CURRICULUM VITAE
2024

SITI RAHAYU HUSSIN

Senior Lecturer

School of Business and Economics

(*Formerly known as Faculty of Economics and Management*)

Universiti Putra Malaysia

43400 Serdang

Selangor Malaysia

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1 DEPARTMENT/FACULTY/FIELD OF SPECIALIZATION

School of Business and Economics
(formerly known as Faculty of Economics and Management)
Universiti Putra Malaysia
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2 FIELD OF SPECIALIZATION

Strategic marketing, Consumer behavior, Entrepreneurial marketing

3 RESEARCH RELATED TO FIELD OF SPECIALIZATION

My research interest encompasses areas such as strategic marketing, consumer behavior, tourism, entrepreneurship, and ageing research.

4 DATE and PLACE of BIRTH

Date of Birth : 29 Oct 1970
Place of Birth : Sungai Udang, Melaka.

5 EDUCATION AND ACADEMIC QUALIFICATIONS

1995 Master of Business Administration (MBA)
Roosevelt University, Illinois, U.S.A.
Area of Specialization: Business Administration

1993 Bachelor of Business Administration (BBA)
International Islamic University Malaysia
Area of Specialization: Business Administration

1987 Sijil Pelajaran Malaysia (SPM)
Sekolah Sains Tuanku Jaafar
Kuala Pilah, Negeri Sembilan

6 PREVIOUS ACADEMIC and OTHER RELEVANT APPOINTMENTS

Employer	Designation	Department	Start Date	Date Ended
Universiti Putra Malaysia	Senior Lecturer	School of Business and Economics	Sep 2008	To date
Universiti Putra Malaysia	Lecturer	Faculty of Economics and Management	Nov 1997	Aug 2008
Universiti Utara Malaysia	Lecturer	Fakulti Pengurusan	Feb 1995	Oct 1997
Jabatan Perkhidmatan Awam/Universiti Utara Malaysia	Fellowship SLAB (Skim Latihan Akademik Bumiputra)	Fakulti Pengurusan, Universiti Utara Malaysia	Sep 1993	Jan 1995

7 SCIENTIFIC EXPERIENCE, SPECIALIZATION DAN PROFESSIONAL MEMBERSHIP

Organization	Position	Start Date	Expertise
UKM CESMED and MAGIC Malaysia (Malaysian Global Innovation and Creativity Centre)	Certified Social Innovation and Social Entrepreneurship Trainer (SESI Trainer Certification)	2021	Social Entrepreneurship
Keusahawanan Digital: *Training of Trainer e- Commerce. (MDEC)*	LRN Level 3 Diploma In Digital Entreprenuership	2020	Entrepreneurship
Malaysian Ageing Research Network (MARN)	Life member	2020	Ageing research
Kelab Rekreasi dan Kebajikan, Sekolah Perniagaan dan Ekonomi (KARIB)	Member	2018	Social Science
CESMED, UCD, MTDC, MASMED, Ministry of Higher Education, MOHE.	Professional Certificate for Entrepreneurial Educator (3EP)	2016	Entrepreneurial Educator
The Malaysian Consumer and Family Economics Association (MACFEA)	Life member	2015	Business
CIDB Malaysia	Member of Focus Group	2003-2006	Business
Case Writer Association Malaysia (CWAM)	Associate member	2009	Case writing
Universiti Putra Malaysia Academic Association (PPAUPM)	Life member	1997	Business
Social Club (Kelab Sosial, FEP)	Member	1997	
Roosevelt University, Illinois, USA	Alumni	1995	Business
International Islamic University Malaysia	Alumni	1993	Business

8 TEACHING AND OTHER WORKING EXPERIENCE

	COURSE NAME	LEVEL	POSITION	Credit Hours	Semester and Session
1.	Business Venture	Postgraduate (Masters)	Lecturer	4	2023/2024-1 2023/2024-2
1.	Business Plan	Postgraduate (Masters)	Lecturer	4	2021/2022-1
2.	Industrial Marketing Management	Postgraduate (Masters)	Lecturer	3	2021/2022-1 2020/2021-1 2019/2020-1 2018/2019-2 2010-2018
3.	Entrepreneurial Marketing	Postgraduate (Masters)	Lecturer	3	2020/2021-2 2019/2020-2
4.	Strategic Marketing Management	Postgraduate (Masters)	Lecturer	3	2021/2022-1
5.	Marketing Strategy and Management	Undergraduate	Lecturer	3	2022/2023 2023/2024-1 2020/2021-1 2020/2021-2 2019/2020-2
6.	Consumer Behavior	Undergraduate	Lecturer	3	2023/2024-2 2016/2017-2
7.	Franchise Management	Undergraduate	Lecturer	3	2021/2022-2
8.	Entrepreneurship and Innovation	Undergraduate	Lecturer	3	2021/2022-1 2020/2021-2
9.	Principles of Marketing	Undergraduate	Coordinator& Lecturer	3	2017/2018-1 2016/2017-2 2016/2017-1
10.	Retail Management	Undergraduate	Coordinator (program IPTS)& Lecturer	3	2018/2019-1 2011/2012-1 2010/2011-1
11.	Basic Entrepreneurship	Undergraduate	Coordinator & Lecturer	3	2019/2020-1 2019/2020-2 2018/2019-2 2016-2018
12.	Product Management	Undergraduate	Lecturer	3	2018/2019-2 2017/2018-2
13.	International Marketing	Undergraduate	Lecturer	3	2020/2021-1
14.	Principles of Marketing	UPM-Malaysia Airline System (MAS) executive program	Lecturer	3	1998-2000

9 ADMINISTRATIVE DUTIES AND OTHER RESPONSIBILITIES

9.1 Administrative duties at the university

No.	Date	Details

1.	4 Jan 2023-2025	Jawatankuasa Pembangunan Program Master Reka Bentuk dan Keusahawanan, Fakulti Rekabentuk dan Senibina, Universiti Putra Malaysia.
2.	13 Sept 2021 – present	Ahli Jawatankuasa Semakan Semula Program Master Keusahawanan
3.	1 Jun 2020 – Jun 2023	Interim Research Associate, Malaysian Research Institute on Ageing (MyAgeing)
4.	2020 – 2022	Head Coordinator, AACSB, School of Business and Economics, UPM.
5.	29 Jun 2020 – 29 Jun 2022	Ahli Jawatankuasa Kecil Sains Sosial, Jawatankuasa Etika Universiti untuk Penyelidikan Melibatkan Manusia (JKEUPM).
6.	1 Apr 2020 – 1 Apr 2022	Ahli jawatankuasa (AJK) Semakan semula kurikulum Program Bacelor Pentadbiran Perniagaan
7.	29 Jun 2020 – 29 Jun 2022	Primary reviewer of ethics committee for research involving human subjects (JKEUPM)
8.	4 Jan 2016 – 4 Jan 2021	Committee member for AACSB Accreditation, Fakulti Ekonomi Dan Pengurusan, Universiti Putra Malaysia
9.	2020-2022	Committee member for EQUIS Accreditation, Fakulti Ekonomi Dan Pengurusan, Universiti Putra Malaysia
10.	2017 – 2020	Committee member for EQUIS Accreditation, Fakulti Ekonomi Dan Pengurusan, Universiti Putra Malaysia
11.	Oct 2019 – Dec 2020	Coordinator, Diploma Pengurusan Perniagaan (DPP) Kolej Antarabangsa TAJ.
12.	Dec 2018 – 29 Jun 2020	Social Science Sub Committee, (Jawatankuasa Etika Universiti untuk Penyelidikan Melibatkan Manusia), (JKEUPM), UPM.
13.	2018 – 2019	Ahli jawatankuasa semakan semula kurikulum program Master of Business Administration (MBA)
14.	2015 – 2019	Assessor, Promotion Grant (Penilai Dana Promosi), Putra Science Park, UPM.
15.	Sept 2017 – 2020	Research Associate, Malaysian Research Institute on Ageing (MyAgeing)
16.	Apr 2017 – Nov 2018	Layperson Review Sub-committee, Jawatankuasa Etika Universiti Putra Malaysia
17.	Apr 2015 – Mar 2017	Head, Unit of Executive Development and Industrial Linkages, Faculty of Economics and Management
18.	2016-2020	Coordinator, MGM 3180 Asas Keusahawanan
19.	2023	Coordinator MGM 4178 Pengurusan Francais
20.	2004-2005	Ketua Bidang Pemasaran (Program BBA)
21.	2020-2021	Ketua Bidang keusahawanan (Program BBA)
22.	2001-2005	Coordinator MGM 4254 (Program francais BBA)
23.	1997-2004	Coordinator MGM 3211 Principles of Marketing
24.	2016-2020	Coordinator MGM3180 Basic Entrepreneurship
25.	2013	Committee, Global Conference on Business and Economics Research (GCBER) 2013
26.	2017	Committee, Global Conference of Business and Economic Research 2017
27.	2018	Jawatankuasa Induk Akademik dan Hal Ehwal Pelajar , (Jawatankuasa Bertindak Keusahawanan dan Kerjaya), Fakulti Ekonomi dan Pengurusan
28.	2001-2005	Coordinator, MGM 4239 Marketing Strategy and Management (Franchise program)
29.	1997-2004	Coordinator, MGM 3211 principles of Marketing (Franchise Program)
30.	1998-1999	Committee, Social Club, Fakulti Ekonomi dan Pengurusan
31.	2003-2005	Liaison Officer for students thesis from Fakulti Pengajian Makanan (majoring in Management)
32.	2004-2005	Committee Jawatankuasa Pemantauan Peperiksaan Akhir, Jabatan Pengurusan dan Pemasaran, fakulti Ekonomi dan Pengurusan
33.	2004	Committee, Asia-Pacific Economics and Business (APEC) Conference 2004

9.2 Involvement in students and other activities at the university

Students development and other activities	
1.	Speaker, SE-MOF, Akademi Sukan, Universiti Putra Malaysia, 22 Februari, 2024
2.	Speaker, SE-MOF, Akademi Sukan, Universiti Putra Malaysia, 4 Disember, 2023
3.	Speaker, IPR INTAN, 19 September, 2023
4.	Speaker, Program SE@RC, CEM, 25 Mac, 2022
5.	Speaker, Program Muslim Foodpreneur@Foodservice 21Februari–11 Mac, 2022, Universti Putra Malaysia
6.	Judge, Program Bazar Za'ba, 16-19 Mei 2022
7.	Business Facilitator Training Program (BFTP), INSKEN, I procom, 2–3 Sept 2021
8.	Speaker, Persediaan Program Rintis Bank Rakyat Uniprenuer, 4–5 Sept 2021
9.	Business Facilitator, Idea, Product & Commercial Program (IPROCOM), Apr–Dec 2021
10.	Supervisor, Impact Digital Entrepreneurship Apprentice @ KPT (IDEA@KPT), Aug –Nov 2021
11.	Judge, Pembentangan Program Siswapreneur Extra@money, Pusat Pembangunan Keusahawanan & Kebolehpasaran Graduan (CEM), 5 Jun 2021
12.	Supervisor, Program Social Enterprise @ Rural community (SE@RC), 2 Sept–30 Dec 2020
13.	Supervisor, Program Pembangunan Usahawan Siswa B40
14.	Supervisor, Program Pemerkasaan Keusahawanan Keluarga dalam kalangan graduan dan EKS, 2019
15.	Trainer, Siswapreneur Advance @ UPM 2018.
16.	Trainer for Latihan Keusahawan Siswa UPM (2002-2004)

9.3 Activities at Ministry Level

1.	Tenaga pengajar Keusahawanan Pusat Kecemerlangan Industri Pertanian Inisiatif Pendapatan Rakyat - Usahawan Tani Universiti Putra malaysia (IPR-INTAN"UPM)
2.	Hakim, Pertandingan Acara Stempreneur (Sekolah Menengah) Sempena Program Stem Online Challenge Peringkat Negeri Selangor Tahun 2022 , 26-29 September 2022. Jabatan Pendidikan Selangor
3.	Trainer, Training of Trainers Program - Marketing Strategies for Women Entrepreneur from the Third-World Countries/JICA (September 1999)
4.	Facilitator, Bengkel Penyelarasan dan Semakan Semula Pelan Tindakan Warga Emas, 5 Mei, 2017
5.	Speaker, Kursus Persaraan Kementerian Pendidikan, 2016

10 OTHER RESPONSIBILITIES (CONSULTANCIES/ COMMUNITY SERVICES/ PROFESSIONAL SERVICES)

10.1 Consultation projects

No.	Organization	Position	Start Date	End Date	Topic	Amount (RM)

1.	Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP)	Associate Consultant	July 2021	Nov 2021	Kajian Impak di bawah Program Kempen Beli Barangan Malaysia (KBBM) 2021	317,265.21
2.	Lembaga Kemajuan Ikan Malaysia (LKIM)	Associate Consultant	1 Feb 2018	31 Oct 2018	Kajian Trend Bekalan dan Harga Ikan Serta Kesan Terhadap Nelayan dan Pengguna.	248,000.00
3.	Jabatan Kebajikan Masyarakat	Associate Consultant	21 Sept 2015	20 Sept 2016	Kajian Kemudahan dan Perkhidmatan bagi Menepati Keperluan Warga Emas di Malaysia Menjelang 2030.	678,066.00
4.	Jabatan Veterinar Selangor	Associate Consultant	1 Sept 2014	31 Dec 2014	Kajiselidik Pasaran Daging Puyuh di Kawasan Lembah Klang Meliputi Seluruh Negeri Selangor, Wilayah Persekutuan Kuala Lumpur dan Putrajaya	244,582.00
5.	Lembaga Tabung Haji Berhad	Associate Consultant	2014	2014	Tabung Haji –Putra Case Study Project	
6.	Universiti Putra Malaysia	Project Leader	2014	2014	Tinjauan pasaran untuk katalog produk teknologi baharu UPM,	20,000.00
7.	CEDAR, SME Banks	Researcher	2013	2013	Case Study Development Research	
8.	Graduate School of Management and the Association of Intellectual Properties Owners Kuala Lumpur (AIPO)	Consultant	2013	2013	IP Case Study Project, 2012, Ministry of Higher education.	

10.2 Community/industrial linkages

	Community/industrial linkages	Role	Start Date	End Date	Amount (RM)
1.	Projek Usahawan Asnaf: Program Pembasmian Kemiskinan Tegar Di Wilayah Persekutuan Melalui Usahasama Antara Kementerian Wilayah Persekutuan (Kwp), Majlis Agama Islam Wilayah Persekutuan (Maiwp) dan Universiti Putra Malaysia.	Ketua Projek	November 2022	November 2023 (until March 2023)	130,000
2.	Program Usahawan Muda Kota di bawah Projek Skim Geran Komuniti B40. Kementerian Wilayah Persekutuan	Ketua Projek.	15/10/2021	14/01/2023	40,000
3.	Program Pembangunan Keusahawanan Asnaf Desa Changkat Jong , Siri Ke2, Teluk Intan, Perak.	Ahli Projek.	Oktober 2019	2019	

4.	Program Transformasi Usahawan Asnaf Desa Tokai, Kedah .	Ahli Projek.	Oktober 2019	2019	
5.	Pembangunan Keusahawanan Desa & Penyerahan Wang Zakat Kampong Padang Setul, Kuala Nerang, Kedah, Siri ke3,	Ahli Projek.	Oktober 2019	2019	
6.	Program Pembangunan Keusahawanan Halal bagi Perusahaan Kecil dan Sederhana Kuala Selangor 2019.	Ahli Projek.	2019	2019	
7.	Program Keusahawanan Komuniti, Persatuan Penduduk Taman Warisan Bestari, **Sepang.**	Ahli Projek.	20/07/2018	13/10/2018	
8.	Program Tunas Usahawan Bumiputera (TUBE) MEGA 2018, –	Fasilitator.	16/3/18	28/3/18	
9.	Pembangunan Keusahawanan Desa, Changkat Jong, Teluk Intan, Perak.	Ahli projek	30/12/17	31/12/17	
10.	Pelaksanaan Program Pembangunan Keusahawanan Desa serta Penyerahan Wang Zakat, Kampung Padang Setul, Mukim Pedu, Kuala Nerang,Kedah.	Ahli projek.	24/11/2017	26/11/2017	
11.	Pelaksanaan Program Pembangunan Keusahawanan Desa serta Penyerahan Wang Zakat, KEMAS, Daerah Padang Terap / Masjid Padang Setul. Pedu, **Kedah.**	Ahli Projek	1/11/2017	18/11/2018	

11 PROFESSIONAL SERVICES

11.1 Trainings/Workshops Conducted

Latihan/Bengkel Yang Dilaksanakan (Trainings/Workshops Conducted)					
Bil	**Organization**	**Position**	**Start Date**	**End Date**	**Topic**
1	Akademi Sukan, UPM, Projek Sport Mobile Cafe, PROGRAM PERUSAHAAN SOSIAL KEMENTERIAN KEWANGAN (SE-MOF) - UNIVERSITI PUTRA MALAYSIA SE-MOF	Speaker	22 Februari 2024. 9.30am-12. 30pm		Pelan Perniagaan
2	Akademi Sukan, UPM, Projek Sport Mobile Cafe, PROGRAM PERUSAHAAN SOSIAL KEMENTERIAN KEWANGAN (SE-MOF) - UNIVERSITI PUTRA MALAYSIA SE-MOF	Speaker	4 Disember 2023, 10.30am-12 .30pm		Bengkel Asas Keusahawanan

3	Skim Geran Pemindahan Ilmu Jaringan Industri dan Masyarakat (KTGS JINM) di bawah Pusat Transformasi Komuniti Universiti (UCTC) UPM.	Speaker	9 September 2023		Kursus Pemantapan Projek Ekonomi Krt Taman Desa Jati, Nilai 'Projek Produksi Sabun Daripada Minyak Masak Terpakai oleh Komuniti Desa Jati, Nilai, Negeri Sembilan'.
4	TOT MGM 3180 Asas Keusahwanan	Speaker	14 March 2022	14 March 2022	Digital Marketing
5	TOT MGM 3180 Asas Keusahawanan	Speaker	3 October 2022	3 October 2022	Business Plan for a Startup Business
6	Hospital Pengajaran Universiti Putra Malaysia,	Trainer	Sept 2021	Oct 2021	Marketing to Non Marketers,
7	Siswapreneur Advance @UPM, Centre of Entreprenuership and Graduate Employability (CEM), Universiti Putra Malaysia.	Trainer	10 Mar 2021		Smart Marketing.
8	Ministry of Higher Education	Trainer, Supervisor & Caselet Writer	1 Mar 2019	30 Apr 2019	Program Pemerkasaan Keusahawanan Keluarga dalam kalangan graduan dan EKS
9	School of Graduate Studies, Universiti Putra Malaysia	Speaker	22 Nov 2017	22 Nov 2017	Startup Basics: Entrepreneurship and Business Plan
10	Siswapreneur StartupBiz@CEM, CEM, UPM.	Trainer	16 Sept 2017	16 Sept 2017	Business Negotiation
11	Siswapreneur StartupBiz@CEM, CEM, UPM.	Trainer	6 Sept 2017	6 Sept 2017	Business Model Canvas and Marketing
12	Putra Business School	Trainer	31 May 2017	31 May 2017	Brand Management (Bangalore Study Tour)
13	International Malaysian Training Centre (IMTC)	Trainer	24 Apr 2016	26 Apr 2017	Marketing
14	ATSB Group	Trainer	23 Jan 2017	24 Jan 2017	Marketing for Non –marketers
15	School of Graduate Studies, Universiti Putra Malaysia.	Speaker	30 Nov 2016	30 Nov 2016	Introduction to Entrepreneurship.
16	School of Graduate Studies, Universiti Putra Malaysia.	Speaker	14 Dec 2016	14 Dec 2016	Start –up Basic: Entrepreneurship and Business plan.
17	Universiti Putra Malaysia	Trainer	19 Jun 2016	9 Jun 2016	Creative Marketing and Business Success
18	Putra Sarjana Program. Universiti Putra Malaysia.	Trainer	21 Dec 2015	21 Dec 2015	Entrepreneurship and Business Opportunities, TOT Basic Entrepreneurship

11.2 Media presence

	KEMUNCULAN MEDIA (Media Presence)	
Ulasan media	1.	Mymetro Business, "Biar inovatif" 11 Jan 2021
	2.	Berita Harian Business, "Pendigitalan bantu PKS, perniagaan mikro bertahan" 18 Jan 2021
	3.	Astro Awani "PKS perlu segera beralih kepada digitalisasi" 26 Jan 2021
Live stream	1.	YouTube Live "Empower Your Business", Bengkel FASSA Entrepreneurial Scientist 1.0, 7/3/2021 (panel)
	2.	Webinar bual bicara Covid 19. "Usahawan perlu kuasai ilmu kreatif media sosial untuk bangkit", 8 /2/2021 (panel)
	3.	Facebook live SPE Bicara Ekonomi dan Perniagaan siri 5: "Norma baru dalam perniagaan", 9/6/2020 (moderator)
	4.	Facebook live SPE Bicara Ekonomi dan Perniagaan siri 2: Ke arah manakah usahawan halal selepas Covid 19?", 12/5/2020 (panel)
	5.	Zoom Meeting International Share Lecture & University Collaboration – Smart business talk: Teaching & learning entrepreneurship, 7/4/2021(panel)
	6.	Zoom Meeting International Lecture share series. Branding corporate image with social media. 12/10/2021 (panel)

11.3 External Assessor

External Assessor		
1.	INTI College Subang	External programme assessor Jun 2020 –2022.
2.	WIDAD College	Badan Penilai Dan Pengawalan Mutu Akademik (Upm) Sesi 2019/2020 – Pakar Diploma Pengurusan Perniagaan (program sedia ada)
3.	Innovative International College	External programme assessor 1/9/12–1/9/15
4.	Kolej Segi	External programme assessor 23/12/09 –23/1/12

12 RESEARCH ACTIVITIES

12.1 Grants

No.	Project Title	Role	Year	Source of fund	Amount (RM)	Status
1	Socio-economic Evaluation of the Aged Care Industry in Malaysia: Development of an Innovative Eldercare Network Model	Co-researcher	1/11/2020-30/4/2023	MOSTI/ FRGS	81,300.00	Completed
2	Establishing a Cottage Industry Marketing Model for B40 Community Empowerment: A Case of Stingless Bee Farming.	Lead researcher	Apr 2021 –Sept 2022	Geran Sekolah Perniagaan dan Ekonomi	9,600.00	Completed

3	Perceived financial security and needs for financial services at old age: Perspectives of two generations in the formal and informal sectors in Malaysia	Lead researcher	Feb 2018 – Aug 2019	Geran Putra	50, 000.00	Completed
4	Exploratory Study on Tourists Intention to Visit Dark Tourism Destinations in Malaysia	Lead researcher	Dec 2017 – Dec 2018	Geran Putra IPS	21, 450.00	Completed
5	Measuring the Effectiveness and Marketing Innovation of Agro Food Processors and Manufacturers.	Co – researcher	1 Aug 2017 – 31 July 2018	Geran Putra	80 500.00	Completed
6	Business Expansion for Hanizah Optometri in the Suburban Market. Case Writing Grant Scheme, Ministry of Higher Education	Lead researcher	Nov 2016 – Apr 2017	Skim Geran Penulisan Kes	10, 000.00	Completed
7	Strategic Positioning of Era Fabric Sdn Bhd. Case Writing Grant Scheme, Ministry of Higher Education	Co researcher	Nov 2016 – Apr 2017	Skim Geran Penulisan Kes	10,000.00	Completed
8	Control Management at House of Mind Excellence (HOME) Learning Centre (QC Group Sdn Bhd)	Co – researcher	Nov 2016 – Apr 2017	Skim Geran Penulisan Kes	10,000.00	Completed
9	Developing Tourism Typology in Emerging Tourism Sectors.	Lead researcher	2015 –2016.	Geran Universiti Berkumpulan, Universiti Putra Malaysia	105,000.00	Completed
10	Supply and Demand of Programs in Public Universities: Relevancy and Marketability. (Kajian Penawaran dan Permintaan Program IPTA: Kerelevanan dan Kebolehpasaran)	Co researcher	2014	Kementerian Pendidikan Tinggi	285,000.00	Completed
11	Exploring Islamic Store Attributes and Consumers Patronage Behavior: Muslim Consumers' Perspective	Co – researcher	Sept 2012 – Aug 2013	Research University Grant (RUGS) UPM	30,000.00	Completed

12	Evaluating Banks Credit Card Marketing Strategies and Their Impact on Card Usage Among Malaysians: A fact finding survey for better consumer protection policies	Lead researcher	Oct 2010 – Mar 2012	Research University Grant (RUGS)	28,000.00	Completed
13	Consumers' Purchasing Behaviour Towards Fresh Produce.	Lead researcher	2008	Geran Lembaga Pemasaran Pertanian Persekutu an (FAMA)	196,640.00	Completed
14	Cost – Effectiveness of Special Intervention Program (Kajian Keberkesanan Kos Program Pemulihan Khas)	Co – researcher	2005	Kementeri an Pelajaran Malaysia	300,000.00	Completed
15	Marketing Analysis of the Higher Education Service Sector in Malaysia: Institutional & Consumer Perspectives	Lead researcher	2000	Geran UPM	10,000.00	Completed
16	Kajian Keperluan Skim Bantuan Usahawan Wanita Selangor.	Research member	1998-1999	Yayasan Basmi Kemiskina n (YBK) Selangor,	50,000	Completed

13 SUPERVISION OF STUDENTS

13.1 Post Graduate

No.	Student's Name	Degree Conferred	Role/Year	Thesis Topic	Status
1.	Md. Tariqul Islam	Master of Science (UPM)	Main Supervisor (Graduated 2023)	The Role Of Travel Vlog Information Quality And Vlogger Credibility On Bangladeshi Tourists' Domestic Destination Choices	Graduated
2.	Mariam Omoluju	Master of Science (UPM)	Main Supervisor (Graduated 2023)	Influence of Website Attributes on Consumer's Online Purchase Intention in Malaysia	Gtraduated

3.	Ras Afrina Mohd Radzi	Master of Science (UPM)	Main Supervisor (Graduated 2022)	Influence of Personal Factors and Marketing Mix Strategies of Pilgrimage Tour Operators on Tourist Satisfaction in A Religious Tourism Setting	Graduated
4.	Liew Sien Leong	Master of Science – Tourism (UPM)	Main Supervisor (Graduated 2021)	Senior Tourists' Evaluation on Malaysia as a Elderly Friendly Destination	Graduated
5.	Farah Hasyimah Ramlee	Master of Science – Tourism (UPM)	Main Supervisor (Graduated 2021)	Tourists' intentions to visit dark tourism destination in Malaysia	Graduated
6.	Umar Garba Adamu	Master of Science (UPM)	Main Supervisor (Graduated 2020)	Adoption of Marketing Strategies on Perceived Performance of Wood Furniture Small Medium Enterprises in Yobe State, Nigeria	Graduated
7.	Nurul Hasyima Khairuddin	Master of Science (UPM)	Co –supervisor (Graduated 2020)	Effects of Innovative Marketing Strategies on Performance of Agro-Food Manufacturers	Graduated
8.	Nadiatul Natasha Mohd Fawzi	Master of Science – Business Economics (UPM)	Main Supervisor (Graduated 2019)	Influence of Personal and Destination Factors on Medical Tourism Destination Image and Medical Travel Decisions among International Tourists in Malaysia	Graduated
9.	Shamim Ahmed Khan	Master of Science (Marketing) – Putra Business School	Main Supervisor (Graduated 2019)	Factors Affecting Visual Electronic Word of Mouth Credibility on Online Purchase Intention	Graduated
10.	Fatin Norain Osman	Master of Science – Tourism (UPM)	Main Supervisor (Graduated 2017)	The Influences of Family Travel Motivation and Familial Needs on Destination Image and Its Impact on Tourists' Satisfaction	Graduated
11.	Dan Joon Chew	Master of Science – Marketing	Co –supervisor (Graduated 2006)	Grocery Shopping: Consumer Choice Evaluation Decision in the Time Constraint Shopping Environment and Recreational Shopping Environment	Graduated

13.2 Undergraduate Final Year Project

No.	Student's Name	Degree Conferred	Role/Year	Thesis Topic	Status
1	Zhe Jia Xin 200117	BBA	Supervisor	The Role of Stakeholders Influence, Ethical Leadership, Employee Green Behaviour and Green HRM Practices on Environmental Performance of Manufacturing SMEs at Selangor, Malaysia	Graduated
2	Muhammad Ashraf bin Zaihan	BBA	Supervisor	Exploring the effect of influencer marketing on generation Z purchase intention	Graduated
3	Maria Irdina bt. Razli Sham	BBA	Supervisor	The determinant factors influencing franchisee's performance in Malaysia	Graduated
4	Tasnina Islam	BBA	Supervisor	Marketing mix affecting purchase intention of Halal cosmetic products in Malaysia	Graduated
5	Nur Suraya binti Yahya	BBA	Supervisor	The influences of food advertisement on Instagram towards customer purchase intention among young adults in Malaysia	Graduated
6	Luqman Hakim bin Aman	BBA	Supervisor	Relationship between social media marketing and sales performance of SMEs during Covid 19 pandemic in Malaysia	Graduated
7	Cai Cenxi	BBA	Supervisor	Factors influencing the adoption of digital marketing by small and medium sized enterprises during Covid 19	Graduated
8	Ahmad Bilamim bin Ishak	BBA	Supervisor	The influence of social media marketing towards consumer awareness of global brands	Graduated
9	Malysa Oktavia Putri Hanifa	BBA	Supervisor	Factors Influencing Customer Satisfaction on Dining Experience in Korean Restaurants in Malaysia	Graduated
10	Looi Soon Whei (EX02933)	BBA (executive)	Supervisor	The effect of attitude, subjective norm, perceived Behavioral control, and health consciousness toward Purchase intention for organic vegetables	Graduated
11	Nor Shairah Bt Abd Wahid (EX03175)	BBA (executive)	Supervisor	Factor Influencing Online Shopping Behavior Of Gen Y In Malaysia	Graduated

13.3 Student Advisor (Penasihat Akademik)

No.	Student's Name	Matric No.
1.	GAGAS ANGKASA PRABOWO	201416
2.	CAO XUEYAO	204337
3.	LU JIELEI	200133
4.	DONG WANYI	201378
5.	DU XINKE	199969
6.	MA KE	200030
7.	HU JIANGAO	200013
8.	DUAN JIA	199968
9.	ABDULLAH AQIL BIN NOOR AZMI	211392
10.	LIU YIFENG	213637
11.	MAULANA REVANDRA	209557
12.	SUN YINAN	213699
13.	LIU YANG	199543
14.	SALMI IZZATI BINTI HANIZAM	216854
15.	SONG HOOI LING	202138
16.	XU ZUOLIN	202138
17.	HU HUIRAN	201563
18.	MI TENGLONG	209504
19.	YANG SIYA	209423
20.	PUTERI MAISARAH IZZATI BINTI BAHARUDDIN	216792

14 EXAMINER - THESES/DISSERTATIONS

No.	Student's Name	Degree Conferred	Role/Year	Thesis Topic
1	Mohd Nazim Bin Abdul Karim GS58965	MBA	Examiner, written report MBA case, MGM5999 Trimester 3 (March), 2021/2022	When the going gets tough, tough people make coffee
2	Mao Yue GS61205	MBA	Examiner, written report MBA case, MGM5999 Trimester 3 (March), 2021/2022	Corporate woes for Didi Chuxing
3	Shi Jiamin GS60203	MBA	Examiner, written report MBA case, MGM5999 Trimester 2, (November) 2021/2022	How Does the Changzhou Mingdu International Convention Center Press The "Restore" Button in The Post-epidemic Era?
4	Fadzil Bin Rabu GS59510	MBA	Examiner, written report MBA case, MGM5999 Trimester 1, 2021/2022	Digital Business Transformation At Pasago: Are We Ready To Fish Online

5	Norazlan Bin Abd Rashid GS58928	MBA	Examiner, written report MBA case, MGM5999 Trimester 1, 2021/2022	Reimagining retailer relationship during Covid 19
6	ALYIA KHALYSHA BINTI AIZATUL AZHAR GS62969	MBA	Examiner, written report MBA case, MGM5999 Trimester 1, (July) 2022/2023.	A case study on Zharish Resources: The importance of social media on consumer behavior
7	MOHAMMAD FATHI ISLAM BIN NOR AFFANDI	MBA, PBS	Second reader/Examiner, MBA case, 2017	Digitalisation of leadership development in Maverick Academy
8	LEE VOON CHEN	MBA, PBS	Second reader/Examiner, MBA case study, 2016	Santuary Health Care Centre: Dilemma of marketing strategy approaches
9	MAHEASWARAN PARMASIVAM	MBA, PBS	Second reader/Examiner, MBA case study, 2016	Miotv Contact Center revamp: Vendor selection process
10	LOKE WAI TENG@IVY	MBA, PBS	Second reader/Examiner, MBA Project Paper, 2015	Factors influencing purchase intention of sporting goods in Malaysia: the application of TPB
11	AYU ADILA BINTI ABDUL RAHIM	MBA, PBS	Second reader/Examiner, MBA Project Paper, 2014	Factors influencing women consumer purchase intention towards dietary supplements
12	PUVANA A/P ARUMUGAM	MBA, GSM	Second reader/Examiner, MBA Project Paper, 2014	The factors influencing consumers to purchase halal meat from local supermarkets
13	NORALIZA BT HASHIM	MBA, PBS	Second reader/Examiner, MBA Project Paper, 2013	Consumer socialization of young adults: The role of parents, peers and celebrities
14	SEONG CHEE ONN	MBA, GSM	Second reader/Examiner, MBA case study, 2012	What Direction?
15	CHAN CHI KIAN	MBA, GSM	Second reader/Examiner, MBA case study, 2012	Office1: Marketing or manufacturing focus?
16	SITI SHAEEDA BT MUHAMMAD SUHAIMY	MBA, GSM	Second reader/Examiner, MBA Project Paper, 2010	The impact of website brand towards online purchase intention from an online banking perspective
17	NG CHAI HOON	MBA, GSM	Second reader/Examiner, MBA Project Paper, 2008	Relationship between relationship quality and price perception at retail store level

15 UNDERGRADUATE INDUSTRIAL TRAINING SUPERVISION

No.	Student's Name	Degree Conferred	Role/Year
1	Fung Siau Qin 196387	BBA	Faculty supervisor, Semester 2, 2021/2022
2	Adam Iskandar Bin Md.Taib@Md.Noh 196621	BBA	Faculty supervisor, Semester 2, 2021/2022
3	Cheah Yi Qing 197849	BBA	Faculty supervisor, Semester 2, 2021/2022

4	Wafeeqah Huda Binti Yunus197584	BBA	Faculty supervisor, Semester 2, 2021/2022
5	Yap Teng Hui 196450	BBA	Faculty supervisor, Semester 2, 2021/2022

16 PUBLICATIONS (PUBLISHED WORK)

16.1 Journal Articles (Cited Index Journal)

1. Md. Tariqul Islam, **Siti Rahayu Hussin**, Wong Foong Yee (2023). What Drives Travellers' Adoption of Online Travel Reviews? Integrating Helpfulness with Information Adoption Factors Asia-Pacific Journal of Innovation in Hospitality and Tourism, APJIHT Vol. 12 No. 1 2023 pp. 143–161 e-ISSN 2710–6519.
2. Islam, M. T., Pradhan, B., Pandey, U., **Hussin, S. R.**, & Wong, F. Y. (2023). Aesthetic Appeal and Beyond: Examining the Influence of Restaurant Interior Design on Bangladeshi Consumers' Satisfaction and Revisit Intention. *ASEAN Journal on Hospitality and Tourism*, *21*(2), 201-216. https://doi.org/10.5614/ajht.2023.21.2.05
3. NH Kamarulzaman, NH Khairuddin, H Hashim, **SR Hussin** (2023). Measuring market orientation, innovative marketing strategies and performance: evidence from the Malaysian agro-food manufacturers. Journal of Agribusiness in Developing and Emerging Economies 13 (2), 211-228.
4. L Sien Leong, **SR Hussin,** NH Abdullah (2023). Why not travel to Malaysia? Perspectives of future senior tourists toward senior-friendly destination attributes. Journal of Quality Assurance in Hospitality & Tourism 24 (1), 75-100.
5. Md. Tariqul Islam, Uma Pandey, Satyajit Sinha and **Siti Rahayu Hussin** (2023). How does a hotel's hygiene protocol quality trigger guests' revisit intention during the pandemic? Evidence from Chinese guests, International Journal of Tourism Cities, Emerald Publishing Limited, ISSN 2056-5607.
6. Md. Tariqul Islam, **Siti Rahayu Hussin**, Wong Foon Yee (2022). Factors Influencing the Information Adoption from Social Media review Platform: Extending Information Adoption Model (IAM) with Information Diagnosticity, Journal of Content, Community & Communication, Vol. 16 Year 8, December, 2022 [ISSN: 2395-7514.
7. Salina Kassim, **Siti Rahayu Hussin** (2022). Towards Developing a Marketing Model for Strategic Positioning of Stingless Bee Honey Farming as a Sustainable Income for the Rural Community, Journal of Agribusiness Marketing (JAMB), vol 9, issue 2, e-ISSN: 2289-5671 Volume 9, Issue 1, July 2022 DOI: 10.56527/jabm.9.1.7, pp. 94-106.
8. Adedoja, O. M., **Hussin, S. R**., & Yee, W. F. (2022). Influence of Website Attributes on Consumer's Online Purchase Intention in Malaysia. International Journal of Academic Research in Business and Social Sciences, 12(11), 3019 – 3042.
9. Sien Leong, L., **Hussin, S.R.**, Abdullah, N.H.(2022). Why Not Travel to Malaysia? Perspectives of Future Senior Tourists toward Senior-Friendly Destination Attributes. Journal of Quality Assurance in Hospitality and Tourism. (SCOPUS)
10. Radzi, R. A. M., **Hussin, S. R**., Rahman, S. A., & Abdullah, Z. (2021). A Systematic Literature Review of Quantitative Research Islamic Pilgrimage Tourism Research Era 2000 to 2021. International Journal of Academic Research in Business and Social Sciences, 11(10): pp. 644-658. (ERA)
11. Siti Haslina Hussin, Awang Ideris Awang Daud, Malia Taibi, & **Siti Rahayu Hussin**. (2021). Loneliness, Coping Strategies and Perceived Social Support among Students of Public Universities in Malaysia during the Covid –19 MCO. International Journal of Business and Society, 22(3): pp. 1402-1419. https://doi.org/10.33736/ijbs.4311.2021.

12. Kamarulzaman, N.H., Khairuddin, N.H., Hashim, H. and **Hussin, S.R**. (2021), "Measuring market orientation, innovative marketing strategies and performance: evidence from the Malaysian agro - food manufacturers", Journal of Agribusiness in Developing and Emerging Economies, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/JADEE-06-2021-0148 (SCOPUS)
13. Ahmad Rizal AR, Md Nordin S, Hussin SH and **Hussin SR** (2021). Beyond Rational Choice Theory: Multifaceted Determinants of Participation in Palm Oil Sustainable Certification Amongst Smallholders in Malaysia. Front. Sustain. Food Syst. 5:638296. doi: 10.3389/fsufs.2021.638296 (SCOPUS)
14. Liew SL, **Hussin SR**, and Abdullah NH. (2021), Attributes of Senior –Friendly Tourism Destinations for Current and Future Senior Tourists: An Importance –Performance Analysis Approach. SAGE Open. Jan 2021. doi:10.1177/2158244021998658. (SCOPUS)
15. Umar Garba Adamu, **Siti Rahayu Hussin**, and Noor Azlin Ismail (2020). Perceived performance of wood furniture small medium enterprises on innovative marketing strategies in Nigeria, Vol (5), issue 1: pp. 1 –15.
16. Umar Garba Adamu, **Siti Rahayu Hussin**, and Noor Azlin Ismail (2020). Effect of Marketing Innovation on Performance of Small and Medium Enterprises in Nigeria, International Journal of Innovation, Creativity and Change, Vol (11), Issue 12: pp. 353 –370. (SCOPUS)
17. Khairuddin, N.H., Kamarulzaman, N.H., Hashim, H. and **Hussin, S.R**. (2019). The relationship between marketing strategies and innovative market orientation on performance of halal –certified agro –food SMEs. FOOD RESEARCH, Volume 4, Supplementary 1 Special Issue: Global Halal Sphere Conference 2019: pp. 124 –132. (SCOPUS)
18. Muhammad Haidhar Ibrahim, **Siti Rahayu Hussin**, Siti Haslina Hussin, (2019) "Factors Influencing Malaysian Consumers' Intention to Use Quick Response (QR) Mobile Payment", Jurnal Pengurusan, Dec Issue. (SCOPUS)
19. Yuhanis Abdul Aziz, **Siti Rahayu Hussin**, Hossein Nezakati, Raja Nerina Raja Yusof, Haslinda Hashim, (2018) "The effect of socio –demographic variables and travel characteristics on motivation of Muslim family tourists in Malaysia", Journal of Islamic Marketing, Vol. 9 Issue: 2: pp.222 –239. https:// doi.org/10.1108/JIMA –03 –2016 –0016. (SCOPUS)
20. Khan, A.S., **Hussin, S.R**. and A. Hamid, A.B (2018). Direction For Future Research in EWOM: Issues Of Credibility, Format And Impact. International Journal of Economic Research, 15 (2): pp. 329 –341.
21. Nadiatul Natasha Mohd Fawzi, **Siti Rahayu Hussin** & Haslinda Hashim (2018). The Influence of Culture on Destination Image Formation: A Critical Review. Global Review of Research in Tourism, Hospitality and Leisure Management, 4(1): pp. 577 –596.
22. Ramlee, F. H., **Hussin, R**., & Hashim, H., (2018), Critical Review of Dark Tourism: Tourists' Perceptions and Behavior, Journal of Tourism, Hospitality and Environment, 3 (12): pp. 54 –63.
23. Kassim, S. H. and **Hussin, S. R**. (2016). Do Marketing Strategies Have Significant Influence on Usage of Credit Cards? Empirical Evidence from Malaysia. Pertanika Journal of Humanities, 24 (S) Nov: pp. 179 –192. (SCOPUS)
24. Fara Adura Mohamad Yusoff, Raja Nerina Raja Yusof and **Siti Rahayu Hussin** (2015). Halal Food Supply Chain Knowledge and Purchase Intention. Int. Journal of Economics and Management 9 (S): pp. 155 – 172. (SCOPUS)
25. Fatin Norain Osman, **Siti Rahayu Hussin**, Raja Nerina Raja Yusof, Haslinda Hashim, Yuhanis Abd.Aziz, and Hossein Nezakati (2015). Special Needs of Muslim Family Tourists Across the Family Life Cycle: Stakeholders' Perspectives. Australian Journal of Basic and Applied Sciences, 9(3) Special: pp. 108 –112. (ERA)
26. F.N.Osman, **S.R. Hussin**, H.Hashim, Y.A. Aziz, R.N.Raja –Yusof & H.Nezakati. (2015). The Influence of Family needs in Travel Decision Making over Family Life Cycles. Global Management Literature. Universiti Putra Press, ISBN 978 –967 –344 –512 –7: pp. 102 –111.
27. Haslinda Hashim, **Siti Rahayu Hussin** and Nurdiyana Nadihah Zainal. (2014). Exploring Islamic Retailer Store Attributes from Consumer Perspectives: An Empirical Investigation. Int. Journal of Economics and Management, 8 (S): pp. 117 – 136. (SCOPUS)

28. **Siti Rahayu Hussin**, Azmawani Abd Rahman and Ahmed Razman Abdul Latiff. (2014). Service Quality and Technology for Performing Hajj. Asian Journal of Case Research, 7 (S): pp. 33 –46.
29. Salina Hj Kassim and **Siti Rahayu Hussin**. (2013). Repayment Patterns, Financial Discipline and Consumer Profiling: An Empirical Investigation among Credit Card Users in Malaysia. World Applied Sciences Journal 23 (Enhancing Emerging Market Competitiveness in the Global Economy): pp. 12 –16.
30. Hashim, H. and **Hussin, S.R**. (2013) Losing at the Home Ground?Asian Journal of Case Research (AJCR), 6(S):pp. 95 –107.
31. Hussin, S.R. and Hashim, H. (2013) Econsave Cash & Carry Asian Journal of Case Research (AJCR), 6(S): pp. 51 –59.
32. **Hussin S. R**., Hashim, H., Yusof, R. N. and Alias, N. N. (2013). Relationship between Product Factors, Advertising, and Purchase Intention of Halal Cosmetic. Pertanika J. Soc. Sci. & Hum. 21 (S): pp. 85 – 100. (SCOPUS)
33. Abdul Rahim Abu Bakar and **Siti Rahayu Hussin**. (2013). What Constitutes an Islamic Retailer? Islamic Store Attributes from The Prespectives of Islamic Marketing Principles. International Journal of Sales, Retailing & Marketing, 2(1): pp.74.
34. **Siti Rahayu Hussin**, Salina Kassim and NurAien Jamal. (2013). Credit Card Holders in Malaysia: Customer Characteristics and Credit Card Usage. Int. Journal of Economics and Management, 7 (1): 110 – 124. (SCOPUS)
35. **Siti Rahayu Hussin**, Haslinda Hashim and Wang Yau Siong. (2013). Jaya Tuition Centre. Asian Journal of Case Research (AJCR), 6 (1): pp. 21 –34.
36. **Siti Rahayu Hussin**, Haslinda Hashim, Wong Yin Siew and Ruhana Busu. (2012). Kuang Ming Packaging Industries Sdn. Bhd. (KMPI). Asian Journal of Case Research (AJCR), 5 (1): pp. 29 –39.
37. Che Aniza Che Wel, **Siti Rahayu Hussin**, Nor Asiah Omar and Sallehuddin Mohd Nor. (2012). Important Determinant of Consumers Retail Selection Decision in Malaysia. World Review of Business research, Vol 2 No. 2 March 2012: pp. 164 –175.
38. Raja Nerina Raja Yusof, **Siti Rahayu Hussin** and Hossein Nezakati. (2011). The Way Forward. Asian Journal of Case Research (AJCR), Vol 4 No 2 2011: pp.137 –143.
39. Ab. Karim M.S., Nasouddin S.S. Mohd Adzahan N., Othman, M. and **Siti Rahayu Hussin**. (2011). Consumers' Knowledge and Perception Towards MelicopePtelefolia (DaunTenggekBurung): A Preliminary Qualitative Study. International Food Research Journal, 18(4): pp. 1481 –1488. (IMPACT FACTOR, Q.)

16.2 Journal Articles (Non –Cited Index Journal)

16.3 Book

1. **Siti Rahayu Hussin**, Siti Haslina Hussin, and Salina Kassim (2018). Easy read on consumer behavior, Universiti Putra Malaysia Press, Serdang, Selangor.

16.4 Chapter in Book

1. Md. Tariqul Islam, Jeetesh Kumar, **Siti Rahayu Hussin** and Foong Yee Wong (2024), Embarking on Virtual Journeys: The Evolutionary Dynamics of Travel Vlogs and the Integration of Virtual Reality. Chapter 13. in *Exploring the Use of Metaverse in Business and Education* DOI: 10.4018/979-8-3693-5868-9.
2. **Siti Rahayu Hussin** (2021), Modul 2 Perancangan Strategik. Penerbit Universiti Putra Malaysia, Serdang, Selangor. pp. 34 –46. in Pembangunan Keusahawanan Asnaf.

3. Azmawani Abd Rahman and **Siti Rahayu Hussin** (2021), A journey from Research University to Entrepreneurial University: A case study on leadership at Institut Teknologi Bandung, Indonesia. AKEPT and Putra Business School, Seri Kembangan, Selangor, 19 –26. in Leadership Case Studies of ASEAN Higher Learning Institutions Edited by Yazrina Yahya, Ida Md Yasin & Ahmed Razman Abdul Latiff
4. **Siti Rahayu Hussin** and Ida Md.Yasin (2021), The first internationally accredited business school in Thailand: A case study on leadership in Sasin Graduate Institute of Business Administration, Chulalongkorn University, Thailand. AKEPT and Putra Business School, Seri Kembangan, Selangor. pp. 19 –26. in Leadership Case Studies of ASEAN Higher Learning Institutions Edited by Yazrina Yahya, Ida Md Yasin & Ahmed Razman Abdul Latiff
5. **Siti Rahayu Hussin** and Mass Hareeza Ali (2017), Marketing Planning for Business Start –ups. Oxford Fajar, Shah Alam, pp. 45 –51. in Introduction to Entrepreneurship Edited by Sodri Ariffin and Syahira Hamidon
6. Low Teng Meng and **Siti Rahayu Hussin** (2015), Decision making factors influencing the selection of a medical treatment destination. Trends in Hospitality & Tourism. UPM Serdang, pp. 74 –91. in The Issues in Hospitality and Tourism Edited by Siti Rahayu Hussin, Amer Hamzah Jantan and Shahrim Karim
7. **Hussin, S.R**. and Zawawi, D. (2015), Retailing at Daud Holdings Sdn Bhd in Case Studies of Selected SME Businesses, Centre for Enterpreneur Development & Research (CEDAR) Sdn Bhd. Kuala Lumpur.
8. Zawawi, D. and **Hussin, S.R.** (2015), One Step Ahead in Case Studies of Selected SME Businesses, Centre for Enterpreneur Development & Research (CEDAR) Sdn Bhd. Kuala Lumpur.
9. F.N.Osman, H.Hashim, H. Nezakati, **S.R. Hussin,** Y.A.Aziz and R.N.Raja –Yusof. (2015). A review of family influences on travel decision making. pp. 579 –582. Theory and Practice in Hospitality and Tourism Research – Radzi et. Al. (Eds). Taylor & Francis Group, London.
10. **Hussin, S.R.,** Hashim, H. and R. Yusof, R.N. (2013). Everybody's Gym? in Malaysian Management Cases. Penerbit UKM: Selangor, Malaysia.
11. Raja Nerina Raja Yusof and **Siti Rahayu Hussin**. (2014). Malaysian Consumer Ethnocentrism Towards Imported Product. The Nature of Service Management. UPM Serdang. 21 –45. in The Nature of Services Management, Edited by Mass Hareeza Ali, Nor Azlina Kamarohim and Manisah Othman
12. **Siti Rahayu Hussin,** Salina Hj Kassim and Nur Aien Jamal. (2012). Credit Card Ownership and Usage : Satisfaction among Card Holders in Malaysia In :(Ed., Zuraina Dato Mansor, Zahira Mohd Ishan, Ho Jo Ann and Wong Foong Yee), Research Issues in Management and Marketing. McGrawHill. pp. 9 –16.
13. **Siti Rahayu Hussin** and Lim Fang Yau. (2012). Hybrid Vehichle? Awereness Level and Purchase Intention of Malaysian Consumer In :(Ed., Ho Jo Ann, Wong Foong Yee, Zuraina Dato Mansor and Zahira MohdIshan), Contemporary Issues in Management and Marketing. McGrawHill. pp. 113 –126.
14. Wong, F.Y., **Siti Rahayu, H.** and Jamil, B. (2010). Retail Patronage of Fresh Produce Shoppers in Malaysia. In Search of Good Practices Weaving Through Current Perspectives in Business. Universiti Putra Malaysia Press. pp. 187 –195.
15. Wong, F.Y., **Siti Rahayu, H**. and Jamil, B. (2008). Consumer Purchasing Behavior of Fresh Produce in Malaysia. Universiti Putra Malaysia Press. pp. 139 –147.
16. Saleh, R., Hashim, H., **Hussin, S. R**., A. Malek, Z., & A. Rahim, M. A. (2002). Rujukan Asas Pemasaran. Malaysia, Univision Press Sdn. Bhd.
17. **Siti Rahayu H.,** Tan H. S. & Md Sidin, S. (2001). Marketing Analysis of the Higher Education Service Sector in Malaysia: Consumer Perspectives. Image PacPrint pp. 36 –49.

16.5 Proceedings

1. Haron, Sharifah Azizah, Salina, **Siti Rahayu Hussin**, - Accumulation and Decumulation of Wealth For Retirement among The Elderly and Future Elderly on Malaysia Persidangan Kebangsaan Ekonomi Malaysia (PERKEM) ke-14 2019, Full Paper, Non Citation-Indexed , The Malaysian National Economic Conference (PERKEM), 2231962X , [166 - 172], 2019.
2. Jamil Bojei, **Siti Rahayu Hussin**, Wong, Foong Yee, - Consumer Behavior of Fresh Produce in Malaysia Asia Pacific Marketing Conference 2007?Creating Marketing in Asia Pacific: Issues and Challenges, 2007.
3. Moh, **Siti Rahayu**, Noranizan, Shahrim Ab Karim , - Consumers' consumption pattern and their purchase intention towards herbal product based on Melicope Ptelefolia in selected states in Peninsular Malaysia International Management Conference (IMAC) 2011.
4. **Siti Rahayu Hussin**, Salina Kassim - Credit card marketing strategy and its impact on usage among Malaysians Proceedings of the 15th National MACFEA Seminar, 2011.
5. **Siti Rahayu Hussin**, Salina Kassim - CUSTOMERS PERCEPTION OF CREDIT CARD MARKETING STRATEGIES AND ITS RELATIONSHIP WITH CREDIT CARD USAGE AMONG MALAYSIANS Proceedings of the 2nd, International Conference on Arts, Social Sciences & Technology Penang, Malaysia, 3rd - 5th March 2012.
6. **Siti Rahayu Hussin**, Salina Kassim - Decision making criteria influencing choice of credit card proceeding of International Conference on Science, Technology & Social Sciences, 2012, Universiti Teknologi MARA Pahang, 2012.
7. **Siti Rahayu**, Che Aniza Che Wel - Determinants of retail selection decision in Malaysia 6th Annual London Business Research Conference, 2011.
8. Jamil Bojei, Wong, Foong Yee, Siti Rahayu Hussin, Essential Quality Attributes in Fresh Produce Purchase by Malaysian Consumers PRPI 2011 UPM's Research & Innovation, 2011.
9. Mohd Hafizi Abdul Fatah, **Siti Rahayu Hussin** - Khalifa Production Sendirian Berhad: What's our business model, pp 234-252. National Case Study Conference (NCSC) 2013, 20-22 June 2013. Le' Meridian Hotel, Kota Kinabalu, Sabah.
10. **Siti Rahayu Hussin**, Salina Kassim - Relationship between consumer characteristics and credit card usage; Profile of credit card users in Malaysia Asia Pacific Marketing & management Conference 2011, 2011.
11. Salina Kassim, **Siti Rahayu Hussin**, Relationship drivers in loyalty card programs: an exploratory study Advances in Global Business Research Vol. 7 No 1 ISSN 1549 - 9332 Proceedings of the 2010 Academy for Global Business Advancement Seventh World Congress, Held at the Graduate School of Management, Universiti Putra Malaysia on December 1-3, 2010. Edited by Mary B.
12. Wong, Foong Yee, **Siti Rahayu Hussin**, Retail Patronage Behavior of Fresh Produce Shoppers in Malaysia Asia Pacific Marketing Conference 2007.
13. Wong, Foong Yee, **Siti Rahayu Hussin**, Jamil Bojei - Retail patronage behaviour of fresh produce in Malaysia Asia pacific Marketing Conference: "Creative Marketing in Asia Pacific: Issues and Challenges" (APMC2007), 2007.
14. **Siti Rahayu Hussin**, Nur Kamarul Hafiz bin Jamil. The Adoption of Green Marketing Orientation Among Manufacturing Companies Asian Business Seminar Circuit (ABSC 2012), 2012.
15. Salina Kassim, **Siti Rahayu Hussin**, The use of loyalty card in building customer loyalty towards department store 4th international Borneo Business Conference, Proceedings of IBBC 2010 Dawn of a new horizon:Business and Economic Challanges, 2010.
16. **Siti Rahayu Hussin**, Abd Rahim Bakar. What Constitutes an Islamic Retailer? A Discussion on Islamic Store Attributes What Constitutes an Islamic Retailer? A Discussion on Islamic Store Attributes, 2012.

16.6 Intellectual Property

1. **LY2017004145, CRLY00013228.** MUSLIM FAMILY TOURIST TYPOLOGY (KARYA SASTERA) 30/11/2015

16.7 Conferences

No.	Conferences/Seminars	Level	Venue	Date
1.	Taking Flight: The Journey of The Pioneering Early Bird. Global Conference of Business and Economics Resesrach GCBER 2023	International	Putrajaya, Malaysia	9&10 September, 2023
2.	Customers perception of credit card marketing strategies and its relationship with credit card usage among Malaysians. International Conference on Arts, Social Science and Technology (iCAST2012)	International	Penang, Malaysia	03-03-2012-04-03-2012
3.	Determinants of Retail Selection Decision in Malaysia. 6th Annual London Business Research Conference.	International	Imperial College, London	11-07-2011-12-07-2011
4.	Relationship between Consumer Characteristics and Credit Card Usage: Profile of Credit Card Users in Malaysia Asia Pacific Marketing & Management Conference 2011	International	Kuching, Sarawak, Malaysia	09-11-2011-11-11-2011]
5.	The Adoption of Green Marketing Orientation Among Manufacturing Companies Asian Business Seminar Circuit 2012	International	Kuala Lumpur, Malaysia	03-10-2012-04-10-2012
6.	The Influence of Marketing Strategies and Innovative Market Orientation on Performance of Halal-Certified Agro-Food SMEs Global Halal Sphere Conference 2019.	International	IIUM, Mlaysia	21-08-2019-22-08-2019
7.	The use of loyalty card in building customer loyalty towards department store 4th International Borneo Business conference (IBBC 2010)	International	Miri, Sarawak, Malaysia	13-12-2010-15-12-2010

8.	What Constitutes an Islamic Retailer? A Discussion on Islamic Store Attributes World Conference On Islamic Thought: 2012	International	Kolej Universiti Islam Sultan Azlan Shah, Perak, Malaysia	11-09-2012-12-09-2012
9.	Critical Review of Dark Tourism: Tourists' Perceptions and Behaviour International Conference on Global Business and Social Sciences (ICGBSS 2018)	International	The Everly Hotel Putrajaya, Malaysia	13-10-2018-14-10-2018
10.	Accumulation and decumulation of wealth for retirement among the elderly and future elderly in Malaysia Persidangan Kebangsaan Ekonomi Malaysia (PERKEM) ke-14 2019	National	Berjaya Waterfront Hotel, Johor Bahru, Malaysia	07-12-2019-07-12-2019

16.8 Other Publications

1. Siti Rahayu Hussin (2002). MGM 4254 Pengurusan Peruncitan, Modul PJJ, Institut Pendidikan dan Pembelajaran Jarak Jauh (2002).
2. Modul Prinsip Pemasaran, Program Jarak Jauh, IDEAL, Mei 2002
3. Modul Komunikasi Pemasaran, Open University Malaysia (2004)

17 OTHER PROFESSIONAL WORK

17.1 Reviewer – Journal and Conference

Journal/Book/ Conference	Paper title	Paper ID	Year
Journal of Tourism and Hospitality Management	Tourist experience and well-being of Chinese elderly tourists through intergenerational interaction with their adult children	JHTM-D-23-00202R1	2023
Asian Journal of Case Research AJCR	Prosthetic Leg for Rural Amputee: Replacing a Limb, Regaining A Life	AJCR-23-0012	2023

TOURISM RESEARCH BOOK , IIUM	“Research Book Chapter Project on The Emerging Trends of Tourism and Travel in Malaysia”		2022
Journal of Islamic Marketing (JIMA)	Perceptions Halal-friendly attributes: A quantitative study of tourists’ intentions to travel non-Islamic destination	JIMA-07-2022-0204.R3	2023
	Do Consumers Need Halal Label? Evidence from Small Medium Enterprises Segment in a Major Muslim Environment	JIMA-12-2021-0401.R2	2023
	Perceptions Halal-friendly attributes: A quantitative study of tourists’ intentions to travel non-Islamic destination	JIMA-07-2022-0204	2022
	Segmenting Umrah Performers based on outcomes behaviors: A cluster analysis perspective	JIMA-01-2021-0004	2021
	Evaluation Of Halal Tourism In Terms Of Bibliometric Characteristics	JIMA-05-2019-0101	2019
	The Antecedents and Consequences of Online Relationship Quality in Internet Purchases	JIMA-01-2019-0002	2019
	Legal And Administrative Approaches To Promoting Muslim Friendly Hospitality Products In Malaysia: Lessons From Turkey	JIMA-10-2018-0207	2018
	Implications of marketing Jordan as a Halal tourism destination	JIMA-02-2018-0036	2018
	Halal Tourism: Conceptual and Practical Challenges	JIMA-06-2017-0066	2017

Sustainability	Are ERDF devoted to boosting ICT in SMEs inefficient? A three-stage SBM approach		2022
International Journal of Economics and Management (IJEAM)	Brand Relationship Strength and Sharing Motivations Effects on eWOM: The Moderating Role of Brand Satisfaction	IJEAM-2021-0035	2021
	The Moderating Effects of Contingency Variables on the Relationship Between the Performance of Indonesian SMEs and the Personal Characteristics of Entrepreneurs	IJEAM-2021-0024	2021
International Journal of Economics and Management (IJEM)	A Study on Consumer Behavior towards FMCG Products with Special Reference to Personal Care Products		2014
	A model for brand positioning of hygienic products using the most effective factors on competitive position and perceptual map technique		2012
South Asian Journal of Social Studies and Economics			2021
Asian Journal of Social Science Research (AJSSR)	Consumers' Purchasing Intention of Buying Counterfeit Cosmetic Products in Bangladesh		2022
Pertanika Journal of Social Sciences and Humanities	The Effect of Functional Convenience and Representational Delight on Positive Emotional Affect and Impulse Buying of Discount Group Site Users in Indonesia	JSSH(S)-1211-2019	2020

Asian Journal of Case Research	1. Moving Forward: Power House Marketing Sdn Bhd 2. AP CARS SDN. BHD. 3. Why don't we sell the club?		2013 2018 2018
International Food Research Journal	Consumers' Willingness to Pay for Non-GM Food Labeling in Thailand	IFRJ-2011-381	2011
IUCEL 2022 Proceedings	Virtual Experiential Learning: Lessons from Entrepreneurship Course In The New Norm		2022
Management Research Journal	Faktor Luaran Yang Mempengaruhi Keberkesanan Penggunaan Aplikasi E-Dagang Dikalangan Usahawan PKS Melayu Di Malaysia	MRJ2011	2012
	Pengaruh Program Sekolah Lima Bintang (Pslb) Terhadap Prestasi Akademik Pelajar Di Sekolah-Sekolah Menengah Di Negeri Kedah	MRJ2011	2012
Journal of Muamalat and Islamic Finance Research (JMIFR)	Islamic Marketing Mix": Tinjauan Semula Islamic Marketing Mix: A Review	JMIFR16-05	2016
Global Conference of Business and Economic Research	Paper Title: A Quantitative Procedure Integrating AHP and DEMATEL to Develop Strategies for Improving Brand Personality: Introductory Ideas	Paper ID: GCBER2017-005	2017
	Paper Title: A Quantitative Procedure Integrating AHP and DEMATEL to Develop Strategies for Improving Brand Personality: Introductory Ideas	Paper ID: GCBER2017-005	2017

17.2 Editorial board

1. JOURNAL OF AGRIBUSINESS MARKETING - Editorial Review Board Members
2. ASIAN JOURNAL OF CASE RESEARCH (AJCR) - Associate Editor

17.3 External Panel Judge

No	Institution	Description
1)	Universiti Sains Islam Malaysia	Ekspo Inovasi Islam 2014 Ekspo Inovasi Islam 2015 Ekspo Inovasi Islam 2016
2)	Politeknik Metro Kuala Lumpur	PMKL Pro_I Competition (13/10/2017)

18 AWARDS

Name of awards	Title	Award Authority	Award Type	Year
Awards of Merit	Excellence Service Certificate (Sijil Perkhidmatan Cemerlang)	Universiti Putra Malaysia (UPM)	University	2022
	Excellence Service Certificate (Sijil Perkhidmatan Cemerlang)	Universiti Putra Malaysia (UPM)	University	2021
	Anugerah Bintang Harapan (Kategori Penilaian Pengajaran)	Universiti Putra Malaysia (UPM)	Faculty	2021
	Anugerah Bintang Harapan (Kategori Jaringan Komuniti)	Universiti Putra Malaysia (UPM)	Faculty	2021
	Anugerah Prestasi Cemerlang 2021	Universiti Putra Malaysia (UPM)	Faculty	2021
	Excellence Service Certificate (Sijil Perkhidmatan cemerlang)	Universiti Putra Malaysia (UPM)	University	2020
	Anugerah Setia Putra	Universiti Putra Malaysia (UPM)	University	2017
	Excellence Service Award (Anugerah Perkhidmatan Cemerlang)	Universiti Putra Malaysia (UPM)	University	2017
	Excellence Service Certificate (Sijil Perkhidmatan Cemerlang)	Universiti Putra Malaysia (UPM)	University	2015
	Excellence Service Certificate (Sijil Perkhidmatan Cemerlang)	Universiti Putra Malaysia (UPM)	University	2014
	Excellence Service Award (Anugerah Perkhidmatan Cemerlang)	Universiti Putra Malaysia (UPM)	University	2013

Academic Awards	3rd Prize, Case Competition	Case Writers' Association of Malaysia (CWAM)	National	2017
	Silver Medal, International Research, Invention and Innovation Exhibition	International Islamic University Malaysia (IIUM)	University	2013
	3rd Prize, 3rd International Conference on Case Writing, 2013 Case Competition	Case Writers' Association of Malaysia (CWAM)	National	2013

	Bronze Medal, Invention, Research & Innovation Exhibition (Pameran RekaCipta, Penyelidikan dan Inovasi)	Universiti Putra Malaysia (UPM)	University	2011

19 INNOVATION IN TEACHING

COURSE		COMPONENT			
	Saiz kelas	Tahun	Pembelajaran teradun melalui Putrablast	Pembelajaran berpusat pelajar	Melaksanakan perkongsian amalan terbaik pengajaran
MGM 4178	42	2022	✓	Case Study Project In class activity	
MGM 4189	77	2021/2022-1	✓	Case study Project In-class activity	
MGM 3180	74	2018/2019-2	✓	Karnival	Speaker TOT MGM 3180
MGM 4239	35	2019/2020-1	✓	Case Study Marketing Plan In-class activity	Trainer/Facilitator Case for Teaching and Learning
MGM 4254		2018/2019-1		Case Study Project	
MGM 4297	33	2018/2019-2		Case Study Product prototype	

20 ACADEMIC REFEREES

1. Dato' Profesor Dr. Azali bin Mohamed, Universiti Keusahawanan Koperasi Malaysia
2. Profesor Dr. Amer Hamzah Jantan, City University