

Hossein Nezakati Alizadeh, Ph.D.

Senior Lecturer of Management and Marketing
 Department of Management and Marketing,
 Faculty Economics and Management,
 University Putra Malaysia (UPM),
 Serdang, 43400,
 Malaysia

hossein_na@upm.edu.my

dr.nezakati@gmail.com

<http://www.econ.upm.edu.my/jpp#jpp>

http://profile.upm.edu.my/hossein_na/profile.html

<https://scholar.google.com.my/citations?user=3niuAYEAAAAJ&hl=enc>

https://www.researchgate.net/profile/Hossein_Nezakati

<http://cwam.org.my/en/content/103>

<http://hbademy.org.uk/about-us/our-committees/>



Academic Qualification			
<i>Certificate / Qualification obtained</i>	<i>Name of School / Institution</i>	<i>Year obtained</i>	<i>Area of Specialization</i>
Ph.D.	Islamic Azad University (IAU), Science & Research Branch	2000-2004	Management and Marketing (Appendix 1)
M.S. Degree in Business Administration	Islamic Azad University (IAU), Post Graduate Studies Centre	1998-2000	International Marketing (Appendix 2)
Bachelor Degree English Language Translation and Interpretation	Islamic Azad University (IAU), Tehran Central Branch	1995-1998	English Language Translation and Interpretation
Major	Teaching Experience		
Management	Principles of Management, International Business Management, Technology Management, Strategic Management		
Marketing	Principles of Marketing, Marketing Management, International Marketing,		
Human Recourse	Human Resource Management, Organizational Behavior		

<i>Courses Taught</i>					
University	Topic	Starting Date	Number of classes	Number of Students	Student Evaluation (Maximum Score = 5)
University Putra Malaysia (UPM)	Principles of Management	Sep 2010	10	443	4.72
	Principles of Marketing	Feb 2009	6	200	4.58
	International Business Management	Feb 2012	5	159	4.52
	Organizational Behavior	Feb 2012	2	44	4.44
	International Marketing	Feb 2010	1	51	4.16
Izlamic Azad University - Iran (IAU)	Professional Advanced English for Managers	Sep. 2001	12	360	4.75
	Principles of Organization & Management	Jan 2002	10	330	4.7
<i>Virtual Classes</i>					
Electronic Compas - Izlamic Azad University – Iran (e- IAU)	Current Issues on Manufacturing, service and public sectors	Sep. 2010	25	450	4.8
	Management of Technology	Sep. 2014	3	52	4.8

<i>Training Programme</i>		
Topic	Organization/ Center	Date
Workshop: Methodology Tools	LHDN – INLAND REVENUE BOARD OF MALAYSIA Kuala Lumpur - Malaysia	Aug 2015
Training Programmer: “3rd Millennium CEOs’ Challenges” (Authorized Certification by HBA)	Authorized by: Human Behavior Academy (HBA- UK) -Multi Platform Consultancy Services – UK Base Sponsored by:	Jun 2014 http://hbacademy.org.uk/chief-executive-officers-ceo-challenges-in-3rd-millennium/

	-Tehran Chamber of Commerce, Industries, Mines and Agriculture (TCIMA – IRAN) Tehran - Iran	
Key Note Speaker	Marketing Golden Triangles in 3rd Millennium, Graduate School of Business, University of Technology, Sydney (UTS), Sydney, Australia	Dec 2009
Key Note Speaker	Collaboration with Industries, IRANOIL Public Co. Kish Island, Iran	Jan 2006
Key Note Speaker	Exploring the Promoting Methods on Iran–African & Persian Gulf Countries, Trade Promoting Organization (TPO), Tehran, Iran	Sep 2005
Workshop: Advanced Educational Management Work Shop for Recently Elected Managers in Islamic Azad University (IAU) Branches	Science & Research Branch IAU, Tehran, Iran	July 2007
Workshop: Marketing Management	Management Knowledge Development Institution, Tehran, Iran	July 2007
Workshop: Customer Behaviour,	Farbod Developing Management Co., Tehran, Iran	Sep 2004

Summary of Publications (2008 – 2015) ([Details of Publications - Appendix 3](#))
([Journal Abstracts-Appendix 4](#))

M: Main/ Corresponding Author
Co: Co Author

Book	Chapter in Book		CIJ (Citation Index Journal)		NCIJ (Non Citation Index Journal)		Proceeding		Seminar Paper		Other Publications		Total
			Impact factor: 4.196										
M	M	Co	M	Co	M	Co	M	Co	M	Co	M	Co	
4	12	2	7	4	16	7	23	8	1	2	3	2	
4	14		11		23		31		3		5		91

Summary of Supervisory Committees - [\(Details - Appendix 5\)](#)
[\(Abstracts – Appendix 6 \)](#)

	Supervisor		Committee		Examiner	Total
	In Progress	Graduated	In Progress	Graduated		
Ph.D.	3		2	1	5	11
MS	2	15		11	20	48
MBA		19		3	32	54
BBA		15				15
Total	5	49	2	15	57	128

Research Projects

<i>Role</i>	<i>Project Title</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
Lead Researcher	Examination of sustainable supply chain opportunities from stakeholder's perspectives	Nov. 2013- May 2016	Research University Grant Scheme (RUGS)	In Process RM 75,000
Co Researcher	Developing tourism typology in emerging tourism sectors	Nov. 2013- May 2016	Universiti Putra Malaysia (Geran Putra: Inisiatif Putra Berkumpulan-IPB)	In Progress RM 100,500
Lead Researcher	Impact of food quality, food image and perceive value on tourist satisfaction and behavioural intentions	Nov. 2013	Geran Universiti Putra Malaysia – IPS	completed Nov. 2014 RM 15,000
Lead Researcher	Adapting Elements of Market Value Coverage (MVC) in Adoption and Diffusion of Innovations (ADI)- Malaysia Hand Phone industry	Sept. 2012	Research University Grant Scheme (RUGS)	completed March 2014 RM 30,000
Lead Researcher	Adapting Elements of Market Value Coverage (MVC) in Adoption and Diffusion of Innovations (ADI) - Malaysia Fast Food Industries	June 2010	Research University Grant Scheme (RUGS)	completed Dec. 2011 RM 25,000

<i>Honors</i>				
<i>Name of Honor</i>	<i>Title</i>	<i>Honor Authority</i>	<i>Honor Type</i>	<i>Year</i>
Fellow Member	Fellow Member	Global Strategic Management Incorporated (GSMI), Michigan, USA.	International	2016
Residence Pass – Talent (RP-T)	Expert – Talent 10 Years Working Visa	Royal Government of MALAYSIA	National	2015
Honored Professorship	Expert Panel and Honored Professor	IIC University	International	2015
CWAM EXCO Member	Committee Member	Case Writers' Association of Malaysia (CWAM)	International	2011
AGBA Board of Trustees	AGBA Vice President for Iran	Berkeley College	International	2010
Distinguished Scholar	Distinguished Scholar	Academy for Global Business Advancement (AGBA), USA	International	2010
Distinguished Research Award	How to Manage and Flourish Innovation in Hospitals by Clinic IT?	Allied Academies of International Conference, Las Vegas, USA	International	2010

<i>Awards</i>				
<i>Name of Award</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
1 st Ranking at University Competition	SME – University Internship 2015 Championship, Malaysia	SME Corporation, Malaysia	University Level	2015
Second runner-up (3 rd Placing)	Shell FuelSave College Competition	Shell Malaysia	National Level	2014
1 st Ranking at University Competition	SME – University Internship 2014 Championship, Malaysia	SME Corporation, Malaysia	University Level	2014

1 st Ranking at University Competition	SME – University Internship 2013 Championship, Malaysia	SME Corporation, Malaysia	University Level	2013
Second runner-up (3 rd Placing)	“ Oishi: How to Sustain a Promising Business”	Case Writers’ Association of Malaysia (CWAM)	International	2013
Excellent Service Certificate	Excellent Service Certificate – Academic activities	UPM	University	2012
Excellence Award	Excellence Award – Annual Best Lecturer	UPM	University	2011
Silver Medal	Fostering Organizational Citizenship Behavior (OCB) Through Human Resources Empowerment (HRE)	Innovation, Design and Research Exhibition (PRPI), UPM	National	2011
Best Paper	The determinants of decision-making in the purchased of working women's clothing in Malaysia	International Conference on Sociality and Economics Development, Kuala Lumpur, Malaysia	International	2011
Bronze Medal	Cluster Development Plan Framework	Innovation, Design and Research Exhibition (PRPI), UPM	National	2010
Best Paper	The Determinants of FDI inflow in Manufacturing Sector of Malaysia	GSM-FEP-AGBA Conference, Putrajaya, Malaysia	International	2010



Distinguished Research Award	How to Manage and Flourish Innovation in Hospitals by Clinic IT?	Allied Academies of International Conference, Las Vegas, USA	International	2010
1 st Ranking at University Competition	SME – University Internship 2010 Championship, Malaysia	SME Corporation, Malaysia	University Level	2010
1 st Ranking	Health, Safety, and Environment	First National Conference, Ministry of Labour and Social Affairs, Tehran, Iran	National	2008

<i>Academic Contributions</i>		
<i>Position</i>	<i>Organization</i>	<i>Date</i>
Academic Deputy Dean	- Islamic Azad University	2009
Council/ Committee Member	- Council Member: Human Behavior Academy – UK	2014 – To Date
Chairman	- Master Chairman: 8th Annual International Business, Agriculture, Health, Energy, & Engineering Conference, Hollywood, Los Angeles, California, USA	2015
	- GSM- FEP- AGBA Conference 2010, Palm Garden, Putrajaya, Malaysia	2010
	- International Conference on Marketing (ICMAR), Kuala Lumpur, Malaysia	2010
	- International Congress on Pervasive Computing and Management (ICPPM), Sydney, Australia	2010
	- Chairman of the Interview Committee, Ph.D. And M.S. Degree - IAU- Qeshm Int'l Branch and Eastern Mediterranean University (EMU) of Cyprus joint Programs, Tehran, Iran	2006
Organizing / Technical Committee/ Conference Reviewer	- 5 th International Conference of Case Writing : “Writing and the perils of publishing cases”	2015
	- Global Conference on Business and Economics Research (GCBER)	2013
	- Pearson: Asian Adaptation and Case Library	2013

	<ul style="list-style-type: none"> - 5th International Conference on Information Management and Engineering (ICIME) - 3rd International Conference on Education, Research and Innovation- ICERI - 3rd International Conference on Business and Economics Research – ICBER - Conference on Humanities, Historical and Social Sciences - CHHSS - indexed by Thomson ISI - 2nd International Conference on Electrical Engineering and Applications – ICEEA - USM-AUT International Conference - 2nd International Conference on Economics, Trade and Development (ICETD) - IEDRC Org. - 2nd International Conference on Management and Artificial Intelligence (ICMAI) - IEDRC Org - International Conference on Humanity, History and Society (ICHHS)- IEDRC Org - 3rd International Conference on Case Writing - GSM- FEP- AGBA Conference 2010, Palm Garden, Putrajaya, Malaysia - 2nd International Conference on Software Technology and Engineering (ICSTE), USA - 2nd International Conference on Computer and Network Technology (ICCNT), indexed by Thomson ISI - ICSTE 2009: International Conference on Software Technology and Engineering, USA - Explanation of Role and Position of Marketing Services Institutes in Non-Oil Exports Development 	<p>2013</p> <p>2013</p> <p>2013</p> <p>2012</p> <p>2012</p> <p>2012</p> <p>2012</p> <p>2012</p> <p>2012</p> <p>2011</p> <p>2010</p> <p>2010</p> <p>2010</p> <p>2009</p> <p>2008</p>
Editor	<ul style="list-style-type: none"> - Sustainable Supply Chain Management Book – UPM Press - Selected Issues in Hospitality and Tourism Sustainability Book – UPM Press - Iranian Journal of Management Studies (IJMS) - International Journal of Sustainable Development & World Policy (IJSWDP) - Science Alert - Journal for International Business and Entrepreneurship Development (JIBED) 	<p>2015- 2016</p> <p>2014</p> <p>2014- To Date</p> <p>2013- To Date</p> <p>2011</p> <p>2011</p>
Journal Reviewer	<ul style="list-style-type: none"> - Economics World: ISSN 2328-7144, USA - Journal of Agricultural Economics and Development - Better Advances Press - British Journal of Economics, Management & Trade (BJEMT) - International Journal of Economics and Management (IJEM) - International Journal oh Social Science and Humanity (IJSSH) 	<p>2015 – To Date</p> <p>2013 – To Date</p> <p>2013 – To Date</p> <p>2013 – To Date</p> <p>2013 – To Date</p> <p>2013 – To Date</p>

	<ul style="list-style-type: none"> - International Greener Journals (IGJ) - International Journal of Social Science and Humanity (IJSSH) - Scientific Research and Essays (SRE) - American Journal of Social and Management Sciences (AJSMS) - Asian Academy of Management Journal (AAMJ) - International Journal of Physical Science (IJPS) - Iranian Journal of Management Studies (IJMS) 	2013 – To Date 2012 – To Date 2010 – To Date 2010 – To Date 2010 – To Date 2010 – To Date 2010 – To Date
Advisor/ Consulter/ Audit Member	<ul style="list-style-type: none"> - Franchising National Competition - SME – University Internship Championship - Shell FuelSave College Competition - Best Energy Analyzer (BEA)- Promote Knowledge-based Development - Involvement in Accreditation Audit : Association to Advance Collegiate Schools of Business (AACSB)- UPM 	2015 2010- 2015 2014 2013- To Date 2012

Industry Contributions		
Category	Position	Detail
Managerial Experiences	General Manager, Vice president, Project Manager	(Appendix 7)
Business Solution Consultations	Board of Command Consulter, Market Analyser for Business Initiating and Market Developing, Business and Marketing Plan reviser, Specialized in International Business and Marketing, Public Relations, Team building and Leadership, Business Development, Communications and Change Management	(Appendix 8)

<i>Employment</i>				
<i>Employer</i>	<i>Designation</i>	<i>Department</i>	<i>Start Date</i>	<i>Date Ended</i>
Islamic Azad University (IAU), E-Campus, IRAN	Part Time Lecturer- Virtual Classes	Department of Executive Management (Affiliated Member)	2011	To Date
Universiti Putra Malaysia (UPM), MALAYSIA 	Full Time Contract - Senior lecturer	Department of Management and Marketing	2009	2016
Putra Business School (PBS) Former: Graduate School of Management (GSM), MALAYSIA 	Affiliated Member	Department of Management and Marketing (Affiliated Member)	2009	2016
Islamic Azad University (IAU), Qeshm International Branch, IRAN	Part Time Lecturer	Affiliated Member	2008	2009
Islamic Azad University (IAU), Kermanshah Branch, IRAN	Part Time Lecturer	Department of Management and Marketing (Affiliated Member)	2007	2009
Islamic Azad University (IAU), Science and Research Branch, IRAN	Part Time Lecturer	Department of Executive Management (Affiliated Member)	2004	2009
Islamic Azad University (IAU), Tehran Central Branch, IRAN	Assistant Professor	Department of Marketing	2001	To Date
Cambin Producing Company (CPC), IRAN	General Manager (GM)	Board of Directors	1991	1997

**Evaluation of Diffusion of Innovations Theory
In relation with Electronics consumers' adoption**

Aim of this research is evaluation of "Diffusion of Innovations Theory" in relation with Electronics consumers' adoption. To do so, a population of Iranian TV-set manufacturers is studied. Five major companies, holding 95% of market share have been chosen. Selection of main variables has been based on a categorization by the Ministry of Mine and Industry in three groups of products (14", 21" and 29" TV-sets). Due to the confidentiality nature of data and to facilitate generalizing and deducing, all data have been coded. Tests and analyses relating to research hypothesis have been lead to this conclusion that distribution curve of Diffusion of Innovations in Electronic Industry (TV-sets), like the global pattern, does follow the normal curve. But categorizing various types of adopters does not follow a global pattern; distribution beneath the curve (Adopters Classifications) shows following record:

- Lack of innovators is observed.
- Early adopters and laggards mark a level higher than normal.
- Early majorities and late majorities show a level lower than the normal limit.

**A Comparative Study on the Criteria for Productivity and Quality Awards
In Awarding Country and to Propose Appropriate Criteria for Iran**

The present research which deals with a contextual research type in term of describing and explaining the obtained data, is a Chronological one for studying the collected data in a section of time and is applied for applying the findings in explaining the criterion of productivity and quality awards.

Tables are drawn up consisting of valid productivity and quality in global level their indication criteria are determined on one hand and the viewpoints of expert and Iranian expert managers are allocated on the other hand and after testing each one of them by indexing criteria some suggested criteria are given for Iran.

To maintain the homogeneity of the testable, the Improbable Sampling procedure was applied in form of prepared or available samples (thirty professors and thirty Iranian expert managers in two parallel groups) were studied.

The mean amount and variance of statistical as well as indicator criteria were determined the mean comparison tests of two societies by using "t" test criteria were used.

With respect to the results of the tests, following suggestions are proposed for granting productivity and quality awards for Iran:

- Strategic planning, Human Resources focus, customer focus (common among the index criteria professors, managers),
- Trading activities results, information and management system (common among the index criterion and managers),
- Operational and quality results, process management, quality assurance and sellers support services (Index criteria),
- Quality of products, market focus, research and development (managers' criteria)

Appendix 3
Detail of publications

<p>Books</p>	<p>4- Management of Technology in Tobacco Industry, In Progress</p> <p>3- Sustainable Supply Chain Book 2016, UPM, In Progress</p> <p>2- Selected Issues in Hospitality and Tourism Sustainability, Hamimah Hassan, Hossein Nezakati, © Universiti Putra Malaysia Press 2014, ISBN 978-967-344-430-4</p> <p>1- International Business (International Economics & Commerce) In Simple words, Manouchehr Jofre (Ph.D.), Afsaneh Malkami (Ph.D.), Hossein Nezakati (Ph.D.), Tehran, Shahr Ashoob Publication, ISBN: 2008. 978-964-7513-25-8</p>
<p>Journals (Abstracts- Appendix 4)</p>	<p>34- “ Adoption of clinical decision support systems in a developing country: Antecedence and outcomes of Physician’s threat to perceived professional autonomy”, International Journal of Medical Informatics, IF: 2.716, Q1 Pouyan Esmailzadeh, Murali Sambasivan, and Naresh Kumar, Hossein Nezakati, ISSN: 1386-5056, Volume 84, Issue 8, August 2015, Pages 548–560 doi:10.1016/j.ijmedinf.2015.03.007 http://www.sciencedirect.com/science/article/pii/S1386505615000672</p> <p>33- “Special Needs of Muslim Family Tourists Across The Family Life Cycle: Stakeholders’ Perspectives”, FatinNorain Osman, SitiRahayu Hussin, Raja Nerina Raja Yusof, Haslinda Hashim, Yuhanis Abd.Aziz, Hossein Nezakati, AENSI Journals Australian Journal of Basic and Applied Sciences ISSN:1991-8178, 9(3) Special 2015, 108-112 http://www.ajbasweb.com/old/ajbas_Special16-IPN%20KK_2015.html</p> <p>32- “Green products purchasing among Malaysian consumers”, Hossein Nezakati, Masoumeh Hosseinpour, International Journal of Sustainable Development & World Policy, Online ISSN:2305-705X Print ISSN: 2306-9929, 2015, 4(1): 1-6 http://www.pakinsight.com/pdf-files/IJSDWP-2015-4(1)-1-6.pdf</p> <p>31- “Review of Social Media Potential on Knowledge Sharing and Collaboration in Tourism Industry”, Elsevier Procedia of Social Behavioural Science: (Scopus), Hossein Nezakati, Yusmadi Yah Jusoh, Shayesteh Mogadas, Asra Amidi, Roghayeh</p>

Journals

Sohrabinezhadtalemi, **Elsevier Procedia of Social Behavioural Science: (Scopus)**, Procedia - Social and Behavioral Sciences 172 (2015) 120 – 125

[doi:10.1016/j.sbspro.2015.01.344](https://doi.org/10.1016/j.sbspro.2015.01.344)

<http://www.sciencedirect.com/science/article/pii/S187704281500381X>

- 30- “Effect of Behavioural Intention toward Choosing Green Hotels in Malaysia - Preliminary study”, Hossein Nezakati, Yusmadi Yah Jusoh, Shayesteh Mogadas, Asra Amidi, Roghayeh Sohrabinezhadtalemi, **Elsevier Procedia of Social Behavioural Science: (Scopus)**, Procedia - Social and Behavioral Sciences 172 (2015) 57 – 62

[doi:10.1016/j.sbspro.2015.01.335](https://doi.org/10.1016/j.sbspro.2015.01.335)

<http://www.sciencedirect.com/science/article/pii/S1877042815003729>

- 29- “Highlighting Influential Factor to Inculcate Green Behaviour” Review Paper, Mazlan Hj Hassan, Sanam Hosseinpour, Hossein Nezakati, Manuchehr Jofreh, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, 2015, Volume: 15, Issue: 3, 405-410

DOI: [10.3923/jas.2015.405.410](https://doi.org/10.3923/jas.2015.405.410)

URL: <http://scialert.net/abstract/?doi=jas.2015.405.410>

- 28- “Government concern of consumers’ intention to purchase green product”, Hossein Nezakati, Masoumeh Housseinpour, Mazlan Hj. Hassan, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 15, pp 1757-1762

DOI: [10.3923/jas.2014.1757.1762](https://doi.org/10.3923/jas.2014.1757.1762)

URL: <http://scialert.net/abstract/?doi=jas.2014.1757.1762>

- 27- “Effective Attributes of Successful Strategic Information Systems Planning for Public Organizations in Middle East _ Preliminary Study”, Hossein Nezakati, Ashkan Harati, Reihane Elahi, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 15, pp 1701-1710

DOI: [10.3923/jas.2014.1701.1710](https://doi.org/10.3923/jas.2014.1701.1710)

URL: <http://scialert.net/abstract/?doi=jas.2014.1701.1710>

- 26- “Merging repatronage behavior model (RBM) towards hypermarkets in Malaysia”, Hossein Nezakati, Ang Siew Hui, Asso. Prof. Manuchehr Jofreh, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 6, pp 552-564

DOI: [10.3923/jas.2014.552.564](https://doi.org/10.3923/jas.2014.552.564)

URL: <http://scialert.net/abstract/?doi=jas.2014.552.564>

- 25- “An Empirical Investigation of International Fisher Effect on 10 ASEAN Countries”, Hossein Nezakati, Prof. Dr. Annur Md Nassir, Sayed Yousef Sheikh Abou Masoudi, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 6, pp 531-536
DOI: 10.3923/jas.2014.531.536
URL: <http://scialert.net/abstract/?doi=jas.2014.531.536>
- 24- “The Effects of Malaysian Hotels Services on Tourist Loyalty”, Yousef Keshavarz, Hossein Nezakati, Journal of Education and Vocational Research, ISSN 2221-2590, (2013), Vol 4, No. 10, pp 287-292
[http://www.ifrnd.org/Research%20Papers/V4\(10\)1.pdf](http://www.ifrnd.org/Research%20Papers/V4(10)1.pdf)
- 23- “Factors influencing people to travel abroad for sport tourism (Malaysia evidence), Hossein Nezakati, Mok Chuang Chin, Maryam Akhoundi, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2013), Vol 13, No. 24, pp 5708-5715
DOI: 10.3923/jas.2013.5708.5715
URL: <http://scialert.net/abstract/?doi=jas.2013.5708.5715>
- 22- “Relationships among Critical Success Factors of Knowledge Management and Organizational Performance”, Mojtaba Naghavi, Amir Hossein Dastaviz and Hossein Nezakati, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, **DOI:** 10.3923/jas.2013.755.759
URL: <http://scialert.net/abstract/?doi=jas.2013.755.759>
- 21- “Globalization and Consumer Behavior: Global Marketing Strategies Implication - Homogeneity and Heterogeneity (Preliminary Study)”, Hossein Nezakati, Maryam Akhoundi, Journal of Social and Development Sciences, ISSN: 2221-1152, Vol. 4, No. 1, pp. 1-5, Jan 2013
<http://search.proquest.com/docview/1348265621?pq-origsite=gscholar>
- 20- “Antecedents Impact on brand loyalty in cosmetics industry”, Hossein Nezakati, Chua Pool Yen, Maryam Akhoundi, **Journal of Applied Sciences , Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2013), Vol.13 (1) – pp. 126-132
DOI: 10.3923/jas.2013.126.132
URL: <http://scialert.net/abstract/?doi=jas.2013.126.132>

- 19- “How social exchange in hospitals can influence adoption of clinical IT?” , Pouyan Esmailzadeh, Murali Sambasivan, Hossein Nezakati and Naresh Kumar, Journal of Business Administration and Education (JBAE), ISSN: 2201-2958, (2013), Vol. 2, No: 2, pp 36-64
<http://www.infinitypress.info/index.php/jbae/article/view/60>
- 18- “The Effect of Knowledge Sharing on Technology Acceptance among Physicians”, Pouyan Esmailzadeh, Murali Sambasivan, Naresh Kumar and Hossein Nezakati, Global Advanced Research Journal of Engineering, Technology and Innovation (GARJETI), ISSN: 2315-5124, (2013), Vol. 2(2), pp. 48-57
<http://beta.garj.org/garjeti/pdf/2013/February/Esmailzadeh%20et%20al.pdf>
- 17- “The Limitations of Using the Existing TAM in Adoption of Clinical Decision Support System in Hospitals: An Empirical Study in Malaysia”, Pouyan Esmailzadeh, Murali Sambasivan, Hossein Nezakati, International Journal of Research in Business and Social Science, (IJRBS) Vol.3 No.2, (2012), ISSN: 2147-4478, pp. 56-68
<http://search.proquest.com/docview/1524710103?pq-origsite=gscholar>
- 16- “To Explore Hotel Service Factors Effect on Increasing Tourist Loyalty- Malaysia Evidence (Preliminary Study)”, Hossein Nezakati, Yousef Keshavarz, Journal of Education and Vocational Research, ISSN 2221-2590, (2012), Vol 3, no. 12, pp 415-418
[http://ifrnd.org/Research%20Papers/V3\(12\)3.pdf](http://ifrnd.org/Research%20Papers/V3(12)3.pdf)
- 15- “The effect of LMX and TMX on adoption of clinical IT among healthcare professional in a hospital – A study in Malaysia”, Pouyan Esmailzadeh, Hossein Nezakati, Murali Sambasivan and Naresh Kumar, Prime Journal of Business Administration Management (PJBAM), ISSN: 2251-1261, (2012), Vol. 2, Issue 11, pp. 770-781
<http://www.primejournal.org/BAM/abstracts/2012/nov/Esmailzadeh%20et%20al.htm>
- 14- “Intention to Adopt Clinical Decision Support Systems in a developing country: Effect of Physician Professional Characteristic, Involvement and Belief: a cross-sectional study”, Murali Sambasivan, Pouyan Esmailzadeh, Naresh Kumar and Hossein Nezakati, BMC Medical Informatics and Decision Making, **Indexed by ISI Thomson Reuters- Impact Factor 1.83, Q3**
<http://www.biomedcentral.com/1472-6947/12/142>

Journals

- 13- “A Duel between Clinical Decision Support System and Healthcare Professionals: A Study in Malaysia”, Pouyan Esmaeilzadeh, Murali Sambasivan, Naresh Kumar, Hossein Nezakati, Journal of Business Administration Research (JBAR), **Indexed by EBSCOhost**, ISSN 1927-9507 (Print), ISSN 1927-9515 (Online), Vol 1, No.1 (2012), pp. 78-85
<http://www.sciedu.ca/journal/index.php/jbar/article/view/1442>

- 12- “Assessing E-commerce adoption by Small and Medium Enterprises in Malaysia, Singapore and Thailand”, Hossein Nezakati, Manouchehr Jofreh, Gary Leong Wai Liong and Omid Asgari, World Applied Science Journal (WASJ)- **Indexed by Scopus, IDOSI Publications, 2012**– ISSN: 1818–4952, Volume 19, No:10, pp. 1406 – 1411
[DOI: 10.5829/idosi.wasj.2012.19.10.3659](http://doi.org/10.5829/idosi.wasj.2012.19.10.3659)
[http://idosi.org/wasj/wasj19\(10\)12/6.pdf](http://idosi.org/wasj/wasj19(10)12/6.pdf)

- 11- “The way forward”, Raja Nerina Raja yusof, Siti Rahayu Hussin, Hossein nezakati, Asian Journal of Case Research (AJCR), ISSN: 1985-4579, Vol.4, No. 2, 2011, pp. 137-143

- 10- “Market Value Coverage (4A) in terms of Fast Food Adoption”, Hossein Nezakati, Noor Azman Ali and Omid Asgari, AJBM-11-223 Nezakati et al, African Journal of Business Management (AJBM), ISSN: 1993-8233, **Scopus, IDOSI Publications, 2012**, Volume 6, No:7, pp. 2549-2556
http://www.academicjournals.org/article/article1380784538_Nezakati%20et%20al.pdf

- 9- “Adoption of Technology Applications in Healthcare: The Influence of Attitude toward Knowledge Sharing on Technology Acceptance in a Hospital”, Poyan Esmaeilzadeh, Murali Sambasivan, Naresh Kumar, Hossein Nezakati, Springer-Verlag Berlin Heidelberg, UNESST 2011 CCIS 264, pp. 17-30
http://link.springer.com/chapter/10.1007/978-3-642-27210-3_3

- 8- “Exploring Hierarchy Situation of 4A Marketing Mix on Malaysia’s Fast Food Restaurants”, World Applied Science Journal (WASJ), Hossein Nezakati, Mimi Liana Abu, Cowan Toh, ISSN: 1818 – 4952, **Indexed by ISI Thomson Reuters and Scopus, IDOSI Publications, 2011**, Volume 15, No:8, pp. 1157-1167
[http://www.idosi.org/wasj/wasj15\(8\)11/16.pdf](http://www.idosi.org/wasj/wasj15(8)11/16.pdf)

- 7- “Adapting Elements of Market Value Coverage in Adoption and Diffusion of Innovations - Fast Food Industries (Preliminary study)”, Hossein Nezakati, Noor Azman Ali, Shaheen Mansori, and

Journals

- Ang Siew Hui, Australian Journal of Basic and Applied Sciences (AJBAS), **Indexed by Thomson ISI (0.03 SJR Impact Factor)**, ISSN – 1991 8178, September 2011, 5 (9), pp. 1271 – 1276
http://ajbasweb.com/old/Ajbas_september_2011.html
- 6- “Adoption and Diffusion of Innovations in Fast Food Industries”, Australian Journal of Basic and Applied Sciences(AJBAS), Hossein Nezakati, Nor Azman Ali, Shaheen Mansouri, Amir Taebi, **Indexed by Thomson ISI (0.03 SJR Impact Factor)**, ISSN – 1991-8178, December 2011, 5 (12), pp. 833-839
<http://bit.ly/1Xtc49C>
- 5- “Do local banks credits to private sector and domestic direct investments affect FDI inflow? (Malaysia evidence)”, Hossein Nezakati, Farzad Fakhredin, Behzad Mahmoudi Vaighan, World Applied Science Journal (WASJ) -**Indexed by Scopus, IDOSI Publications,2011**– ISSN: 1818–4952, Volume 15, No:11, pp. 1576-1583
[http://www.idosi.org/wasj/wasj15\(11\)11/15.pdf](http://www.idosi.org/wasj/wasj15(11)11/15.pdf)
- 4- “Decision-making determinants in working women's clothes purchasing – Malaysia Evidence”, Hossein Nezakati, Chin Sock Khim and Omid Asgari, International Journal of Trade, Economics and Finance (IJTEF), ISSN:2010-023X, Vol.2, No.5, October 2011, pp. 371 - 375
<http://www.ijtef.org/papers/133-S00028.pdf>
- 3- “The determinants of FDI inflow in manufacturing sector of Malaysia”, Farzad Fakhreddin, Hossein Nezakati, Behzad Mahmudi Vaighan, Journal for International Business and Entrepreneurship Development (JIBED), ISSN (online): 1747-6763 – ISSN (print): 1549-9324, Vol.5, No.4, 2011, pp. 299- 314
<http://www.inderscienceonline.com/doi/abs/10.1504/JIBED.2011.042386>
- 2- “Fostering Organizational Citizenship Behavior (OCB) Through Human Resources Empowerment (HRE)”, Hossien Nezakati, Omid Asgari, Faraz Karimi and Vajihe Kohzadi, World Journal of Management (WJM), Volume 2. Number3. September 2010. pp. 47– 64
<http://bit.ly/1GsPFVS>
- 1- “Evaluating the Theory of “Diffusion of Innovations” in Respect to Consumers’ Time of Adoption (Electronic Industry)”, Nezakati, H. Journal of Economics Management, Graduate School of Management and Economics, Science and Research Branch, Islamic Azad University, Vol.16, Number 67, Winter 2006, p.41-54

***Chapters in
book***

- 15- “Integrating Operations, Human resource, Marketing, and Accounting and Finance Perspectives in Sustainable Supply Chain Research”, Azmawani Abd Rahman, Hossein Nezakati, Jo Ann Ho and Tze San Ong, Sustainable Supply Chain Book 2016, UPM, In Printing Process
- 14- ”The Role of Government to Stimulate the Sustainability of Supply Chain Management through Network-based Approach”, Koroush Sharifirad, Hossein Nezakati, Azmawani Abd Rahman, Sustainable Supply Chain Book 2016, UPM, In Printing Process
- 13- “Sustainability: The effectiveness Role of NGOs on firms”, Masoumeh Hosseinpour, Hossein Nezakati, Ho Jo Ann, Jami Bojei, Sustainable Supply Chain Book 2016, UPM, In Printing Process
- 12- “Green Behaviour and Sustainable Consumption – A Pleasing Outcome of Environmental Movement”, Masoume Hosseinpour, Hossein Nezakati, Samsinar Md Sidin, Wong Foong Yee, Sustainable Supply Chain Book 2016, UPM, In Printing Process
- 11- “Identifying consumer behaviour intention elements toward choosing green hotels “Malaysia evidence”, Shayesteh Moghadas, Hossein Nezakati, Yuhanis Binti Aziz, Trends in Hospitality and Tourism, Universiti Putra Malaysia Press 2015, pp 63-73, ISBN: 978-967-344-516-5
- 10- “The Influences of Family Needs in Travel Decision Making over Family Life Cycles”, FatinNorain Osman, SitiRahayu Hussin, Haslinda Hashim, Hossein Nezakati, Yuhanis Abd.Aziz., Raja Nerina Raja Yusof, Global Management Literature, Universiti Putra Malaysia Press 2015, pp 102-111 , ISBN: 978-967-344-512-7
- 9- “Marketing mix and tourist's behavioural intention towards Malaysian food: mediating role of tourist's food satisfaction” Hossein Nezakati, Roghayeh Sohrabinezhadtalemi, Yuhanis Abdul Aziz, Dahlia Zawawi, Universiti Putra Malaysia Press 2014, pp 55-69 , ISBN: 978-9673-344-430-4
- 8- “Green Tourism Practices in Malaysia”, Hossein Nezakati, Masoumeh Hosseinpour, Universiti Putra Malaysia Press 2014, pp 24-36 , ISBN: 978-9673-344-430-4
- 7- “Introduction and Overview” Chp. 1, Hamimeh Hassan and Hossein Nezakati, Selected issues in Hospitality and Tourism Sustainability, Universiti Putra Malaysia Press 2014, pp 1-8, ISBN: 978-9673-344-430-4
- 6- “ Oishi: How to Sustain a Promising Business”, Hossein Nezakati, Raja Nerina Raja Yusof, Tor Ee Sang, Instructor’s Guide: Business Management CASES in Malaysia, Universiti Putra Malaysia Press 2013, Chapter 1, pp 1-16, ISBN: 978-9673443710

***Chapters in
book***

- 5- “Oishi: How to Sustain a Promising Business”, Hossein Nezakati, Raja Nerina Raja Yusof, Tor Ee Sang, Business Management CASES in Malaysia, Universiti Putra Malaysia Press 2013, Chapter 1, pp 10-21, ISBN: 9789673443673
- 4- “A Case Study of Domestic Tourism- Malaysia Evidence Focusing on the Role of Transportation”, Hossein Nezakati, Yousef Keshavarz- United Nation World Tourism Organization (UNWTO), Domestic Tourism in Asia and the Pacific, 2013, ISBN printed version: 978-92-844-1482-6, ISBN electronic version: 978-92-844-1483-3 – pp 350 - 357
- 3- “The determinants of effective spokesperson towards changing the perception of building career in call centers industry”, Hossein Nezakati, Rozita Sedek, Mc Graw Hill Publication, Malaysia, 2012, ISSN: 9789675771521, pp 106-120
- 2- “Determinants of Customer-Based Brand Equity: Evidence form CIMB”, Hossein Nezakati, Azmir Osman, Mazuki Abdullah Muhammad, Mimi Liana Abu, Mc Graw Hill Publication, Malaysia, 2012, ISBN 978-967-5771-43-9, Pp. 163- 170
- 1- “Management Issues and Challenges Implications to Malaysian Industries”, Chap.4: Cluster Development Plan Framework, UPM Press, 2009, ISBN: 2009. 978-967-344-095-5, Pp. 42-68

- 31- “ Consumer’s Intention of Purchase Sustainable Products: The Moderating Role of Attitude and Trust “, Masoumeh Hosseinpour, Hossein Nezakati, Samsinar Md Sidin, Wong Foong Yee, Eight Annual International Business, Agriculture, Health, Energy, & Engineering Conference, (IBAHEEC2015), December 27-28, 2015, Hilton Garden Inn, 2005 Highland Avenue, Hollywood California, USA, , ISSN: 1947-2195 - p 47-56
- 30- “An Innovative Marketing Paradigm in Turbulent Market”, Hossein Nezakati, Kourosh Sharifirad, 10th International Scientific, Conference on Economic and Social Development, Miami, Florida USA, 25. September 2015, ISSN: 1849-7535, p 295-301
<http://search.proquest.com/docview/1722806342?pq-origsite=gscholar>
- 29- “An overview of effective factors on consumer behavior intentions toward choosing environmental friendly hotels in Malaysia”, Shayesteh Moghadas, HosseinNezakati, Yuhanis Binti Abdul Aziz, 3rd International Conference on Computational and Social Sciences (ICSS), August 25-27, 2015, ISSN: 987-967-12214-4-0, p 527-534
- 28- “The Relationship between Quality Dimensions, Tourist Satisfaction and Behavioral Intentions in Malaysian Food Context: Moderating Role of Destination Image”, Roghayeh Sohrabinezhadtalemi, Hossein Nezakati, Yuhanis Abdul Aziz, Dahlia Zawawi, 7th International Conference on Economics and Social Sciences, 16-17 May 2015, Penang – Malaysia, ISSN: 2307-7549, p 21
- 27- “Effect of Behavioural Intention toward Choosing Green Hotels in Malaysia - Preliminary study”, Hossein Nezakati, Yusmadi Yah Jusoh, Shayesteh Mogadas, Asra Amidi, Roghayeh Sohrabinezhadtalemi, Global Conference on Business and Social Science (GCBSS), 15-16 Dec. 2014, Kuala Lumpur, Malaysia, ISBN: 978-967-13147-0-8
- 26- “Review of Social Media Potential on Knowledge Sharing and Collaboration in Tourism Industry”, Hossein Nezakati, Yusmadi Yah Jusoh, Shayesteh Mogadas, Asra Amidi, Roghayeh Sohrabinezhadtalemi, Global Conference on Business and Social Science (GCBSS), 15-16 Dec. 2014, Kuala Lumpur, Malaysia, ISBN: 978-967-13147-0-8
- 25- “Green Products Purchasing Among Malaysian Consumers (Preliminary Study)”, Hossein Nezakati, Masoumeh Hosseinpour, International Conference on Business Strategy and Social Sciences, 16-17 August, 2014, Kuala Lumpur Malaysia, 383-386, ISBN: 978-969-9952-00-5

Proceedings

- 24- “ A review of family influences on travel decision making”, F.N. Osman, H. Hashim, H. Nezakati, S.R. Hussein, & Y.A. Aziz, r.A. Raja-Yusof, 2nd International Hospitality and Tourism Conference 2014, Penang, Malaysia, 2-4 Sep 2014, ISBN: 978-1-138- 02706-0
- 23- “ A study of Identify Motives of Clinical IT Adoption Among Physicians in Malaysia”, Pouyan Esmaeilzadeh, Murali Sambasivan, Hossein Nezakati, Allied Academies International Conference, Academy of Health Care Management, Volume 10, Number 1, New Orleans, 2013, ISSN 1948-318X
- 22- “The effects of Malaysian hotels services on customer loyalty”, Yousef Keshavarz, Hossein Nezakati, 4th International Conference on Education and Information Management (ICEIM 2013), 21-22 Dec 2013, Penang, Malaysia, ISBN: 2307 8588
- 21- “Preliminary Study of Market Value Coverage influence on Hand Phone Market Diffusion, moderated by classified generation – Malaysia evidence”, Hossein Nezakati, Noor Azman Ali, Yousef Sheikh Abou Masoudi, Global Conference on Business and Economics Research 2013, October 18th - 20th, 2013, Palace of Golden Horses, MINES Resort City, Seri Kembangan, Selangor, Malaysia, ISBN: 978 983 2408 12 3
- 20- “Preliminary study of 4A marketing mix impacts on Tourists’ Satisfaction (Malaysian Food)”, Hossein Nezakati, Yuhannis bt Ab Aziz, Dahlia Binti Zawawi, Roghayeh Sohrabi, Global Conference on Business and Economics Research 2013, October 18th - 20th, 2013, Palace of Golden Horses, MINES Resort City, Seri Kembangan, Selangor, Malaysia, ISBN: 978 983 2408 12 3
- 19- “4As’ Effect on TADI in Malaysia Hand Phone Industry”, Hossein Nezakati, Norazman Ali, Leon Szu Mun, International Conference on Ubiquitous Information Management and Communication (ICUIMC 2013), January 17-19, Kota Kinabalu, Malaysia, ISBN: 978-1-4503-1958-4 doi>10.1145/2448556.2448614
- 18- “To Explore Hotel Service Factors Effect on Increasing Tourist Loyalty - Malaysia Evidence (Preliminary Study)”, Hossein Nezakati, Yousef Keshavarz, 2nd International Conference on Education and Information Management (ICEIM-2012), Potential for Business Innovation, Organized by: International Foundation for Research and Development (IFRD), 21- 22 Dec. 2012, Penang, Malaysia, ISSN: 2227-1872, pp 13-15
- 17- “Globalization and Consumer Behavior: Global Marketing

Proceedings

- Strategies Implication - Homogeneity and Heterogeneity (Preliminary Study)", Hossein Nezakati, Maryam Akhouni, 2nd International Conference on Education and Information Management (ICEIM-2012), Potential for Business Innovation, Organized by: International Foundation for Research and Development (IFRD), 21- 22 Dec. 2012, Penang, Malaysia, ISSN: 2227-1872, pp 10-12
- 16- "Acceptance of Clinical IT in a Hospital from a Knowledge Sharing Perspective", Pouyan EsmaeilZadeh, Murali Sambasivan, Naresh Kumar, Hossein Nezakati, Alied Academic, Las Vegas, Nevada, USA, 12-15Oct 2011
- 15- "The determinants of decision-making in the purchased of working women's clothing in Malaysia", Hossein Nezakati, Chin Sock Khim and Omid Asgari, International Conference on Sociality and Economics Development (ICSEP 2011), **(Best Paper Award), Indexed by Thomson ISI Proceedings**, Mines Wellness Hotel, **Kuala Lumpur, Malaysia**, 17- 19 June 2011. IPEDR vol.10 (2011) © (2011) IACSIT Press, Singapore pp. 188-193
- 14- "Factors influencing customer loyalty towards fast food restaurants", Hossein Nezakati, Yen Lee Kuan and Omid Asgari, International Conference on Industrial Technology Economics (ICITE 2011), **Indexed by Thomson ISI Proceedings**, Mines Wellness Hotel, **Kuala Lumpur, Malaysia**, 17- 19 June 2011. IPEDR vol.10 (2011) © (2011) IACSIT Press, Singapore pp.12-16
- 13- Do Consumer based-factors influence consumer buying behavior in automotive industry? (Malaysia Evidence), Hossein Nezakati, Oon Kok Kem and Omid Asgari, International Conference on Industrial Technology Economics (ICITE 2011), **Indexed by Thomson ISI Proceedings**, Mines Wellness Hotel, **Kuala Lumpur, Malaysia**, 17- 19 June 2011. IPEDR vol.10 (2011) © (2011) IACSIT Press, Singapore pp.17-22
- 12- OCB and CCB Lead to CB2E, Hossein Nezakati, Omid Asgari, The 2nd International Multi-Conference on Complexity, Informatics and Cybernetics (IMICIC'11), The SPRING 9th International Conference on Computing, Communications and Control Technologies (CCCT 2011), **Orlando, Florida, USA**, March 27th - 30th, 2011. International Institute of Informatics and Systemics, Member of the International Federation for Systems Research (IFSR), Volume: 2, pp. 1-6

Proceedings

- 11- Allied Academies of International Conference, “How to Manage and Flourish Innovation in Hospitals by Clinic IT?”, **(Distinguished Research Award)**, Ppuyan Esmaeilzadeh (UPM), Murali Sambasivan (UPM), Naresh Kumar (UPM), Hossein Nezakati Alizadeh (UPM), The Academy of Health Care Management, Volume 7, November 2, **LasVegas, USA**, 2010
- 10- CB2E Through CCB And OCB (A Marketing Golden Triangle for New Era), Hossein Nezakati, Omid Asgari, GSM- FEP- AGBA Conference 2010-7th Annual AGBA World Congress, Vol. 7, No: 1, ISSN: 1549-9332, Palm Garden, **Putrajaya, Malaysia**, 1-3 Dec. 2010
- 9- Is There Any Relationship between Healthcare Professional's OCB and Acceptance of New Clinical IT?, Pouyan Esmaeilzadeh, Murali Sambasivan, Naresh Kumar, Hossein Nezakati, GSM- FEP- AGBA Conference 2010-7th Annual AGBA World Congress, Vol. 7, No: 1, ISSN:1549-9332, Palm Garden, **Putrajaya, Malaysia**, 1-3 Dec. 2010
- 8- The Determinants Of FDI Inflow In Manufacturing Sector Of Malaysia, Farzad Fakhredin, Hossein Nezakati, Behzad Mahmoudi Vaighan, GSM- FEP- AGBA Conference 2010-7th Annual AGBA World Congress, Vol. 7, No: 1, ISSN: 1549-9332, Palm Garden, **Putrajaya, Malaysia**, 1-3 Dec. 2010
- 7- Study And Prioritization Of Organizational Change Indices On Organization Performance Improvement, Farzin Samaei, Hossein Nezakati, GSM- FEP- AGBA Conference 2010-7th Annual AGBA World Congress, Vol. 7, No: 1, ISSN:1549-9332, Palm Garden, **Putrajaya, Malaysia**, 1-3 Dec. 2010
- 6- The Effects Of Internet On International Marketing Communications, Hamideh Pouresmaeili, Hossein Nezakati, Abbas Mehdizadeh, GSM- FEP- AGBA Conference 2010-7th Annual AGBA World Congress, Vol. 7, No: 1, ISSN:1549-9332, Palm Garden, **Putrajaya, Malaysia**, 1-3 Dec. 2010
- 5- Financial Development, Trade Openness, And Economic Growth In Central Asian Countries, Behzad Mahmoudi Viaghan, Morteza Kazemi, Hossein Nezakati, Atefeh Haghighi Nia, GSM- FEP- AGBA Conference 2010-7th Annual AGBA World Congress, Vol. 7, No: 1, ISSN:1549-9332, Palm Garden, **Putrajaya, Malaysia**, 1-3 Dec. 2010
- 4- CCB through HRE and OCB (A Marketing Golden Triangle for New

<p><i>Proceedings</i></p>	<p>Era), Hossein Nezakati, Omid Asgari, Sara Ghavami, Malaysia-Indonesia International Conference on Economics, Management and Accounting (MIICEMA), ISSN: 978-983-3198-55-9, 25 - 26 November 2010, UKM, Malaysia, pp. 1386-1418</p> <p>3- Exploring Market Value Coverage (4A) in Adoption of Diffusion of Innovations (Prepared Food Industries), Hossein Nezakati, Mohammadreza Akbarzadeh, Hamidreza Irani, International Conference on Marketing 2010 (ICMAR 2010) – Glocal Issues and Challenges, Kuala Lumpur, Malaysia, 23-24 June 2010</p> <p>2- Marketing Golden Triangle for New Era (OCB through HRE in AOP), Hossein Nezakati, Omid Asgari, 5th International Conference on Global Research on Economics & Business (GABER), ISSN: 1940-5391, co-organized by Universiti Kebangsaan Malaysia (UKM) and Florida Agriculture & Mechanical University, USA, Kuala Lumpur, Malaysia, 28-30 December 2009.</p> <p>1- Fostering Organizational Citizenship Behaviour (OCB) through Human Resources Empowerment (HRE), 10th International Business Research Conference, Crowne Plaza Hotel, Dubai, United Arab Emirates, 16-17 April 2009</p> <p>0 - Creating a Dynamic National Innovation System through Industrial Clusters, Nezakati, H. & Tabatabaei, M., 7th Meeting of the R&D Society of the Iranian Industries & Mines held in the international meetings center of IRIB, Tehran (Iran), June 30 and July 1, 2008</p> <hr/>
<p><i>Other publications</i></p>	<p>8- Poster Presentation: “Identify the attributes of success of SISP for public organizations”, Ashkan Harati, Hossein Nezakati, Reihane Elahi, International Conference on Social Science and Business (ICSSB 2014), 28-29 June 2014, Bali, Indonesia, ISBN: 978-986-87417-7-5</p> <p>7- Presentation: “An Empirical investigation of the international Fisher effect on 10 ASEAN countries”, Sayed Yousef Sheikh Abou Masoudi, Prof. Dr. Annuar MD. Nassir, Hossein Nezakati, Global Conference on Business and Economics Research (GCBER) 2013, October 18th - 20th, 2013, Palace of Golden Horses, MINES Resort City, Seri Kembangan, Selangor, Malaysia,</p> <p>6- Presentation: “ Do new IT and innovation always result in improved organizational performance?”, Pouyan Esmaeilzadeh, Murali Sambasivan, Hossein Nezakati, The center of Innovations, in Business & Management Practice, Annual Conference on Innovations in Business & Management, London, January 26-27, 2011</p>

***Other
publications***

- 5- Seminar Paper : A RETAIL DILEMMA, Raja Nerina Raja Yusof, Siti Rahayu Hussin, Hossein Nezakati, Third International Conference on Case Writing (CWAM), 8th-9th November 2011, Cititel Mid Valley, **Kuala Lumpur**
- 4- Poster Presentation: A Marketing Golden Triangle on Psychosomatic Medicine (OCB and CCB Lead to CB2E), Hossein Nezakati, Omid Asgari, The 21st World Congress on Psychosomatic Medicine (ICPM 2011), National Museum of **Korea, Seoul**, Korea, 25 – 28 August, 2011
- 1- Poster Presentation: Fostering Organizational Citizenship Behaviour (OCB) Through Human Resources Empowerment (HRE), Hossein Nezakati, Omid Asgari, Faraz Karimi and Vajihe Kohzadi, PRPI 2011 – UPM, **Malaysia**
- 2- Poster Presentation: Cluster Development Plan Framework, Hossein Nezakati. & Maham Tabatabaei, , PRPI 2010 – UPM, **Malaysia**
- 1- Seminar Paper: “Healthy, Safety, and Environment”, Hossein Nezakati, Farzaneh Mahmoodi Rad, First National Conference, Ministry of Labour and Social Affairs, 2008, Tehran, **Iran**

ARTICLES ABSTRACT

- 34- “ Adoption of clinical decision support systems in a developing country: Antecedence and outcomes of Physician’s threat to perceived professional autonomy”, International Journal of Medical Informatics, **If: 2.716**, Pouyan Esmailzadeh, Murali Sambasivan, and Naresh Kumar, Hossein Nezakati, ISSN: 1386-5056, Volume 84, Issue 8, August 2015, Pages 548–560

[doi:10.1016/j.ijmedinf.2015.03.007](https://doi.org/10.1016/j.ijmedinf.2015.03.007)

<http://www.sciencedirect.com/science/article/pii/S1386505615000672>

Abstract

The basic objective of this research is to study the antecedents and outcomes of professional autonomy which is a central construct that affects physicians’ intention to adopt clinical decision support systems (CDSS). The antecedents are physicians’ attitude toward knowledge sharing and interactivity perception (about CDSS) and the outcomes are performance expectancy and intention to adopt CDSS. Besides, we include (1) the antecedents of attitude toward knowledge sharing—subjective norms, social factors and OCB (helping behavior) and (2) roles of physicians’ involvement in decision making, computer self-efficacy and effort expectancy in our framework.

- 33- “Special Needs of Muslim Family Tourists Across The Family Life Cycle: Stakeholders’ Perspectives”, FatinNorain Osman, SitiRahayu Hussin, Raja Nerina Raja Yusof, Haslinda Hashim, Yuhanis Abd.Aziz, Hossein Nezakati, AENSI Journals Australian Journal of Basic and Applied Sciences ISSN:1991-8178, 9(3) Special 2015, 108-112

http://www.ajbasweb.com/old/ajbas_Special16-IPN%20KK_2015.html

Abstract

The growing popularity of Islamic tourism has captured the interest of academics and practitioners all over the world. The extant literature have examined tourists’ motivations and destination choice from the tourists perspectives, however, little have been examined from the perspectives of those involved in providing services to the tourists. These service providers include government agencies in-charge of tourism sector, the destination operators such as theme parks, the lodging provider such as hotels and homestays, and the travel agents who deal closely with the tourists. This research offers the model of Family Life Cycle, as a theoretical

framework to examine the travelling decisions made by family tourists at different stages in the family life cycle. The novelty of this paper is in defining the Muslim tourists. Here, Muslim tourists refer to tourists whose religion is Islam. I.e. tourists who are Muslims and came to Malaysia and local tourists who are Muslims who travel in Malaysia. This is in contrast to the Muslim tourists who are defined in existing literature as Muslims who go for pilgrimage and consume Islamic-related tourism products and services. The study takes a different approach by examining the perspectives of stakeholders instead of the tourists. The research aimed to ascertain the stakeholder's perceptions about the travel decisions made by family tourists and the commonalities with these groups of tourists (i.e., tourists' decisions on destination choice, facilities/services required and shared behavior). Using qualitative method, this study investigated the specific requirements of Muslim family needs while travelling. A series of focus groups with stakeholders and service providers in the tourism sector in Malaysia was conducted in 2014. Six groups of informants were interviewed based on their participation in the Islamic tourism in Malaysia. The findings indicated three major themes which are specific to Muslim tourists i.e. cultural-influence (religion), customer characteristic (stage in family life cycle) and destination services (family-friendly facilities). Factors such as family togetherness activities, family travel packages, family-friendly environment, wellness facilities for Muslim women; Muslim-friendly environment, etc. were among the factors repeatedly highlighted by the six different groups of informants with regards to the special needs of Muslim family tourists. The study concluded that there is a need to revisit family tourists' behavior as the Muslims tourists seemed to have specific requirements on their own. Specifically, the study recommended that a new tourist typology is to be developed for Muslim family tourists.

- 32- "Green products purchasing among Malaysian consumers", Hossein Nezakati, Masoumeh Hosseinpour, International Journal of Sustainable Development & World Policy, Online ISSN: 2305-705X Print ISSN: 2306-9929, 2015, 4(1): 1-6
[http://www.pakinsight.com/pdf-files/IJSDWP-2015-4\(1\)-1-6.pdf](http://www.pakinsight.com/pdf-files/IJSDWP-2015-4(1)-1-6.pdf)

Abstract

The world is facing with the environmental degradation. Mainly human behaviour is the responsible of this matter. Malaysian government as a part of the world tries to protect the environment. Along with this way, government aims to encourage the public to change their behaviour towards the environment. Therefore, government has been promoted green products for the desired consumers. This study as a primary one aims to discover the awareness of Malaysian people about the green products in the market. In addition, it is aimed to measure the likelihood of intention of consumers to purchase green products. Chi-square analysis and binary logistic regression were applied.

- 31- “Review of Social Media Potential on Knowledge Sharing and Collaboration in Tourism Industry”, Elsevier Procedia of Social Behavioural Science: (Scopus), Hossein Nezakati, Yusmadi Yah Jusoh, Shayesteh Mogadas, Asra Amidi, Roghayeh Sohrabinezhadtalemi, **Elsevier Procedia of Social Behavioural Science: (Scopus)**, Procedia - Social and Behavioral Sciences 172 (2015) 120 – 125

[doi:10.1016/j.sbspro.2015.01.344](https://doi.org/10.1016/j.sbspro.2015.01.344)

<http://www.sciencedirect.com/science/article/pii/S187704281500381X>

Abstract

Social media have revolutionized communication in tourism industry. Review of the current literature revealed that previous studies have examined the role of information technology in tourism, but still there is a lack of study to reveal how social media promote knowledge sharing processes. To this end, the authors review extant related articles in knowledge management in tourism. The purpose of this study understands of knowledge sharing in social media in tourism sector. Specific concentration is on integration of tacit knowledge sharing during pre-travelling decision making. Finding of this study contribute to researchers, organizations and policy makers in tourism industry.

- 30- “Effect of Behavioural Intention toward Choosing Green Hotels in Malaysia - Preliminary study”, Hossein Nezakati, Yusmadi Yah Jusoh, Shayesteh Mogadas, Asra Amidi, Roghayeh Sohrabinezhadtalemi, **Elsevier Procedia of Social Behavioural Science: (Scopus)**, Procedia - Social and Behavioral Sciences 172 (2015) 57 – 62

[doi:10.1016/j.sbspro.2015.01.335](https://doi.org/10.1016/j.sbspro.2015.01.335)

<http://www.sciencedirect.com/science/article/pii/S1877042815003729>

Abstract

Based on Economic transformation programme of Malaysia Tourism and hospitality are one of the significant factors which effect on economy for achieving the vision of Malaysia 2020. In other hand, Rapid growths of these industries have effect on environment. This research tries to propose a new model by merging Theory Reasoned Action and Theory Planned Behaviour models which are implemented in achieving intention of consumer behaviour toward choosing Green hotels in Malaysia. Findings of this research will help the marketing policy makers and hotel managers to attract positional tourists who will visit Green hotels in Malaysia.

- 29- “Highlighting Influential Factor to Inculcate Green Behaviour” Review Paper, Mazlan Hj Hassan, Sanam Hosseinpour, Hossein Nezakati, Manuchehr Jofreh, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Volume: 15, Issue: 3, 405-410
DOI: [10.3923/jas.2015.405.410](https://doi.org/10.3923/jas.2015.405.410) **URL:** <http://scialert.net/abstract/?doi=jas.2015.405.410>

Abstract

The earth is facing with the environmental degradation such as **climate change**. To protect the earth, the environmental movements have been started around the world. The environmentalism has gotten a rapid growth in the societies by enrolment in various parts including colleges and universities. Human behaviour is known as the main responsible for the environmental degradation. Therefore, to protect the environment the term “Green Behaviour” has been introduced. This behaviour promotes the one which ables to reduce the damages done by human on the environment. This study reviews the concept of “Green Behaviour” and “Green Consumerism”. Furthermore, the aim is to investigate the influential factors on the behaviour of the respondents to perform green behaviour. Based on the review of other studies, it can be concluded that there are two groups of factors which can affect the intention to perform this behaviour. The first group concerns with the socio-demographic characteristic of the respondents such as age and gender. However, by the review of psychology literature, the second group contains the factors of “Environmental Knowledge” and “Environmental Attitude”.

- 28- “Government concern of consumers’ intention to purchase green product”, Hossein Nezakati, Masoumeh Housseinpour, Mazlan Hj. Hassan, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 15, pp 1757-1762

DOI: 10.3923/jas.2014.1757.1762 **URL:** <http://scialert.net/abstract/?doi=jas.2014.1757.1762>

Abstract

Facing with the environmental degradation, the Malaysian government as well as other parts of the world takes the path of protecting the environment. Along with this way, the government encourages the public to perform green behaviour. For instance, in the market, different types of green or environmentally friendly products are prepared for the desirable consumers. The main objective of this study as a preliminary one is to find out the latent factors that can affect the intention of respondents to purchase green products. Second, it aims to determine to which the selected socio-economic characteristics and attitudinal factors influence the respondents= intention to purchase green products.

- 27- “Effective Attributes of Successful Strategic Information Systems Planning for Public Organizations in Middle East _ Preliminary Study”, Hossein Nezakati, Ashkan Harati, Reihane Elahi, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 15, pp 1701-1710

DOI: 10.3923/jas.2014.1701.1710 <http://scialert.net/abstract/?doi=jas.2014.1701.1710>

Abstract

Rapid changes in **information technology** and business environment challenge the ability of organizations to undertake strategic planning for information systems and information technologies. Strategic information systems planning require experienced **human resources** and growing heavy investments. Strategic information systems planning have turned into one of the top issues currently facing top management. Organizations are seeking ways to improve strategic information systems planning. This preliminary study was an attempt to identify effective attributes that may contribute to Strategic information systems planning success in state organizations in Middle East countries. The key attributes that may affect Strategic information systems planning success were identified by reviewing earlier research studies. Confirmatory **factor analysis** and fitness test were performed on the study conceptual model by applying constructive

formulation modeling technique and using LISREL software and the results indicated fitness of the conceptual model. Identified attributes were grouped into three classifications: (1) General organizational attributes including change management and information systems maturity; (2) Interactive organizational attributes including top management participation and commitment and chief executive officer and chief information officer relationship and (3) Strategic information technology/information systems planning dimensions comprising of environmental assessment and strategic alignment. Three primary hypotheses and six secondary hypotheses of this preliminary Study will be examined the significance of the relationship between independent variables (effective attributes) and strategic information systems planning.

- 26- “Merging repatronage behavior model (RBM) towards hypermarkets in Malaysia”, Hossein Nezakati, Ang Siew Hui, Asso. Prof. Manuchehr Jofreh, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 6, pp 552-564
DOI: 10.3923/jas.2014.552.564 **URL:** <http://scialert.net/abstract/?doi=jas.2014.552.564>

Abstract

This study aimed to extend the existing research on repatronage behavior of customers in retailing industry. Retailing industry has become one of the sectors contributing a lot to gross domestic products of Malaysia in recent years. This study tries to investigate the relationship between service quality and customer satisfaction and identify factors influencing the repatronage behavior of customer. Using Descriptive Analysis, Pearson Correlation, Multiple Regression Analysis, F-test and Reliability Analysis, Statistical Processing SPSS Version 18.0 was applied to analyze the data. Results of the analysis showed that customer satisfaction, perceived value for money and store image are positively and significantly related to repatronage behavior of customers in hypermarket context. Overall, customer satisfaction played a much more significant role in affecting the repatronage intention of the customers. Similarly, service quality was shown as a predictor of customer satisfaction.

- 25- “An Empirical Investigation of International Fisher Effect on 10 ASEAN Countries”, Hossein Nezakati, Prof. Dr. Annuar Md Nassir, Sayed Yousef Sheikh Abou Masoudi, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2014), Vol 14, No. 6, pp 531-536

DOI: 10.3923/jas.2014.531.536 **URL:** <http://scialert.net/abstract/?doi=jas.2014.531.536>

Abstract

In this study the empirical evidence of International Fisher Effect is investigated among ASEAN member countries and assuming Malaysia as the home country. In general the results of this study indicated that exchange rates movements do not follow the International Fisher Effect theory and nominal interest rate differentials cannot completely offset the currency value changes among ASEAN countries in the long run except the fact that this theory is partially held in Malaysia-Indonesia case for the surveyed period.

- 24- “The Effects of Malaysian Hotels Services on Tourist Loyalty”, Yousef Keshavarz, Hossein Nezakati, Journal of Education and Vocational Research, ISSN 2221-2590, (2013), Vol 4, No. 10, pp 287-292
[http://www.ifrnd.org/Research%20Papers/V4\(10\)1.pdf](http://www.ifrnd.org/Research%20Papers/V4(10)1.pdf)

Abstract

In recent years, the tourism industry has become more important in terms of the global economy. It is revealed that inbound tourism has become one of the major trade categories. Like other countries in Malaysia several industries involve to attract tourists in the country. The hotel industry is one of these industries affects tourists to be satisfied and desire to visit the place again. Service quality is the most important factor by which hotels influence their guests to be loyal; therefore in this study the effect of service quality on tourist loyalty will be investigated. Factors of service quality, which affected from the expected service quality and affect tourist loyalty, include tangible, reliability, responsiveness, assurance and empathy. In this study, guests of hotels, apartments and budget hotels are considered as the research population and 500 respondents from both domestic and international tourists are selected by clustering sampling. The finding of this study is helpful for hoteliers to understand the demands of their customer from different countries with different cultures and plan new strategies to meet their needs and influence them to be loyal on hotels.

- 23- “Factors influencing people to travel abroad for sport tourism (Malaysia evidence), Hossein Nezakati, Mok Chuang Chin, Maryam Akhoundi, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2013), Vol 13, No. 24, pp 5708-5715
DOI: 10.3923/jas.2013.5708.5715 **URL:** <http://scialert.net/abstract/?doi=jas.2013.5708.5715>

Abstract

This study aimed to explore factors influencing people to travel abroad for sport tourism. Possibility of relationship between sport fan motivation components, demographic components and travel constraint components was examined. Using Convenience sampling method for data collection, total of 200 respondents were examined. This study performed Kruskal-Wallis Test for demographic components and Logistic regression analysis and Correlation analysis for studying relationship between the sport fan motivation components and travel constraint components. Exp (B) indicates that the people are 4.72 times (a unit raised in structural constraint) and 1.355 times (a unit raised in intrapersonal constraint) more likely plan to travel abroad for sport tourism within the next 2 years. Moreover, results showed that interest in sport, age, ethnicity, structural constraint and interpersonal constraint were influential factors. Among sport fan components, interest; among demographic components, age and among travel constraint components, structural constraint had most effect on sport tourism. Results of this study also indicated that there was significant relationship between sport fan motivation, demographic and travel constraint components. Theoretically, findings of this study will give insight and understanding of socio-psychological motives and perceived travel constraints of sport fans to travel abroad for sport tourism. The findings will also help sport tourism marketers to design marketing strategy and campaign to meet needs of target group.

- 22- “Relationships among Critical Success Factors of Knowledge Management and Organizational Performance”, Mojtaba Naghavi, Amir Hossein Dastaviz and Hossein Nezakati, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**,
DOI: 10.3923/jas.2013.755.759 **URL:** <http://scialert.net/abstract/?doi=jas.2013.755.759>

Abstract

The main objective of this study is to find relationships among critical success factors of Knowledge Management (KM) include; organizational factors and KM processes with organizational performance. The research proposes that KM in the public sector is still in its infancy and has a long way to go in the KM journey. However, the study has identified a certain number of factors that are essential to the success of the KM initiative and program in the public sector. The study also explain current situation in terms of KM activities in the public sector in Iran and sustain the discussion about KM processes in the public sector. The result of this investigation could have significant implications for KM programs in public sector organizations in Iran. The paper describes and develops a framework of KM process in the public sector as well as recommendations to practitioners about planning and implementing KM programs and initiatives.

- 21- “Globalization and Consumer Behavior: Global Marketing Strategies Implication - Homogeneity and Heterogeneity (Preliminary Study)”, Hossein Nezakati, Maryam Akhouni, Journal of Social and Development Sciences, ISSN: 2221-1152, Vol. 4, No. 1, pp. 1-5, Jan 2013
<http://search.proquest.com/docview/1348265621?pq-origsite=gscholar>

Abstract

This research aims to explore consumer behavior and their responses to possible effects of globalization, resulting in adopting different global marketing strategies in an Asian country particularly Malaysia which is so different of European ones, especially, in terms of cultural aspects. Homogeneity and heterogeneity in consumer behavior are the main approaches of this research. Rather than causes hindering the possible phenomena of two-polarity of world economy or empires, to find out companies global marketing strategies are the research objectives. So, this research examines data collected through, respectively, qualitative and quantitative methods and addresses companies' marketers and consumers. However, due to innumerable affecting variables and multidimensional nature of globalization, at this point of study there is no absolute evidence to show results

but the theoretical assumptions on companies' tendency toward standardization or customization strategies.

- 20- “Antecedents Impact on brand loyalty in cosmetics industry”, Hossein Nezakati, Chua Pool Yen, Maryam Akhoundi, **Journal of Applied Sciences, Indexed by ISI Thomson Reuters, and Scopus**, ISSN: 1812-5654, (2013), Vol.13 (1) – pp. 126-132

DOI: [10.3923/jas.2013.126.132](https://doi.org/10.3923/jas.2013.126.132) **URL:** <http://scialert.net/abstract/?doi=jas.2013.126.132>

Abstract

This study aimed to examine antecedents' impact on brand loyalty in a highly competitive of cosmetics industry dealing with a mass majority of younger consumers. The study also addressed the relationship between perceived value and customer satisfaction on the effect of brand loyalty. Women or men purchasing and personally using cosmetic products were participants of this study. Data gathered from a total sample of 200 women or men from multiple ethnicities such as Malaysians, Chinese and Indians were used for the statistical analysis. It was collected from main shopping mall centers in Klang Valley. Multiple regression analysis was applied to test relationship between brand loyalty, perceived value and customer satisfaction. Besides that, it tested perceived value, corporate image and service quality and customer satisfaction relationships. The results demonstrated that the perceived value and customer satisfaction had significant influence on brand loyalty; particularly, overall customer satisfaction did influence loyalty intention. As a matter of fact, by maintaining and strengthening its images and values, brand would be positively positioned in the minds of consumers.

- 19- “How social exchange in hospitals can influence adoption of clinical IT?” , Pouyan Esmaeilzadeh, Murali Sambasivan, Hossein Nezakati and Nareesh Kumar, *Journal of Business Administration and Education (JBAE)*, ISSN: 2201-2958, (2013), Vol. 2, No: 2, pp 36-64

<http://www.infinitypress.info/index.php/jbae/article/view/60>

Abstract

Nowadays, performance of hospitals is being influenced by technological change in the healthcare sector. Hospitals (public or private) are using clinical IT in order to get better quality of health care delivery and improve physicians' performance.

However, previous studies pointed out those healthcare professionals are different from others in terms of accepting new technologies. Literature supported that healthcare professionals experience some concerns on using clinical IT which is trying to change their routine work activities. The unused clinical IT systems in a hospital setting have no results but wasting resources which utilized in the implementation stage. Thus, studies are trying to identify factors affecting healthcare professionals' adoption of clinical IT from different views. In this study, we try to improve the current technology acceptance models among healthcare professionals by including the unique characteristic of physicians and social relationship in a hospital. To evaluate the proposed model, a survey conducted among 300 healthcare professionals in Malaysia. To test the model in this context, the structural equation modeling has been used. The results showed the importance of some variables in predicting healthcare professionals' intention to use clinical IT. These variables are perceived threat to professional autonomy, perceived usefulness and perceived ease of use, social relationship with team members and social relationship with the supervisor in a hospital. The model proposed by this study can explain 53% of the variance of healthcare professionals' intention to adopt clinical IT in a hospital setting.

- 18- "The Effect of Knowledge Sharing on Technology Acceptance among Physicians", Pouyan Esmailzadeh, Murali Sambasivan, Naresh Kumar and Hossein Nezakati, Global Advanced Research Journal of Engineering, Technology and Innovation (GARJETI), ISSN: 2315-5124, (2013), Vol. 2(2), pp. 48-57

<http://beta.garj.org/garjeti/pdf/2013/February/Esmailzadeh%20et%20al.pdf>

Abstract

The healthcare sector has utilized a variety of technologies such as clinical IT to improve effectiveness of healthcare professionals and the quality of health care delivery. Having unused clinical IT appears a strict challenge for hospitals. Meanwhile, there is enough evidence to state that healthcare professionals have not fully adopted and used clinical IT. The main objective of this study is to identify factors which influence healthcare professionals' adoption of clinical IT. This study comes up with a modified technology acceptance model (TAM) to integrate both

the special characteristic of healthcare professionals and unique feature of clinical IT. This study investigates whether attitude toward knowledge determines healthcare professionals' intention to use clinical IT. The proposed model has been developed to mainly deal with IT adoption issues among healthcare professionals in hospitals. A survey has been done to evaluate the model among 300 healthcare professionals in Malaysia. The structural equation model has been used to test the model in this context. The results reveal the significant role of perceived threat to professional autonomy, attitude toward knowledge sharing, perceived usefulness and perceived ease of use in shaping healthcare professionals' intention to use clinical IT in Malaysia. The proposed model can explain 48% of the variance of physicians' intention to accept clinical IT.

- 17- "The Limitations of Using the Existing TAM in Adoption of Clinical Decision Support System in Hospitals: An Empirical Study in Malaysia", Pouyan Esmaeilzadeh, Murali Sambasivan, Hossein Nezakati, International Journal of Research in Business and Social Science, (IJRBS) Vol.3 No.2, (2012), ISSN: 2147-4478, pp. 56-68

<http://search.proquest.com/docview/1524710103?pq-origsite=gscholar>

Abstract

The technology acceptance model (TAM) has been widely used to study user acceptance of new computer technologies. Previous studies claimed that future technology acceptance research should explore other additional explanatory variables, which may affect the originally proposed constructs of the TAM. The use of information technology in the health care sector and especially in hospitals offers great potential for improving the performance of physicians, increasing the quality of services and also reducing the organizational expenses. However, the main challenge that arises according to the literature is whether health care professionals are willing to adopt and use clinical information technology while performing their tasks. Although adoption of various information technologies has been studied using the technology acceptance model (TAM), the study of technology acceptance for professional groups (such as physicians) has been limited. Physician adoption of clinical information technology is important for its successful implementation. Therefore, the purpose of this study is to gain a better

insight about factors affecting physicians' acceptance of clinical decision support systems (CDSS) in a hospital setting. The results reflect the importance of perceived threat to professional autonomy, perceived interactivity with clinical IT, perceived usefulness and perceived ease of use in determining physicians' intention to use CDSS.

- 16- “To Explore Hotel Service Factors Effect on Increasing Tourist Loyalty- Malaysia Evidence (Preliminary Study)”, Hossein Nezakati, Yousef Keshavarz, Journal of Education and Vocational Research, ISSN 2221-2590, (2012), Vol 3, no. 12, pp 415-418

[http://ifrnd.org/Research%20Papers/V3\(12\)3.pdf](http://ifrnd.org/Research%20Papers/V3(12)3.pdf)

Abstract

Tourism industry has become more important in the global economy because it has the fastest growth in recent years. Based on United nation world tourist organization, Malaysia is the 9th country in the world and 3rd country in Asia in attracting tourists with 24.6 million one in 2010. Hotels play important role by providing quality service to customers and enhancing their loyalty. Rapid growth among hotels in tourism industry make hotels to recognize services as an important factor attracting more tourists, hence those are profitable. Therefore this primary study tries to start finding out relationship between important aspects of services such as process, place and personnel in hotels with tourist length of staying and frequency intention to revisit. Other research objectives are to investigate the effect of tourist's length of stay and frequency intention to revisit on tourist loyalty.

- 15- “The effect of LMX and TMX on adoption of clinical IT among healthcare professional in a hospital – A study in Malaysia”, Pouyan Esmailzadeh, Hossein Nezakati, Murali Sambasivand Naresh Kumar, Prime Journal of Business Administration Management (PJBAM), ISSN: 2251-1261, (2012), Vol. 2, Issue 11, pp. 770-781

<http://www.primejournal.org/BAM/abstracts/2012/nov/Esmailzadeh%20et%20al.htm>

Abstract

Clinical IT is a strategic healthcare tool to improve the quality of health care delivery as well as efficiency and effectiveness of physicians in the health care sector. Technological change in the healthcare sector affects economic

perspective of hospitals. Literature reflects some concerns regarding adoption of clinical IT among healthcare professionals. Adequate amount of support has been reported to state that healthcare professionals are not willing to accept and use clinical IT that interferes with their day-to-day work activities. If healthcare professionals are not likely to use clinical IT systems, the systems remain unused even though many resources were utilized for the implementation of them in a hospital setting. However, factors affecting the healthcare professionals' acceptance of clinical IT are still not fully identified. In this study, an extension to Technology Acceptance Model (TAM) is developed to incorporate the unique characteristic of physicians and social relationship in a hospital to better predict physicians IT adoption behavior. A survey has been conducted to evaluate the model among 300 healthcare professionals in Malaysia. The structural equation model has been used to test the model in this context. The results reflect that healthcare professionals' intention to use clinical IT is significantly related to perceived threat to professional autonomy, social relationship with team members and social relationship with the supervisor in a hospital, perceived usefulness and perceived ease of use. The proposed model can explain 53% of the variance of healthcare professionals' intention to accept clinical IT.

- 14- "Intention to Adopt Clinical Decision Support Systems in a developing country: Effect of Physician Professional Characteristic, Involvement and Belief: a cross-sectional study", Murali Sambasivan, Pouyan Esmaeilzadeh, Naresh Kumar and Hossein Nezakati, BMC Medical Informatics and Decision Making, **Indexed by ISI Thomson Reuters- Impact Factor 1.48**, <http://www.biomedcentral.com/1472-6947/12/142>

Abstract

Computer-based clinical decision support systems (CDSS) are regarded as a key element to enhance decision-making in a healthcare environment to improve the quality of medical care delivery. The concern of having new CDSS unused is still one of the biggest issues in developing countries for the developers and implementers of clinical IT systems. The main objectives of this study are to determine whether (1) the physician's perceived professional autonomy, (2) involvement in the decision to implement CDSS and (3) the belief that CDSS will

improve job performance increase the intention to adopt CDSS. Four hypotheses were formulated and tested.

- 13- “A Duel between Clinical Decision Support System and Healthcare Professionals: A Study in Malaysia”, Pouyan Esmaeilzadeh, Murali Sambasivan, Naresh Kumar, Hossein Nezakati, Journal of Business Administration Research (JBAR), **Indexed by EBSCOhost**, ISSN 1927-9507 (Print), ISSN 1927-9515 (Online), Vol 1, No.1 (2012), pp. 78-85
<http://www.sciedu.ca/journal/index.php/jbar/article/view/1442>

Abstract

As clinical IT can improve the productivity and performance (at different levels) of hospitals, researchers have tried to find out factors affecting the successful adoption of technological advancement (especially, progression in information technology) among healthcare professionals. One of the most important determinants influencing the success of clinical decision support system (CDS) adoption is that to what degree the system is accepted by healthcare professionals. Hospitals invest in CDS systems with the hope of cutting medication errors and increasing the quality of products or services. But if users are not likely to accept the systems, hospitals can not benefit significantly from the systems. On the other hand, if users accept CDS system they become more willing to make use of the systems in their practice patterns. The usage of CDS can be a sign of the system success in hospitals. Therefore, the purpose of this study is to investigate the reasons that motivate healthcare professionals to use CDS in hospitals. In this study, a series of interviews has been conducted among 21 healthcare professionals in Malaysia. The content analysis has been used to analyze the interviews in this context. The results reflect the importance of perceived threat to professional autonomy, level of interactivity with CDS, level of involvement in decision making, computer self efficacy and subjective norms in predicting healthcare professionals' intention to use CDS system in Malaysia. Based on the qualitative study, a conceptual mode has been proposed for an empirical study in future research.

12- “Assessing E-commerce adoption by Small and Medium Enterprises in Malaysia, Singapore and Thailand”, Hossein Nezakati, Manouchehr Jofreh, Gary Leong Wai Liong and Omid Asgari, World Applied Science Journal (WASJ)-**Indexed by Scopus, IDOSI Publications,2012**– ISSN: 1818–4952, Volume 19, No:10, pp. 1406 - 1411

[DOI: 10.5829/idosi.wasj.2012.19.10.3659](http://idosi.org/wasj/wasj19(10)12/6.pdf) [http://idosi.org/wasj/wasj19\(10\)12/6.pdf](http://idosi.org/wasj/wasj19(10)12/6.pdf)

Abstract

Many publications to date, have describe the various adoption of e-commerce among firms small and large. However, although the e-commerce adoption growth has been significant, the e-commerce adoption rate among SMEs has mainly been among the industrialized countries. First objective of this research is to assess the usefulness and ease of using e-commerce perceived by SMEs in both service and manufacturing industries whether there are significant differences between Malaysia, Singapore and Thailand respectively. The second objective is to assess the important technical competencies in terms of technical knowledge and skills in e-commerce setup in both service and manufacturing industry across and to identify whether are there significant difference between Malaysia, Singapore and Thailand. The relationship among variables has been studied through correlation test. Three dimensions have been analyzed. Technical knowledge related to e-commerce, perceive ease of use of e-commerce and perceive usefulness of e-commerce. From the statistical data analysis output, it is found that technical knowledge related to e-commerce is not significantly different between the countries in both the manufacturing and the service industry but both the manufacturing and service industry reckons that technical knowledge and skill poses to biggest challenge that effect the uptake of e-commerce similarly across the three countries.

11- “The way forward”, Raja Nerina Raja yusof, Siti Rahayu Hussin, Hossein nezakati, Asian Journal of Case Research (AJCR), ISSN: 1985-4579, Vol.4, No. 2, 2011, pp. 137-143

Abstract

This case revolves around the dilemma of Mr. Malek Abdul Rahman regarding the future of his retail and trading business, Bakti Ilmu Sdn Bhd, which was facing a downturn due to certain management limitations. This case presents an

opportunity for undergraduate students to test their knowledge in entrepreneurship and retail management topics.

10- “Market Value Coverage (4A) in terms of Fast Food Adoption”, Hossein Nezakati, Noor Azman Ali and Omid Asgari, AJBM-11-223 Nezakati et al, African Journal of Business Management (AJBM), ISSN: 1993-8233, **Scopus**, **IDOSI Publications**, **2012**, Volume 6, No:7, pp. 2549-2556

http://www.academicjournals.org/article/article1380784538_Nezakati%20et%20al.pdf

Abstract

This study explored the elements of market value coverage (MVC) (awareness, acceptability, accessibility and affordability) as applied to adoption diffusion of innovations. Reviewed of these factors as consumer-focused marketing concept were other important aspects of this study. Statistical tools in this research were analysis of variance and post HOC test. This research found market value coverage elements pattern in hierarchical situation according to social sub systems (innovators, early adopters, early majority, late majority and laggards) and provided two main distinct clusters: innovators and early adopters (acceptability, accessibility, awareness, and affordability) and the other one as; early majority, late majority, and laggards (acceptability, accessibility, affordability, and awareness). Acceptability was the main important Market Value Coverage element for all social sub systems.

9- “Adoption of Technology Applications in Healthcare: The Influence of Attitude toward Knowledge Sharing on Technology Acceptance in a Hospital”, Poyan Esmailzadeh, Murali Sambasivan, Naresh Kumar, Hossein Nezakati, Springer-Verlag Berlin Heidelberg, UNESST 2011 CCIS 264, pp. 17-30

http://link.springer.com/chapter/10.1007/978-3-642-27210-3_3

Abstract

The use of different forms of technology has increased in healthcare profession recently. Clinical IT can change the practice patterns of healthcare professionals to improve the quality of health care delivery. When a new clinical IT is introduced in a hospital, healthcare professionals play an important role in the adoption and implementation process. But underutilization of clinical IT has emerged as a new challenge for the healthcare industry. So that healthcare professionals have not

fully adopted the clinical IT systems. To improve overall acceptance of clinical IT in a hospital setting, this study (as a conceptual research) argues that unique feature of clinical IT can potentially affect healthcare professionals' adoption of new clinical IT system. This study proposes a modified technology adoption model (TAM) to incorporate both the special characteristic of healthcare professionals and unique feature of clinical IT. This study discusses that how attitude toward knowledge sharing affects healthcare professionals' intention to use the clinical IT system.

- 8- "Exploring Hierarchy Situation of 4A Marketing Mix on Malaysia's Fast Food Restaurants", World Applied Science Journal (WASJ), Hossein Nezakati, Mimi Liana Abu, Cowan Toh, ISSN: 1818 – 4952, **Indexed by ISI Thomson Reuters and Scopus, IDOSI Publications, 2011**, Volume 15, No:8, pp. 1157-1167 [http://www.idosi.org/wasj/wasj15\(8\)11/16.pdf](http://www.idosi.org/wasj/wasj15(8)11/16.pdf)

Abstract

Fast Food Restaurant becomes one of the sectors that contribute a lot to the gross domestic product to Malaysia in recent years. In order to penetrate the market of fast food industry in multi racial country, marketers must always take care of food consumption behavior of every ethnic. This study tried to find out the hierarchy situation of 4A marketing mix factors (Affordability, Accessibility, Awareness and Acceptability) in customer perspective instead of marketer perspective that had grown importance in the market. Descriptive analysis and ANOVA analysis were conducted to run as to generate results. Research findings showed that, accessibility situated at the top of the hierarchy, acceptability, awareness and affordability ranked respectively. Therefore, it is crucial for the fast food restaurants and marketing policy makers to take into account these four factors hierarchy to enrich any correspondent marketing strategy.

- 7- "Adapting Elements of Market Value Coverage in Adoption and Diffusion of Innovations - Fast Food Industries (Preliminary study)", Hossein Nezakati, Noor Azman Ali, Shaheen Mansori, and Ang Siew Hui, Australian Journal of Basic and Applied Sciences (AJBAS), **Indexed by Thomson ISI (0.03 SJR Impact Factor)**, ISSN – 1991 8178, September 2011, 5 (9), pp. 1271 – 1276
http://ajbasweb.com/old/Ajbas_september_2011.html

Abstract

Intensive completion in fast food industry force the companies to develop new recopies as well as implement the innovative marketing and business strategies to capture the higher market share in industry. However, the large numbers of innovative ideas and products have been failure in market because they could not find the right channel to approach the customers. To get the better perspective regarding this issue, this study develops the model, which can explain the reasons why sometime customers are not keen to purchase from particular brand or location. The proposed model explains that how the four product/service characteristics 4As (affordability, awareness, acceptability, accessibility) can influence various groups of consumers by different level of innovativeness. In particular, this model aim to explain how innovators, early adaptor, early majority, late majority and laggards as five categories of customers based on Diffusion of Innovations theory react toward 4As.

6-“Adoption and Diffusion of Innovations in Fast Food Industries”, Australian Journal of Basic and Applied Sciences(AJBAS), Hossein Nezakati, Nor Azman Ali, Shaheen Mansouri, Amir Taebi, **Indexed by Thomson ISI (0.03 SJR Impact Factor)**, ISSN – 1991-8178, December 2011, 5 (12), pp. 833-839

http://www.researchgate.net/profile/Amirhossein_Taebi_Noghondari/publication/260228562_Adoption_and_Diffusion_of_Innovations_in_Fast_Food_Industries/links/00b495307318334523000000.pdf

Abstract

Intensive completion in fast food industry force the companies to develop new recopies as well as implement the innovative marketing and business strategies to capture the higher market share in industry. However, the large numbers of innovative ideas and products have failed in market because they could not find the right channel to approach the customers. To get the better perspective regarding this issue, this study tested the model, which can explain the reasons why sometime customers are not keen to purchase from particular brand or location. The proposed model explains that how the four product/service characteristics 4As (affordability, awareness, acceptability, accessibility) can influence various groups of consumers by different level of innovativeness. The

objective of this study is to study the relationship between individual characteristics and new 4As (availability, awareness, accessibility, acceptability). According to the results for affordability of product in fast food industry is one of the main factors for customers in among Malaysian. In addition, the results indicated that availability of information on product package is one the concern for customers and can influence their shopping behavior. In contrast, respondents did not show any serious interest for other factors of 4As. Results showed that acceptability and compatibility of food with local food is not the main concern for them to consume the fast food products. Moreover, results did not indicate any significant relationship between innovativeness and advertisements about the products.

5-“Do local banks credits to private sector and domestic direct investments affect FDI inflow? (Malaysia evidence)”, Hossein Nezakati, Farzad Fakhredin, Behzad Mahmoudi Vaighan, World Applied Science Journal (WASJ) -**Indexed by Scopus, IDOSI Publications,2011**– ISSN: 1818–4952, Volume 15, No:11, pp. 1576-1583
[http://www.idosi.org/wasj/wasj15\(11\)11/15.pdf](http://www.idosi.org/wasj/wasj15(11)11/15.pdf)

Abstract

This study analysis the factors affecting foreign direct investment inflow in manufacturing sector in Malaysia in between 1974 to 2009, mainly focused on two determinants; domestic credit to private sector by local commercial banks and domestic direct investment. Growth Domestic product and the Trade Openness are also included in the model respectively; the results indicate that Gross Domestic Product of manufacturing, Trade openness, domestic credit to private sector and domestic direct investment significantly influenced the level of foreign direct investment inflow into Malaysia. This study manipulate the cointegration test method and Vector Auto Regression Granger causality between logarithm of foreign direct investment, domestic credit to private sector and domestic direct investment respectively which illustrates both variables are cointegrated and also Granger caused of foreign direct investment.

4- “Decision-making determinants in working women's clothes purchasing – Malaysia Evidence”, Hossein Nezakati, Chin Sock Khim and Omid Asgari, International Journal of Trade, Economics and Finance (IJTEF), ISSN:2010-023X, Vol.2, No.5, October 2011, pp. 371 - 375

Abstract

Nowadays so many researches about the decision-making models of consumer behavior are done, however these kinds of researches does not specify determinants of decision-making in the purchased of consumers. Since consumer's attitude may reduce their purchase or increase it, consideration of determinants of decision-making process in purchase goods would be justified. This Study aimed to examine the determinants of decision-making on the purchased of working women's clothing in Malaysia. Therefore, 4Ps in 12 dimensions, demographic of consumer and consumer behavior characteristics were shaped research framework. The main tool used in this study was questionnaires and the information about literature and history has been collected through libraries. The relationship among variables has been studied through correlation test. This study found that, place factor had the most important role for working women when they purchased their working clothes; consumer demographic factor and consumer behavior characteristic factor were correlated with consumer decision-making factor.

3-“The determinants of FDI inflow in manufacturing sector of Malaysia”, Farzad Fakhreddin, Hossein Nezakati, Behzad Mahmudi Vaighan, Journal for International Business and Entrepreneurship Development (JIBED), ISSN (online): 1747-6763 – ISSN (print): 1549-9324, Vol.5, No.4, 2011, pp. 299- 314

<http://www.inderscienceonline.com/doi/abs/10.1504/JIBED.2011.042386>

Abstract

The role of foreign direct investment (FDI) to create competition, technology transfer, reducing unemployment and generating productive economic growth is undeniable. Therefore, policy makers and economists seek to identify the factors that affect FDI in different sectors. Accordingly, this study investigated the determinants of FDI in manufacturing sector of Malaysia over the period from 2000 to 2009. Using quarterly data, this research found a positive and significant effect of domestic credit to private sector provided by banking system and development expenditure of government on FDI. Meanwhile, the effect of the global financial recession of 2007–2008 on FDI inflow to Malaysia was positive and significant,

though due to this recession reduction of the world aggregate FDI reduced the growth of FDI inflow to the manufacturing sector of Malaysia. The effect of corruption on FDI's growth was also negative and significant.

- 2- "Fostering Organizational Citizenship Behavior (OCB) Through Human Resources Empowerment (HRE)", Hossien Nezakati, Omid Asgari, Faraz Karimi and Vajihe Kohzadi, World Journal of Management (WJM), Volume 2. Number3. September 2010. pp. 47– 64
<http://www.wjmpapers.com/static/documents/October/2010/5.%20Nezakati.pdf>

Abstract

This research attempts to build a model to present an approach for achieving organizational citizenship behavior (OCB) through human resource empowerment (HRE). Process procedures used in building this model were: 1) Preparation of individuals and management; 2) Requirements for empowerment process and utilization of five principles from Deming Principles; 3) Three dimensions of HRE process and their symbolic aspects; 4) OCB dimensions in their innate forms and their enforcement during these procedures; 5) Instrumental factors in creating OCB and outcome of HRE in one procedure; 6) OCB symbolism; and 7) consequences of OCB. The results of this study showed that eight factors out of eleven (73 percents of factors) that make up OCB and consequences of HRE are analogous indicating the fundamental relationship of HRE with OCB.

- 1- "Evaluating the Theory of "Diffusion of Innovations" in Respect to Consumers' Time of Adoption (Electronic Industry)", Nezakati, H. Journal of Economics Management, Quarterly Publication, Graduate School of Management and Economics, Science and Research Branch, Islamic Azad University (IAU), Tehran (Iran), Vol.16, Number 67, Winter 2006, pp. 41-54

Abstract

Aim of this research is evaluation of "Diffusion of Innovations Theory" in relation with Electronics consumers' adoption. To do so, a population of Iranian TV-set manufacturers is studied. Five major companies, holding 95% of market share have been chosen. Selection of main variables has been based on a categorization by the Ministry of Mine and Industry in three groups of products (14", 21" and 29" TV-sets). Due to the confidentiality nature of data and to facilitate

generalizing and deducing, all data have been coded. Tests and analyses relating to research hypothesis have been lead to this conclusion that distribution curve of Diffusion of Innovations in Electronic Industry (TV-sets), like the global pattern, does follow the normal curve. But categorizing various types of adopters does not follow a global pattern; distribution beneath the curve (Adopters Classifications) shows following record; Lack of innovators is observed, Early adopters and laggards mark a level higher than normal, Early majorities and late majorities show a level lower than the normal limit.

Appendix 5**Thesis and Dissertations supervisory**

No	Title	Position	Date
128	The smart phone usage effect towards mobile commerce development, (YIN XI HENG, BBA, FEP, UPM)	Supervisor	2015
127	To explore attitude preferences elements toward online shopping, (MA CHENG LIN, BBA, FEP, UPM)	Supervisor	2015
126	The role of income as socio-economic characteristics on the green product purchasing: A parametric investigation of Malaysian consumer (Masoumeh Hosseinpour, Ph.D., FEP, UPM)	Supervisor	2015
125	IDENTIFYING CONSUMER BEHAVIOR INTENTION ELEMENTS TOWARD CHOOSING GREEN HOTELS “MALAYSIA EVIDENCE”, (Shayesteh Moghadas, MS, FEP, UPM)	Supervisor	2015
124	Determinant customer satisfaction towards hotel industry in Malaysia (Sabariah Atan Din, MBA, PBS)	Supervisor	2015
123	Factors enhancing purchase intention towards services provided by courier service in Malaysia (Nurul Hedayah, MBA, PBS)	Supervisor	2015
122	To identify social networking tools to improve market development in Airlines industry (Lim Chee Loong, MBA, PBS)	Supervisor	2015
121	Bulding a sustainable competitive advantage through effective enhancement of customer satisfaction for customer loyalty: The Malaysian Evidence (Ling Chen Hoe, DBA, SEGI University)	External Examiner	2015
120	Factors influencing the intention to donate blood in Malaysia (Stephanie Melinda Gomes, MBA, PBS)	External Examiner	2015
119	KLIA2: A CASE Study (Ranimah Mohd Ramli – Case, MBA, PBS)	External Examiner	2015
118	ECONOMIC BENEFITS OF E-COMMERCE IN YEMEN AND BARRIERS TO ADOPTION(BELAL MOHAMMED REZK AL-SURMI, DBA., Asia e University)	External Examiner	2015
117	NURFARM AGRO: TO GROW OR NOT TO GROW – CASE Study (Mohammad Adzani Abdoul Adziz, MBA, PBS)	External Examiner	2015
116	Factors influencing visitor satisfaction in Zoo Negara (Goh Jing Wei, MBA, PBS)	External Examiner	2015
115	A Study of Customer Perception of Islamic Banking Product to Predict Intention to Purchase: Application of Theory of Planned Behaviour (Lo Ching Wing, Ph.D., Asia e University)	External Examiner	2015
114	A study on factors affecting mobile subscriber intention to switch between service providers in Maldives (Ahmad Nafees, Ph.D., Asia e University)	Supervisor	2015
113	FACTORS THAT INFLUENCE THE BEHAVIORAL INTENTION OF PATIENTS AT PRIVATE HOSPITAL IN MALAYSIA (Lee Ye Woon, FEP, UPM)	Supervisor	2015
112	The e-commercial quality components impact on Malaysia customer purchase intention (Ren Jing, FEP, UPM)	Supervisor	2015

111	DETERMINANTS OF CUSTOMER SATISFACTION TOWARDS KOREAN RESTAURANTS IN MALAYSIA (Tan Boon Shin, FEP, UPM)	Supervisor	2015
110	FACTORS THAT INFLUENCE TOURISTS TO VISIT HERITAGE SITES IN MALAYSIA (Hay Hock Heng, FEP, UPM)	Supervisor	2015
109	FACTORS DETERMINE HOTEL EMPLOYEE IN PERFORMING ENVIRONMENTAL BEHAVIOR AT WORK PLACE (THAM WOOL KIAT, FEP, UPM)	Supervisor	2015
108	Muslim Consumer' level of Confidence on the Hala logo Issued by JAKIM (Nur Aisya Mohd Sabri, PBS, UPM)	External Examiner	2015
107	What are the elderly care services that a high end customer would expect from retirement homes (Teoh Soo Mei, PBS, UPM)	External Examiner	2014
106	Factors influencing Parents' decision in selection of early childhood education services (Chu Kean Mun, PBS, UPM)	External Examiner	2014
105	Customer Perception of Advertising and sales promotion towards brand loyalty in Malaysian foreign hypermarkets (Nor Aina Nadia Razali, PBS, UPM)	External Examiner	2014
104	Evaluation of Customer Relationship Management (members) and to improve the use of information technology in Tehran Chamber of Commerce and industry and mine (Hassan Ramezani, e IAU, IRAN)	Committee Member	2014
103	A study on factors that influence customer loyalty towards branding in skin care industry (Wong Shu Min, PBS, UPM)	Supervisor	2014
102	Impact of Internet Marketing Communications on Organizational Identity (Market Image) through YouTube & other such Video efforts – WITH a focus of “what aspects of a video play the maximum role in raising market image”(Shahenshah Muhammad Rizwan Khan, Ph.D., Asia e University)	Supervisor	2014
101	CUSTOMER EXPERIENCES WITH BRAND TOUCHPOINTS (Stefanie Ng Soo Lee, Ph.D., Asia e University)	External Examiner	2014
100	Case Study: A case study on the survival of a local automotive manufacturer and distributor in Malaysia (CHEW WEI HAN, PBS, UPM)	External Examiner	2014
99	EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMERS' PURCHASE INTENTION (LIM TECK THYE, PBS, UPM)	Supervisor	2014
98	Exploring Impact of Strategic Planning on Promoting Competitive Advantages, Data Analysis: Ahvaz Pipe Mills Company(APM) (Ahmad Talebizadeh, eIAU, Iran)	Supervisor	2014
97	Case Study: Petra University Press: Craving for new Changes (Norhidayah Binti Mat Rahim, PBS, UPM)	External Examiner	2014
96	Case Study: Two are better than One(Nooradhiah Binti Abdul Murat, PBS, UPM)	External Examiner	2014
95	A Study on Consumers' Perception on Customers' Behaviour towards Islamic Banks in Malaysia (Lo Ching Wing, Ph.D., Asia e University)	External Examiner	2013
94	The Relationship between marketing mix and the customer based brand equity of Malaysian hypermarket (Priyal A/P Savadianppan, PBS, UPM)	Examiner	2013

93	Nursing home service quality in servqual perspective, (Muhammad Shafiq Bin ali, PBS, UPM)	Examiner	2013
92	Challenging in organization changes: A case on press metal Berhad, (Then Kok Ling, PBS, UPM)	Examiner	2013
91	Validation of a scale to measure customers' trust in pharmacists in Malaysia (Ow Mun Waei, PBS, UPM)	Examiner	2013
90	Understanding Middle East voter behavior, (Meisam Morid Shoushtari, Ph.D., UKM)	Committee Member	2013
89	The Hierarchy situation of 4A marketing mix towards private label products, Tuty Benti Kamis, PBS, UPM)	Examiner	2013
88	Impacts of social media on buying behavior among generation Y consumers, (Muhammad Dahia Mohammad, PBS, UPM)	Examiner	2013
87	The role of Print Advertisement's Determinants in Malaysian Attitudes toward Brand and their Intention to Purchase and the impact of Brand Attitude on Malaysian Purchase Intention, (Shokooh Fazelpour, MBA, GSM, UPM)	Examiner	2013
86	The Perception of Employees towards Leadership Attributes and Employee Loyalty Among Public Servants, (Nur Syuhad Mohd. Saidi, MBA, GSM, UPM)	Examiner	2013
85	Exploring Malaysian Women Purchase Intention of Natural Cosmetic, (Nur Izza Binti Husin, MBA, GSM, UPM)	Examiner	2013
84	ASSOCIATION BETWEEN MARKETING MIX ELEMENTS AND BEHAVIORAL INTENTIONS WITH TOURIST FOOD SATISFACTION, MALAYSIA, (Roghayeh Sohrabianzadtalemi, MS., FEP, UPM)	Supervisor	2012
83	Globalization and Consumer Behavior: Global Marketing Strategies Implications – Homogeneity and Heterogeneity, (Maryam Akhondi, Ph.D., FHE, UPM)	Committee Member	2012
82	To explore marketing factors effect on edu-inter children centers(Mahdi Mesbahi, MBA, GSM, UPM)	Supervisor	2012
81	Servier (M) Sdn. Bhd. Protaxos: What went wrong in government sector? (Nurakmalina Mohamat Din, MBA, GSM)	Examiner	2012
80	The effects of employee engagement towards customer loyalty, provided by telecommunication companies in Malaysia, (Norafifa Mohd Arffin, MBA, GSM)	Examiner	2012
79	To Explore Effective Factors on Implementation of Strategic Information Technology- Information Systems Planning in Tax Master Plan - IRAN Evidence (Ashkan Harati, Executive Management, IAUEC)	Supervisor	2012
78	An Investigating on the Relationship between Organizational Healthy and Productivity to Presenting Productivity Improvement Solutions in the Customs Administration of East Azarbaijan Province (Ziba Akbarlou, MBA, IAUEC)	Advisor	2012

77	Perception of consumers in Malaysia towards internet marketing (Lee Chee Khoon, MBA, GSM, UPM)	Supervisor	2012
76	Study of Exploring Factors Influencing People to travel Abroad for Sport Tourism (Malaysia Evidence) (Mok Chuang Chin, MBA, GSM, UPM)	Supervisor	2011
75	The Determinants of an Effective Spokesperson towards Changing the Perception of Building a Career in Call Centers Industry (ROZITA BINTI SEOEK, MBA,GSM, UPM)	Supervisor	2011
74	THE DETERMINANTS OF DECISION-MAKING IN THE PURCHASE OF WORKING MEN'S CLOTHING IN MALAYSIA (TAN CHEW SIONG, MBA, GSM)	Supervisor	2011
73	OISHI: HOW TO MAKE PROMISING BUSINESS (TOR EE SANG, MBA, GSM)	Supervisor	2011
72	EXPLORING MARKET VALUE COVERAGE 4As ON TIME OF ADOPTION AND DIFFUSION OF INNOVATIONS IN MOBILE INDUSTRY IN MALAYSIA'S MARKET (LEON SZE MUN, MBA, GSM)	Supervisor	2011
71	THE INFLUENCE OF PROMOTION TOWARD RETURN ON MARKETING INVESTMENT IN RETAIL BUSINESS (NIK ANIS SAZWANI NIK ABDULLAH, MAB, GSM)	Examiner	2011
70	DETERMINATION OF PURCHASE INTENTION OF BRANDED PERFUMES AMONG SAUDI ARABIAN CONSUMERS (AHMAD ZAHAR HALAWANI, MBA, GSM)	Examiner	2011
69	SOCIAL MEDIA INFLUENCES ON BUYING DECISION OF GENERATION Y (MOHD KHAIRULHADI MOHAMAD ZAIN, MBA, GSM)	Examiner	2011
68	THE ANTECEDENTS AND CONSEQUENCES OF BRAND IMAGE: BASED ON KELLER'S CUSTOMER-BASED BRAND EQUITY (Norazlina-Ph.D.)	Mentor	2010
67	SHOPPERS' IMPULSE BUYING TENDENCY IN RELATION TO STORE ENVIRONMENT (Tan- MBA, GSM)	Examiner	2010
66	THE IMPACT OF YOUNG CONSUMERS' ATTITUDES TOWARDS PURCHASE INTENTION ON GENETIC MODIFIED FOODS (Tsai- MBA, GSM)	Examiner	2010
65	PARENTS' AWARENESS, ATTITUDE, AND USAGE OF CHILDREN'S SCIENCE ENRICHMENT PROGRAMS (Raja- MBA, GSM)	Examiner	2010
64	DETERMINANTS OF FOOD LABEL INFLUENCING CONSUMERS; PURCHASING DECISION (Mah- MBA, GSM)	Examiner	2010
63	MALAYSIAN CONSUMERS' ATTITUDE TOWARD COUNTERFEIT (Teoh- MBA, GSM)	Examiner	2010
62	EXPLORING HIERARCHY SITUATION OF 4A'S MARKETING MIX IN MALAYSIA FAST FOOD INDUSTRIES (Cowan Toh, FEP, UPM)	Supervisor	2010

61	CHALLENGES OF SMEs ON ADOPTION OF E-COMMERCE (MALAYSIA, SINGAPOURE AND THAILAND) (Gary Leong Was Liong, MBA, GSM)	Supervisor	2010
60	NEW PRODUCT LUNCH STRATEGIES IN MALAYSIAN AUTOMOBILE INDUSTRY(Mirsalehi, Ph.D. , GSM)	Supervisor	2010
59	INVESTIGATE THE FACTORS AFFECTING CONSUMERS PURCHASING BEHAVIOR OF LOCAL FAST FOODS IN MALAYSIA (Yen Lee Kuan, FEP, UPM)	Supervisor	2010
58	IDENTIFICATION OF THE IMPORTANCE CONSUMER BASED – FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR TOWARDS AUTOMATIVE INDUSTRY IN MALAYSIA (Oon Kok Kem, FEP, UPM)	Supervisor	2010
57	THE DETERMINANTS OF DECISION – MAKING IN PURCHASE OF WORKING WOMEN’S CLOTHING IN MALAYSIA (Chin Sock Khim, MBA,GSM)	Supervisor	2010
56	SERVICE QUALITY AND CUSTOMER LOYALTY IN MALAYSIAN CAFES (Wan Hairul Razli Wan Ahmad Kushari – MBA, GSM)	Advisor	2010
55	MALAYSIA CUSTOMERS’ PERCEPTION OF PRODUCTS MADE IN CHINA (Cai Ming XING – MBA, GSM)	Advisor	2010
54	AN INTEGRATED FRAMEWORK TO DETERMINE FACTORS AFFECTING ACCEPTANCE OF NEW CLINICAL INFORMATION TECHNOLOGY AMONG HEALTHCARE PROFESSIONALS (Esmailzadeh - Ph.D., GSM)	Advisor	2010
53	EXPLORING MARKET VALUE COVERAGE 4As ON TIME OF ADOPTION AND DIFFUSION OF INNOVATIONS IN TV INDUSTRY IN MALAYSIA’S MARKET (Torkamani – MBA, GSM)	Supervisor	2010
52	EXPLORING COUNTRY OF ORIGIN EFFECTS ON COSUMER PURCHASING BEHAVIOR IN MALAYSIA MOBILE MARKET (Chan Wei Ying - MBA, GSM)	Supervisor	2010
51	EXPLORE PROMOTING FACTORS OF FOREIGN DIRECT INVESTMENT (FDI-INFLOW) IN MALAYSIAN MANUFACTURING SECTOR (Fakhreddin - MBA, GSM)	Supervisor	2010
50	STUDY OF ANTECEDENT’S IMPACT ON BRAND LOYALTY IN COSMETIC INDUSTRY (Chua - BBA, UPM)	Supervisor	2010
49	STUDY OF EVALUATIVE ATTITUDES EFFECT ON REPURCHASING INTENTIONS IN MALAYSIAN FMCG INDUSTRIES (Deenie - BBA, UPM)	Supervisor	2010
48	MERGING REPATRONAGE BEHAVIOR MODELS (RBM) TOWARDS HYPERMARKETS IN MALAYSIA (Ang - BBA, UPM)	Supervisor	2010
47	CONSUMER BEHAVIOR AND TELECOMUNICATIONS INDUSTRY	Examiner	2009

	IN EMERGING ECONOMIES - CASE OF THE KINGDOM OF SAUDI ARABIA (Alahli - MBA, GSM)		
46	CONSUMER SATISFACTION AND CONSUMER LOYALTY TOWARDS INTERNET SERVICE PROVIDER (Tan – MBA, GSM)	Examiner	2009
45	COSTOMER SATISFACTION AND INTENTION TO PURCHASE INSURANCE POLICY IN MALAYSIA (Sidambran – MBA, GSM)	Examiner	2009
44	STUDY THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION USING THE SRK MODEL- BUSINESS BANKING NETWORK IN KERMANSHAH PROVINCE (Babaii – MS, IAU)	Supervisor	2009
43	ANALYTICAL STUDY OF INFLUENTIAL FACTORS IN DEVELOPMENT INVESTMENTS INTERNAL / EXTERNAL COMMERCIAL INDUSTRIAL CHABAHAR FREE ZONE (Najaf Zadeh – MS, IAU)	Advisor	2008
42	EVALUATING AND HIERARCHICAL INFLUENTIAL FACTORS ON DESIRED SERVICE DELIVERING TO SOCIAL SECURITY ORGANIZATION (Saleh Azad - MS, IAU)	Advisor	2008
41	THE EFFECT ESTIMATES CUSTOMER REACTION TO THE NAME AND BRAND VALUE IN TEHRAN (Case study name and brand Behran) (Yagoubi - MS, IAU)	Advisor	2008
40	STUDY THE FACTORS AFFECTING THE ABSORPTION OF RESOURCES (DEPOSITS) IN TEHRAN PROVINCE (Aghayari- MS)	Advisor	2008
39	STRATEGIC PLANNING FOR PARS VACUUM INDUSTRIES (Ostovan – MS, IAU)	Examiner	2008
38	PRIORITIZING CUSTOMER REQUIREMENTS IN SOCIAL SECURITY ORGANIZATION BY INTEGRATING SERVQUAL AND KANO MODELS (Cherag Sahar- MS, IAU)	Examiner	2008
37	EXPLORING RELATIONSHIP BETWEEN THE INDIVIDUALS AND ITS EFFECTS ON CUSTOMER SATISFACTION AND LOYALTY OF KINDER GARDENS SERVICE PROVIDERS (Firooz Abadi –MS, IAU)	Examiner	2008
36	STUDY ACCORDING TO PRIORITY OF ORGANIZATIONAL CHANGE INDEXES ON ORGANIZATION PERFORMANCE IMPROVEMENT (Case study in: Gostaresh-e-Khadamat Pars Khodro Co)(Samaiee -MS, IAU)	Supervisor	2008
35	EXPLORING THE FACTORS AFFECTING AN INCREASE IN BOX OFFICE SALES MOVIES PRODUCTION (Tehran- Iran) (Naseri- MS, IAU)	Supervisor	2008
34	SURVEY OF INFLUENCE FACTORS ON IMPLEMENTATION OF EXPORTING LETTER OF CREDIT IN IRAN WESTERN PROVINCES (Amjadian- MS, IAU)	Supervisor	2008
33	PRIORITIZING REQUIREMENTS OF THE TAX ORGANIZATION	Supervisor	2008

	WITH THE USE OF KANO AND SERVQUAL MODELS INTEGRATING (Adabi – MS)		
32	EXPLORING THE EFFECTIVE FACTORS ON DEVELOPMENT OF SMALL INDUSTRIES (Iran Leather Industry) (Fathi - MS, IAU)	Supervisor	2008
31	RECOGNIZING AND RANKING EFFECTIVE FACTORS IN PROMOTION TECHNO-ENGINEERING SERVICES TO CIS Countries (Hosseini - MS, IAU)	Supervisor	2008
30	EXPLORING RELATIONSHIPS BETWEEN CUSTOMERS PERCEPTION FROM DISTINCTIVE SPECIFICATIONS OF SERVICE QUALITY AND IMAGE OF ORGANIZATION OFFER SERVICE (case study of BMI) (Seyyed Hosseini - MS, IAU)	Supervisor	2008
29	EXPLORING THE ROLE OF TEHRAN INTERNATIONAL BUSINESS FAIRS IN BUSINESS PROSPERITY MANUFACTURING COMPANIES: WITH THE USE OF KARE HANSEN MODEL (Mahmood Zadeh - MS, IAU)	Supervisor	2008
28	THE EFFECTIVENESS OF ENVIRONMENTAL CLAIMS FOR SERVICES ADVERTISING (Mahmoodi Rad - MS, IAU)	Supervisor	2008
27	USING FUZZY QFD TO ENHANCE MANUFACTURING STRATEGIC PLANNING IN OEM INDUSTRY (Hossein Ali Babaii - MS, IAU)	Advisor	2007
26	RECOGNITION AND PRIORITY OF RELATED PARAMETERS' ON EFFECTIVENESS OF WEB IN MARKETING COMPANIES (Ashari-MS, IAU)	Advisor	2007
25	EXPLORING ADVERTISING EFFECTIVENESS OF IRANCELL CO. (Applying AIDCA Model-Tehran Province) (Behjat- MS, IAU)	Advisor	2007
24	EXPLORING EFFECT OF IMPORTANT FACTORS ON SELLS IMPROVEMENT (Chaye Raja) (Mogadam Nia –MS, IAU)	Advisor	2007
23	STUDY OF INFLUENTIAL FACTORS ON PRODUCTIVITY AND DESIGN PATTERNS TO IMPROVE EFFICIENCY AND PRODUCTIVITY OF IRAN KHODRO DIESEL CO. (Zarea- MS, IAU)	Advisor	2007
22	EXPLORING 4A'S IN THE ADOPTION & DIFFUSION OF INNOVATIONS (Akbarzadeh- MS)	Supervisor	2007
22	THE IMPACT OF ELECTRONIC MARKETING IN TEHRAN STOCK EXCHANGE COMPANIES (Mirza Mohammadi - MS, IAU)	Examiner	2007
20	IDENTIFYING THE SOCIO-ORIENTATION AND CONCEPT-ORIENTATION COMMUNICATIONS AND THE TYPE OF FAMILY COMMUNICATION PATTERNS IN IRAN (Hamedi - MS, IAU)	Examiner	2007
19	THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION WITH CONSIDERATION SRK MODEL IN BANKING SECTOR (Zarghami - MS, IAU)	Examiner	2007
18	EXPLORING RELATIONSHIPS BETWEEN BRAND-COUNTRY OF	Examiner	2007

	ORIGIN KNOWLEDGE AND COO IMAGE (Khoyloo - MS, IAU)		
17	EXPLORING THE ROLE OF PARENTAL COMMUNICATION PATTERNS ABOUT CHILDREN'S PERCEPTION OF THEIR INFLUENCE OVER PURCHASES (Mohammadi - MS, IAU)	Examiner	2007
16	EVALUATION OF CUSTOMER SATISFACTION FROM AFTER SALES CUSTOMER SERVICE (Saipa OME)with the usage of Kano model (Ataollahi - MS, IAU)	Examiner	2007
15	THE RELATIONSHIP BETWEEN MARKETING RESEARCHES WITH USE OF ADVERTISEMENT AND MARKET RESEARCH ON THE VOLUME OF SALE ASSESSMENT GOLRANG INDUSTRIAL GROUPS (Sabaghha - MS, IAU)	Examiner	2007
14	EVALUATING RELATIONAL BONDING STRATEGY INFLUENCE ON LOYALTY AND THE ROLE OF CUSTOMER VALUE (Amini - MS, IAU)	Examiner	2007
13	THE ROLE OF PURCHASING DECISION-MAKING STYLES OF GENERATION Y IN THE PROCESS OF PURCHASING DECISIONS (Aghasi Beyk - MS, IAU)	Examiner	2007
12	STUDY INFLUENCE OF BEHAVIORAL TRANSACTION DIMENSIONS ON INDUSTRIAL BUYER – SELLER RELATIONS (Tehrani -MS, IAU)	Examiner	2007
11	AN EXAMINATION OF THE RELATIONSHIP BETWEEN WORKING RELATIONSHIP QUALITY WITH SALESPERSON PERFORMANCE & JOB SATISFACTION & ROLE OF "ASB" BEHAVIORAL MODEL IN SALE (Garmabdari -MS, IAU)	Supervisor	2007
10	RECOGNITION AND PRIORITY OF RELATED PARAMETER'S ON EFFECTIVENESS OF WEB IN MARKETING COMPANIES IN TEHRAN (Ashari - MS, IAU)	Advisor	2007
9	EVALUATING CUSTOMER EXPECTED VALUE AND CUSTOMER RELATIONSHIP MANAGEMENT PERFORMANCE IN JAHAN AFROOZ CO. (Ali Asgar Mazaheri- MS, IAU)	Examiner	2006
8	EXPLORING THE IMPRESSION DEGREE OF INTERNAL MARKETING FACTORS IN IMPROVING PERSONNEL SERVICE DELIVERY IN PORTABLE COMMUNICATION CO. (Ali Moradi- MS, IAU)	Examiner	2006
7	EXPLORING EFFECTIVE FACTORS ON ABSORBING RESOURCES (Deposits) in Bank-e-Mellat. (Zohreh Aghayari- MS, IAU)	Examiner	2006
6	EXPLORING THE ROLE OF BRAND ORIGIN RECOGNITION ACCURACY AND IRANIAN CONSUMERS COGNITIVE LIMITATIONS (Hamid Saeedi- MS, IAU)	Examiner	2006
5	EXPLORING THE ROLE OF PARENTAL COMMUNICATION PATTERNS ABOUT CHILDREN'S PERCEPTION OF THEIR INFLUENCE OVER PURCHASES (Negar Mo'tamedi- MS, IAU)	Examiner	2006

4	AN EXAMINATION OF THE RELATIONSHIP BETWEEN TRUST, COMMITMENT AND RELATIONSHIP QUALITY IN THE RETAILING INDUSTRY (Shahrvand Chain Stores) (Elahe Mollaei- MS, IAU)	Examiner	2006
3	EXPLORING EFFICIENCY OF DEPLOYING QUALITY SYSTEMS IN JAHAN AFROOZ INDUSTRIAL GROPE (Reza Mazaheri - MS, IAU)	Examiner	2006
2	EXPLORING AND FOUNDING NON WOVEN MOQUET EXPORTING BARRIERS IN IRAN (Mohammad Reza Kharrazi Fard- MS, IAU)	Supervisor	2006
1	IRAN EXPORT TECHNICAL & ENGINEERING SERVICES (Identifying & Offering Sugestions)(Farzam- MS, IAU)	Supervisor	2006

129	The smart phone usage effect towards mobile commerce development, (YIN XI HENG, BBA, FEP, UPM)	Supervisor	2015
-----	--	------------	------

ABSTRACT

The purpose of this paper is to assess whether social needs, social influences and convenience of smart phones and income affects mobile commerce. This research also examines whether the smart phone usage effect towards the mobile commerce development. This investigation is conducted among the students in a public university in the University Putra Malaysia. The research used a multiple regression analysis in an attempt to achieve the objective. In total, 200 completed and usable questionnaires were received from the respondents who comprised students from a public university in the University Putra Malaysia. A simple random sampling method was utilized where every unit in the population had an equal chance to be selected. Results via multiple regression analysis revealed that social needs, convenience and income significantly affect students' dependence on smart phones. And there is no significant relationship between the social influence and intention on smart phone. A strong relationship also existed between intention on smart phones and mobile commerce.

The results able to provide insight to the mobile industries and the management of the mobile commerce. Follow this study, the company can generate or implement a much better strategies to retain their existing customer. The research provides a unique perspective of the factors affect the intention on smart phone, and also the smart phone usage effect towards the mobile commerce. This is not much covered in the literature in the Malaysia context. The measurement produced can be used as a research tool for more exploratory and explanatory research regarding students' use of personal technologies such as smart phones and tablet PCs.

128	To explore attitude preferences elements toward online shopping, (MA CHENG LIN, BBA, FEP, UPM)	Supervisor	2015
-----	--	------------	------

ABSTRACT

Prior studies mostly investigate initial shopping intention in developed counties. The purpose of this study is to explore attitude preferences elements toward online shopping by identifying different targets of elements and discussing their antecedents and outcomes in

Malaysia content. A total of 200 valid questionnaires were collected via online survey and face to face survey among experienced online shoppers across different groups of people. Data was analyzed by using SPSS 21(Statistical Package for Social Science). The research identifies three main elements that influencing customers' intention towards online shopping. The finding of this study showed that most of the variables were significant. Implications of the results of this study that online shopper as well as legislation officer would more clear about customer's preferences and base on the causes can regulate some law in order to make the online shopping more effective.

125	Determinant customer satisfaction towards hotel industry in Malaysia (Sabariah Atan Din, MBA, PBS)	Supervisor	2015
-----	--	------------	------

Abstract

This study is to investigate on the factors determining the customer satisfaction on hotels services in Malaysia. There are three factors that will influence the customer satisfaction towards the hotels services. The three factors are value for money, service quality and information technology. Besides investigating on these factors significant relationships with customer satisfaction towards hotels in Malaysia, mediator effects which is the customer education level. A pilot test consist of 30 sets of questionnaires has been done to test on reliability of the survey and 200 sets of survey are distributed to working adults including Malaysian and foreigners. Reliability test, Pearson correlation analysis and regression analysis have been done to determine on the relationships between factors and customer satisfaction as well as to analyse on the mediator effect between customer satisfaction and education level. Based on the analysis done, it shows that four (4) out of nine (9) hypotheses tested are supported. The results show that all hypotheses supported are related to customer perceived value and education, value for money and education, information technology and education and overall customer perceived value and customer satisfaction. The result also shows that customer will look on the value add services that bring back value for them in enjoying the services and products offered by the hotels. This study also provides important results as well as recommendations to future researchers and hoteliers in the hospitality industry.

114	FACTORS THAT INFLUENCE THE BEHAVIORAL INTENTION OF PATIENTS AT PRIVATE HOSPITAL IN MALAYSIA (Lee Ye Woon, FEP, UPM)	Supervisor	2015
-----	---	------------	------

Abstract

The purpose of this study is to examine factors that influence the behavioral intention of patients at private hospital in Malaysia. This study provides information to service provider to have a better understanding of the effect of service quality, which will lead to customer satisfaction and behavioural intention in order to build long term relationship with their patients. The sample size of the study consisted of 192 respondents from the private hospital in Klang Valley. Five service quality dimensions (Tangibles, Reliability, Responsive, Assurance, Empathy) were examined on patient satisfaction and behavioral intention. The results of multiple regression analysis reveal there have significant and positive relationship and will lead customers to have a high level of patient satisfaction and behavioral intention.

113	The e-commercial quality components impact on Malaysia customer purchase intention (Ren Jing, FEP, UPM)	Supervisor	2015
-----	---	------------	------

Abstract

The usage of Internet has grown rapidly over the past years and it has become a commont means for delivering and trading information, services and goods (Albarq, 2006). Considering that Internet shopping is still at its early stage in Malaysia, little is known about consumers' behavior in adopting this new shopping channel and the factors which influence this behavior (Haque et al., 2006). This study is to research e-commercial quality components impact on Malaysian customers' purchase intention. Data be collected by distribute questionnaire survey in different locations and also through Internet. Besides that, SPSS (statistical package for social science) be used to analysis data. Findings of this study suggest that e-commercial quality components significantly affect customer purchase intention. In addition, customer satisfaction plays a partial mediator role on relationship between e-commercial quality components and purchase intention.

112	DETERMINANTS OF CUSTOMER SATISFACTION TOWARDS KOREAN RESTAURANTS IN MALAYSIA (Tan Boon Shin, FEP, UPM)	Supervisor	2015
-----	--	------------	------

Abstract

The purpose of this research is to examine the determinants of customer satisfaction towards Korean restaurants in Malaysia. The work focuses on the factors that influence

customer satisfaction and also cultural dimensions as the moderator relationship between service quality and customer satisfaction. In this study, there are five factors of customer satisfaction namely service quality, food quality, price, gastronomy experience and word of mouth. The cultural dimensions that used to examine the relationship between service quality and customer satisfaction are long term orientation, masculinity, collectivism, power distance and uncertainty avoidance. Questionnaires were distributed to 200 respondents and PLS- SEM was used to analysis the collected data. The study concludes that service quality, food quality, price, gastronomy experience and word of mouth have positive relationship with customer satisfaction towards Korean restaurants, while long term orientation and masculinity have moderator relationship between service quality and customer satisfaction. Marketers and local Korean restaurants may use this information to develop aggressive marketing programs in order to improve their products and gain more market share.

111	FACTORS THAT INFLUENCE TOURISTS TO VISIT HERITAGE SITES IN MALAYSIA (Hay Hock Heng, FEP, UPM)	Supervisor	2015
-----	---	------------	------

Abstract

In 2008, Melaka was awarded as one of World Heritage Site by UNESCO. With this award, it enables Melaka to use the award as power to improve its cultural tourism industry. This study was trying to discover factors that lead to tourists revisit intention in terms of option tourist destinations. This research was conducted of data analysis for example: descriptive statistics, correlation, and multiple regression analysis to test the hypothesis. Multiple Regressions was employed to discover the relationship among the variables. Results showed that Destination Image, Motivation and Service Quality have a positive relationship with revisit intention on tourist destination in Malaysia. Explore of significant factors influencing tourist satisfaction for making strategic marketing plans to promote tourists to visit in Malaysia. In completion, the result of this study provides a valuable source of information for global marketers to know and satisfaction, finally positive intention towards tourism destination in Malaysia. This study was conducted at the Melaka heritage sites with 200 respondents comprise of local and foreign tourists respectively. Based on this finding on local and foreign tourists, government agency, local

authority and tour operators can work simultaneously to develop and propel the cultural tourism in Malacca to the international stage.

110	FACTORS DETERMINE HOTEL EMPLOYEE IN PERFORMING ENVIRONMENTAL BEHAVIOR AT WORK PLACE (THAM WOOL KAT, FEP, UPM)	Supervisor	2015
-----	---	------------	------

Abstract

Currently environmental issues become interest of all countries due to the deterioration of the natural physical environment. Environmental pressures affect all the industries system including process, inputs and operation. Therefore, sustainable management practices become vital approach in managing the industries. Tourism and natural environment have very strong relationship. According to Mathieson (1982) natural environment is a core feature of tourism products. Basically, tourism industry are causing degradation of the natural environment due to several reasons such as the excessive use of natural resources, high numbers of tourist arrivals and over development of tourism facilities. Recently there has been a tremendous effort in greening the tourism industry due to its negative environmental impacts. The efforts of greening the lodging industry in Malaysia is growing slowly due to several barriers. The aim of this study is to determine the factors determine hotel employee in performing environmental behaviour at work place.

100	EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMERS' PURCHASE INTENTION (LIM TECK THYE, PBS, UPM)	Supervisor	2014
-----	---	------------	------

Abstract

Celebrity endorsement has been recognized as an important marketing promotion and branding strategy. This study intends to find out the relationships between the source credibility (source attractiveness, trustworthiness and expertise) in influencing consumers' purchasing intention. Besides, this study also investigates the gender of consumers act as moderator between source credibility and purchase intention. The finding proves that source attractiveness has significant relation to consumer's purchase intention, where attractiveness of celebrity endorser will positively influence consumers' purchase intention. This serves useful information for marketing and advertising companies in choosing the most suitable celebrity endorser.

99	Exploring Impact of Strategic Planning on Promoting Competitive Advantages, Data Analysis: Ahvaz Pipe Mills Company(APM) (Ahmad Talebizadeh, eIAU, Iran)	Supervisor	2014
----	--	------------	------

Abstract

Growing competition among organizations and economic institutes during past decades, have shown the vital importance of competitive advantages. Today, it is impossible leading organizations by trial and error methods, but instead, it needs carefully control and monitoring all resources, capabilities, opportunities and threats. Strategic management is a systematic approach to identify the given possible changes; performance measurement of enterprise encountered a move towards the set goals. Strategic planning is a tool to organize the current position based on the desired future predictions. Thus, strategic planning is a plan by which guiding the organization existing position to what extend intends to be over the next five or ten years.

The aim of this research is exploring the impact of strategic planning on the competitive advantages, data analysis, using statistical society of Ahvaz pipe mills company (APM). SWOT analysis is an important support tool for decision making. It also can be used for commonly and systematic analysis tool for monitoring internal and external environment of an organization. The most important factors of internal and external, in which affect the Organization in the future, can be recognized by SWOT. Using the comments from organizational experts in this research, factors related to the strengths, weaknesses, opportunities and threats has identified. Then, according to the Porter diamond pattern, a designed researcher questionnaire created. Importance and coefficient of each factors is revealed by distributing questionnaire between whole managers and supervisors of the organization, including 60 persons. In order to recognize the strategies, ranking each factor and calculates primary, secondary and ultimate coefficient of the whole determined factors. Reliability and validity of the questionnaire have also tested by SPSS software. Ultimately, the organizational SO, ST, WO, and WT strategies determined and the whole matrix of organization, in addition to strategic analysis matrix drew accordingly. Regarding the findings of the research, current position of organization determined. So, it is recommended that the company adopting conservative strategies to keep market share among competitors.

84	ASSOCIATION BETWEEN MARKETING MIX ELEMENTS AND BEHAVIORAL INTENTIONS WITH TOURIST FOOD SATISFACTION, MALAYSIA, (Roghayeh Sohrabianzadtalemi, MS., FEP, UPM)	Supervisor	2012
----	---	------------	------

Abstract

Malaysia is a multiracial society where the blend of different traditions and cultural heritage has produced its diverse cuisine. Diversity of Malaysian foods have potential to attract international tourists who seek culinary pleasures which can place Malaysia as a food tourism destination. However, Malaysian food seem to be ignored in tourism industry and food does not play an important role in attracting tourist to visit Malaysia as compared to its neighboring countries like Thailand and Singapore. These might be due to the lack of efficient marketing strategies and tools including the lack of studies that investigate the marketing mix efficiency in developing international tourism interest on Malaysian food and cuisines. In addition, there has been little study about Malaysian food and possible effect of food on the tourism industry. Consequently, the present study developed a conceptual framework to address this gap. The objectives of this study are to (1) examine the relationship between marketing mix (food quality, price, restaurant location, promotion, physical environment, restaurant employee and process) and tourist satisfaction towards Malaysian food (2) investigate the relationship between tourist food satisfaction and their behavioral intentions, and (3) determine the moderating role of destination image in relationship between tourist food satisfaction and behavioral intentions. The targeted population of this study was international tourists, who visited tourist attraction areas in Kuala Lumpur and Selangor during the survey period. The collected data were statistically analyzed using SPSS 21 and AMOS 21. The findings of this study support the hypothesized relationships proposed in the theoretical model. Specifically, the result of Structural Equation Model revealed that there is a relationship between marketing mix and tourist satisfaction towards Malaysian food. The result of the specific hypotheses tests regarding the association between marketing mix elements and tourist food satisfaction showed that only 3 elements (food quality, price, physical environment) have a significant relationship with tourist food satisfaction. The result also showed that tourist food satisfaction significantly related to their behavioral intentions. In addition, based on the results of the multiple group analysis by SEM, it was found that destination image

moderate the relationship between tourist food satisfaction and behavioral intentions. This study has contributed new knowledge about the relationship between marketing mix and tourist satisfaction and behavioral intentions in food context. The study also provides a contribution to the literature regarding moderating effect of destination image in relationship between tourist food satisfaction and behavioral intentions. The study will benefit the destination marketers, especially restaurant operators in understanding what tourists wants and needs. Findings from this study provide guidance to design effective marketing strategies to increase tourist food satisfaction as well as to influence current tourists' intentions to return and recommend Malaysian food to others.

82	To explore marketing factors effect on edu-inter children centers(Mahdi Mesbahi, MBA, GSM, UPM)	Supervisor	2012
----	---	------------	------

ABSTRACT

This study aims to investigate the marketing elements effects and children's influence on family decision making toward visiting edutainment centers. Edutainment is a mix of education and entertainment and the edutainment center is a place where the edutainment activities are being provided in it such as Kidzania and National Science Center.

The research samples have been chosen among Malay families with children between six to twelve years old and 250 questionnaires were distributed to collect data from respondents.

The Pearson correlation and statistical calculation are being used to analyze the data.

All fourteen hypotheses are supported and a model is created to show the significant relationship among marketing mix (7Ps) as independent variables, family decision making as dependent variable and children's influence as moderate variable.

Children have reducing influence on all tested marketing elements' effects include product, place, price, people, process and physical evidence and only have increasing influence on promotion. The results of this study provide important findings and recommendation for marketers, families as customers and edutainment service provide.

77	Perception of consumers in Malaysia towards internet marketing (Lee Chee Khoo, MBA, GSM, UPM)	Supervisor	2012
----	---	------------	------

ABSTRACT

The purpose of this study is to determine and obtain a better understanding of the drivers that affect the customer repurchase intentions in online shopping in Malaysia. This study was conducted with 196 respondents from Klang Valley. Data was gathered through survey questionnaire and being analyzed by using Statistical Package for Social Science (SPSS) version 20.0. In this study, there were a total of seven (7) indepent variables, which were Perceived Ease of use (PEOU) Perceived Usefulness (PU), Fulfillment (FU), Privacy (PR), Service Availability (SA), Responsiveness (RE), and Contact (CO). One moderator variable was introduced in this study and it is known as (TR). Throughout the statistical analysis namely Pearson Correlation Analysis, the researcher found out that there was a significant positive relationship between Fulfillment (FU), Privacy (PR), Service Availability (SA), and Responsiveness (RE) with Trust (TR). Among these four (4) variables, Privacy (PR) is the most important variable in driving trust of an online shopper towards a website. Apart from this, Person Correlation Analysis also revealed that Trust (TR), Perceived Ease of Use (PEOU), and Perceived Usefulness (PU) have a significant positive relationship with Repurchase Intention (RI). And among these three (3) variables, Trust (TR) is the most important variable in driving customers' repurchases intentions online.

76	Study of Exploring Factors Influencing People to travel Abroad for Sport Tourism (Malaysia Evidence) (Mok Chuang Chin, MBA, GSM, UPM)	Supervisor	2011
----	---	------------	------

ABSTRACT

The objective of this study is to explore factors influencing people to travel abroad for sport tourism. The possibility of relationship between sport fan motivation components, demographic components and travel constraint components was examined. Convenient sampling method was used data collection. Logistic regression analysis, Kruskal-Wallis Test and Correlation analysis were performed in this study. The result of this study showed that interest in sport, age, ethnicity, structural constraint and intrapersonal constraint were the influential factors. Among the sport fan components, Interest in sport has the most effects on sport tourism. Among the demographic components, age has the most effects on sport tourism. Among the travel constraint components, structural constraint has the most effects on sport tourism. The result also indicated that there is significant relationship between sport fan motivation components and demographic components, and between demographic components and travel constraint components. However, there is no significant relationship between sport fan motivation components and travel constraint

components. The result of this study will help sport tourism marketers to understand people's motivations and constraints for sport tourism and design marketing strategies and tourism package which suit their needs.

75	The Determinants of an Effective Spokesperson towards Changing the Perception of Building a Career in Call Centers Industry (ROZITA BINTI SEOEK, MBA,GSM, UPM)	Supervisor	2011
----	--	------------	------

ABSTRACT

This study aims to examine the determinants of effective spokesperson towards changing perception of building career in call centres industry. Convenience sampling was used in this study. Data was collected through self-administered questionnaire and was analyzed using “Statistical Package for the Social Science for Windows” (SPSS for Windows) program. A total of 196 respondents participated in this study. A successful career in a call centre has not been positioned correctly in people perceptions and this has led the call centre industry to face a high attrition rate of attrition. Hence, promoting and delivering the correct information to the target audiences is important to this industry. This study found that out of the four source factors elements, trustworthiness played an important role in changing the students’ perception towards call centres. Through this study, we found that spokesperson’s attractiveness, predisposition, level of knowledge of call centres industry and the effectiveness in presentation have a significant effect in changing respondents’ perception towards building career in call centres. On top of that, the study showed that likeability source factors element does not have the most significant effect in changing perception of call centres. Apart from that, the study has also indicated that there is no significant relationship between the type of spokesperson and changing perception towards call centres. Therefore, the type of spokesperson does not have any important factor in changing perception but the quality of the spokesperson is the one that have the impact in determining the effectiveness in changing perception towards building career in call centres.

73	OISHI: HOW TO MAKE PROMISING BUSINESS (TOR EE SANG, MBA, GSM)	Supervisor	2011
----	---	------------	------

ABSTRACT

SYNOPSIS

This is a case about Oishi Restaurant, a Japanese cuisine outlet owned by Mr. Jason Ho located in Sungai Petani, Kedah. Even though the restaurant seemed to be making good profit since its inception in 2005, it was facing several problems that were potentially detrimental to its future in the industry. Three problems were highlighted in the case. First, Oishi faced stiff competition from direct and indirect competitors in that area. Second, the increase in customer complaints due to limited tables in the restaurant that led to their long waiting time for a seat. Third, the sales from the outlet came mainly from festival days or certain celebration days. On other days sales were low. Jason knew that it was high time for him to analyze his current situation and search for potential solution or strategies to create a better future for his business.

72	EXPLORING MARKET VALUE COVERAGE 4As ON TIME OF ADOPTION AND DIFFUSION OF INNOVATIONS IN MOBILE INDUSTRY IN MALAYSIA'S MARKET (LEON SZE MUN, MBA, GSM)	Supervisor	2011
----	---	------------	------

ABSTRACT

This study aims to examine the exploring market value coverage 4As on time of adoption and diffusion of innovation in Malaysia hand phone industry. Sampling design of simple random and convenience sampling were employed in this research. Data was collected through a self-administered questionnaire and the data was analyzed using "Statistical Package for the Social Science for Windows" (SPSS for Window version 13.0) program. A total of 199 respondents participate in this study. This research undertaken is to clarify the effect of 4As (acceptability, accessibility, awareness and affordability) towards the people who are group in Roger's theory (innovators, early adopters, early majority, late majority and laggards) in purchasing new hand phone in Malaysia. This study found that the 4As marketing mix elements (acceptability, accessibility, awareness and affordability) were played an important role in affecting the purchaser when buying a new hand phone. From the data analysis, after examination of the research questions through using the Multiple Linear Regression Analysis, study found out that acceptability has the significant value of 0.082 which effect on innovators. Moreover, acceptability and accessibility play vital role and have the most effect on early adopters, late majority and laggards which the significant value is less than 0.05. People who involve in hand phone industry should take this

opportunity using these findings and result in order to develop new marketing strategies to outperform their competitors and stay innovative in the hand phone industry in Malaysia.

62

EXPLORING HIERARCHY SITUATION OF 4A'S MARKETING MIX
IN MALAYSIA FAST FOOD INDUSTRIES (Cowan Toh, FEP, UPM)

Supervisor

2010

ABSTRACT

Fast Food Restaurant becomes one of the sectors that contribute a lot to the gross domestic product to Malaysia in recent years (Ninth Malaysia Plan, 2006). Therefore, this study is to find out the hierarchy situation of 4A marketing mix factor in customer perspective instead of marketer perspective that had grown importance in the market.

In order to penetrate the market of fast food industry in multi racial country, marketer must always take care of food consumption behavior of every ethnic. Different consumers have different perception and attitude towards fast food (Acceptability). The consumer will concern about the level of accessibility to the designated place and getting the food with the most convenient method. Fast food can be prepared instantly and this is the selling point for the fast food restaurant (Accessibility). Next, consumer will want to understand more about the restaurant and at here the level of awareness come into concern. Consumer will start to learn about the product line and the promotion advertized by the fast food restaurant (Awareness). Finally, after they are able to access, accept and aware of the fast food restaurant, they will start to look at the pricing of the food being offered for sales (Affordability).

Survey will be chosen as the research method. For the survey, 200 questionnaires will be distributed to 200 respondents by using internet or online survey through the famous social networking for time being, which is face book, yahoo, hotmail and Gmail. This survey will require respondent to provide their email address for verification purpose. The respondents are formed of students in both local university and private college. They are the students in University Putra Malaysia and TAR (Tunku Abdul Rahman) College. The remaining respondents from the range of self employed, housewife, retiree / pensioner, government civil, professional / managerial and private sector but only consists a small portion. After the survey, descriptive analysis and ANOVA analysis was conducted to run as to generate a result. As a result, these are the research findings with accessibility situated at the top of the hierarchy, acceptability situated second, awareness situated third and affordability situated at the bottom of the hierarchy that form the hierarchy situation of 4A marketing mix.

61	ASSESSING E- COMMERCE ADOPTION BY SMALL AND MEDIUM ENTERPRISE (SME) IN MALAYSIA, SINGAPOURE AND THAILAND (Gary Leong Wai Liong, MBA, GSM)	Supervisor	2011
----	---	------------	------

ABSTRACT

There are many studies of electronic commerce adoption by small and medium enterprise (SME) done in both developed and developing countries in the past and many of which concentrated on specific country. The purpose of this study however differs from the rest of the other studies, as this paper will study the SME adoption of electronic commerce within a region, specifically SME in Malaysia, Singapore and Thailand. The methodology employed in this study was questionnaire survey. Questionnaires were administrated online through an online survey panel, targeting SME at random, to obtain actual SME composition in each country. Wholesale and the retail sector are the biggest SME sector across the region. Thailand has the highest number of newly establish SME with operations not more than 2 years of age. Payment service and online marketing are the two most important attributes of e- commerce perceive by the SMEs in the region. Technical knowledge requirement related to e-commerce is not significantly different between the countries in both the manufacturing and the service industry but both the manufacturing and service industry reckons that technical knowledge and skill poses to biggest challenge that effect the uptake of e-commerce similarly across the region. Both the manufacturing and service sector SME perception towards the usefulness of e-commerce are somewhat similar. However, Malaysian service sectors SME perceived e-commerce to be more useful in relative to how the Singapore SME perceived. Singapore SMEs have higher perception on the ease of usage of e-commerce.

59	INVESTIGATE THE FACTORS AFFECTING CONSUMERS PURCHASING BEHAVIOR OF LOCAL FAST FOODS IN MALAYSIA (Yen Lee Kuan, FEP, UPM)	Supervisor	2010
----	--	------------	------

ABSTRACT

The objective of this study is to examine how factors of customer loyalty influenced respondent's loyalty towards their preferred fast food restaurants. The work focuses on the factors that influence customer loyalty. In this study, there are nine factors of customer loyalty namely product quality, product attribute, brand name, store environment, service

quality, promotion, price, brand trust and customer satisfaction. Questionnaires were distributed to 196 respondents. This study used descriptive analysis, Pearson Correlation and multiple regression analysis to analyze the data collected. The study concludes that product quality; brand trust and customer satisfaction has a significant and positive relationship with customer loyalty towards preferred fast food restaurant. Marketers and local fast food companies can use this information to develop aggressive marketing programs in order to improve their product and gain more market share.

58	IDENTIFICATION OF THE IMPORTANCE CONSUMER BASED – FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR TOWARDS AUTOMATIVE INDUSTRY IN MALAYSIA (Oon Kok Kem, FEP, UPM)	Supervisor	2010
----	--	------------	------

ABSTRACT

The purpose of this research is to propose and test a model that integrates the main predictors of consumers' behavioral intentions toward imported cars in Malaysia. The goal is to contribute in helping companies understand the main factors influencing consumer purchase behavior toward imported cars in Malaysia. Price consciousness, value consciousness, price-quality inference, risk averseness, beliefs, perception, group influences, and attitude towards the buying decision of imported car.

An integrated model is proposed following the studies by Huang et al (2004). A survey with 250 respondents, aged above 18 years, were sent a questionnaires and only 210 samples (84 per cent) was responded. 210 samples was conducted and structured statistical software was used to test the proposed relationships.

The main contribution of the paper is to show that consumer intentions to buy imported cars are dependent on the behavioral they have toward import products, which in turn are influenced by other factors such as price consciousness, value consciousness, price-quality inference and risk averseness and so on. The paper reinforces the independent role of variables in the relationship between these antecedents and behavioral intentions. The paper also contributes to inform policy makers, managers, shareholder, and import channel about the main predictors of consumer's attitudes towards imported cars. In this way, policy by the government can be tailored better to protect brand owners such as Proton and Perodua car manufacturing while at the same time liberalize the market to give more choices for the customers.

57	THE DETERMINANTS OF DECISION – MAKING IN PURCHASE OF WORKING WOMEN’S CLOTHING IN MALAYSIA (Chin Sock Khim, MBA,GSM)	Supervisor	2010
----	--	------------	------

ABSTRACT

This study aims to examine the determinants of decision-making on the purchased of working women’s clothing in Malaysia. Convenience sampling was employed in this study. Data was collected through a self-administered questionnaire and was analyzed using “Statistical Package for the Social Science for Windows” (SPSS for Windows) program. A total of 196 respondents participated in this study. Working women in this study did go to shopping at least once a month, mostly of them were read the fashion magazines once per month. This study found that the four marketing mix factors were played an important role in affecting the working women when they are purchase clothes. This study also found that majority of the working women perceived that monthly income (56.6%) and frequency of shopping trip per month (61.7%) was affected their decision-making when purchased clothes. Study found that the product factors was not the most significant effect on consumer demographic due to its insignificant ($t=0.25$; $p=0.80$). This study also found that the consumer demographic factor was correlated with consumer decision-making factor ($r=0.20$, $p=0.01$), and the consumer behavior characteristic factor was correlated with consumer decision-making factors ($r=0.42$; $p=0.01$). It calls for a new marketing strategy among the manufactures especially in producing women’s product as they were the successfulness of key factors for many of the business Lastly, as this study only explained limited variables that related to four marketing mix, therefore, other three variables (people, process, and physical) should be explored that could be influencing the demographics of the working women and to make sure that the better result is getting in future research.

53	EXPLORING MARKET VALUE COVERAGE 4As ON TIME OF ADOPTION AND DIFFUSION OF INNOVATIONS IN TV INDUSTRY IN MALAYSIA’S MARKET (Solmaz Jabari Torkamani – MBA, GSM)	Supervisor	2010
----	---	------------	------

ABSTRACT

This project is studied to examine the exploring market value coverage 4As on time of adoption and diffusion of innovations in Malaysia’s TV industry. The survey undertaken in

this study aims to clarify the effect of 4As (acceptability, awareness, accessibility and affordability) on the people who categorized in Roger's theory (as innovators, early adaptors, early majority, late majority and laggards) in purchasing TV. This research uses four independent variables for measuring 4As that influence decision making process for buying new TV set. There are ten questions that have measured 4As among respondents. Self administered questionnaire is used to collect data with the sample size of 196 respondents. A convenience sampling procedure is designed for data collection among respondents.

From the data analysis, it is shown that acceptability of new TV set plays an important role for people who are in innovators, early adaptors, early majority and late majority's category. For the last category (laggards), affordability has the highest effect on decision making for buying new TV set.

TV manufactures can make the best use of these findings and results in order to develop fit marketing strategies, policies, and advertising programs for each category. Also the findings can help TV manufacturers design and produce new models of TV set in Malaysian market.

52	EXPLORING COUNTRY OF ORIGIN EFFECTS ON COSUMER PURCHASING BEHAVIOR IN MALAYSIA MOBILE MARKET (Chan Wei Ying - MBA, GSM)	Supervisor	2010
----	--	------------	------

ABSTRACT

The objective to conduct this study is to explore and examine the country of origin effects on consumer purchasing behavior in Malaysia mobile market. Consumer perception and product evaluation as important steps of purchasing behavior, country of origin effects were investigated to see how it influenced them. Product been examined here is mobile and this study only focus on Malaysia consumer market. Mobile chosen been analyzed here were Nokia made in Finland, Motorola made in USA, Samsung made in South Korea, and CSL made in Malaysia. Malaysia as a examined country to see how Malaysia consumer perceive and evaluate domestic and foreign product. This study was analyzed by questionnaire with four sections. The relationship between country of origin information, consumer demographics, consumer perception, product evaluation, purchasing behavior in terms of country of origin effects had been investigated by testing six hypotheses develop from research framework. The result of the study indicated that there was a significant relationship between country of origin effects and consumer perception with country of origin information, between country of origin effects and consumer demographics. Country

of origin effects will influence consumer perception, product evaluation have significant relation with purchasing behavior, however, consumer perception have no significant relation with mobile purchasing behavior in Malaysia. Marketers and mobile companies can use this information to help them in marketing planning, improve their product and gain more market share.

51	EXPLORE PROMOTING FACTORS OF FOREIGN DIRECT INVESTMENT (FDI-INFLOW) IN MALAYSIAN MANUFACTURING SECTOR (Farzad Fakhreddin - MBA, GSM)	Supervisor	2010
----	--	------------	------

ABSTRACT

This study analysis the determinants of foreign direct investment (FDI) Inflow in the manufacturing sector in Malaysia during the period 2000 to 2009. The results indicate that the current exchange rate (EXR), Gross Domestic Product GDP (-1) of manufacturing, development expenditure DEX (-10), gross manufacturing export EXP (-4) of last year, current corruption perception index(CP), current inflation rate (IR) and current domestic credit to private sector (DCPS) significantly influenced the level of FDI inflow to Malaysian manufacturing sector, but it's positive growth, negatively effect on FDI inward flow. Although all variables are positively correlated with FDI, the growth rate econometric model shows, whole variables first is exchange rate and second corruption which are negatively correlated with FDI growth rate.

50	STUDY OF ANTECEDENT'S IMPACT ON BRAND LOYALTY IN COSMETIC INDUSTRY (Chua Pool Yen - BBA, UPM)	Supervisor	2010
----	---	------------	------

ABSTRACT

The purpose of this study is to examine the antecedents' impact on brand loyalty in cosmetic industry. The study also examines the relationship between perceived value and customer satisfaction on the effect of brand loyalty. Women or men who had purchased and personally used cosmetic products were participants in this study. Data from 200 women or men were used for the statistical analysis. There are multiple ethnicities of respondents such as Malay, Chinese, Indian and others. The data were collected from different territories in Klang Valley, the locations select are at shopping mall, and there are Mid Valley, Sunway Pyramid and Berjaya Time Square. Multiple regression analyses were employed to test the relationship between brand loyalty, perceived value and customer satisfaction. Besides that, it is also test the relationship between perceived value,

corporate image, and service quality and customer satisfaction. The result show that perceived value and customer satisfaction has a significant influence on brand loyalty. It is also evident that overall customer satisfaction does influence loyalty intention. By maintaining and strengthening the brand images and values, it will position the brand positively in the minds of consumers. Limitations of the study and recommendations for future researchers are also are included in this study.

48	MERGING REPATRONAGE BEHAVIOR MODELS (RBM) TOWARDS HYPERMARKETS IN MALAYSIA (Ang Siew Hui - BBA, UPM)	Supervisor	2010
----	--	------------	------

ABSTRACT

Retailing industry becomes one of the sectors that contribute a lot to the gross domestic product to Malaysia in recent years (Ninth Malaysia Plan, 2006). Supermarkets and hypermarkets have replaced the traditional retail formats (Goldman et al., 1999). This shows the importance of the existence of hypermarket in the life of the consumers. This study is to extend the existing research on repatronage behavior of customers in retailing industry. Based on previous research, it is proposed that there are few factors which contribute to the repatronage intention of consumers. Data were collected through questionnaire surveys in different locations and through internet and is analyzed by using SPSS 18.0 (Statistical Package for Social Science). Results of the analysis suggest that customer satisfaction, perceived value for money and store image are positively and significantly related to the repatronage behavior of customers in hypermarket context. Overall, customer satisfaction played a much more significant role in affecting the repatronage intention of the customers. Similarly, service quality too been shown as a predictor of customer satisfaction. Implications of the results of this study and the directions for future research are discussed at the end of this study.

APPENDIX 7

MANAGERIAL EXPERIENCES

Jahan Kala International co.

Manager Director

2000-2001

- Jahan Kala International Co. Was a new established company which was related to import & export in Iran. (Due to my Ph.D. education involvements I obliged to take apart form that company which is established by me).

NAMI Co.

Vice President

2000-2001

- NAMI Co. was also a new established company which was related to import & export in Iran. (Due to my Ph.D. education involvements I obliged to take apart form that company which is established by me).

Industrial Development & Renovation Organization of Iran

Project Manager

1998 – 1999



<http://imidro.gov.ir/index.php?newlang=eng>

IDRO (Industrial Development & Renovation Organization of Iran) has been entrusted with the immense mission of development and renovation of the Iranian industries and mines.

I cooperated with this organization as the one of the project managers and most of the projects were related to improving public relation strategies and implementing and performing new foundlings in this regard.

Cambin Producing Co. l.l.c. (CPC)

1991-1997

General Manager (GM)

This Company is one the four leading companies in the sector of producing continuous forms printing papers in Iran. It is my honor that during my six years activities on that company we could reach to that point in the market and catch at least 30% of market share...

APPENDIX 8

BUSINESS SOLUTION CONSULTATIONS

Saharkhiz Saffron Co.

<http://www.saharkhizsaffron.com/>



Board of Directors' Consultant

2006- 2008

Saharkhiz Saffron is a Market leader and family complex which has been presented its products with the best quality since 1932, respecting their customers' satisfaction. The only criterion for the quality of saffron presented by their ancestors at the time the complex established was their white hair as a confirmation. Moisture, dust, other natural impurities and on the other artificial additives are against the quality of the product and considering the market conditions.

Mehrizan Industrial Development Co. (TSM)

<http://www.iraelo.com/linde-mh.ir>



Board of Directors' Consultant

2004

Mehrizan Industrial Development Co. is one of the leading Companies in Iran dealing with handling equipment material with treasured of more than 20 years solid experience with holding some official Exclusive representative in IRAN from European MNC's. Such as: LINDE, Merlo, SWF, Exide, Pefra, KEB.

Butane Co.

<http://www.butaneco.com/en/index.htm>



Handling Material Consultant

2003 – 2004

Butane Co. (Public Stock Holder) as the pioneer and forerunner of the LPG Industry in IRAN since 1954. Many companies have evolved from Butane Co., the Mother Company, to supply us with necessary appliances, equipment and services.

Shibeh Taps Co.

<http://ir.kompass.com/c/shibeh-sanitary-faucets-mfg-co/ir003674/>

Board of Directors and Marketing Consultant

2003 - 2004

Shibeh Hygienic Industrial Tabs is the pioneer, Quality and price leader in this industry has gained precious experiences from more than forty years activities in this industry. Shibeh attained 10th Golden American Award for Quality New York 1988, ISO 9002 for Quality Management from SGS...

Sang Negar International Co.

Marketing Consultant

2003 - 2004

Sang Negar International Co. is one of the professional companies in the field of Decorative and Industrial stones. Sang Negar Exporting Block and processed strip &/ Tile to European, Middle East, U.S. and West Asia Markets by owning main quarries of decorative stones.

Tehran Municipality (District 15)

<http://en.tehran.ir/Default.aspx?tabid=86>



Marketing Consultant of Mayor and Public Relations Deputy

2003

Sepahan Industrial Group (SIG)

<http://sepahan.com/new/en/>



Marketing Consultant

2002-2003

Sepahan Industrial Group is The First Manufacturer of Steel Gas Pipe, Steel Tubes with Standard Monogram in Iran. SIG Implemented and maintains a QUALITY MANAGEMENT SYSTEM

Industrial Managers Association of Iran (IMA)

<http://www.amsiran.com/english/class.asp?id=1>



Deputy of public relations & Board of Directors Consultant

2002-2004

The Industrial Managers Association (1979) is now becoming the biggest association regarding to privet sector party, Non Governmental Organization (NGO) with more than 2000 members.

It calls upon all concerned to ponder the most effective ways of achieving industrial development and laying the foundation of a dynamic and steadily evolving manufacturing sector by drawing on the collective cooperation of all interested parties and utilizing the scientific capabilities and experience available to the country.

Ministry Of Information and Communications Technology (ICT) IR - IRAN

<https://www.ict.gov.ir/en/home>



Group Manager Consultants

2002

Revising the Articles of Association of Establishing the Holding company of "Islamic Republic of IRAN Post Co."

Daya Group / Daya System

<http://dayasystem.com/>



Marketing Consulter

2002

Daya Group Holding Co. is one of the powerful and networking trading companies, which is handling many original and international Exclusive representative brands from European, Japanese and American companies

Institute for Productivity and Human Resource Development

<http://www.iphrd.org/>



Consultant (Expert)

1999- 2000

Center for Productivity and Human Resources as a leading provider of management consulting services, development services to managers in manufacturing and service companies, the research project in 1377, began the new management models. In this respect, three variants of Excellence Deming and Malcolm Baldrige Quality Management Excellence Model Foundation Europe (EFQM) were studied and ultimately recent studies EFQM model was chosen as a model for excellence