

CURRICULUM VITAE



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

Nama Penuh (<i>Full Name</i>):	Ng Siew Imm		Gelaran (<i>Title</i>): Dr
Jawatan (<i>Designation</i>): Associate Professor	Warganegara (<i>Citizenship</i>): Malaysian	Bangsa (<i>Race</i>): Chinese	Jantina (<i>Gender</i>): Female

Jabatan/Fakulti (<i>Department/Faculty</i>)	School of Business and Economics, Universiti Putra Malaysia Email: imm_ns@upm.edu.my Tel: 03-9769 7573
---	--

B. KELAYAKAN AKADEMIK (*Academic Qualification*)

Nama Sijil / Kelayakan (<i>Certificate / Qualification obtained</i>)	Nama Sekolah Institusi (<i>Name of School / Institution</i>)	Tahun (<i>Year obtained</i>)	Bidang pengkhususan (<i>Area of Specialization</i>)
Ph.D.	University of Western Australia, Perth	June 2007	Management
Master of Science	Universiti Putra Malaysia	2002	International Business
Bachelor of Business Administration	Universiti Utara Malaysia	1997	Production Management

C. KEMAHIRAN BAHASA (*Language Proficiency*)

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

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN (*Scientific experience and Specialisation*)

<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>

E. PEKERJAAN (Employment)				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia	Tutor	Department of Marketing and Management	May 2000	June 2007 converted to lecturer
Supermax Latex Products Sdn Bhd	Export Services Executive	Export sales	Sept 1999	April 2000
LKT Precision Engineering Sdn Bhd	Human Resources Officer	Human Resources	Feb 1998	Sept 1999

F. ANUGERAH DAN HADIAH (Honours and Awards)				
Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	Service Excellent Award	UPM	University	2019
	Service Excellent Award	UPM	University	2014
	Service Excellent Award	UPM	University	2009
	PRPI Bronze Medal	UPM	University	2008
	PRPI Silver Medal	UPM	University	2007
	PRPI Bronze Medal	UPM	University	2007

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (List of publications – author (s), title, journal, volume, page and year published)	
<i>Journal</i>	<p>1) Ng, S. I., Lim, Q. H., Cheah, J. H., Ho, J. A., & Tee, K. K. (2020). A moderated-mediation model of career adaptability and life satisfaction among working adults in Malaysia. <i>Current Psychology</i>, forthcoming. (Impact Factor: 1.468)</p> <p>2) Basah, N. H., Ng, S. I., Ho, J. A., & Yusof, R. N. R. (2020). Cultural Similarity Effect on The Relationship Quality Between Exporters and Intermediaries and Export Performance of SMEs. <i>International Journal of Business and Society</i>, 21(1), 399-418. (SCOPUS)</p> <p>3) Ng, S. I., Zhao, F., Lim, X. J., Basha, N. K., & Sambasivan, M. (2020). Retirement village buying intention: A case study on the Muslim and</p>

- non-Muslim Malaysian elderly. *Asia Pacific Journal of Marketing and Logistics*, forthcoming. **(Impact Factor: 1.276)**
- 4) Umair, S., Ho, J. A., Basha, N. K., **Ng, S. I.**, & Waqas, U. (2020). Understanding the Attitudes and Factors Influencing Organ Donation Decisions Among University Students in Pakistan: A Qualitative Study. *Humanities & Social Sciences Reviews*, 8(1), 52-59. **(SCOPUS)**
 - 5) Lim, X. J., **Ng, S. I.**, Basha, N. K., Cheah, J. H., & Ting, H. (2020). To move or not to move? A study of sustainable retirement village in Malaysia. *Current Psychology*, 1-17. **(Impact Factor: 1.468)**
 - 6) Lin, W. L., Ho, J. A., Lee, C., & **Ng, S. I.** (2020). Impact of positive and negative corporate social responsibility on automotive firms' financial performance: A market-based asset perspective. *Corporate Social Responsibility and Environmental Management*, 27(4), 1761-1773. **(Impact Factor: 5.513)**
 - 7) Latiff, K., **Ng, S. I.**, Aziz, Y. A., & Basha, N. K. (2019). Food authenticity as one of the stimuli to world heritage sites. *British Food Journal*, 122 (6), 1755-1766. **(Impact Factor: 1.717)**
 - 8) Abdullah, S. I. N. W., Samdin, Z., Ho, J. A., & **Ng, S. I.** (2019). Sustainability of marine parks: Is knowledge–attitude–behaviour still relevant?. *Environment, Development and Sustainability*, forthcoming. **(Impact Factor: 1.677)**
 - 9) **Siew Imm Ng**, Jo Ann Ho, Xin-Jean Lim, Kee Lin Chong, Khairunnisak Latif. (2019). Mirror, Mirror on the wall, are we ready for Gen-Z in Marketplace? A study of Smart Retailing Technology in Malaysia. *Young Consumers*, forthcoming. **(SCOPUS)**
 - 10) Lin, Woon Leong, Ho Jo Ann, **Ng Siew Imm** & Lee Chin. (2019). Does corporate social responsibility lead to improved firm performance? The hidden role of financial slack. *Social Responsibility Journal*, forthcoming. **(SCOPUS)**
 - 11) Xin-Jean Lim, Jun-Hwa Cheah, Waller David, Hiram Ting, **Siew Imm Ng**. (2019). What s-commerce implies? Repurchase intention and its antecedents. *Marketing Intelligence and Planning*, 38 (6), 760-776. **(Impact Factor =1.585)**
 - 12) Chan, H. L., Zawawi, D., & **Ng, S. I.** (2019). Effects of Primary Stakeholders' Support on Expatriate Adjustment and Performance in Malaysia. *Jurnal Pengurusan (UKM Journal of Management)*, 56, 3-14. **(SCOPUS)**
 - 13) Xin-Jean Lim, **Siew Imm Ng**, Francis Chuah, Tat Huet Cham, & Aifa Rozali. (2019). I see, and I hunt: The link between gastronomy online reviews, involvement and behavioural intention towards ethnic food. *British Food Journal*, 122 (6), 1777-1800. **(Impact Factor =1.717)**
 - 14) Eugene Cheng-Xi Aw, Norazlyn Kamal Basha, **Ng Siew Imm** & Sambasivan, M. (2019). To grab or not to grab? The role of trust and perceived value in on-demand ridesharing services. *Asia Pacific Journal of Marketing and Logistics*, 31 (5), 1442-1465. **(Impact Factor =1.216)**

- 15) Kay Tze Hong, **Siew Imm Ng**, Raja Nerina Raja Yusof, & Shivee Ranjane Kaliappan. (2019). Increasing Consumers' Hypermarket Visit Intention Through Cause-Related Marketing: A Perspective from the Theory of Planned Behaviour. *Revista Brasileira de Gestão de Negócios*, 21 (3), 435-463. **(Impact Factor = 0.278)**
- 16) Zubaidah, M. A. S., **Ng, S. I.**, Ho, J. A., & Murali, S. (2019). A Review on Counterproductive Work Behavior (CWB) and EVLN Coping Strategy Model amongst Flight Attendants. *International Journal of Academic Research in Business and Social Sciences*, 9(10), 118-138.
- 17) Wei Leong Chan, Jo Ann Ho, Murali Sambasivan, & **Siew Imm Ng**. (2019). Antecedents and Outcome of Job Embeddedness: Evidence from four and five-star hotels. *International Journal of Hospitality Management*, 83, 37-45. **(Impact Factor: 4.465)**
- 18) Sharifah Faridah Syed Ali, Yuhanis Abdul Aziz, Raja Nerina Raja Yusof & **Ng Siew Imm**. (2019). Evaluation the Role of Sales Promotion in Influencing Impulse Buying Behavior: A Comparison Between International and Local Tourist at Premium Outlet in Malaysia. *Journal of Tourism Hospitality and Environment Management*, 4 (15), 32-43.
- 19) Yuan-Kai Toh, Haslinda Hashim, Yuhanis Abdul Aziz & **Siew Imm Ng**. (2019). Effects of Game-Product Congruence on Game-Players' Brand Attitude in Mobile Games: A Review. *International Journal of Academic Research in Business and Social Sciences*, 9 (4), 135-146.
- 20) Uma Thevi Munikrishnan, **Ng Siew Imm**, Ho Jo Ann, & Raja Nerina Raja Yusof. (2019). Disintermediation Threat: Do Small Medium Traditional Travel Agencies in Malaysia embrace ICT adequately? *Pertanika Journal of Social Sciences & Humanities*, 27 (1), 707-728. **(SCOPUS)**
- 21) Xin-Jean Lim, **Siew Imm Ng**, Norazlyn Kamal Basha. (2019). To Retire or Not to Retire: Intention towards Concept of Retirement Village in Malaysia. *Asian Journal of Business Research*, 9 (1), 60-80. **(SCOPUS)**
- 22) **Siew Imm Ng**, Xin Jean Lim. (2019). Are Hofstede's And Schwartz's Values Frameworks Equally Predictive across Contexts? *Revista Brasileira De Gestão De Negócios Review of Business Management*, 21(1), 33-47. **(Impact Factor: 0.278)**
- 23) Jun-Hwa Cheah, **Siew Imm Ng**, Hiram Ting, Mumtaz Ali Menon, Siat Ching Loo. (2019). Customer Orientation and Office Space Performance: Assessing the Moderating Effect of Building Grade Using PLS-MGA. *International Journal of Strategic Property Management*, 23(2), 117-129. **(Impact Factor:1.571)**
- 24) Abdullah, S. I. N. W., Samdin, Z., Ho, J. A., **Ng, S. I.**, & Phuah, K. T. (2019). Sustainability of marine park ecotourism in Malaysia: predicting environmentally responsible behaviour among millennial tourists. *International Journal of Environmental Technology and Management*, 22(6), 432-455. **(SCOPUS)**

- 25) Eugene Cheng-Xi Aw, Norazlyn Kamal Basha, **Siew Imm Ng**. (2018). The impact of service personal values on continuance intention towards on-demand ridesharing services. *International Journal of Economics and Management*, 12(2), 473-483. **(SCOPUS)**
- 26) Wong Foong Yee, **Ng Siew Imm**, & Lim Chin Hwa. (2018). Cause-related marketing: it's influence on consumers' choice of hypermarket. *International Journal of Business & Society*, 19 (3), 613-636. **(SCOPUS)**
- 27) Hamideh Poursemaeili, **Ng Siew Imm**, Murali Sambasivan, Nerina Raja Yusof. (2018). Degree of Internationalization and Performance: Mediating Role of Innovation and Moderating Role of Knowledge Management System. *International Journal of Economics and Management*, 12(1), 53-83. **(SCOPUS)**
- 28) Kei-Wei Chia, Sridar Ramachandran, Jo Ann Ho, **Siew Imm Ng**. (2018) Conflicts to Consensus: Stakeholder Perspectives of Tioman Island Tourism Sustainability. *International Journal of Business and Society*, 19, 159-174. **(SCOPUS)**
- 29) Rosmelisa Yusof, **Ng Siew Imm**, Ho Jo Ann and Azmawani Abd Rahman. (2018). The influence of SMEs Employees' Intention towards Innovative Behaviour. *Pertanika Journal of Social Sciences & Humanities*, 26(3), 1905-1923. **(SCOPUS)**
- 30) Eugene Cheng-Xi Aw, Jun-Hwa Cheah, **Siew Imm Ng**, Murali Sambasivan. (2018). Breaking Compulsive Buying-Financial Trouble Chain of Young Malaysian Consumers. *Young Consumers*, 19(3), 328-344. **(SCOPUS)**
- 31) Laiba Ali, Wong F Yee, **Ng Siew Imm**, Muhammad S Akhtar. (2018). Price fairness, guest emotions, satisfaction, and behavioral intentions in peer to peer accommodation sector. *Journal of Global Business Insights*, 3 (2), 41-51.
- 32) **Siew Imm Ng**, Kei Wei Chia, Jo Ann Ho, Sridar Ramachandran. (2017). Seeking tourism sustainability: A case study of Tioman Island, Malaysia. *Tourism Management*, 58, 101-107. **(Impact Factor: 3.415)**
- 33) Hong Kay Tze, **Ng Siew Imm**, Raja Nerina Raja Yusof, Shivee Ranjane Kanliappan. (2017) Cause-Related Marketing: It's Applicability in Hypermarket Context. *International Journal of Economics and Management*, 11(2), 301-319. **(SCOPUS)**
- 34) Hong Kay Tze, **Ng Siew Imm**, Raja Nerina Raja Yusof, Yee Choy Leong, Shivee Ranjane Kanliappan. (2017). Opportunity to go International. *Asian Journal of Case Research*, 10(1), 37-50.
- 35) Basah, N. H., **Ng, S. I.**, Ho, J. A., & Raja Yusof, R. N. (2017). Factors Influencing the Relationship Quality and Export Performance of Exporters and Foreign Intermediaries. *Journal of Advance Research in Business Marketing and Supply Chain Management*, 1(1), 20-30.

- 36) Ho, J.A., Chia, K.W., **Ng, S.I** and Ramachandran, S. (2017). Problems and Stakeholder Responsibilities in Island Tourism: The Case of Tioman Island in Malaysia. *Journal of Hospitality and Tourism Research*, 41(4), 445-474. (**Impact Factor: 1.125**)
- 37) Thanuja Rathakrishnan, **Ng Siew Imm**, Tee Keng Kok. (2016). Turnover Intentions of Lecturers in Private Universities in Malaysia. *Pertanika Journal of Social Sciences & Humanities*, 24(S), 129-146. (**SCOPUS**)
- 38) Hassan Barau Singhry, Azmawani Abd Rahman and **Ng Siew Imm**. (2016). Information Technology for Supply Chain Performance: A Mediated Covariance Modeling Base on the Dynamic Capabilities Theory. *International Business Management*, 10 (9), 1768-1779. (**SCOPUS**)
- 39) Seyyed Ali Delbari, **Siew Imm Ng**, Yuhanis Abdul Aziz, and Jo Ann Ho. (2016). An Investigation of Key Competitiveness Indicators and Drivers of Full-Service Airlines Using Delphi and AHP Techniques. *Journal of Air Transport Management*, 52, 23-34. (**Impact Factor: 1.084**)
- 40) Norazlyn Kamal Basha, Kanageswary Sivaratnam, **Ng Siew Imm**. (2016). Management Students' Intention to Use English in University. *Pertanika Journal of Social Sciences & Humanities*, 24, 111-128. (**SCOPUS**)
- 41) **Ng Siew Imm**, Murali Sambasivan, Sujata Perumal. (2016). Cultural Changes in Total IT Outsourcing: Dutch-American and Dutch-German. *Pertanika Journal of Social Sciences & Humanities*, 24, 193-210. (**SCOPUS**)
- 42) Singhry, H. B., Abd Rahman, A., & Imm, N. S. (2016). Effect of advanced manufacturing technology, concurrent engineering of product design, and supply chain performance of manufacturing companies. *International Journal of Advanced Manufacturing Technology*, 86(1-4), 663-669. (**Impact Factor: 2.238**)
- 43) **Ng, S. I.**, Ang, S. C. and Tee, K. K. (2015). Malaysians' Willingness to Support Japanese Expatriates. *Pertanika Journal of Social Sciences & Humanities*, 23, 65 – 82. (**SCOPUS**)
- 44) Seyyed Ali Delbari, **Siew Imm Ng**, Yuhanis Abdul Aziz, and Jo Ann Ho. (2015). Measuring the Influence and Impact of Competitiveness Research: A Web of Science Approach. *Scientometrics*, 105 (2), 773-788. (**Impact Factor: 2.238**)
- 45) Khairunnisak Latiff and **Ng Siew Imm**. (2015). The Impact of Tourism Service Quality on Satisfaction. *International Journal of Economics and Management*, 9(S), 67 – 94 (**SCOPUS**)
- 46) Cheah Jun Hwa, **Ng Siew Imm**, Kenny Teoh Guan Cheng and Lee

	<p>Chin. (2015). Factors Affecting Office Rent in Kuala Lumpur (KL). <i>International Journal of Economics and Management</i>, 9, 115 – 134 (SCOPUS)</p> <p>47) Sarah Rasmi, Ng Siew Imm, Julie A. Lee, Geoff N. Soutar. (2014). Tourists' Strategies: An Acculturation Approach. <i>Tourism Management</i>, 40, 311-320. (Impact Factor: 3.415)</p> <p>48) Azmawani Abd Rahman, Hassan Barau Singhry, Mohd Fuaad Said and Ng Siew Imm. (2014). A Conceptual Framework of Supply Chain Innovation Based on The Integration of Technological Capabilities And Managerial Process. <i>Global Management Journal for Academic & Corporate Studies (GMJACS)</i>, 4 (1) SE:115.</p> <p>49) Hassan Barau Singhry, Azmawani Abd Rahman and Ng Siew Imm. (2014). The Potential Moderating Role of Supply Chain Capabilities on the Relationship between Supply Chain Technology and concurrent Engineering in Product Design. <i>International Journal of Supply Chain Management</i>, 3(2), 132-139. (SCOPUS)</p> <p>50) Cheah Jun Hwa, Ng Siew Imm, Lee Chin and Kenny Teoh Guan Cheng. (2014). Assessing Technical and Functional Features of Office Buildings and Their Effects on Satisfaction and Loyalty. <i>International Journal of Economics and Management</i>, 8 (S), 137-176. (SCOPUS)</p> <p>51) Azmawani Abd Rahman, Ng Siew Imm, Murali Sambasivan and Florence Wong. (2013). Training and organizational effectiveness: Moderating role of knowledge management process. <i>European Journal of Training and Development</i>, 37 (5), 472-488. (SCOPUS)</p> <p>52) Ng Siew Imm and Tan, W.Y. (2013). The Moderating Role of Influence Tactics on Cultural Intelligence and Expatriate Success. <i>Pertanika Journal of Social Science & Humanity</i>, 21(S), 149-170. (SCOPUS)</p> <p>53) Roozbeh, B.H, Ng Siew Imm and Boo, H.C. (2013). Effect of food experience on overall satisfaction: Comparison between first-time and Repeat Visitors to Malaysia. <i>International Food Research Journal</i>, 20 (1), 141-146. (SCOPUS)</p> <p>54) Mohamed Zain, Ng Siew Imm and Norizan Kassim. (2012). Networking as a strategy for firms in a developing country to enter develop country markets. <i>The Business Review Cambridge</i>, 20(1), 151-158. (SCOPUS)</p> <p>55) Ng Siew Imm, Murali Sambasivan and Siti Zubaidah. (2011). Antecedents and Outcomes of Flight Attendants' Job Satisfaction. <i>Journal of Air Transport Management</i>, 17, 309-313. (Impact Factor: 1.312)</p> <p>56) Lau Yeng Wai and Ng Siew Imm. (2011). A business Opportunity or Dilemma. <i>Asian Journal of Case Research</i>, 4(2), 95-105.</p> <p>57) Ng Siew Imm, Tee Keng Kok and Lau Yeng Wai. (2010). Roles Performance by Bank Branch Managers in Malaysia. <i>Organization and</i></p>
--	---

	<p><i>Management</i>, 9(1), 79-92.</p> <p>58) Ng Siew Imm, Julie Anne Lee and Geoffrey N. Soutar. (2009). The Influence of Cultural Similarity and Individual Factors on Visitation. <i>TEAM Journal of Hospitality & Tourism</i>, 6(1), 68-79.</p> <p>59) Ng Siew Imm, Lau Yeng Wai and Ho Jo Ann. (2009). Reciprocity at Any Cost?. <i>Asian Journal of Case Research</i>, 2(1), 55-67.</p> <p>60) Ng, Siew Imm, Julie Anne Lee, Geoffrey N. Soutar. (2007). Tourists' Intention to Visit a country: The Impact of Cultural Distance. <i>Tourism Management</i>, 28 (5), 1497-1506. (Impact Factor: 3.415)</p> <p>61) Ng, Siew Imm, Julie Anne Lee, Geoffrey N. Soutar. (2007). "Are Hofstede's and Schwartz's values frameworks congruent?" <i>International Marketing Review</i>, 24 (2), 164-180. (Impact factor: 1.164)</p> <p>62) Mohammed Zain and Siew Imm Ng. (2006). The Impact of network relationships on SMEs' Internationalization Process. <i>Thunderbird International Business Review</i>, 48(2), 183-205. (SCOPUS)</p>
Book	<p>1) Ng Siew Imm, Tee Keng Kok, Ho Jo Ann, Dahlia Zawawi, & Amer Hamzah Jantan (2019). <i>Successful Ph.D. Anyone?</i>. Penerbit UPM.</p> <p>2) Ho Jo Ann, Ng Siew Imm, Tee Keng Kok, Dahlia Zawawi, Amer Hamzah Jantan, Boo Huey Chern (2016). <i>Phd Anyone</i>. Penerbit UPM</p> <p>3) Bill Borges, Ng Siew Imm, Lee Chin et al (2016). <i>Business Research Method</i>. SJ Learning.</p>
Edited Book	<p>1) Ng Siew Imm, Hamimah Hassan and Lee Shin Ying (Editors). (2013). <i>Readings on Hospitality and Tourism Issues</i>, Mc Graw Hill.</p> <p>2) Azmawani Abd Rahman and Ng Siew Imm (Editors). (2009). <i>Management Issues and Challenges: Implication to Malaysian Industries</i>, Penerbit, UPM.</p>
Chapter in book	<p>1) Ng Siew Imm, Hong Kay Tze, Chiang Mun Ling, Yeo Mei Yi and Chen Lit Ming. (2019). Chapter 3: Marketing Mix, Firm Motives, CSR Image and Company Cause Fit for Hypermarket CRM Participation Intention. Penerbit UPM. Pp. 20-31.</p> <p>2) Sobia, Siew Imm Ng, Amer Hamzah Jantan, Ho Jo Ann and Noor Ahmed Brohi. (2018). Chapter 8: Psychological Ownership and Employee Engagement. Penerbit UPM. Pp. 75-83.</p> <p>3) Sharifah Faridah Syed Ali, Yuhanis Abdul Aziz, Ng Siew Imm and Raja Nerina Raja Yusuf. (2018). Chapter 19: The Conceptual Exploration on the Role of Impulse Buying Behavior in Shopping Tourism Industry. Penerbit UPM. Pp. 240-252.</p> <p>4) Siew Imm Ng and Daniel Bong Chin Weng. (2019). Chapter 6: Factors</p>

Affecting Customer Loyalty to Cafes in Malaysia. Penerbit UPM. Pp. 63-72.

- 5) Ho Jo Ann and **Ng Siew Imm**. (2015). Chapter 6: The Way to Success In :(Ed., Sheikh Ghazali Abod and Datin Shamshubaridah Ramlee), Case Studies of Selected SME Business. Centre for Entrepreneur Development and Research (CEDAR) Sdn Bhd. Pp. 74-86.
- 6) Cheah Jun Hwa, **Ng Siew Imm** and Wong Foong Yee. (2014). Research in Contemporary Accounting and Finance In :(Ed., Kenny Teoh Guan Cheng, Amer Hamzah bin Jantan and Ganesh G. Thanasegaran), Cross-National Market Segmentation of the Chicken Rice Shop (TCRS). Universiti Putra Malaysia Press. Pp. 98-130.
- 7) Wong Foong Yee, Zaiton Ayob and **Ng Siew Imm**. (2014). Marketing: A Compendium In :(Ed., Kenny Teoh Guan Cheng, Amer Hamzah bin Jantan and Ganesh G. Thanasegaran), Socialization Agents That Influence Brand Sensitivity Among Malaysian Teenagers in Apparel Consumption. Universiti Putra Malaysia. Pp. 131-151.
- 8) Chok Nyen Vui, Yuhanis Ab. Aziz, Khairil Wahidin Awang and **Ng Siew Imm**. (2014). Marketing: A Compendium In :(Ed., Kenny Teoh Guan Cheng, Amer Hamzah bin Jantan and Ganesh G. Thanasegaran), The Ecotourist's Experience, Satisfaction and Word-of-mouth Communication in Malaysia:A Case of Sipadan Island. Universiti Putra Malaysia Press. Pp. 165-179.
- 9) Roozbeh Babolian Hendijani, Murali Sambasivan, **Ng Siew Imm** and Boo Huey Chern. (2013). Readings on Hospitality and Tourism issues in: (Ed., Ng Siew Imm, Hamimah Hassan and Lee Shin Ying), Effect of Gastronomy Experience on Overall Satisfaction: Differences between Backpackers and Mass Tourist in Malaysia. Mc Graw Hill. Pp. 107.
- 10) Hamimah Hassan, **Ng Siew Imm** and Lee Shin Ying. (2013). Readings on Hospitality and Tourism issues In :(Ed., Ng Siew Imm, Hamimah Hassan and Lee Shin Ying), Introduction and Overview. Mc Graw Hill. Pp. 1.
- 11) **Ng Siew Imm** and Ho Ka Mun. (2012). Emerging issues in Management In :(Ed., Wong Foong Yee, Ho Jo Ann, Zahira Mohd Ishan and Zuraina Dato Mansor), The Antecedents and Outcomes of Trust in the Salesperson. McGrawHill. Pp. 115-131.
- 12) **Ng Siew Imm**, Azmawani Abd Rahman and Kean On Chor. (2012). Research Issues in Management and Marketing In :(Ed., Zuraina Dato Mansor, Zahira Mohd Ishan, Ho Jo Ann and Wong Foong Yee), Acceptance of Genetically Modified Food among Consumers in Klang Valley. McGrawHill. Pp. 29-46.
- 13) Azmawani Abd Rahman, **Ng Siew Imm** and Pei Shih Wong. (2012). Research Issues in Management and Marketing In :(Ed., Zuraina Dato Mansor, Zahira Mohd Ishan, Ho Jo Ann and Wong Foong Yee), Measuring the Satisfaction Level of International Students towards

	<p>Malaysian Public Universities. McGrawHill. Pp. 81-97.</p> <p>14) Ho Jo Ann, Ng Siew Imm and Tee Keng Kok. (2011). Effectively Integrating Ethical Dimensions into Business Education In :(Ed., Charles Wankel and Agata Stachowicz-Stanusch), <i>The Influence of Ethical Perception Among Malaysian University Students and Its Implications on Curriculum Development</i>. Information Age Publishing. Pp. 113-131.</p> <p>15) Ng Siew Imm, Tee Keng Kok and Lau Yeng Wai. (2010). Roles Performance by Bank Branch Managers in Malaysia. <i>Organization and Management</i>, 9(1):79-92.</p> <p>16) Ng Siew Imm, Tee Keng Kok and Rohani Sulaiman. (2010). In Search of Good Practices Weaving Through Current Perspectives in Business In :(Ed., Adilah Abd Razak, Dahlia Zawawi and Raja Nerina Raja Yusof), <i>The Relationship Between Cultural Dimension and Empowerment</i>. Penerbit, UPM. Pp. 144-163.</p> <p>17) Ng Siew Imm, Liew Ee Yin and Ho Jo Ann. (2009). Management Issues and Challenges Implications to Malaysian Industries In :(Ed., Ng Siew Imm and Azmawani Abd Rahman), <i>Customer Satisfaction Dimensions of a Bank in Malaysia</i>. Penerbit, UPM. Pp. 157-173.</p> <p>18) Ng Siew Imm, Hui Leng Goh and Ho Jo Ann. (2008). Service Quality Perception in a Private Hospital In :(Ed., Azmawani Abd Rahman, Noor Azman Ali and Han Chun Kwong), <i>Management Research Issues</i>. UPM, Press. Pp. 81-102.</p> <p>19) Ho Jo Ann, Ng Siew Imm and Tee Keng Kok. (2008). Effects of Age, Gender and Level of Education on The Ethical Perception of Malaysian Managers In :(Ed., Azmawani Abd Rahman, Noor Azman Ali and Han Chun Kwong), <i>Management Research Issues</i>. UPM, Press. Pp. 35-52.</p>
<p><i>Proceedings</i></p>	<p>1) Lin, W. L., Ho, J. A., Ng, S. I., & Lee, C. (2017). Impact of positive and negative corporate social responsibility on corporate financial performance and idiosyncratic risk. In <i>Global Conference on Business and Economics Research</i> (Vol. 1, No. 1, pp. 1-6).</p> <p>2) Azmawani Abd Rahman, Hassan Barau Singhry, Mohd Fuaad Said and Ng Siew Imm. 2014. Supply Chain Innovation: The Integration of Technology and Humanware. <i>Proceedings of the 1st International Conference on Innovation Driven Supply Chain</i>, AIMST University, Kedah Malaysia, pp. 34.</p> <p>3) Hassan Barau Singhry, Azmawani Abd Rahman and Ng Siew Imm. 2014. Measurement for Supply Chain Collaboration and Supply Chain Performance of Manufacturing Companies. <i>Proceedings of the National Research & Innovation Conference for Graduate Students in Social Sciences 2014 (GS-2014)</i>, 5-7 Dec., Corus Paradise Resort, Port Dickson, Negeri Sembilan, Malaysia, pp. 237.</p> <p>4) Cheah Jun Hwa, Ng Siew Imm, Kenny Teoh Guan Cheng and Lee</p>

- Chin. 2014. Strategies to Improve Commercial Office Rent Performance in the Golden Triangle Kuala Lumpur (GTKL). Proceedings of the National Research & Innovation Conference for Graduate Students in Social Sciences 2014 (GS-2014), 5-7 Dec., Corus Paradise Resort, Port Dickson, Negeri Sembilan, Malaysia, pp. 156.
- 5) Khairunnisak Latiff and **Ng Siew Imm**. 2014. The Impact of Tourism Service Quality on Service on Satisfaction. Proceedings of the National Research & Innovation Conference for Graduate Students in Social Sciences 2014 (GS-2014), 5-7 Dec., Corus Paradise Resort, Port Dickson, Negeri Sembilan, Malaysia, pp. 338.
 - 6) Cheah Jun Hwa, **Ng Siew Imm**, Lee Chin and Kenny Teoh Guan Cheng. 2013. Understanding the Positioning Strategies and Keep-Push Factors of Office Building in KL Golden Triangle. *Proceedings of the Global Conference on Business and Economics Research, GCBER 2013 Palace of the Golden Horses, Mines Resort City, Selangor Malaysia*, pp. 379.
 - 7) Sarah Rasmi, **Ng Siew Imm**, Julie Ann Lee and Geoffrey N Soutar (2012), "Does Acculturation apply to tourism?", ANZMAC 2012 Conference Proceedings.
 - 8) Azmawani Abd Rahman, **Ng Siew Imm**, Murali Sambasivan and Syairah Aimi Shahron. 2012. Evaluation on the Perceived Benefits and Obstacles of Technolofy Implementation and The Role of Organizational Culture: Evidences from Malaysian SMEs. Proceedings of the Global Conference on Operations and Supply Chain Management, Golden Flower Hotel, Bandung, Indonesia, pp. 23.
 - 9) Chia Kei Wei, **Ng Siew Imm**, Ho Jo Ann and Sridar a/I Ramachandran. 2010. Problems Faced by tioman Island: A Preliminary Investigation. *Proceedings of the International Graduate Tourism Research Conference, Kuala Lumpur, Malaysia*, pp. 116-125.
 - 10) Lau Yeng Wai, Tong, Chue Qun, **Ng Siew Imm** and Sazali Zainal Abidin. 2009. Are Government -Linked Companies (GLCS) Creating Value? The Panel Data Approach. *Proceedings of the 11th MFA Conference 2009, Bayview Beach Resort, Batu Ferringhi, Penang*, pp. 711-718.
 - 11) **Ng, Siew Imm** (2007), "Testing consumption divergence theory using Hofstede's and Schwartz's cultural values", Facultu Of Economic and Management Seminar, Damai Laut, 4-6 December 2007.
 - 12) **Ng Siew Imm**, Julie Ann Lee and Geoffrey N Soutar (2005), "The impact of cultural similarity on Australians' intention to visit a tourism destination", ANZMAC 2005 Conference Proceedings.
 - 13) **Ng Siew Imm** and Mohd Zain Mohamed. 2002. The Impact of Network Relationship on SME Internationalization Process. *Proceedings of the Asia Pasific Economics & Business Conference, Kuching, Sarawak*,

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

Project No.	Project Title	Role	Year	Source of fund	Status
6300255-10601	Differences in Promotion versus Prevention Orientation among Millennials: Perspective from Regulatory Focus Theory	Project Leader	2020-2022	Yayasan Muhibah Tan Sri Fng Ah Seng	On-going
6380042-10601	Job Demands and Resources of Air Traffic Controller and their Effects on Job Stress and Performance	Project Leader	2020-2022	Al-Manar Arabian Corp	On-going
GP-IPM/2020/9682800	Drive Foot Traffic to your Retail Store? The Effect of Price Image and Sugrophobia	Co-researcher	2020-2022	UPM	On-going
N/A	The Purchase Intention of Reconditioned Superbikes: A Malaysian Perspectives	Project Leader	2019	Madani Sdn Bhd	Completed
N/A	Determinants of Hypermarket Visit Intention: The Mediating Role of Store Image & Brand Awareness	Primary Researcher in UPM	2019	HELP	Completed
N/A	Stakeholder's perception of Malaysia's Edu-tourism Sustainability	Primary Researcher in UPM	2019-2020	HELP	On-going
GP-IPM/2017/9534000	Shared Economic Transportation Services and Changes in Consumer Behavior: a Malaysian Perspective	Co-researcher	2017-2019	UPM	Completed
GP-IPS/2018/9604600	Perception and Intention on retirement village in Malaysia	Project Leader	2018-2019	UPM	Completed
GP-IPS/2017/9536000	Place attachment and authenticity in cultural tourism: The case of Melaka and George Town	Project Leader	2017-2019	UPM	Completed
GP-IPS/2017/95	The Influence of individual values,	Project Leader	2017-2019	UPM	Completed

36100	organizaional culture, and decision-making preferences on innovative behavior				
Skim Geran Penulisan Kes pusat Kos 5489506	Lean Manufacturing Success Stories of WSA Engeneering Sdn Bhd	Project Leader	2016-2017	Kementerian Pendidikan Tinggi Malaysia	Completed
Geran Putra Berkumpulan , UPM 2014 – Project No - GP- IPB/2014/94 41000	Improving Large Format Stores' assistance to small local supplier through cause-related marketing	Project Leader	2015-2016 (Extended to July 2017)	UPM	Completed
GP- IPS/2014/94 33919	Understanding the positioning strategies and keep-push factors of office building in Kuala Lumpur Golden Triangle	Project Leader	1/9/2014-1/9/2016	UPM	Completed
06-03-08-0521RU	Developing Corporate Social Performance Index for the Tourism Industry: Case of Tioman Island	Project Leader	2009-2011	UPM	Completed
Sciencefund	Exploring the Roles of Psychological Ownership and Job Embededdness on the Work Engagement and Burnout among School Teachers in the Klang Valley	Co-Researc her	1/10/2012 – 1/10/2014	MOSTI	Completed
RUGS	The Relationship Between Job Insecurity, Emotional Intelligence and Deviant Workplace Behaviour.	Co-Researc her	1/9/2012 – 1/9/2014	UPM	Completed
06-02-12-2312RU	Factors Influencing Consumer loyalty of Telecommunication Industry in Klang Valley	Co-Researc her	2/1/2013 – 2/1/2015	UPM	Completed

I. GRADUATED STUDENT AS MAIN SUPERVISOR

Student Name	Degree
1. Chia Kei Wei	Master of Science

2. Cheah Jun Hwa	Doctor of Philosophy
3. Ali Delbari	Doctor of Philosophy
4. Hamideh Pouresmaeili	Doctor of Philosophy
5. Linus Jonathan Vern	Doctor of Philosophy
6. Rosmelisa Yusof	Doctor of Philosophy
7. Hong Kay Tze	Doctor of Philosophy
8. Uma Thevi Munikrishnan	Doctor of Philosophy
9. Norliza Hamir Basah	Doctor of Philosophy
10. Lim Xin Jean	Master of Science
11. Krishneswari Gunasagaran	Master of Science
12. Thanuja Rathakrishnan	Doctor of Philosophy
13. Siti Zubaidah	Doctor of Philosophy
14. Khairunnisak Abdul Latif	Doctor of Philosophy
15. Zeeshan Sobia	Doctor of Philosophy
16. Norwan Bin Ahmad	Doctor of Philosophy
17. Lim Xin Jean	Doctor of Philosophy

J. CONSULTANCY & OTHER PROFESSIONAL WORKS

Consultancy	<p>1) Member: The Viability of Impression Melaka and Its Ancillary Products (2014): RM63,700. Impression Melaka is the first venue outside China to stage the 10th production under acclaimed Chinese filmmaker Zhang Yimou's Impression series of outdoor musical shows. While a few of the Impression Performances are successful, the viability of Impression Melaka in Malaysia is yet to be determined. Studies are needed to (a) identify the motivational factors that induce tourist visit, (b) determine the appropriate ancillary or supporting products to enhance its attractiveness, and (c) measure the pre-launch economic and social contributions.</p> <p>2) Project Leader: "Understanding Tenants' Selection Criteria, Satisfaction and Loyalty" – A consultancy project awarded by PNB Commercial Sdn Bhd (2013). The amount of the project is RM10,000.</p> <p>3) Member: Case Writing (2013) - Cedar (Center for Entrepreneur Development and Research Sdn Bhd) RM30,000.</p> <p>4) Member: IP case study project (2012). This project was funded by the Ministry of Higher Education under the collaboration between the Graduate School of Management (GSM) and the Association of Intellectual Properties Owners Kuala Lumpur (AIPO). I was appointed as part of the team of consultant cum researcher for this project. The value of the project was RM60,000.</p>
Professional Work	<p>1. Speaker for Element of Thesis for Program Putra Sarjana 2020. Universiti Putra Malaysia. (27th Februari 2020)</p> <p>2. Speaker for Research Methodology Workshop. Multimedia University (30th Oct 2019 – Cyberjaya campus; 20th Nov 2019 – Melaka Campus)</p>

	<ol style="list-style-type: none"> 3. Speaker for Research Methodology in Dewan Bandaraya Kuala Lumpur. (26-27th March 2019) 4. Speaker for Putra Success Program organized by Pusat Kokurikulum dan Pembangunan Pelajar (6th September 2018). 5. Speaker for Your Research Journey to GOT for Program Putra Sarjana 2018. (2nd October 2018) 6. Speaker for Manuscript Writing and Publication for Program Putra Sarjana 2018 (9th October 2018) 7. Speaker for Research Methodology (Quantitative) for Program Putra Sarjana 2018 (30th October 2018) 8. Speaker for Research Methodology (Quantitative) for Program Putra Sarjana 2017 (5th April 2018) 9. Speaker for Introduction to Thesis Writing for Program Putra Sarjana 2017 (24th March 2018) 10. Facilitator for SUMITOMO grant workshop - 2018 11. Speaker for Your Research Journey to GOT for Program Putra Sarjana 2017 (9nd March 2017) 12. Speaker for Manuscript Writing and Publication for Program Putra Sarjana 2017 (21st April 2017) 13. Speaker for Manuscript Writing and Publication for Program Putra Sarjana 2016 (6th October 2016) 14. Facilitator for HELP University Doctor of Business Administration (DBA) “Emerging Issues in Organizational Behaviour and Human Resource Management” coursework, HELP University. (2012 – 2016) 15. External Examiner for the Faculty of Business (FOB) for the Bachelor of Business Administration (Hons) (International Business) program, Multimedia University. (2016 – current) 16. DBA Supervisors for HELP University: Kishen, Wangjing and Dali
International Engagement	<ol style="list-style-type: none"> 1. Advisory Chair for Post-graduate Supervision Portfolio of University of Jos’s Management Science Faculty, Nigeria. 2. Advisory Chair for Research and Publication Portfolio of Hebei

	<p>University's College of Business, China.</p> <p>3. Curriculum Reviewer for Curtin University Master of Business Administration (Global), 2020</p> <p>4. Article Reviewer for International Journals (e.g. Tourism Management, Journal of Hospitality and Tourism Research, Journal of Hospitality and Management, Journal of Air Transport Management, Journal of Cleaner Production, Asia Pacific Journal of Marketing Logistic)</p> <p>5. Visiting Professor and Speaker for "Quantitative Analysis" in Universitas Sebelas Maret, Indonesia, 2nd April 2019</p> <p>6. Speaker for "Research Method", Hebei University, May 2018</p> <p>7. Post-Doctoral attachment at University of Western Australia, Mac-Dec 2011</p>
<p>Administrative work</p>	<p>1. Managing Editor of International Journal of Economics and Management (Management and Marketing disciplines) (2019-2021)</p> <p>2. Thesis Title Review Committee Member for School of Graduate Studies (2019 - 2022)</p> <p>3. Head of Grant Committee, Faculty of Economics and Management, 2019</p> <p>4. Final Year Project Coordinator (2013 till now)</p> <p>5. UPM and FRGS Grant Assessor (2018 till now)</p> <p>6. Assessor for AACSB Assurance of Learning (2014 till now)</p> <p>7. Coordinator for MGM4105 Business and Management Research Method (2012 till now)</p>