i>(Scientific experience/ Specialisation/Certification)</i> |      |   |
|--|------|---|
| Certification  | Year | Award Authority   |
| Social Entrepreneurship Social Innovation Certified Trainer  | 2021 | UKM CESMED and MAGIC Malaysia (Msian Global Innovation and Creativity Centre) |

| <b>E. PEKERJAAN (Employment)</b>             |                                 |   |   |  |
|--|---------------------------------|---|---|--|
| Majikan /<br><i>Employer</i>                 | Jawatan /<br><i>Designation</i> | Jabatan /<br><i>Department</i>                              | Tarikh<br>lantikan /<br><i>Start Date</i> | Tarikh<br>tamat /<br><i>Date Ended</i> |
| UPM  | Associate Professor             | Management and Marketing                                    | 1/11/2019                                 | To date                                |
| UPM  | Senior Lecturer                 | Management and Marketing                                    | 1/4/2012                                  | 31/10/2019                             |
| UPM  | Lecturer                        | Management and Marketing                                    | 28/08/2003                                | 01/04/2012                             |
| Lancaster University                         | Graduate Teaching Assistant     | Lancaster University Management School                      | Michealmas Term 2009                      | Michealmas Term 2009                   |
| UPM  | Tutor                           | Management and Marketing                                    | 03/01/2000                                | 28/08/2003                             |
| UPM  | Part Time Research Assistant    | Executive Program Unit, Faculty of Economics and Management | 01/10/1999                                | 30/11/1999                             |
| UPM  | Part Time Tutor                 | Executive Program Unit, Faculty of Economics and Management | Semester May 1999-2000                    | Semester May 1999-2000                 |
| Bina Ilmu Sdn. Bhd (privately owned college) | Lecturer                        | Management Department                                       | 02/5/1998                                 | 03/12/1998                             |

| Name of awards   | Award Authority                          | Year                |
|--|--|---------------------|
| Gold Award (Putra Amzaing Agar)<br>32 <sup>nd</sup> International Invention, Innovation & Technology Exhibition, Malaysia, (ITEX 2021) | Malaysian Invention and Design Society   | 2021                |
| Employee Excellence Award  | UPM                                      | 2019                |
| Employee Excellence Award  | Faculty of Economics and Management, UPM | August-October 2018 |
| Best Internal Examiner for Proposal Defense Award  | Faculty of Economics and Management, UPM | 2015                |
| Employee Excellence Award  | Faculty of Economics and Management, UPM | 2017                |
| Employee Excellence Award  | Faculty of Economics and Management, UPM | 2016                |
| Employee Excellence Award  | Faculty of Economics and Management, UPM | 2015                |
| Employee Excellence Award  | Faculty of Economics and Management, UPM | 2014                |
| Employee Excellence Award  | UPM                                      | 2013                |
| Employee Excellence Award  | Faculty of Economics and Management, UPM | 2012                |
| Case Writer's Association of Malaysia (CWAM) 3rd Prize Award in Case Writing Competition   | CWAM                                     | 2011                |
| Employee Excellence Award  | Faculty of Economics and Management, UPM | 2002                |
| Deans List (3.846/4.00)  | Universiti Putra Malaysia                | 1998                |

| H Index                   | Scopus | Google Scholar |
|---------------------------|--------|----------------|
| Author ID:<br>56394718900 | 4      | 9              |

## G. SENARAI PENERBITAN (*List of Publications*)

*Journal*

1. Md Asadul Islam, Amer Hamzah Jantan, Haslinda Hashim, Choo Wei Chong. (2020) Exploring challenges and solutions in applying green human resource management practices for the sustainable workplace in the ready-made garment industry in Bangladesh. *Business Strategy and Development*, 3(3), pp. 332–343.(SCOPUS)
2. Khairuddin, N.H., Kamarulzaman, N.H., Hashim, H., Hussin, S.R. (2020)., (2020) The relationship between marketing strategies and innovative market orientation on performance of halal-certified agro-food SMEs. *Food Research*, 4, pp. 124–132 (SCOPUS)
3. Nazari, N., Rahman, A.A., Aziz, Y.B.A., Hashim, H. (2020). The effect of customer satisfaction on the performance of the small and medium-sized hotels. *Tourism and Hospitality Management*, 26(1), pp. 69–96
4. Faraj Aldaihani, F.M., Bin Ali, N.A., Hashim, H.B., Basha, N.K. (2020). Impact of social customer relationship management on customer retention of Islamic banks in Kuwait: The mediating role of customer empowerment. *International Journal of Supply Chain Management*, 9(1), pp. 330–337
5. Khan, M. A. A., Hashim, H., & Ab. Aziz, Y. (2020). The Rise of Consumer Community on Social Media, its Influence on Consumers' Decision Making Process, Perceived Value and Loyalty Intentions in Tourism Industry: A Conceptual Thought. *International Journal of Academic Research in Business and Social Sciences*. 10(10), 813-833.
6. Khan, M. A. A., & Hashim, H. (2020). The Effect Of Covid-19 On Tourism And Hospitality Industry In Malaysia, Resurgence In The Post-Pandemic Era: A Conceptual Criterion. *International Journal of Tourism & Hospitality Review*. 7(2), 54-62
7. Khan, M. A. A., & Hashim, H. (2020). Tourist Satisfaction Index for Tourism Destination, Integrating Social Media Engagement into the European Customer Satisfaction Index. A Conceptual Paper. *International Journal of Academic Research in Business and Social Sciences*. 10(9), 72-90.
8. Choudhary, J., Hashim, H., Ann, H. J., & Sambasivan, M. (2020). Social Desirability and Mentorship Influencing New Venture Creation by Women Entrepreneurs in India. *International Journal of Academic Research in Business and Social Sciences*, 10(5), 830–842.
9. Choudhary, J., Hashim, H., Ann, H. J., & Sambasivan, M. (2020).

The Mediating Role of Opportunity Recognition between Education, Experience and Venture Creation by Women Entrepreneurs in India. *International Journal of Academic Research In Business And Social Sciences*, 10(3). (ERA)

10. Sulaiman, M., Hashim, H., Ali, M. H., & Ali, N. A. (2019). The Influence of Religion on Entrepreneurial Behavior: A Review on the Roles of Emotion and Religious Motivation. *International Journal Of Academic Research In Business And Social Sciences*, 9(12). (ERA)
11. Faraj Aldaihani, F.M., Bin Ali, N.A., Hashim, H.B., Basha, N.K. (2019). The impact of customer attractiveness and innovativeness on customer development through social CRM. *Journal of Advanced Research in Dynamical and Control Systems*, 11(11) Special Issue), pp. 1132–1144
12. Toh, Y. K., Hashim, H., Aziz, Y. A., & Ng, S. I. (2019). Effects of Game-Product Congruence on Game-Players' Brand Attitude in Mobile Games: A Review. *International Journal of Academic Research In Business And Social Sciences*, 9(4). (ERA)
13. Abu-Alhaija, A. S., Yusof, R. N. R., Hashim, H., & Jaharuddin, N. (2019). The influence of religious orientation on viewers' loyalty towards satellite TV channels. *Journal of Islamic Marketing*, 10(4), p. 1196-1218. (SCOPUS)
14. 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)
15. Dawood Amin, Anuar Shah Bali Mahomed, Yuhanis binti Ab Aziz and Haslinda Hashim. (2018) The Influence of Visual Presentation On Hotel Booking Intention: A Conceptual Model. *Global and Stochastic Analysis*. Vol. 5(6), p. 409-419 (SCOPUS)
16. 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)
17. 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.
18. Abu-Al-Haija, A., Yusof, R.N., Hashim, H. & Jaharuddin, N.

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|                    | <p>(2017). The motivational approach of religion: the significance of religious orientation on customer behavior. <i>International Journal of Economics, Commerce and Management</i>, 5 (12), p. 609-619.</p> <p>19. <i>Hashim, H.</i> and Ariffin, M.F. (2016). Factors Influencing Electronic Word of Mouth (eWOM) Engagement on Social Networking Sites (SNS) in Malaysia. <i>Journal of Social Sciences and Humanities (JSSH)</i> 24 (S): 85 – 94 (SCOPUS)</p> <p>20. <i>Hashim, H.</i> and D.M. Zuraina eds. (2015) Selected ‘Business Management and Hospitality and Tourism’ papers from the Graduate National Research &amp; Innovation Conference (GS-NRIC) 5th -7th December 2014. In <i>International Journal of Economics and Management (IJEM)</i> Vol. 9 Special Issue, December. (SCOPUS)</p> <p>21. Asadifard, M. Abdul Rahman, A., Abdul Aziz, Y. and <i>Hashim, H.</i> (2015). A Review on Tourist Mall Patronage Determinant in Malaysia. <i>International Journal of Innovation, Management and Technology</i>, 6 (3), pp.229–233</p> <p>22. <i>Hashim, H.</i>, Hussin, S.R. &amp; Zainal, N.N., (2014). Exploring islamic retailer store attributes from consumers perspectives: An empirical investigation. <i>International Journal of Economics and Management</i>, 8(S), pp.117–136. (SCOPUS)</p> <p>23. Samat, M.F., <i>Hashim, H.</i> &amp; Raja Yusof, R.N., 2014. Endorser Credibility and Its Influence on the Attitude toward Social Media Advertisement in Malaysia. <i>Review of Integrative Business &amp; Economics</i>, 4(1), pp.144–159.</p> <p>24. Hussin, S.R, <i>Hashim, H.</i>, R.Yusof, R.N. and Alias, N.N. (2013). Relationship between Product Factors, Advertising and Purchase Intention of Halal Cosmetic, <i>Pertanika</i>, . (SCOPUS)</p> <p>25. <i>Hashim, H.</i> and Mohamat D. Nurakmalina, 2013 <i>What Next? Asian Journal of Case Research (AJCR)</i>, 6(2):153-164</p> <p>26. <i>Hashim, H.</i> and Hussin, S.R. (2013) <i>Losing at the Home Ground? Asian Journal of Case Research (AJCR)</i>, 6(S):95-107</p> <p>27. Hussin, S.R. and <i>Hashim, H.</i> (2013) <i>Econsave Cash &amp; Carry Asian Journal of Case Research (AJCR)</i>, 6(S):51-59</p> <p>28. Hussin, S.R, <i>Hashim, H.</i>, Wong Y.S. and Busu, R. 2012. Kuang Ming Packaging Industries Sdn. Bhd. (KMPI). <i>Asian Journal of Case Research (AJCR)</i>, 5 (1):29-39</p> |
| <i>Edited Book</i> | <p>1. <i>Hashim, H</i> and Kamarohim, N. eds. (2015). <i>Marketing Issues and Practices Across Different Industries</i>, UPM Press, Serdang,</p>  |

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|------------------------|---|
|                        | <p>Malaysia</p> <p>2. Hashim, H. and Saleh, R. (2013). Marketing: Towards Delivering Consumer Value, McGraw-Hill: Selangor, Malaysia</p>  |
| <p>Chapter in book</p> | <ol style="list-style-type: none"> <li>1. Agbemabiese, George. C., Hashim, H., Ho, Jo Ann., and Sambasivam, Murali. (2018). The Effects of Customer Relationship Management (CRM) and Customer Perceived Value on Bank Customers' Loyalty: A Proposed Conceptual Framework in Rozanah Abd Rahman. <i>Opportunities and Challenges in Doing Business in Malaysia, What Really Matters?</i>, Universiti Putra Malaysia Press, Serdang, Malaysia</li> <li>2. Hashim, H. and Awang, M. Hafiz. Examining Factors Influencing Consumers Behavioral Intention for Broadband Adoption in Malaysia. In Hashim, H and Kamarohim, N. eds.(2015). <i>Marketing Issues and Practices Across Different Industries</i>, UPM Press, Serdang, Malaysia</li> <li>3. Hashim, H. and R. Yusof, R. N. (2015). Can Anything Go Wrong? in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development &amp; Research (CEDAR) Sdn. Bhd. Kuala Lumpur</li> <li>4. Hashim, H. and R. Yusof, R. N. (2015). The Way Forward? in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development &amp; Research (CEDAR) Sdn. Bhd. Kuala Lumpur</li> <li>5. Hashim, H. and R. Yusof, R. N. (2015). No News is Good News? in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development &amp; Research (CEDAR) Sdn. Bhd. Kuala Lumpur</li> <li>6. R. Yusof, R. N. and Hashim, H. (2015). The Inn Beside The Lake? in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development &amp; Research (CEDAR) Sdn. Bhd. Kuala Lumpur</li> <li>7. R. Yusof, R. N. and Hashim, H. (2015). Accommodating Nature, in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development &amp; Research (CEDAR) Sdn. Bhd. Kuala Lumpur</li> <li>8. R. Yusof, R. N. and Hashim, H. (2015). Money Matters, in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development &amp; Research (CEDAR) Sdn. Bhd. Kuala Lumpur</li> <li>9. Hashim, H. and Keong Hui, L., (2014). Factors Influencing Purchase Intention of Smartphones among young adults. In K. T. Guan Cheng, A. H. Jantan, &amp; G. Thanasegaran, eds. <i>Marketing: A</i></li> </ol> |

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|                           | <p><i>Compendium</i>. UPM Press.</p> <ol style="list-style-type: none"> <li>10. Hashim, H. and Saleh, R. (2013). Overview, FEP Book 2013, Marketing: <i>Towards Delivering Consumer Value</i>, McGraw-Hill: Selangor, Malaysia.</li> <li>11. Hussin, S. R., Hashim, H. and R. Yusof, R. N. (2013). Everybody's Gym? in <i>Malaysian Management Cases</i>, Penerbit UKM: Selangor, Malaysia.</li> <li>12. Hashim, H., and Woodruffe-Burton, H. (2012) Revisiting the Concept of Lifestyle : Implications for Future Research 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. 16-29.</li> <li>13. Abdul. M., Hashim, H., Abd Rahman, A. and Ahmad Dusuki, F. (2012) Understanding Malaysian SME Entrepreneurs' Perception of the Factors Affecting Hypermarket Acceptance of Their Products In :(Ed., Zahira Mohd Ishan, Zuraina Dato Mansor, Wong Foong Yee and Ho Jo Ann), <i>Business Practices in Malaysia</i>. McGrawHill. Pp. 121-135.</li> </ol>  |
| <p><i>Proceedings</i></p> | <ol style="list-style-type: none"> <li>1. Yuan-Kai, Toh., Hashim, H., Aziz, Y.A., and Ng, S. I. (2018). Influence Of Game-Product Congruence On Product Placement Effectiveness In Mobile Games: A Review, Proceedings of the 2<sup>nd</sup> Arshad Ayub Graduate Business School International Conference on Business Management (AiCoBM), 25- 26 July, 2018</li> <li>2. Osman, F.N., Hashim, H. et al., (2014). A review of family influences on travel decision making. In S. Mohd Radzi et al., eds. <i>Theory and Practice in Hospitality and Tourism Research</i>, Proceedings of the 2nd International Hospitality &amp; Tourism Conference. Penang, Malaysia: CRC Press, p. 607.</li> <li>3. Hashim H., Woodruffe-Burton H.R. (July 2012) Women's lived consumption meanings: Uncovering lifestyle genres and dimensions of the caring self, paper presented to the Asia-Pacific Association for Consumer Research, Queenstown, NZ, 6th-8th July 2012, Conference Co-Chairs, Ekant Veer, Paul W. Ballantine and Lucie K. Ozanne,</li> <li>4. Woodruffe-Burton, H. R., &amp; Hashim, H. (2010). Cross-Cultural Consumer Research: A Review and Critique. Proceedings, 2010 Academy of Marketing Conference, 6- 8 July Coventry University Business School</li> <li>5. Hashim, H., &amp; Woodruffe-Burton, H.R. (2006). Nurturing Mother and Wife: Reexamining the Concept of Lifestyle in the Context of</li> </ol> |



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|  | the Non-Western Consumer Culture. Proceedings, 8th Conference on Gender, Marketing, and Consumer Behavior, 29 June–2 July. Edinburgh: Association for Consumer Research |
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| <b>H. PROJEK PENYELIDIKAN DAN KONSULTANSI</b> (Research/Consultancy Project)   |  |   |  |   |               |
|--|--|---|--|---|---------------|
| <i>Project No/Agency.</i>  | <i>Project Title</i>   | <i>Role</i>   | <i>Year</i>                            | <i>Source of fund</i>                   | <i>Status</i> |
| FRGS (KPT)<br>FRGS/1/2021/SS)/<br>UM/02/11                                     | Covid-19 Impact:<br>Developing A<br>Framework and<br>Profiling Employees<br>Mental Health,<br>Workplace, Wellbeing<br>amd its Impact on<br>Employer Brand<br>Performance in<br>Malaysia  | Project<br>Member<br>(Ketua<br>Penyelidik<br>dari UM) | 2021<br>-<br>2023                      | KPT                                     | Ongoing       |
| Geran Kajian<br>Validasi Pasaran<br>(Innohub) Putra<br>Science Park<br>9003277 | Tween 80 Incorporated<br>Media As a Solution<br>for High Culture<br>Negative Rate in<br>Continuous<br>Ambulatory<br>Associated-Peritonitis<br>Patients   | Project<br>Member                                     | 2021<br>-<br>2022                      | UPM                                     | Ongoing       |
| KPDNHEP (Ministry<br>of Domestic Trade<br>and Consumer<br>Affairs)             | Kajian Impak Kempen<br>Beli Barangan<br>Malaysia (KBBM)  | Head of<br>Project                                    | 2021                                   | KPDNHEP<br>RM317,265.21                 | Completed     |
| GP-<br>IPS/2019/9672300  | The Effect of Tourism<br>Social media<br>Engagement, Perceived<br>Quality, Corporate<br>Image, Perceived<br>Value & Tourist<br>Demographic<br>Characteristics on<br>Touris's Loyalty<br>Behavior in Malaysian<br>Tourism SMEs sector | Head of<br>Project                                    | 1<br>Feb<br>2019<br>-31<br>Jan<br>2021 | UPM<br>(Geran Putra<br>IPS)<br>RM25,000 | Ongoing       |
| Consultation with<br>DBKL  | Assessing Compliance<br>to Smoke-Free<br>Legislation in Kuala<br>Lumpur)   | Project<br>Member                                     | 2019                                   | DBKL<br>RM38,300                        | Completed     |
| Consultation with<br>Department of<br>Fisheries Malaysia<br>(DOF)              | Kajian tren bekalan<br>dan harga ikan serta<br>kesan terhadap<br>pengguna dan nelayan.   | Project<br>Member                                     | 2018                                   | DOF<br>RM248,385.56                     | Completed     |

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| GP-IPB/2016/9484001                         | Business Models, Value Creation Processes and Sustainability of Malaysia's Youth –Led Social Enterprises: Towards Best Practices | Project Member  | 2016 - 2018              | UPM (Geran Putra IPB) RM69,997.10          | Completed |
| Case Writing Grant Scheme 2016              | Strategic Positioning of Era Fabrique Sdn. Bhd.  | Head of Project | 2016 - 2017              | MOHE RM10,000                              | Completed |
| Case Writing Grant Scheme 2016              | Control Management at House of Mind Excellence (HOME) Learning Center (QC Sdn Bhd)   | Member          | 2016 - 2017              | MOHE RM10,000                              | Completed |
| Case Writing Grant Scheme 2016              | Optometry Chain Expansion in Suburban Market.  | Member          | 2016 - 2017              | MOHE RM10,000                              | Completed |
| Project Number (FRGS/1/2015/SSO 1/UPM/02/4) | Understanding Green Consumers In Malaysia: Typology Of Green Consumer Characteristics  | Project Member  | 2015 - 2017              | MOHE RM68,000                              | Completed |
| GP-IPB/2013/9412301                         | Developing Tourism Typology in Emerging Tourism Sectors  | Project Member  | 30/1/2014 Till 30/3/2016 | UPM (Geran Putra IPB) RM105,000            | Completed |
| 06-02-12-1973RU                             | Exploring Islamic Store Attributes and Store Patronage Behavior: Muslim Consumers Perspective                                    | Head of Project | 2012 - 2014              | UPM (RUGS) RM30,000                        | Completed |
| Consultation Project                        | Developing Performance Management System (PMS) for the Razak School of Government  | Project Member  | 2013 - 2014              | Razak School of Government (RSOG) RM37,710 | Completed |
| Consultation Project                        | Case Studies   | Project Member  | 2013                     | Cedar (SME Bank)                           | Completed |

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|----------------------|--|----------------|------|---------------------------|-----------|
|                      | Development for CEDAR SME Bank                               |                |      | RM30,000                  |           |
| Consultation Project | Tourism and Hospitality Industry Research for CEDAR SME Bank | Project Member | 2013 | Cedar (SME Bank) RM60,000 | Completed |

| <b>I. PENYELIAAN</b> ( <i>PhD/Msc Supervision</i> ) |   |                                 |                   |
|---|---|---------------------------------|-------------------|
| <i>Name</i>   | <i>PhD Thesis</i>   | <i>Status</i>                   |                   |
| Jyoti Choudhary (GS42648)                           | Influence Of Individual And Institutional Factors On Opportunity Recognition And New Venture Creation Among SME Women Entrepreneurs In India  | Completed (2020)                | PhD in Management |
| George Cudjoe Agbemabiese (PBS15141119)             | The effects of customer relationship management (CRM), customer perceived value and customer sociodemographic characteristics on bank customers' loyalty in Ghana   | Completed (2019)                | PhD in Management |
| Md Ashraf Azam Khan (GS51238)                       | The Effect of Tourism Social Media Engangement Perceived Quality, Coporate Image , Perceived Value and Tourists Demographic Characteristics on Tourist's Loyalty Behaviour in Malaysian Tourisms SME's sector | Viva Voce (8 April 2022-passed) | PhD               |
| Darel Nicol Luna (GS42100)                          | Examining Instgram Influencer Trustworthiness, Attractiveness And Instagram Activities Influnce Towards Consumer Purchase Decision Making   | Submitted (2022)                | PhD               |
| Sahel Mahdi AbdulAziz (GS52778)                     | Examining Cultural Values, Integrity Concerns, Attitude towards Social Media Marketing  | Ongoing                         | PhD               |
| Muna binti Sulaiman (PBS1414595)                    | Manifestation of Islamic Religiosity and Entrepreneurial Behaviour among Malaysia Muslims SMEs  | Submitted (2022)                | PhD (PBS)         |
| Oluwaseyitan Rotimi Cephass (PBS1424827)            | Life Insurance Purchase Decision Making among Newly Married Couple in Nigeria   | Ongoing                         | PhD (PBS)         |
| Muhammad Faizal Samat                               | Influence of Endorser Credibility on Attitude and Purchase Intention among SnS Users  | Completed 2015                  | Msc               |

| <b>I. PENYELIAAN</b> (PhD Co Supervisor) |  |                  |     |
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| <i>Name</i>                              | <i>PhD Thesis</i>  | <i>Status</i>    |     |
| Yvonne Ang Su Ming                       | A Functional Approach to Market Segmentation: Operationalizing the Motivation Sequence Model for online Shoppers         | Completed (2019) | PhD |
| Ahmad Saifalddin<br>Yousef Abu-Alhaija   | Influence of Religious Orientation on Viewers' Loyalty Towards Satellit TV Channels                                      | Completed (2018) | PhD |
| Kamelia Chaici                           | Building Conceptual Model of Employee Retention in Hospitality and Tourism Industry                                      | Completed (2018) | PhD |
| Muhammad Irfan                           | Impact of Project Governance on Corporate Identity of Public Sector Organization in Pakistan                             | Completed (2018) | PhD |
| Ow Mun Waei                              | Service Quality in Hospital Industry   | Completed (2018) | PhD |
| Aifa Rozaini binti Mohd Radzol           | Pre-Purchase Dissonance and Its Concomitant Constructs   | Completed (2017) | PhD |
| Mozhdeh Asadifard                        | The Influence of Pricing and non-Pricing Factors on Malaysian Shopping Malls in Attracting the Middle Eastern Tourists   | Completed        | PhD |
| Narges Nazari                            | Critical Success Factors in Budget Hotels  | Completed        | PhD |
| Abdulwahab Ahmed Ali Jandab              | The Impact of IT-Based Organizational Learning and Inovation on New Product Performance in Yemeni Food Processing Sector | Completed        | PhD |
| Alireza Mohammadi                        | Influences Of Social Media Marketing Factors and eWOM On Brand Loyalty of Smartphones In Malaysia                        | Completed        | PhD |
| Md Asadul Islam                          | Barriers Faced by Women in Leadership Positions in Public Universities in Malaysia                                       | Completed        | PhD |
| Nurhidayah binti Rosley                  | A Phenomenology Study on Counterfeit Consumption Behaviour: Meaning, Psychological                                       | Completed        | PhD |

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|                  | Needs and Life Goals   |           |           |
| Kwong Chee Kueng | An Empirical Study On The Relationship Of Service Quality Service Fairness, Relationship Satisfaction And Moderating Effect Of Gratitude On Customer Loyalty In Malaysian General Insurance Industry | Completed | Phd (PBS) |

| <b>J. PEMBANGUNAN SAHSIAH PELAJAR</b> <i>(Students Character Development)*selected</i> |   |           |                |                    |
|--|---|-----------|----------------|--------------------|
| No.  | Activity/Involvement  | Year      | Level          | Organizer          |
| 1.   | Mentor to UPM students for the; Program University to Urban Community , Social Entrepreneur (Program Keusahawanan Peringkat Nasional)   | 2021      | KPT (National) | UPSI-KPT           |
| 2.   | Mentor for UPM Students for the; Program Freelance Cloud Computing Acctg Services   | 2020      | National       | UKM-KPT            |
| 3.   | Mentor for Empowerment of Students Family Business Programme  | 2019      | National       | UKM-KPT            |
| 4.   | Jury for Elevator Pitching Competition for Entrepreneurship Carnival UniBiz Challenge   | 2019      | UPM            | UPM FEP            |
| 5.   | Students Mentor for; Program Pembangunan Keusahawanan Asnaf   | 2018-2019 | UPM            | UPM FEP – QSR Msia |
| 6.   | Head of students Business Pitching Competition for the Karnival Pembudayaan Keusahawanan Muda Sem 2 2018/2019 – sucessfully secured sponsorship for gifts/awards RM2080 from NYY Steak Shack and Skytrex Malaysia | 2019      | UPM            | UPM FEP            |
| 7.   | Head of Sekolah Angkat Project (SMAPUTRA and FEP) – advisor to FEP students mentoring SMAPUTRA school students in learning accounting subjects  | 2015-2017 | UPM            | UPM FEP            |
| 8.   | Advisor for Loreal Brandstorm Competition   | 2015-2016 | UPM            | Loreal             |
| 9.   | Examiner for PhD/Masters Student  | 2018      | UPM            | FEP/SPE            |

|     |                               |                       |     |         |
|-----|-------------------------------|-----------------------|-----|---------|
|     | Seminar                       | until<br>2021         |     |         |
| 10. | Examiner for FYP Presentation | 2018<br>until<br>2021 | UPM | FEP/SPE |

### **Professional Body Membership**

- Life Member, Case Writers Association Malaysia

### **Administrative Responsibilities (Selected)\***

- Associate Fellow for UPM Centre of Quality Assurance 2022
- Auditor for Center of Quality Assurance UPM (2022 and 2021)
- Committee Member for ‘AJK Kerjaya dan Keusahawanan’ 2019
- Coordinator for Master of Entrepreneurship December 2015-January 2017
- Research Fellow at Institute for Social Science Studies IPSAS UPM
- Committee Member for SME@UPM Programme 2017, 2016, 2014,2013 and 2012
- Committee Member for Academic and Student Affairs for the JPP, UPM 2015-2017
- Committee Member for Community and Industrial Relations for FEP, UPM 2015
- Coordinator for Alumni Unit for FEP, UPM 2015
- Advisor for Loreal Brandstorm Competition 2015, 2016
- Proposal Defense Examiner for Msc and PhD

### **Community and Industry Relations and Services (Selected)\***

- Lecturer/Mentor for Empowerment of Students Family Business Programme (under CEM)
- Speaker for Marketing for Non-Marketers Training Module at Astronautic Technology (M) Sdn Berhad (ATSB), Hicom Glenmarie Industrial Park, Section 1, Shah Alam. Shah Alam, 23-24 Jan. 2017
- Speaker for Certified Marketing Professional (CMP) Programme at International Malaysia Training Centre (IMTC) Jalan Sultan Ismail KL, 9 May 2017
- Speaker for SME@UPM 2014-2017 for Marketing Module
- Coordinator for ‘SMAPutra-FEP UPM Sekolah Angkat’ Programme
- Coordinator for ‘Mumtaz Prinsip Akaun SMAPutra-FEP UPM’
- Speaker for ‘Bicara Tamu SMAPutra’ Programme
- Interview Panel for JPA Employees Scholarship Programme
- Academic Speaker for SMK KLIA, Sepang and Kompleks KLIA visit to FEP, UPM

**\*A comprehensive list of involvements can be provided upon request.**