

## TAHUN 2021

NASIONAL					
BIL.	TAJUK PROJEK	NAMA KETUA PROJEK	NAMA PENYELIDIK BERSAMA	NAMA GERAN	PENAJA GERAN
1	Impact of public expenditure on the health of children under the age of five	Norashidah Mohamed Nor	1) Renuka Devi Logarajan (GS54063)	GP-IPS	UPM
2	Anthropomorphism's Direct and Indirect Influence on Purchase Intention via Retail Mobile App	Ng Siew Imm	1) Prof. Madya Ho Jo Ann, 2) Dr. Norazlyn Kamal Basha, 3) Prof. Dr. Azmawani Abd Rahman, 4) Prof. Dr. Julie Lee	GPB	UPM
3	Financial Development, Innovation and Corporate Cash Holding: An Information Asymmetry Perspective	Soh Wei Ni	1) Yu Danni	GP-IPS	UPM
4	Effective Innovation Ecosystem Enable Entrepreneur Researchers from Research Universities Endow Start-Ups through University-Industry Collaboration (UIC)	Mass Hareeza Binti Ali @ Hamid	1) Prof. Dr. Rahinah Ibrahim, 2) Prof. Madya Dr. Zahira Mohd Ishan, 3) Prof. Madya Dr. Wan Nurhayati Wan Ab. Rahman, 4) Roszaimah Muhammad Sapah (GS56073)	GP-IPS	UPM
5	Do Law's Rule and Government's size on Economic Freedom Dimensions foster Microfinance Institutions Efficiency? Study using Non-Parametric Frontier Approach	Fakarudin Kamarudin		Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
6	The Effect of Social Media Influencers on Consumers Attitude and Purchase Intention	Wong Foong Yee		Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
7	Carbon Initiatives: The Bridge between Carbon Strategies and Firm Performance in the Malaysian Manufacturing Industry	Ong Tze San	1) Dr. Haslinah Muhamad	Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
8	Obesity Kuznets Curve: Does it Exist in Malaysia?	Nor Yasmin Mhd Bani		Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
9	Establishing a Cottage Industry Marketing Model for B40 Community Empowerment: A Case of Stingless Bee Farming	Siti Rahayu Hussin	1) Prof. Dr. Salina Kassim (IIUM)	Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
10	The impact of macro-economic factors and adoption of financial derivatives on working capital management and firm performance	Zariyawati Mohd Ashhari		Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM

11	Examining the Omnichannel Factors influencing Customers Experience and Shopping Behavior of Beauty Products	Norazlyn Kamal Basha	1) Prof. Madya Dr. Ng Siew Imm	Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
12	The Impact of Financial Literacy, Digital Literacy and Personal Value Towards the Victimization of Online Scam	Mohamed Hisham Dato Haji Yahya		Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
13	Way forward after the Covid-19 Health Pandemic and Movement Restrictions Order: Adaptive Response and Innovative Marketing Strategies of Umrah Muslim Travel Operators	Nor Azlina Kamarohim	1) Puan Siti Rahayu Hussin	Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
14	An experiential pathway analysis of antecedents of satisfaction and loyalty in the context of Unmanned Smart Hotels	Cheah Jun Hwa	1) Lim Xin Jean (UKM)	Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
15	Mediating Effect of Competitiveness on the Relationship Between Corporate Governance Mechanism and Operating Segment	Jalila Johari		Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
16	Is Government Financial Support Needed for Cloud Computing Implementation & Business Success? Finding Evidence from	Shafie Sidek	1) Prof. Dr. Azmawani Abd Rahman	Geran Sekolah Perniagaan dan Ekonomi (GPSPE)	UPM
17	Economic Valuation of Urban Green Spaces using the Hedonic Pricing Approach: The Parks of Kuala Lumpur	Syamsul Herman Mohammad Afandi	1) Dr. Nur Syafiqah A. Samad, 2) Prof. Madya Dr. Mohd Johari Mohd Yusof	National Real Estate Research Coordinator	Institut Penilaian Negara (INSPEN)
18	Intergrating Land Use Planning and Aged Care Services in Special Economic Zones (SEZs) through Legal Reform	Rozanah Ab Rahman		National Real Estate Research Coordinator	Institut Penilaian Negara (INSPEN)
19	VAWT Wind Trap-Release Vane	Shafie Sidek	1) CEO/Unipreneur's Name - Hj Safferi Mohd Din	Skim Geran Kajian Validasi Pasaran (InnoHub)	UPM