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***Biodata***

**Nationality:** Malaysian; **Date of Birth:** 5<sup>th</sup>. November 1967; **Marital Status:** Married;  
**Gender:** Female

***Education and Professional Qualifications***

PhD (Management), Universiti Teknologi Malaysia  
MSc in International Marketing, University of Strathclyde  
MSc in Business Information Technology System, University of Strathclyde  
Certificate in Education, MPT, Malaysia  
Bachelor in Business Administration, Universiti Utara Malaysia

**Career Objectives**

“To build a long-term career as academia with opportunities for career growth”

**Working Experiences**

**October 2003 – Present:** Lecturer, Universiti Teknologi Malaysia.

**August 1995 – September 2003:** Lecturer, University Malaysia Sarawak.

**November 2001 – 2003:** Contract Lecturer, University of Southern Queensland.

**September 2001 – June 2002:** Contract Lecturer, Harriot-Watt MBA Program.

**January 2001 - May 2001:** Contract Flying lecturer, Universiti Brunei Darussalam,  
Negara Brunei Darussalam.

**2000 – 2001:** Lecturer, Continuous Learning Program, University Malaya.

**1999 – 2001:** Facilitator, Institute of Distance Education Learning Program, University Putra Malaysia.

**1993-95:** Lecturer, Politeknik Kuching, Malaysia.

**1992-93:** Marketing & Industrial Hire Purchase Officer, ARAB MALAYSIAN FINANCE BERHAD (AMFB).

### **Consultancy and Contract Research**

1. The Preparation of ISO at Metro Parking, Johor Bahru. (2018) (RM 7500)
2. Entrepreneurial for Commercialization of Innovation – Fatimah Jinnah Women University, Rawalpindi, Pakistan. (2018) (RM24600).
3. Assessment of the Market of Hotel Industry in Johor Bahru. RJ Architecg, Johor Bahru, Johor, Malaysia (2018) (RM4000).
4. Profiling the target segment of UTM Spin off company, Governemnt, (2016-2017) (RM7000).
5. Blueprint Development to promote life-style tourism in Tangkak, Government, (2016-2017) (RM39,000).
6. Individual Characteristics influencing employee innovative behaviour with reward as moderator, Government (2016-2017) (RM7,000).
7. Public Value Among Local Authorities. Government (2016-2017) (RM7,000).
8. Pakar Rujuk - Online marketing J BioTech, (2016).
9. Pengkomersilan: Kolaborasi Penyelidikan - Syarikat Bio Pro Resources Sdn Bhd. (2016) (RM250,000)
10. Geran SUPERB Teraju, Pengkomersilan DERMAgS Bio-Pro Resources Sdn. Bhd. (2016) (RM500,000)
11. Geran High Impact Programme 2 (HIP2) anjuran Agensi Inovasi Malaysia (AIM) - pembangunan produk De'Hair. (2016) (RM309,000)
12. E Community Impact of UTM as an Educator Education Provider, Government Grant (2014-2016) (RM60,000)
13. Demographic & Psychographic Segmentation of Malaysian Population in Expenditure & Investment Pattern (2007). Grant by Yayasan Tun Ismail Mohamed Berdaftar (RM325,250).
14. Developing the KPI: Using balanced Score Card Model (2006-2008). Grant by Pertubuhan Peladang Negeri Johor (RM100,000).
15. PPNJ - Structure Reengineering (2008-2009). Grant by Pertubuhan Peladang Negeri Johor (RM50,000).
16. KPI and Training Perpustakaan Negara Malaysia (2006).
17. KPI and Training Perpustakaan Awam Negeri Johor (2006-2007).
18. Customer Service Skills: Perpustakaan Awam Negeri Johor (2006)
19. KPI and Training, Badan Pencegah Rasuah Malaysia (2005).
20. Impact Study on the Opening of Cold Storage Superstore to Retailers in the Mont Kiara, Kuala Lumpur (2006) Sponsored by Cold Storage Sdn. Bhd. (RM 26,500).
21. Impact Study on the Opening of GIANT Superstore to Retailers in the Taman Bachang Utama, Melaka Tengah, Melaka (2005) Sponsored by Dairy Farm Bhd (RM 26,000)

22. Impact Study on the Opening of TESCO Hypermarket to Retailers in the Muar & Kluang Business District (2005) Sponsored by TESCO Stores Bhd (RM 34,000)
23. Benchmarking: Maintenance Services among the Malaysian Public Universities (Incl. of Technical Staff) (2004-2005). Grant by UTM (RM23000).
24. Commercialization of University R&D: Market Study: Mathematic CD - Universiti Teknologi Malaysia (2004). Grant by Universiti Teknologi Malaysia (RM 10000).
25. The Transformation of Marketing in the Digital Age (2003).
26. Marketing of IT products (2003).
27. Internet Marketing strategy for an Event Consultant Firm (2002).
28. Market Expansion and Product Development Program of an Event Consultant Firm (2002).
29. Developing Modules for Training in Marketing for Brunei Government Agencies (2001 – 2002).
30. Managing and Conducting the UNIMAS Programs' Promotion Activities (2001, 2002).
31. Managing the Promotion and Participant Program for the Knowledge Economy Workshop by the Central Bank of Malaysia and MIMOS Berhad (1999)
32. International Market Research: The Internationalization of Sybrig Ltd., Scottish Water & Wastewater Monitoring & Controlling Equipment and Services Company, UK. (1997 - 1998). Top five winner of Scottish Trade International Prize.
33. Developing an Internet and International Marketing Strategies for a Virtual Scottish One-Stop-Shop Scuba Diving Company, UK. (1998)
34. Change Management Study at Standard Life Assurance, UK. (1996 - 1997)
35. IT and Business Re-Engineering and Transformation Process at Glasgow Caledonian Engine Services, an Aviation Company, UK. (1996-1997)

## **Research Activities**

1. From Experience to Influence: Positive Contribution of Electronic Word-of-Mouth (eWOM) towards Dermags Product
2. The Influence of Value and Lifestyles (VALs) and Innovation Attributes on Purchase Intention Towards Innovative Cars.
3. Non-Muslin Sellers' Understanding perception Towards The Principle of Halal and Toyyibah and the Relationship with the Intention to Respect.
4. Accessing the understanding of Innovative products Inventors Toward the Concept of "Turning Customers into Innovators".
5. Examining the understanding of Halal principles and intention to respect among Non-Muslim Retailers
6. Profiling the target segment of UTM Spin off company
7. Blueprint Development to promote life-style tourism in Tangkak.
8. Individual Characteristics influencing employee innovative behaviour with reward as moderator.
9. Public Value Among Local Authorities
10. The antecedents of service outcomes of the private medical clinics services (PhD Research)
11. Service Failure and Recovery strategy: An Analysis of Service Based Businesses.
12. Hotel Services Satisfaction: SEQUAL Analysis.
13. Word of Mouth Communication: It's Effectiveness on Consumers' Decision Making.
14. Internet Shopping Behavior among Malaysian Professionals.
15. Preferred Supplier: A case of Procter & Gamble's Agent.
16. Customer Loyalty: Case of Jaya Jusco.

17. Why Not Internet Business: A case study for Sarawak Businesses.
18. MATRADE Support on Export Marketing: Case on Sarawak Timber Exporters.
19. Electronic Data Interchange at Malaysian Port: Case of Port Klang.
20. The effectiveness of Road Tour Promotional Strategy: Case study - Sepang Circuit & Formula One Grand Prix Championship.
21. Supply Chain Relationship: Case Study- Dewan Bahasa & Pustaka Malaysia.
22. Electronic Fund Transfer (EFT) in Banking Industry in Malaysia.
23. Customer's Motivational Factors on E-commerce – Case of Kuching City's Customers.
24. Effectiveness of Promotion strategies of Special Events: Spectaculars' Perspective on Pesta Benak, at Sri Aman, Sarawak.
25. Internal Clients' Perception and Expectation on Quality of Services: Case of Politeknik Kuching Sarawak.
26. An Action Research: Marketing Plan for Batang Ai Fishery Resort.
27. Reengineering of Bill Payment System: Case of Kuching Water Board.
28. Reducing the Non-Payment Bills – Customers' Motivational Approach: Case of Kuching Water Board.
29. Supermarket Competitive Effectiveness Analysis: Low-priced Supermarket Image Vs Supermarket with Loyalty Program: Case of Kuching Market.
30. Online-Education System – Recognizing the Problems: Case of USQ Online-Education System.
31. How Market Analyze and React - A Study on the Effectiveness of Cellular Phone Network Provider: Case of Kuching Market.
32. Security Issues of online banking: consumer perspective - Case of Maybank.
33. Blister Packaging as a value added Pharmaceutical product strategy.
34. An Empirical Study Of Customer's Attitude In Negara Brunei Darussalam with Particular Reference to Baiduri Bank Berhad.
35. Electronic Commerce: Readiness of Brunei Darussalam in the Year of 2001 and Beyond.
36. Malaysian Internet Shopping: Past, Present and Future Analysis (2002-2003).
37. Research on Database Marketing: Analysis of the Usage & Implications in Services Industry in Malaysia. (2002- 2005).
38. Research on Direct Marketing – Using Direct Mail Technique: Success or Disastrous (November 2001 – 2003).
39. Research on Empirical Study of Malaysian Consumer's Attitude towards E-Commerce: Case of East Malaysia Market (2001).
40. Research on Internet Marketing Practice of Malaysian Businesses (2000).
41. Survey on "International Logo Project", A Collaborative Project with the National University of Singapore and Washington State University (2000-2001).
42. Research on Multilevel Marketing: Who Gets the Benefits (2000).
43. To Determine the State of Readiness and Trust in the Business Support System and Consumers Towards Realizing Successful Implementation of E-Commerce in Malaysia, IRPA Grant (2000-2003).
44. Research on Internet Marketing: Why Not Internet Marketing: Case Study for Small Medium Enterprises in Sarawak, Malaysia (1999).
45. Research on Electronic Data Interchange and its impact on Export Marketing (Master's Thesis, 1998).
46. Research on Database Marketing in Travel & Tour Industry: How it develops Relationship Marketing (Master's Thesis, 1997).
47. A demand survey of UNIMAS Research Park in Sarawak (1996).
48. The Hidden Economy in Malaysia (1995 – 1996 - Presented in Queensland and Kuala Lumpur, Oct. 1996).
49. Asian Business Case Study (1996 - Presented in Kuala Lumpur, August 1996).

## Publication

- Pg Arshad, P.M.A, Baharun, R., Zaidin, N. (2017), A Preliminary Study of Gamification Effects on Engagement Intention towards Mobile Marketing Engagement, *The Colloquium*: 10, pp.28-30
- Hui, L. Y., Ariff, M. S. M., Zakuan, N., Zaidin, N., Ismail, K., & Ishak, N. (2015). Understanding attitude of online shoppers: Integrating technology and trust factors. *Advanced Science Letters*, 21(10), 3399-3403.
- Rahim, R. A., Sulaiman, Z., Chin, T. A., Zaidin, N., & Zakuan, N. (2015). E-WOM review adoption and green purchase intention: The application of source credibility Theory (SCT). *Advanced Science Letters*, 21(6), 2150-2154
- Jing, Y. S., Zaidin, N., Ariff, M. S. M., Zakuan, N., Ismail, K., & Ishak, N. (2015). Website quality and consumer attitude of online shopping; The Y-generation perspective. *Advanced Science Letters*, 21(10), 3417-3420.
- N. Zaidin, R. Baharun and N. Zakuan, "A development of satisfaction-loyalty and reputation relationship model using performance measurement approach of the Private Medical Clinics' services: A literature review," 2015 International Conference on Industrial Engineering and Operations Management (IEOM), Dubai, 2015, pp. 1-10.
- Setapa, M., Zakuan, N., Saman, M. Z. M., Ariff, M. S. M., Zaidin, N., & Sulaiman, Z. (2015). The impact of Enterprise Risk Management practices on Malaysian Public Higher Educational Institution performance: A literature review. In *IEOM 2015 - 5th International Conference on Industrial Engineering and Operations Management, Proceeding* [7093782] Institute of Electrical and Electronics Engineers Inc.
- Abu Seman Noor Aslinda; Zakuan Norhayati; Ahmad Jusoh; Mohd Shoki Md Arif; Ahmad Zaidi Bahari; Norzaidahwati Zaidin; Muhamad Zameri Mat Saman (2014), The development of green innovation measurement based on inter rater agreement approach: A preliminary study, *Advanced Materials Research*. 2014;903:347-352.
- Zaid Al-Fayad, Norzaidahwati Zaidin, Norhayati Zakuan, Mohd Shoki Md Arif, Kamaruzzaman Abdul Rahim, and Muhamad Zameri Mat Saman: Reflective Review Of Total Quality Management, Information Technology Organizational Performance Relationship, 12<sup>th</sup> EBES Proceeding, 2013.
- Rohaizat Baharun, Abu Bakar Abdul Hamid, Ahmad Sharifuddin Shamsudin, Nor Zafir Md Salleh, Norzaidahwati Zaidin and Zuraidah Sulaiman (2011), Market segmentation in Malaysia by using psychographic dimensions for unit trust products, *African Journal of Business Management*, Vol. 5(13), pp. 5040-5047.
- Rohaizat Baharun, Abu Bakar Abd Hamid, Ahmad Sharifuddin Shamsuddin, Norzafir bte Md Salleh, Norzaidahwati bte Zaidin, The psychographic Segmentation of the Unit Trust

Investors by Factor Analysis for Malaysia Financial Services, *Mediterranean Conference for Academic Disciplines*, 23-26 February 2009, Gozo Island, Malta.

- Yusoff, Mohd. Effandi and Shamsuddin, Ahmad Sharifuddin and Zaidin, Norzaidahwati and Baharun, Rohaizat (2008), *Acceptance of Islamic finance products: a study on muslim consumers attitude in a non Muslim country. In: Customer Satisfaction And Service Quality: Challenges And Issues In Malaysia*. Penerbit UTM :Johor, pp. 1-16.
- Rohaizat Baharun, Abu Bakar Abd Hamid, Ahmad Sharifuddin Shamsuddin, Norzafir bte Md Salleh, Norzaidahwati bte Zaidin, Zuraidah Sulaiman (2008), The Market Segmentation in Malaysia by using Psychographic Dimensions, *Global Academy of Business & Economic Research (GABER) The 4th International Conference*, 27-30 December, Bangkok, Thailand.
- Rohaizat Baharun, Abu Bakar Abd Hamid, Ahmad Sharifuddin Shamsuddin, Norzafir bte Md Salleh, Norzaidahwati bte Zaidin, Zuraidah Sulaiman (2008), The Psychographic Segmentation of the Unit Trust Investors in Malaysia Financial Market, *The 3rd International Borneo Business Conference 2008*, 15-17 December, Kota Kinabalu, Sabah.
- Rohaizat Baharun, Abu Bakar Abd Hamid, Ahmad Sharifuddin Shamsuddin, Norzafir bte Md Salleh, Norzaidahwati bte Zaidin (2008), The Psychographic Segmentation of Unit Trust Investors in Malaysia Financial Market, *International Research Conference on Business Strategies*, 13-15 June, Istanbul, Turkey.
- Md. Ariff, Mohd. Shoki and Zaidin, Norzaidahwati and Sulong, Norzarina (2007), Total quality management implementation in higher education: concerns and challenges faced by the faculty. In: *12th International Conference on ISO 9000 & TQM (12-ICIT)s*, 9-11 April, Republic of China.
- Abu Bakar Abd Hamid, Huam Hon Tat, Rohaizat Baharun, Norzaidahwati bte Zaidin, Customer-Oriented Selling Behavior (2007), *Social Values and Sales Performance (Customer satisfaction and Service Quality: Challenges and Issues in Malaysia)* [ISBN:978983-52-0697-9].
- Mohd Noor Azli Ali Khan, Aniza binti Othman, Faruk bin Muhammad, Hamidah bte Abd Rahman, Mohamed Fuad bin Ahmad, Norzaidahwati bte Zaidin, Rossilah bte Jamil, Rozeyta Omar, Sariati bte Azman (2006), Program Pembangunan Pelajar di Fakulti Pengurusan dan Pembangunan Sumber Manusia, UTM, *Persidangan Pembangunan Pelajar Peringkat Kebangsaan (NASDEC)*, 8-9 Ogos 2006, Hotel Grand Season, Kuala Lumpur
- Norzaidahwati, Z. et. al (2004) *Marketing Cases: Malaysia Perspective*, McGraw-Hill: Singapore.
- Norzaidahwati, Z. and Chew, K. W. (2001), Internet Marketing Practices Among Malaysian Businesses, 4<sup>th</sup>. AAM Conference Proceeding. Johor Bahru.
- Kanbur, M. G. and Norzaidahwati Zaidin (1996). Determinants of Labour supply Decision in the Underground Economy of Malaysia. *Fourth Malaysian Econometric Conference*, 9-10 October 1996. Kuala Lumpur.

de Run, Ernest Cyril and Zaidin, Norzaidahwati (1996). ABC Consultancy – A Case Study. *The First Convention On Asian Business And Management Education*. 26 – 27 August, 1996. Kuala Lumpur.

***Skills***

*Languages:* Malay (mother tongue), English (fluent), Mandarin (basic), Japanese (basic) and Spanish (basic).

*Computer:* Excellent knowledge of office software such as Mac, MS Office and UNIX. Application software: Oracle, AMOS, SPSS.

*Others:* Possess a high level of analytical, managerial and interpersonal skills, Good Communicator and negotiator. Able to perform quick problem solving.

***Leisure***

I enjoy travelling and sightseeing, socialising, reading non-fiction and traditional music. I appreciate culture-associated events and also relish some decorative activities.