

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI (<i>Personal Details</i>)			
Nama Penuh (<i>Full Name</i>)	Siti Rahayu Hussin		
Warganegara (<i>Citizenship</i>)	Bangsa (<i>Race</i>)	Jantina (<i>Gender</i>)	
Malaysia	Melayu	Female	
Jawatan (<i>Designation</i>)	Senior Lecturer		
Jabatan/Fakulti (<i>Department/Faculty</i>)			
School of Business and Economics (Formerly known as Faculty of Economics and Management) Universiti Putra Malaysia 43400 Serdang, Selangor			E-mail: rahayu@upm.edu.my
B. KELAYAKAN AKADEMIK (<i>Academic Qualification</i>)			
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>)
Bachelor of Business Administration (BBA)	International Islamic University Malaysia	1993	Business Administration
Master of Business Administration (MBA)	Roosevelt University, Illinois, U.S.A.	1995	Business Administration
C. KEMAHIRAN BAHASA (<i>Language Proficiency</i>)			

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

D. PENGALAMAN SAINTIFIK, PENGKHUSUSAN DAN KEANGGOTAAN PROFESSIONAL
(*Scientific experience, Specialisation dan Profesional membership*)

Organization	Position	Start Date	End 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
CESMED, UCD, MTDC, MASMED, Ministry of Higher Education, MOHE.	Professional Certificate for Entrepreneurial Educator (3EP)	20-28 November 2016		Entrepreneurial Educator
The Malaysian Consumer and Family Economics Association (MACFEA)	Life member			
Case Writer Association Malaysia (CWAM)	Life member			Case writing
Malaysian Ageing Research Network (MARN)	Life member			Ageing research
Universiti Putra Malaysia Academic Association (PPAUPM)	Life member			

E. PEKERJAAN (Employment)

Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / 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

F. ANUGERAH DAN HADIAH (<i>Honours and Awards</i>)				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	3 rd 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
	3 rd Prize, 3 rd 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
<i>Non-Academic Awards</i>				
<i>Awards of Merit</i>	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	Universiti Putra Malaysia (UPM)	University	2014

	Perkhidmatan Cemerlang)			
	Excellence Service Award (Anugerah Perkhidmatan Cemerlang)	Universiti Putra Malaysia (UPM)	University	2013

G. SENARAI PENERBITAN (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>Ocid ID: 0000-0003-3758-8293 H Index Scopus: 5, Scopus Citation: 91 H Index Google Scholar :11, Google Scholar Citation: 474</p> <ol style="list-style-type: none"> 1. 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. <i>Journal of Quality Assurance in Hospitality and Tourism</i>. (SCOPUS) 2. 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. <i>International Journal of Academic Research in Business and Social Sciences</i>, 11(10), 644–658.(ERA) 3. 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. <i>International Journal of Business and Society</i>, 22(3), 1402-1419. https://doi.org/10.33736/ijbs.4311.2021. 4. 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", <i>Journal of Agribusiness in Developing and Emerging Economies</i>, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/JADEE-06-2021-0148 (SCOPUS) 5. 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. <i>Front. Sustain. Food Syst.</i> 5:638296. doi: 10.3389/fsufs.2021.638296 (SCOPUS) 6. 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. <i>SAGE Open</i>. January 2021. doi:10.1177/2158244021998658 (SCOPUS) 7. Umar Garba Adamu, Siti Rahayu Hussin, & Noor Azlin Ismail. (2020). Perceived Performance of wood furniture Small Medium Enterprises on Innovative Marketing Strategies in Nigeria. <i>Journal of Postgraduate Current Business Research</i>, 5(1). Retrieved from http://abrn.asia/ojs/index.php/jpcbr/article/view/68 8. Umar Garba Adamu, Siti Rahayu Hussin, and Noor Azlin Ismail (2020). Effect of Marketing Innovation on Performance of Small and Medium Enterprises in Nigeria, <i>International Journal of Innovation, Creativity and Change</i>, Vol (11), Issue 12, pg 353-370. (SCOPUS) 9. 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. <i>FOOD RESEARCH</i>, Volume 4, Supplementary 1 Special Issue: Global Halal Sphere Conference 2019, pg. 124-132. (SCOPUS) 10. Muhammad Haidhar Ibrahim, Siti Rahayu Hussin, Siti Haslina Hussin, (2019) "Factors Influencing Malaysian Consumers' Intention to Use Quick Response (QR) Mobile Payment", <i>Jurnal Pengurusan</i>, December Issue. (SCOPUS)
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11. 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)
12. 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), 329-341.
13. 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), 577-596.
14. 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), 54-63.
15. **Siti Rahayu Hussin** & haslinda Hashim (2018). Spendisure Cash and Carry Sdn Bhd. *Asian Journal of Case Research*, vol 11, no 1. pg 30-36. UPM press, Serdang, Malaysia.
16. 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) November: 179-192. (SCOPUS)
17. 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): 155 - 172 . (SCOPUS)
18. 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, 108-112. (ERA)
19. 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, Pages: 102-111.
20. Haslinda Hashim, **Siti Rahayu Hussin** and Nurdiana Nadiah Zainal. (2014). Exploring Islamic Retailer Store Attributes from Consumer Perspectives: An Empirical Investigation. *Int. Journal of Economics and Management*, 8 (S): 117 - 136. (SCOPUS).
21. **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):33-46.
22. 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): 12-16.
23. Hashim, H. and **Hussin, S.R.** (2013) Losing at the Home Ground? *Asian Journal of Case Research (AJCR)*, 6(S):95-107.
24. **Hussin, S.R.** and Hashim, H. (2013) Econsave Cash & Carry *Asian Journal of Case Research (AJCR)*, 6(S):51-59.
25. **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): 85 - 100. (SCOPUS)
26. 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):74.

	<ol style="list-style-type: none"> 27. Siti Rahayu Hussin, Salina Kassim and NurAien Jamal. (2013). Credit Card Holders in Malaysia: Customer Characteristics and Credit Card Usage. <i>Int. Journal of Economics and Management</i>, 7 (1): 110 - 124. (SCOPUS) 28. Siti Rahayu Hussin, Haslinda Hashim and Wang Yau Siong. (2013). Jaya Tuition Centre. <i>Asian Journal of Case Research (AJCR)</i>, 6 (1):21-34. 29. Siti Rahayu Hussin, Haslinda Hashim, Wong Yin Siew and Ruhana Busu. (2012). Kuang Ming Packaging Industries Sdn. Bhd. (KMPI). <i>Asian Journal of Case Research (AJCR)</i>, 5 (1):29-39. 30. Che Aniza Che Wel, Siti Rahayu Hussin, Nor Asiah Omar and Sallehuddin Mohd Nor. (2012). Important Determinant of Consumers Retail Selection Decision in Malaysia. <i>World Review of Business research</i>, Vol 2 No. 2 March 2012:164-175. 31. Raja Nerina Raja Yusof, Siti Rahayu Hussin and Hossein Nezakati. (2011). The Way Forward. <i>Asian Journal of Case Research (AJCR)</i>, Vol 4 No 2 2011:137-143. 32. 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. <i>International Food Research Journal</i>, 18(4):1481-1488. (IMPACT FACTOR, Q.)
<i>Books/Monographs</i>	<ol style="list-style-type: none"> 1. Siti Rahayu Hussin, Siti Haslina Hussin, and Salina Kassim (2018). Easy read on consumer behavior, Universiti Putra Malaysia Press, Serdang, Selangor.
<i>Chapter in book</i>	<ol style="list-style-type: none"> 1. Siti Rahayu Hussin (2021), Modul 2 Perancangan Strategik. Penerbit Universiti Putra Malaysia, Serdang, Selangor, 34-46. in <i>Pembangunan Keusahawanan Asnaf</i>. 2. 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 <i>Leadership Case Studies of ASEAN Higher Learning Institutions</i> Edited by Yazrina Yahya, Ida Md Yasin & Ahmed Razman Abdul Latiff 3. 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, 19-26. in <i>Leadership Case Studies of ASEAN Higher Learning Institutions</i> Edited by Yazrina Yahya, Ida Md Yasin & Ahmed Razman Abdul Latiff 4. Siti Rahayu Hussin and Mass Hareeza Ali (2017), Marketing Planning for Business Start-ups. Oxford Fajar, Shah Alam, 45-51. in <i>Introduction to Entrepreneurship</i> Edited by Sodri Ariffin and Syahira Hamidon 5. Low Teng Meng and Siti Rahayu Hussin (2015), Decision making factors influencing the selection of a medical treatment destination. <i>Trends in Hospitality & Tourism</i>. UPM Serdang, 74-91. in <i>The Issues in Hospitality and Tourism</i> Edited by Siti Rahayu Hussin, Amer Hamzah Jantan and Shahrim Karim 6. Hussin, S.R. and Zawawi, D. (2015), Retailing at Daud Holdings Sdn Bhd in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development & Research (CEDAR) Sdn Bhd. Kuala Lumpur. 7. Zawawi, D. and Hussin, S.R. (2015), One Step Ahead in <i>Case Studies of Selected SME Businesses</i>, Centre for Entrepreneur Development & Research (CEDAR) Sdn Bhd. Kuala Lumpur. 8. 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. 579-582. <i>Theory and Practice in Hospitality and Tourism Research – Radzi et. Al. (Eds)</i>. Taylor & Francis Group, London.

	<p>9. Hussin, S.R., Hashim, H. and R. Yusof, R.N. (2013). Everybody's Gym? in Malaysian Management Cases. Penerbit UKM: Selangor, Malaysia.</p> <p>10. 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</p> <p>11. 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.</p> <p>12. Siti Rahayu Hussin and Lim Fang Yau. (2012). Hybrid Vehicle? 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.</p> <p>13. 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. Page 187-195.</p> <p>14. Wong, F.Y., Siti Rahayu, H. and Jamil, B. (2008). Consumer Purchasing Behavior of Fresh Produce in Malaysia. Universiti Putra Malaysia Press. Page 139-147.</p> <p>15. Saleh, R., Hashim, H., Hussin, S. R., A. Malek, Z., & A. Rahim, M. A. (2002). Rujukan Asas Pemasaran. Malaysia, Univision Press Sdn. Bhd.</p> <p>16. Siti Rahayu H., Tan H. S. & Md Sidin, S. (2001). <i>Marketing Analysis of the Higher Education Service Sector in Malaysia: Consumer Perspectives</i>. Image PacPrint page 36-49.</p>
Proceedings	NA
Other publications	1. Siti Rahayu Hussin (2002). <i>MGM 4254 Pengurusan Peruncitan</i> , Modul PJJ, Institut Pendidikan dan Pembelajaran Jarak Jauh (2002).

H. PROJEK PENYELIDIKAN TERDAHULU <i>(Past Research Project)</i>					
Bil.	Project Title	Role	Year	Source of fund	Status
1	Establishing a Cottage Industry Marketing Model for B40 Community Empowerment: A Case of Stingless Bee Farming.	Lead Researcher	April 2021- December 2022	Geran Sekolah Perniagaan dan Ekonomi (RM 9,600)	On going
2	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	February 2018 – August 2019	Geran Putra (RM 50, 000)	Complete
3	Exploratory Study on Tourists Intention to Visit Dark Tourism Destinations in Malaysia.	Lead Researcher	December 2017- December 2018	Geran Putra IPS (RM 21, 450)	Complete
4	Measuring the Effectiveness and Marketing Innovation of Agro Food Processors and Manufacturers.	Co- Researcher	1 August 2017 – 31 July 2018	Geran Putra (RM 80 500)	Complete

5	Business Expansion for Hanizah Optometri in the Suburban Market. Case Writing Grant Scheme, Ministry of Higher Education	Lead Researcher	November 2016 – April 2017	Skim Geran Penulisan Kes (RM 10, 000)	Complete
6	Strategic Positioning of Era Fabric Sdn Bhd. Case Writing Grant Scheme, Ministry of Higher Education	Co-Researcher	November 2016 – April 2017	Skim Geran Penulisan Kes (RM 10,000)	Complete
7	Control Management at House of Mind Excellence (HOME) Learning Centre (QC Group Sdn Bhd).	Co-Researcher	November 2016 – April 2017	Skim Geran Penulisan Kes (RM 10,000)	Complete
8	Developing Tourism Typology in Emerging Tourism Sectors.	Lead Researcher	2015-2016.	Geran Universiti Berkumpulan, Universiti Putra Malaysia (RM 105,000)	Complete
9	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 (RM 285,000)	Complete
10	Exploring Islamic Store Attributes and Consumers Patronage Behavior: Muslim Consumers' Perspective.	Co-Researcher	September 2012 – August 2013	Research University Grant (RUGS) UPM (RM 30,000)	Complete
11	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	October 2010 – March 2012	Research University Grant (RUGS) (RM 28,000)	Complete
12	Consumers' Purchasing Behaviour Towards Fresh Produce.	Lead Researcher	2008	Geran Lembaga Pemasaran Pertanian Persekutuan (FAMA) (RM 196,640)	Complete
13	Cost- Effectiveness of Special Intervention Program (Kajian Keberkesanan Kos Program Pemulihan Khas),	Co-Researcher	2005	Kementerian Pelajaran Malaysia	Complete
14	Marketing Analysis of the Higher Education Service Sector in Malaysia: Institutional & Consumer Perspectives	Lead Researcher	2000	Geran UPM (RM20,000)	Complete

I. PROJEK KONSULTANSI TERDAHULU (Past consultation projects)					
<i>Bil</i>	<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Topic</i>
1	Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP)	Associate Consultant	July 2021	November 2021	Kajian Impak di bawah Program Kempen Beli Barangan Malaysia (KBBM) 2021

2	Lembaga Kemajuan Ikan Malaysia (LKIM)	Associate Consultant	1 February 2018	31 October 2018	Kajian Trend Bekalan dan Harga Ikan Serta Kesan Terhadap Nelayan dan Pengguna.
3	Jabatan Kebajikan Masyarakat	Associate Consultant	21 September 2015	20 September 2016	Kajian Kemudahan dan Perkhidmatan bagi Menepati Keperluan Warga Emas di Malaysia Menjelang 2030.
4	Universiti Sains Islame Malaysia	External Panel Judge	2014	2016	Ekspo Inovasi Islam
5	Jabatan Veterinar Selangor	Associate Consultant	1 September 2014	31 December 2014	Kajiselidik Pasaran Daging Puyuh di Kawasan Lembah Klang Meliputi Seluruh Negeri Selangor, Wilayah Persekutuan Kuala Lumpur dan Putrajaya
6	Lembaga Tabung Haji Berhad	Associate Consultant	2014	2014	Tabung Haji- Putra Case Study Project
7	Universiti Putra Malaysia	Project Leader	2014	2014	Tinjauan pasaran untuk katalog produk teknologi baharu UPM,
8	CEDAR, SME Banks	Researcher	2013	2013	Case Study Development Research
9	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.

J. LATIHAN/BENGKEL YANG DILAKSANAKAN
(TRAININGS/WORKSHOPS CONDUCTED)

<i>Bil</i>	<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Topic</i>
1	Hospital Pengajaran Universiti Putra Malaysia,	Trainer	September 2021	October 2021	<i>Marketing to Non Marketers,</i>
2	Siswapreneur Advance @UPM, Centre of Entrepreneurship and Graduate Employability (CEM), Universiti Putra Malaysia.	Trainer	10 March 2021		<i>Smart Marketing.</i>
3	Ministry of Higher Education	Trainer, Supervisor & Caselet Writer	1 March 2019	30 April 2019	Program Pemerkasaan Keusahawanan Keluarga dalam kalangan graduan dan EKS
4	School of Gradutes Universiti Putra Malaysia	Speaker	22 November 2017	22 November 2017	<i>Startup Basics: Entrepreneurship and Business Plan</i>
5	Siswapreneur StartupBiz@CEM, CEM, UPM.	Trainer	16 September 2017	16 September 2017	Business Negotiation
6	Siswapreneur StartupBiz@CEM, CEM, UPM.	Trainer	6 September 2017	6 Setember 2017	Business Model Canvas and Marketing
7	Putra Business School	Trainer	31 May 2017	31 May 2017	Brand Management (Bangalore Study Tour)
8	International Malaysian Training Centre (IMTC)	Trainer	24 April 2016	26 April 2017	Marketing
9	ATSB Group	Trainer	23 January 2017	24 January 2017	<i>Marketing for Non-marketers</i>
10	School of Graduate Studies, Universiti Putra Malaysia.	Speaker	30 November 2016	30 November 2016	<i>Introduction to Entrepreneurship.</i>
11	School of Graduate Studies, Universiti Putra Malaysia.	Speaker	14 December 2016	14 December 2016	<i>Start-up Basic: Entrepreneurship and Business plan.</i>
12	Universiti Putra Malaysia	Trainer	19 June 2016	9 June 2016	Creative Marketing and Business Success
13	PutraSarjana Program. Universiti Putra Malaysia.	Trainer	21 December 2015	21 December 2015	<i>Entrepreneurship and Business Opportunities,</i> TOT Basic Entrepreneurship

K. PENYELIAAN PELAJAR SISWAZAH
SUPERVISION OF POST GRADUATE STUDENTS)

<i>Bil</i>	<i>Student's Name</i>	<i>Degree Conferred</i>	<i>Role/Year</i>	<i>Thesis Topic</i>
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1	Ras Afrina Mohd Radzi	Master of Science – (Universiti Putra Malaysia)	Main Supervisor (Graduated 2022)	Influence of Personal Factors and Marketing Mix Strategies of Pilgrimage Tour Operators on Tourist Satisfaction in A Religious Tourism Setting
2	Liew Sien Leong	Master of Science – Tourism (Universiti Putra Malaysia)	Main Supervisor (Graduated 2021)	Senior Tourists' Evaluation on Malaysia as a Elderly Friendly Destination
3	Farah Hasyimah Ramlee	Master of Science - Tourism (Universiti Putra Malaysia)	Main Supervisor (Graduated 2021)	Tourists' intentions to visit dark tourism destination in Malaysia
4	Umar Garba Adamu	Master of Science – (Universiti Putra Malaysia)	Main Supervisor (Graduated 2020)	Adoption of Marketing Strategies on Perceived Performance of Wood Furniture Small Medium Enterprises in Yobe State, Nigeria
5	Nurul Hasyima Khairuddin	Master of Science	Co-supervisor (Graduated 2020)	Effects of Innovative Marketing Strategies on Performance Agro-Food Manufacturers
6	Nadiatul Natasha Mohd Fawzi	Master of Science - Business Economics (Universiti Putra Malaysia)	Main Supervisor (Graduated 2019)	Influence of Personal and Destination Factors on Medical Tourism Destination Image and Medical Travel Decisions among International Tourists in Malaysia
7	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
8	Fatin Norain Osman	Master of Science - Tourism (Universiti Putra Malaysia)	Main Supervisor (Graduated 2017)	The Influences of Family Travel Motivation and Familial Needs on Destination Image and Its Impact on Tourists' Satisfaction
9	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

L. PENGAJARAN AKADEMIK (Akademic Teaching)			
	COURSE NAME	LEVEL	POSITION
1.	Business Plan	Postgraduate (Masters)	Lecturer
2.	Industrial Marketing Management	Postgraduate (Masters)	Lecturer
3.	Entrepreneurial Marketing	Postgraduate (Masters)	Lecturer
4.	Strategic Marketing Management	Postgraduate (Masters)	Lecturer
5.	Marketing Strategy and Management	Undergraduate	Lecturer
6.	Consumer Behavior	Undergraduate	Lecturer

7.	Principles of Marketing	Undergraduate	Lecturer
8.	Retail Management	Undergraduate	Lecturer
9.	Basic Entrepreneurship	Undergraduate	Lecturer & Coordinator
10.	Product Management	Undergraduate	Lecturer
11.	International Marketing	Undergraduate	Lecturer

M. LANTIKAN PROFESIONAL/PENTADBIRAN (Professional/administrative appointments)		
	FACULTY/DEPARTMENT/UNIVERSITY	
1.	13 September 2021-present	Ahli Jawatankuasa Semakan Semula Program Master Keusahawanan
	24 March 2022- present	Ahli kumpulan penyelidikan bagi kumpulan Case Study Research Group (CSRG)
2.	1 June 2020-June 2023	Interim Research Associate, Malaysian Research Institute on Ageing (MyAgeing)
3.	2020-2023	Head Coordinator, AACSB, School of Business and Economics, UPM.
4.	29 June 2020-29 June 2022	Ahli Jawatankuasa Kecil Sains Sosial, Jawatankuasa Etika Universiti untuk Penyelidikan Melibatkan Manusia (JKEUPM).
5.	1 April 2020-1 April 2022	Ahli jawatankuasa (AJK) Semakan semula kurikulum Program Bachelo Pentadbiran Perniagaan
6.	29 June 2020- 29 June 2022	Primary reviewer of ethics committee for research involving human subjects (JKEUPM)
7.	4 January 2016- 4 January 2021	Committee member for AACSB Accreditation, Fakulti Ekonomi Dan Pengurusan, Universiti Putra Malaysia
8.	2017-2020	Committee member for EQUIS Accreditation, Fakulti Ekonomi Dan Pengurusan, Universiti Putra Malaysia

9.	October 2019 – December 2020	Coordinator, Diploma Pengurusan Perniagaan (DPP) Kolej Antarabangsa TAJ.
10.	December 2018 – 29 June 2020	Social Science Sub Committee, (Jawatankuasa Etika Universiti untuk Penyelidikan Melibatkan Manusia), (JKEUPM), UPM.
11.	2018-2019	Ahli jawatankuasa semakan semula kurikulum program Master of Business Administration (MBA)
12.	2015-2019	Assessor, Promotion Grant (Penilai Dana Promosi), Putra Science Park, UPM.
13.	September 2017-2020	Research Associate, Malaysian Research Institute on Ageing (MyAgeing)
14.	April 2017-November 2018	Layperson Review Sub-committee, Jawatankuasa Etika Universiti Putra Malaysia
15.	April 2015 – March 2017	Head, Unit of Executive Development and Industrial Linkages, Faculty of Economics and Management
<i>EXTERNAL ASSESSOR</i>		
1.	INTI College Subang	External programme assessor June 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
<i>JOURNAL EDITORIAL BOARD</i>		
1. JOURNAL OF AGRIBUSINESS MARKETING - Editorial Review Board Members		
2. ASIAN JOURNAL OF CASE RESEARCH (AJCR) - Associate Editor		
<i>JOURNAL REVIEWER</i>		
1.	South Asian Journal of Social Studies and Economics (2021)	
2.	Journal of Islamic Marketing (2021)	

3.	Asian Journal of Case Research	
4.	International Journal of Economics and Management (2021)	
5.	Pertanika	
6.	International Food Research Journal (2012)	
7.	Management Research Journal (2012)	
<i>EXTERNAL PANEL JUDGE</i>		
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)

N. JARINGAN KOMUNITI/INDUSTRI (*Community/industrial linkages*)

1.	Program Usahawan Muda Kota di bawah Projek Skim Geran Komuniti B40. 15/10/2021-14/10/2022. RM40,000. Ketua Projek.
2.	Program Pembangunan Keusahawanan Asnaf Desa Changkat Jong , Siri Ke2, Teluk Intan, Perak, Oktober 2019. Ahli Projek.
3.	Program Transformasi Usahawan Asnaf Desa Tokai, Kedah , Oktober 2019. Ahli Projek.
4.	Pembangunan Keusahawanan Desa & Penyerahan Wang Zakat Kampong Padang Setul, Kuala Neranag, Dedah, Siri ke3, Oktober 2019. Ahli Projek.
5.	Program Pembangunan Keusahawanan Halal bagi Perusahaan Kecil dan Sederhana Kuala Selangor 2019. Ahli Projek.
6.	Program Keusahawanan Komuniti, Persatuan Penduduk Taman Warisan Bestari, 20/07/2018 - 13/10/2018. Ahli Projek.
7.	Program Tunas Usahawan Bumiputera (TUBE) MEGA 2018, 16/3/18-28/3/18. Fasilitator.

8.	Pembangunan Keusahawanan Desa, Changkat Jong, Teluk Intan, Perak, 30/12/17-31/12/17. Ahli projek.
9.	Pelaksanaan Program Pembangunan Keusahawanan Desa serta Penyerahan Wang Zakat, Kampung Padang Setul, Mukim Pedu, Kuala Nerang, Kedah, 24/11/2017 - 26/11/2017. Ahli projek.
10.	Pelaksanaan Program Pembangunan Keusahawanan Desa serta Penyerahan Wang Zakat, KEMAS, Daerah Padang Terap / Masjid Padang Setul. Pedu, 01/11/2017 - 18/11/2018. Ahli Projek.

O. PENGLIBATAN DALAM AKTIVITI PELAJAR (Involvement in students development activities)

1.	Penceramah, Program SE@RC, CEM, 25 Mac, 2022.
2.	Penceramah, Program Muslim Foodpreneur@Foodservice 21Februari-11 Mac, 2022, Universti Putra Malaysia.
3.	Business Facilitator Training Program (BFTP), INSKEN, I procom, 2-3 September 2021.
4.	Penceramah, Persediaan Program Rintis Bank Rakyat Uniprenuer, 4-5 september 2021.
5.	Business Facilitator, Idea, Product & Commercial Program (IPROCUM), April-December 2021.
6.	Penyelia, Impact Digital Entrepreneurship Apprentice @ KPT (IDEA@KPT), Ogos-Nov 2021
7.	Penyelia, Program Social Enterprise @ Rural community (SE@RC), 2 September – 30 Disember 2020.
8.	Penyelia, Program Pembangunan Usahawan Siswa B40
9.	Penyelia, Program Pemerkasaan Keusahawanan Keluarga dalam kalangan graduan dan EKS, 2019.
10.	Trainer, Siswapreneur Advance @ UPM 2018.

P. KEMUNCULAN MEDIA (*Media presence*)

Ulasan media	1. Mymetro Business , “Biar inovatif” 11 Januari 2021.
	2. Berita Harian Business, “Pendigitalan bantu PKS, perniagaan mikro bertahan” 18 Januari 2021.
	3. Astro Awani “PKS perlu segera beralih kepada digitalisasi” 26 Januari 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)