

CURRICULUM VITAE



1. **Name:** Professor Dr. Norsida Man
2. **Date of Birth:** 20th September, 1970
3. **Work Address:** Department of Agribusiness and Bioresources Economics, Faculty of Agriculture, Universiti Putra Malaysia (UPM), 43400 UPM, Serdang, Selangor

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4. Academic Qualifications:

- **Ph.D** in Agricultural Economics and Management (1999-2003), Kagoshima University, Japan
 - **M.Sc.** in Agricultural Economics and Management (1997-1999), Kagoshima University, Japan
 - **Bachelor** of Agricultural System Engineering (1990-1994), Kagoshima University, Japan
5. **Brief Career History:** Shipping Officer (1994-1996), Tutor (1999-2003), Senior Lecturer (2003-2012), Associate Professor (2012-2022) and Professor (2022-Present)
 6. **Field(s) of Specialization:** Agriculture Extension, Agriculture Development and Agriculture Economics and Management

7. Number of Postgraduate Students Supervised:

| Program | Status | As a Chairman (Main Supervisor) | As a Member (Co-supervisor) |
|-----------------------------|-----------|------------------------------------|--------------------------------|
| PhD | Graduated | 13 | 6 |
| | Ongoing | 6 | 4 |
| Masters (With thesis) | Graduated | 25 | 6 |
| | Ongoing | 3 | 1 |
| Masters (Without thesis) | Graduated | 3 | |
| | Ongoing | | |

8. Achievements/Awards:

- Director for ASEAN Service Learning Programme (SLP) Malaysia Chapter ASEAN Service Learning Programme (SLP) UPM, Malaysia, Rajamagalla University of Technology, Thanyaburi, Thailand and Bogor Agricultural Institute University, Indonesia
- Awardee Professorial Chair Scholarship SEARCA
- Malaysia Representative 9th Annual Meeting Global Forum for Rural Advisory Services 2018, Global Forum for Rural Advisory Services (GFRAS), Jeonju, Korea
- Malaysia Chapter Advisor Rural Advisory Services for South East Asia (RASSEA)
- Committee Member of International Society for South East Asian Agricultural Science (ISSAAS)
- Research Consultant for Korean Government for the Research of Smart Farming Technologies Adoption in Malaysia

9. Number of Publications:

H-index (Scopus)

7

| Publication | Quantity |
|-------------------|----------|
| Journal | 135 |
| Cited Journal | 67 |
| Non-Cited Journal | 68 |
| Book | 2 |
| Chapter in Book | 8 |

10. List 46 Significant Journal Publications (Latest):

| No. | Year | Author/s Corresponding Author | Title/Journal |
|-----|------|--|---|
| 1. | 2022 | Mustapha Sa'adu, Norsida Man , Jasmin Arif Shah, Nitty Hirawatty Kamarulzaman and Ahmadu Abubakar Tafida | Mediating Role of Motivation in the Relationships between Awareness, Accessibility, Perceived Organizational Support and Adoption of ICT among Extension Agents in North-East, Nigeria Journal of Agriculture Science and Technology (2022) Vol. 24(6) |
| 2. | 2022 | Munifah Siti Amira Yusuf, Norsida Man, Nur Bahiah Mohamed Haris, Ismi Arif Ismail and Amar Maruf | Program Evaluation on Urban Agriculture Malaysia: A Review of Evaluation Studies Using CIPP Evaluation Model Approach International Journal of Special Education Volume 37, No. 3s |
| 3. | 2022 | Munifah Siti Amira Yusuf, Norsida Man, Nur Bahiah Mohamed Haris, Ismi Arif Ismail and Amar Maruf | Examining the Trend of Social Science Research on Urban Agriculture: A Bibliometric Review Central Asia and the Caucasus Volume 32, Issues 1 |
| 4. | 2022 | Nurul Athira, M. A., Norsida Man , Anjas Asmara Abdul Hadi and Saadu Mustapha | Adoption Level of Improved Animal Husbandry Practices in Small Ruminant Farming among Ranchers in Selangor Journal of Agricultural Extension (Accepted) |

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| 5. | 2022 | Munifah Siti Amira Yusuf, Norsida Man, Nur Bahiah Mohamed Haris, Ismi Arif Ismail and Amar Maruf | Evaluating urban agriculture program effectiveness using CIPP model: a review E3S Web of Conferences 306, 03007 (2021) 1st ICADAI 2021 |
| 6. | 2022 | Umar Abdulmumini, Norsida Man , Nitty Hirawaty Kamarulzaman and Nur Bahiah Mohd Haris | Rural Women Farmers Participation in Planning and Implementation of Agricultural Practices in North Eastern Nigeria Journal of Agricultural Extension Vol. 26 (1) January, 2022 |
| 7. | 2022 | Mustapha Sa'adu, Norsida Man , Jasmin Arif Shah, Nitty Hirawatty Kamarulzaman and Ahmadu Abubakar Tafida | Factors Affecting Use of Information Communication Technologies among Extension Agents in North-East, Nigeria Journal of Agricultural Extension Vol. 26 (1) January, 2022 |
| 8. | 2021 | Farhana Iris, Nolila Mohd Nawawi, Norsida Man , Nurul Nadia Ramli and Md Taj Uddin | Mediating Role of Satisfaction between Relationship Marketing and Business Performance of Paddy Farmers in Bangladesh <i>Turkish Journal of Agriculture and Forestry</i> |
| 9. | 2021 | Mustapha Sa'adu, Norsida Man , Jasmin Arif Shah, Nitty Hirawaty Kamarulzaman and Ahmadu Abubakar Tafida | Factors Influencing the Adoption of ICTs in Extension Service Delivery among the Extension Agents in North-East, Nigeria. <i>Sarhad Journal of Agriculture.</i> |
| 10. | 2021 | Nabara, I. S., Man, N. , Kamarulzaman, N. H., Sulaiman, Z. | Smallholder Oil Palm Farmers' Pro-Adaptation Behaviour under Climate Impact Scenario: Application of Protection Motivation Theory. <i>Climate and Development, 2021, 13(6), pp. 475–483</i> |
| 11. | 2021 | Norsida Man , Nurul Farhana Saharrudin, Asnarulkhadi Abu Samah, Nobaya Ahmad and Samsul Farid Samsuddin | Psychological Factor (Mental Model) That Influencing the Usage of Fishery Technology among Youth Fishermen: A Narrative Review. <i>International Journal of Academic Research in Business and Social Sciences (Volume 11, Issue 6 – 2021) – ISSN: 2222-6990</i> |
| 12. | 2020 | Tengku Halimatun Sa'adiyah T Abu Bakar, Norsida, M. et al | Factors Explaining Post Harvest Practices Adoption among Fruit Farmers in Johor <i>IOP Conf. Ser.: Earth Environ. Sci. 549 (2020) 012095</i> |
| 13. | 2020 | Tengku Halimatun Sa'adiyah T Abu Bakar, Norsida, M. et al | Adoption of Post-Harvest Practices Implemented by Fruit Farmers in Johor <i>IOP Conference Series: Earth and Environmental Science 596 (2020) 012088</i> |

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| 23. | 2019 | Ramli, N. S., Hassan, M. S., Man, N. , Samah, B. A., Omar, S. Z., Rahman, N. A. A., Ibrahim, M. S. | Seeking of Agriculture Information through Mobile Phone among Paddy Farmers in Selangor. <i>International Journal of Academic Research in Business and Social Sciences</i> , 9(6), 527–538. |
| 24. | 2018 | Muktar, B. G., Man, N. , Saleh, J. M. & Daneji, M. I. | Evaluation of ICTs access, use and preferences for livelihood resilience: results from a survey of Malaysian fisher folks. <i>The Journal of Agricultural Education and Extension</i> , 24(4), 377-388. |
| 25. | 2018 | Norsida, M. , Mohd. Fauzi, F. & Muhammad Aliff, Y. | Examining Fisherman Perception towards Climate Change Impacts and Fishery Agencies. <i>International Journal of Academic Research in Business and Social Sciences</i> , 8(2), 363-381. |
| 26. | 2018 | Zuhail Rdhaiwi Kadhim, Norsida Man , Ismail Abd. Latif and Kelly Wong Kai Seng. | Break-Even Analysis for Hiring Decision of Agricultural Mechanization Services in Iraq. <i>Agricultural Mechanization in Asia, Africa and Latin America (AMA)</i> , 49(4), 44-48. |
| 27. | 2018 | Melissa Alina Yusoff, Norsida Man* and Nolila Mohd Nawawi, M. N. | Examining the Relationship between Ranchers' Demographic Profile and Success of Small Ruminant Farming. <i>Pertanika Journal of Social science and Humanities</i> , 26(S), 137-154. |
| 28. | 2018 | Jaji, K., Man, N. & Nawawi, N. M. | Factors Affecting Pineapple Market Supply in Johor, Malaysia. <i>International Food Research Journal</i> , 25(1), 366-375. |
| 29. | 2018 | Mohamad Shukri, N. N. H., Mohd Nawawi, N., Abdullah, A. M. and Man, N. | Modeling Purchase Intention towards Edible Bird's Nest Products among Malaysians <i>International Food Research Journal 25 (Suppl. 2): S165-S171 (December 2018)</i> |
| 30. | 2018 | Nurul Nabilah Huda Mohamad Shukri, Nolila Mohd Nawawi, Amin Mahir Abdullah and Norsida Man. | Consumer's Perception on the Quality of Controversial Contents in Edible Bird's Nest Products. <i>Pertanika Journal of Scholarly Research Reviews</i> , 4(1), 1-9. |
| 31. | 2017 | Umar, S., Norsida, M. , Nawawi, N.M., Latif, I.A., & Samah, B.A. | Core Competency Requirements among Extension Workers in Peninsular Malaysia: Use of Borich's Needs Assessment Model. <i>Evaluation and Program Planning</i> , 62, 9-14. |
| 32. | 2017 | Norsida, M. , Sahharudin, N.F., Samah, A.A., & Shaffril, H.A.M. | Factors Affecting Local Leaders' Perception on the Adaptation Ability of Malaysian Small-scale Fishermen towards Climate Change. <i>International Journal of Academic Research in Business and Social Sciences</i> , 7(4), 518-526. |
| 33. | 2017 | Man, N. , Hussein, S. A., Latif, I., and Hirawaty, N. | Economic Analysis for Effects of Policies to Support Price of Products and Prices of Inputs for Meat in Iraq. <i>Asian Social Science</i> , 13(10), 10-17. |
| 34. | 2017 | Norsida, M. , Sahharudin, N. F., Samah, A. A., & Shaffril, H.A.M. | Local Leaders' Perception on the Adaptive Capacity towards Climate Change Impacts among Small Scale Fishermen. <i>International Journal of Academic Research in Business and Social Sciences</i> , 7(6), 63-72. |

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| 35. | 2017 | Hazran, Z., Norsida, M. , Nitty Hirawaty. K., Nolila. M. N. | The Post-flood Impacts on Farmers, Agricultural Sector and Food Security in Kelantan. <i>International Journal of Academic Research in Business and Social Sciences</i> , 7(9), 175-184. |
| 36. | 2017 | Ali, M., & Norsida, M. | Reaching the Millions: Accelerating Agricultural Extension Services through Information and Communication Technology (ICT). <i>World Applied Science Journal</i> , 35(3), 352-355. |
| 37. | 2017 | Saleh, J. M. & Man, N. | Training Requirements of Agricultural Extension Officers Using Borich Needs Assessment Model. <i>Journal of Agricultural & Food Information</i> , 18(2), 110-122. |
| 38. | 2016 | Saleh, J.M., Norsida, M. , Lafta, A.H., Saleh, M.H., Hassan, S., Nawi, N.M., & Kshash, B.H. | A Review: Training Requirement of Agriculture Extension Officers in Iraq. <i>Asian Journal of Applied Science</i> , 9(2), 34-40. |
| 39. | 2016 | Masso, W.Y.A., & Norsida, M. | Identify the Knowledge Level of Rural Leaders towards Paddy Farming Technologies in Muda Agriculture Development Authority (MADA-Malaysia). <i>Indian Journal of Science and Technology</i> , 9(15). |
| 40. | 2016 | Masso, W.Y.A., & Norsida, M. | Perceptions Level of Rural Leaders towards Implementation of Agricultural Technologies in Malaysia Paddy Farming. <i>Journal of Engineering and Applied Sciences</i> , 11(3), 482-487. |
| 41. | 2016 | Aziz Masso, W.Y., & Norsida, M. | Maturity Level of Rural Leaders in Selected Paddy Farming Technologies in Muda Agriculture Development Authority (MADA)-Malaysia. <i>Asian Social Science</i> , 12(7), 10-16. |
| 42. | 2016 | Lafta, A.H., Mohammed Saleh, J., Norsida, M. , Abu Samah, B., Raja Yusof, R.N., & Nawi, N.M. | Adult Learning and Lifelong Learning and their Socio-economic Contribution. <i>Information and Knowledge Management</i> , 6(1), 113-118. |
| 43. | 2014 | Mazuki, R., & Norsida, M. | Acceptance of Technology among Malaysian Fishermen. <i>Asian Social Science</i> , 10(16), 1-5. |
| 44. | 2014 | Ibitoye, O. O., Nawi, N. M., Kamarulzaman, N. H. and Man, N. | Consumers' Awareness towards Organic Rice in Malaysia. <i>International Food Research Journal</i> , 21(5), 1711-1718. |
| 45. | 2014 | Idris, K., Azman, A., D'Silva, J.L., Norsida, M. & Shaffril, H.A.M. | Environmental Challenges on Aquaculture Rearing in Malaysia: The Views of Brackish-water Cage Entrepreneurs in Malaysia. <i>Life Science Journal</i> , 11(7), 509-513. |
| 46. | 2014 | Muhamad Faiz, M., & Norsida, M. | Evaluation of Target Area Concentration (TAC) Programme in Malaysia's Integrated Cattle and Oil Palm Farming. <i>Journal of Food Products Marketing</i> , 20, 151-163. |
| 47. | 2014 | Norsida, M. & Mat Zain, N. | Roles and Contributions of Brokers (Middlemen) and Perceptions towards the Custom Farming System in the Muda Area, Malaysia. <i>Journal Applied Sciences</i> , 14(20), 2586-2593. |