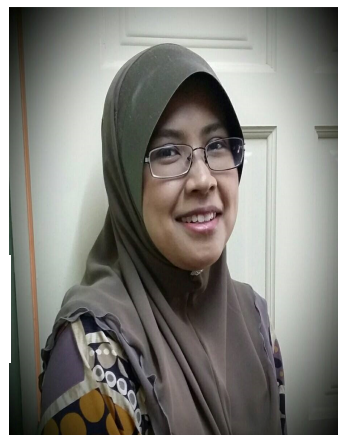




# CURRICULUM VITEA



## PERSONAL DETAILS

**Name** : Noor Hazarina Binti Hashim

**Gender** : Female

**Date of Birth** : 27 April 1978

**Nationality** : Malaysian

**Permenant Address** : 21, Jln. Pulau Perdana 1/1, Tmn. Sri Pulau  
Perdana, 81110 Johor Bahru, Johor.

**Correspondent Address:** Department of Business Administration, Azman  
Hashim International Business School, Universiti  
Teknologi Malaysia

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**Website** : [www.management.utm.my/staff/userprofile/hazarina.html](http://www.management.utm.my/staff/userprofile/hazarina.html)

**Staff ID** : 9091

**Expertise** : Marketing, Internet Marketing and  
Destination Marketing

## ACADEMIC QUALIFICATIONS

2008	:	Ph.D. The University of Western Australia, Australia
2003	:	Master of Management (Technology) Universiti Teknologi Malaysia
1998	:	Bachelor Business Administration (Marketing) International Islamic University Malaysia

## AWARD AND HONORS RECEIVED

2018	:	Excellent Service Award School of Graduate Studies, Universiti Teknologi Malaysia
2017	:	Leadership award, School of Graduate Studies, Universiti Teknologi Malaysia
2013	:	Award of Appreciation for being an Active Global Academic Panel in the Global Online Marketing Challenge, Google Inc, 2013.  Recipient of Highly Commended Paper of 2013 by Emerald Publisher for paper titled 'Parsing Religiosity, Guilt and Materialism on Consumer Ethics' co-author with Abou Bakar, A., Lee, R. published in Journal of Islamic Marketing, 4(3), 232-244.  Excellent Service Award, Universiti Teknologi Malaysia.
2010	:	Excellent Service Award, Faculty of Management, Universiti Teknologi Malaysia.  Excellent Teaching Award, Faculty of Management, Universiti Teknologi Malaysia.
2009	:	Excellent Service Award, Universiti Teknologi Malaysia.

## PROFESSIONAL MEMBERSHIP / QUALIFICATIONS / RECOGNITION

1. Institute of Management Malaysia, *AMIM*
2. Institute of Marketing Malaysia, *IMIM*
3. International Federation of Information Technology and Tourism (IFITT)
4. Asia Pacific Tourism Association

## ADMINISTRATIVE EXPERIENCE

1.6.2010 – 31.8.2011	:	Head of Marketing Panel
1.9.2011 – 1.11.2012	:	Head of Programme for Bachelor of Management (Marketing)
1.11.2012 – 30.3.2015	:	Head of Business Administration Department

- |                         |   |
|-------------------------|---|
| 1.4.2016 -30.4.2017     | : Academic Manager (Research & Scholarship)<br>School of Graduate Studies, UTM              |
| 1.5.2017-30.3.2018      | : Deputy Dean (Research & Scholarship), School of<br>Graduate Studies, UTM                  |
| 1.4.2018 – till present | : Associate Chair (Professional and System Development),<br>School of Graduate Studies, UTM |

## **OTHER ACTIVITIES**

### **1. International Committee**

1. Scientific Committee at the 2<sup>nd</sup> Arab International E-tourism & E-Marketing Conference, El Gouna, Egypt 14-18 December 2009.
2. Scientific Committee at the International Information Systems Conference, Sultan Qaboos University, Muscat, Oman, 11-12 October 2011.
3. The Global Academic Panel for Google Online Marketing Challenge, July 2011, 2012, 2013, 2014, 2015 & 2016.
4. Scientific Committee at the 15<sup>th</sup> ENTER Conference, Lugano, Switzerland, 3-6 February 2015.
5. Scientific Committee at the 16<sup>th</sup> ENTER Conference, Bilbao, Spain, 2-5 February 2016.
6. Scientific Committee at the 17<sup>th</sup> ENTER Conference, Rome, Italy, 3-7 February 2017.
7. Scientific Committee at the 18<sup>th</sup> ENTER Conference, Jönköping, Sweden, 24-26 January 2018.
8. Scientific Committee at the 19<sup>th</sup> ENTER Conference, Nicosia, Cyprus, 30 January – 1 February 2019.

### **2. National Committee**

1. Advisor and Panel of Judges for Johor Tourism Award, 2012.
2. Advisor The National Youth Challenge, 2013.

### **3. University and Faculty**

1. Ahli Jawatankuasa Akademik, Fakulti Pengurusan (1.9.2013 – 1.11.2014)
2. Ahli Jawatankuasa Pengajian Siswazah Fakulti Pengurusan (1.1.2013 - 1.1.2015)
3. Fasilitator Kursus Kaedah Penyelidikan (22.7.2013-1.8.2013)
4. AJK Pusat Sumber Fakulti Pengurusan (1.3.2010 – 28.2.2012)
5. AJK First Year Experience Fakulti Pengurusan (1.7.2010 – 14.7.2011)
6. AJK Unit Pembangunan Keusahawanan Fakulti Pengurusan (1.4.2010 – 31.1.2011)

### **4. Editorial Board**

1. Editorial Board , Jurnal eknologi (Sains Sosial), UTM Press (1.2.2012 – 31.1.2014)
2. Editorial Board , Jurnal Kemanusiaan, Fakulti Pengurusan (1.1.2009 hingga sekarang)
3. Editorial Board , Journal of Agribusiness Marketing (21.10.2010 -21.12.2012)
4. Editorial Board, Sains Humanika (17.3.2014 -16.3.2016)
5. Editor-In-Chief, The Grads Magazine for School of Graduate Studies, UTM (1.1.2017-till

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present)



## 5. Reviewer

1. Jurnal Teknologi
2. Jurnal Kemanusiaan
3. International Journal of Electronic Marketing and Retailing
4. International Journal of Hospitality Management
5. Electronic Commerce Research and Applications
6. Tourism Management
7. Tourism Management Perspective

## 6. International Collaboration and Linkages

1. Initiated and prepared MOU related documents for Faculty of Management and other academi institution and industry. Among MOUs that has been successfully signed are with:
  - a) ISC Paris
  - b) University of Burgundy
  - c) University of Isfahan

- d) University of Tehran
- e) Naza Coverage Sdn Bhd
- f) BMW Asia Technology Centre Sdn Bhd

2. Academic advisor for international students and exchange students at Faculty of Management

## 7. Student Development and Activities

1. Advisor for Faculty of Management Students Society, STRATEGI, 2013-2015.
2. Advisor for Youth Challenge Malaysia Programme (20-25 Ogos 2013)
3. Advisor for Program Youth Search Talent Programme (8-15 Mei 2013)
4. UTM Postgraduate Student Society Advisor (April 2018 – till present)

## RESEARCH ACTIVITIES

2002	:	Comparative Analysis of Managerial Practices in Small Medium Enterprises in Malaysia (Ministry of Education, Malaysia) <b>Member</b> , Budget approved by UTM RM 25,000
2002	:	Purchasing role in Corporate Strategic Planning in Johor Bahru <b>Member</b> , Budget approved by UTM RM 25,000
2003	:	Purchasing Strategy among Manufacturing Firms in the Southern Region of Malaysia <b>Members</b> , Budget approved by UTM RM 25,000
2009-2010	:	Assessing the Responsiveness & Effectiveness of Malaysian Government Online Presence <b>Project leader</b> , Budget approved by UTM RM 25,000
2011 –2012	:	A Study on the Application of Web 2.0 on Promotional Activities by Malaysian Tourism Business <b>Project leader</b> , Budget approved by UTM RM 40,000
2011- 2013	:	Drinking Water Filter: Public Perceptions And Profiles of The Acceptors <b>Project leader</b> , Budget approved by UTM RM 47,850
2013-2015	:	Product innovation and Brand Preferences among Generation Y <b>Members</b> , FRGS Budget Approved RM 84, 000
2014 –2015	:	Branding for SMEs <b>Members</b> , Yayasan Tun Ismail Mohamed Ali, Budget Approved RM 10, 000
2014 –2016	:	Development of Malaysian Consumer Technographic Segmentation <b>Project Leader</b> , FRGS Budget Approved RM 62, 000
2014-2015	:	Hashtag on Instagram: What Do They Say About Our Food?

**Project Leader**, Budget approved by UTM RM 20,000

- 2019-2021 : Hybrid text mining approach for analyzing textual descriptions of tourists feeling and experience to smart destination management  
**Project Leader**, FRGS Budget Approved RM 63,200

## CONSULTATION

- 20.11.2010-30.3.2011 : Rebranding of Bandar Penawar-Desaru  
 Client: Lembaga Kemajuan Johor Tenggara
- 24.8.2011- 30.4.2012 : Johor Tourism Master Plan 2012-2020  
 Client: Johor Economic Planning Unit, State of Johore
- 17.6.2012 – 27.8.2013 : Strategic Review of Malaysia Tourism Policies  
 Client: Ministry of Tourism Malaysia
- 1.8.2017 -1.10.2018 : National Tourism Policy Review  
 Client: Ministry of Tourism Malaysia

## TEACHING ACTIVITIES

Semester	Sem	Subject Code	Subject
2008/2009	2	SHD1523	Organizational Behaviour
2008/2009	2	SHD 1513	Principles of Management
2009/2010	1	SHF 3183	Electronic Marketing
2009/2010	1	SHF 1113	Principle of Marketing
2009/2010	2	SHF 2183	Integrated Marketing Communications
2009/2010	2	SHF 3824	Final Year Project (Report)
2009/2010	2	SHD1523	Organizational Behaviour
2009/2010	2	MHD 1623	E-Business
2010/2011	1	SHF 3183	Electronic Marketing
2010/2011	1	SHF 3183	Tourism Marketing
2010/2011	1	SHF 3812	Final Year Project (Proposal)
2010/2011	1	MCB 1063	IT Product Marketing and Sales
2010/2011	2	SHF 3824	Final Year Project (Report)
2010/2011	2	MHD 1623	E-Business
2010/2011	2	MCB 1014	IT Business Research & Maagement System
2010/2011	2	SHF 2183	Integrated Marketing Communications
2011/2012	1	SHF 3812	Final Year Project (Proposal)
2011/2012	1	SHF 3183	Electronic Marketing
2011/2012	1	SHF 1113	Principle of Marketing
2011/2012	2	SHF 3812	Final Year Project (Proposal)
2011/2012	2	MCB 1014	IT Business Research & Maagement System
2011/2012	2	SHF 2103	Marketing Information System
2012/2013	1	MCU 1323	Projek II
2012/2013	1	SHF 3183	Electronic Marketing

2012/2013	1	SHF 3812	Final Year Project (Proposal)
2012/2013	1	SHF 3824	Final Year Project (Report)
2012/2013	2	SHAF 3103	Tourism Marketing
2012/2013	2	MHD 1623	E-Business
2012/2013	2	SHF 3824	Final Year Project (Report)
2013/2014	1	SHF 2203	Sistem Maklumat Pemasaran II
2013/2014	1	SHF 3183/ SHAF 3023	Electronic Marketing
2013/2014	2	SHF 2103	Marketing Information System
2014/2015	1	SHF 3183/ SHAF 3023	Electronic Marketing
2014/2015	2	SHF 2103	Marketing Information System
2015/2016	1	MHAD 1053	Marketing Management
2015/2016	1	SHAF 3023	Electronic Marketing
2015/2016	2	SHAF 3103	Tourism Marketing
2016/2017	1	MHAD 1053	Marketing Management
2016/2017	1	SHAF 3023	Electronic Marketing
2016/2017	2	SHAF 3023	Electronic Marketing
2017/2018	1	MHAD 1053	Marketing Management
2017/2018	1	SHAF 3023	Electronic Marketing
2017/2018	2	SHAF 3103	Tourism Marketing
2018/2019	1	SHAF 3023	Electronic Marketing

## SUPERVISION

### 1. PhD Students

No.	Name	Status	Title	Roles of Supervision
1	Mojgan Bahrami Samani	Graduated (GOT)	The Role of Customer-Linking, Brand Position and New Service Development on Customer Loyalty in Internet Banking.	Main Supervisor
2.	Zara Pourabedin	Graduated (GOT)	The Effect of Persuasive Website Design on Attitude and Intention to Travel in Heritage Destinations.	Main Supervisor
3.	Hussein Hakimpour	Graduated (GOT)	Strategic Marketing Planning and SMEs' Performance	Main Supervisor
4.	Adaviah Mas'od	Graduated (GOT)	The Mediating Roles of Intervention Acts on Habits towards Green Shopping Plastic Bags	Co-Supervisor



			Consumptions.	
5.	Salmalina Bt. Salleh	In Progress	Instagram on Smartphone: The Influence of Photo Cues and Source Credibility on Restaurant Selection Intention	Main Supervisor
7.	Zahra Ehsani	Graduated	Role of Customer Perceive Value on CRM Performance in Automobile Industry	Main Supervisor
10.	Shahram Salavati	Graduated	Adoption and Implementation of Website among Iranian Hotels.	Main Supervisor
11.	Mahdi Razghandi	Graduated	Market Orientation Practices in Iran Biotechnology Industry.	Main Supervisor
12.	Xiong Jia	Graduated	Multisensory Image as a Construct for Measuring Destination Image in China Ancient Town	Main Supervisor
13.	Bagher Abbaspour	Graduated	Website Quality, Customer Emotion and Satisfaction on E-Loyalty in Travel Agencies	Main Supervisor
14.	Nor Zafir Mohd Salleh	Graduated	Practices and Implementation of Halal Hotels in Malaysia	Co-supervisor
15.	Siti Zaleha Bt Omain	Graduated	The Role of Supply Chain Industry in Malaysia Palm Oil Sector.	Co-supervisor
16.	Nur Balqish Hassan	In Progress	On the Application of Non-Probabilistics Neural Networks to Segment Cultural Event Visitors.	Main Supervisor
17.	Satish a/I Velayuthan	In progress	Application of Deep Learning on Travel Selfie Photos as Co-Create and Co-Destruction Tools	Main Supervisor
18.	Ibrahim Jumaan	Graduated	Determinants of Mobile Internet Continuance Use In Malaysia.	Main Supervisor
19.	Sara Andalib	In Progress	Seniors' Adoption of Mobile Banking in Malaysia	Main Supervisor

## 2. MSc. Students

Year	No.	Name	Status	Title	Type	Roles of Supervision
<b>Graduated</b>						
2013	1.	Wong Chiet Bing	Graduated	The Effect of Website Quality on Customer E-Satisfaction: a study on Low Cost Carrier	Research	Co-Supervisor
2013	2.	Ronak Reassi	Graduated	The Marketing Mix and Customer Satisfaction on Malaysian Five Star Hotels.	Mixed mode	Main Supervisor
2012	3.	Solomon Oluyinka	Graduated	Factors Hindering E-Commerce Adoption Among Nigerians.	Mixed mode	Main Supervisor
2012	4.	Koh Pei Li	Graduated	Understanding Social Networking Sites Adoption: An Extended Theory of Planned Behavior Perspective.	Mixed mode	Main Supervisor
2011	5.	Ibrahim Mohammed Jumaan	Graduated	Perceived Website Quality and Its Impact on Customer Loyalty in Banking.	Mixed mode	Main Supervisor
2010	6.	Sumanthi Subramaniam	Graduated	A Cross Analysis on the Use of Malaysian States Tourism Website in Promoting Ecotourism Destinations.	Taught Course	Main Supervisor
2010	7.	Eanimarina Bt. Muhammad	Graduated	The Use of Visual and Verbal Cues as Online Branding Elements on Tourism Website.	Taught Course	Main Supervisor
2010	8.	Loh Kai Kuan	Graduated	Tourist Activities and Perception on Tanjung Piai National Park.	Taught Course	Main Supervisor
2009	9.	Wan Maisara	Graduated	Measuring the	Taught	Main

		bt Wan Mohamad		Effectiveness of Malaysian Government Online Presence: A Study on Websites and Emails.	Course	Supervisor
2009	10.	Norhasni Bt Jamli	Graduated	Factors influencing e-commerce adoption by SMEs.	Taught Course	Main Supervisor
2013	11.	Fakhri Baghirov	Graduated	Measuring Facebook FanPage Performance of Global Airlines Companies	Mixed mode	Main Supervisor
2014	12.	Zhang Ye	Graduated	Gender Preferences and Hashtag Usage on Instagram	Research	Main Supervisor

## PUBLICATIONS

### JOURNAL

#### ISI Journals :

1. Hashim, N. H., & Murphy, J. (2007). Branding on the Internet: Evolving Domain Name Usage among Malaysian Hotels. *Tourism Management*, 28(2), 621-624. **(Q1, Impact Factor: 2.571)**
2. Hashim, N. H., Murphy, J., & Muhamad Hashim, N. (2007). Islam and Online Imagery on Malaysian Tourist Destination Websites. *Journal of Computer Mediated Communication*, 12(3), 1082-1102. **(Q1, Impact Factor: 1.771)**
3. Murphy, J., Hashim, N. H., & O'Connor, P. (2007). Take Me Back: Validating the Wayback Machine. *Journal of Computer-Mediated Communication*, 13(1), 60-75. **(Q1, Impact Factor: 1.771)**
4. Hashim, N.H., Murphy, J., Purchase, S., & O'Connor, P (2009) Website and Email Adoption by Malaysian Hotels. *International Journal of Hospitality Management*, 29(1), 194-196. **(Q1, Impact Factor: 1.671)**
5. Hashim, N.H., Murphy, J., O'Connor, P. & Olaru, D. (2014). Bandwagon and Leapfrog Effects in Internet Implementation. *International Journal of Hospitality Management*, 37 (2), pp. 91-97. **(Q1, Impact Factor: 1.671).**
6. Salavati, S. & Hashim, N.H. (2015). Website Adoption and Performance by Iranian Hotels. *Tourism Management*, 46(1), pp. 367-374. **(Q1, Impact Factor: 2.377)**

7. Jia, X., Hashim, N.H. and Murphy, J. (2015). Multisensory Image as a Component of Destination Image. *Tourism Management Perspectives*, 14(1), 34-41 **(Q3, Impact Factor: 1.779)**.

#### **SCOPUS/ERA Journals :**

1. Ismail, A.F., Hashim, N.H. & Murphy, J. (2012). Leapfrogging and Internet Implementation by Tourism Organizations. *International Journal of Information Technology and Tourism*, 13(3). 191-204.
2. Abou Bakar, A., Lee, R., & Hashim, N.H. (2013). Parsing Religiosity, Guilt and Materialism on Consumer Ethics. *Journal of Islamic Marketing*, 4(3), 232-244 (SCOPUS)**(Recipient of Highly Commended Paper of 2013 by Emerald Publishing)**.
3. Bajuri, N., Chakravarty, S.P. and Hashim, N.H. Analysis Of Corporate Control: Can The Voting Power Index Outshine Shareholding Size? *Journal of Accounting and Finance*, (Forthcoming).
4. Baharun, R., Hashim, N.H. and Sulong, N. (2014). Exploring the Relationship between Benefit, Satisfaction and Loyalty among Unit Trust's Retail Investors. *World Applied Science Journal*, 31(4). 439-443.
5. Anis, S. N. M., Hashim, N. H. & Rasli, A. M. (2016). Marketing for non-marketers: Inclinations towards market orientation among public university librarians. *International Review of Management and Marketing*. 6 (4), p. 143-149.
6. Anis, S. N. M., Hashim, N. H. & Rasli, A. M. (2016). Through the looking glass: Enhancing public university librarians' entrepreneurial competencies in facing the impact of globalization (conceptual paper. *International Review of Management and Marketing*. 6 (4), p. 143-149.
7. Baharun, R., Nikbin, D., Hashim, N. H. & Awang, Z. (1 Jul 2016). Product innovation and brand predicting preferences and mediating role of brand personality by generation y in communication industry. *Information (Japan)*. 19, 7B, p. 2887-2892.
8. Ye, Zhang., Hashim, N.H., Baghirov, F., & Murphy, J. (2017). Gender Differences in Instagram Hashtag Use, *Journal of Hospitality Marketing & Management*, October, p. 386-40
9. Bakar, A.B., Hashim, N.H. & Lee, R. **(In Press)**. The Strange Bedfellows of Packaging Cues and Religiosity, *Journal of Global Scholars of Marketing Science*.
10. Baghirov, F., Ye, Zhang., Hashim, N.H., **(In press)**. Facebook Fan Page Management for Global Airlines, *Tourism Review*.

#### **NON INDEXED Journals :**

1. Abdul Hamid, A. B., Baharun, R., & Hashim, N. H. (2006). Comparative Analysis of Managerial Practices in Small Medium Enterprises in Malaysia. *Jurnal Kemusiaan*, No. 8, 34-44.
2. Hashim, N.H. (2012). Email as Customer Service Tool: An Investigation of Email Reply Quality. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 1(2), pp.165-179.

3. Tan, S. T. & Hashim, N.H. (2013). An Investigation on Official Tourism Websites for Promoting Food Tourism in ASEAN Countries. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 1(2), pp.165-179.
4. Md Salleh, N.Z., Abdul Hamid, A.B., Hashim, N.H., Omain, S.Z. (2014). The Practice of Shariah-Compliant Hotel in Malaysia. *International Journal of Trade, Economics & Finance*, 5(1)
5. Ye, Z, Baghirov, F, Hashim, N.H., Murphy, J. (2016). Gender and Instagram Hashtags: A Study of #Malaysianfood. *eREview of Tourism Research (eRTR)*, 7(1), available online at: [http://3ws1wk1wkqsk36zmd6ocne81.wpengengine.netdnacdn.com/files/2016/01/ENTER2016\\_submission\\_118\\_.pdf](http://3ws1wk1wkqsk36zmd6ocne81.wpengengine.netdnacdn.com/files/2016/01/ENTER2016_submission_118_.pdf)

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### **REFEREED CONFERENCES**

1. Baharun, R., Abdul Hamid, A. B., & Hashim, N. H. (2004, 26-29 September). *Government Support and the SME: Role of Government Support in Managerial Practices amongst SMEs*. Paper presented at the SEAAANZ, Queensland University of Technology, Queensland, Australia.
2. Hashim, N. H., Olaru, D., Scaglione, M., & Murphy, J. (2006). A Theoretical Framework of Factors Relating to Internet Adoption by Malaysian Hotels. In M. Hitz, M. Sigala & J. Murphy (Eds.), *Information and Communication Technologies in Tourism 2006, proceedings of ENTER 2006* (pp. 196-209). Lausanne, Switzerland: Springer-Verlag.
3. Hashim, N. H., Lee, R., & Murphy, J. (2006, 13-14 July). *A Framework for Investigating the Components of Hotel's Loyalty Programmes*. Paper presented at the International Conference of Business and Information, Singapore.
4. Hashim, N. H. (2007). *Internet Evolution: A Case Study of Malaysian Hotel Industry*. Paper presented at the Council for Australian University Tourism and Hospitality Education, Manly, Sydney.
5. Hashim, N. H., Hofacker, C. F., Singh, S., Lu, S., & Md Said, S. (2007). The Relationship between Business Strategy and Internet Evolution: Investigating the Miles and Snow Typology. In M. Sigala, L. Mich & J. Murphy (Eds.), *Information and Communication Technologies in Tourism 2007, proceedings of ENTER 2007* (pp. 457-468). Ljubljana, Slovenia: Springer-Verlag.
6. Hashim, N. H., Murphy, J., & Kassim, A. (2007, 14-17 February). *Promoting Destinations: Website and eMail Use by ASEAN Countries*. Paper presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE), Sydney.
7. Hashim, N. H., Murphy, J., & Law, R. (2007). A Review of Hospitality Website Design Frameworks. In M. Sigala, L. Mich & J. Murphy (Eds.), *Information and Communication Technologies in Tourism 2007, proceedings of ENTER 2007* (pp. 219-230). Ljubljana, Slovenia: Springer-Verlag.
8. Hashim, N. H., Murphy, J., & O'Connor, P. (2007). Take Me Back: Validating the Wayback Machine as a Measure of Website Evolution. In M. Sigala, L. Mich & J. Murphy (Eds.),

*Information and Communication Technologies in Tourism 2007, proceedings of ENTER 2007* (pp. 435-446). Ljubljana, Slovenia: Springer-Verlag.

9. Hashim, N. H., Syed Ahmad, S. F., & Murphy, J. (2008). Evolving Internet Use by Malaysian Hotels. In P. O'Connor, W. Hoepken & U. Gretzel (Eds.), *Information and Communication Technologies in Tourism 2008, proceedings of ENTER 2008*. Innsbruck, Austria: Springer-Verlag.
10. Syed Ahmad, S. F., Hashim, N. H., Zubairi, Y. Z., & Murphy, J. (2008, 21-24 May). *An Exploratory Study of Digital Word of Mouth (WOM) in Travel by Malaysian Women*, Paper presented at the 6th Asia-Pacific (APacCHRIE) Conference, Perth, Western Australia.
11. Hashim, N. H., Kassim, A., & Murphy, J. (2008, 21-24 May). *Investigating the Relationship between Business Strategic Types and Website Use*. Paper presented at the 6th Asia-Pacific (APacCHRIE) Conference Perth, Western Australia.
12. Hashim, N. H., Syed Ahmad, S. F. & Murphy, J. (2008, 21-24 May). *An Evaluation of Email Adoption and Implementation by Malaysian Hotels*. Paper presented at the 6th Asia-Pacific (APacCHRIE) Conference Perth, Western Australia.
13. Hashim, N.H. (2009, 28-30 May). *Website Design and Email Reply Quality: Does Age Matters?* Paper presented at the 7<sup>th</sup> Asia-Pacific (APacCHRIE) Conference, Singapore.
14. Syed Ahmad, S. F., Hashim, N.H., & Murphy, J. (2009, 28-30 May). *Travel Research and Sharing through User Generated Content*. Paper presented at the 7<sup>th</sup> Asia-Pacific (APacCHRIE) Conference, Singapore.
15. Syed Ahmad, S. F., Hashim, N.H., Ismail, A.F., & Murphy, J. (2009, 28-30 May). *Travel Word of Mouth Norms on User Generated Content Sites*. Paper presented at the 7<sup>th</sup> Asia-Pacific (APacCHRIE) Conference, Singapore.
16. Ismail, A.F.; Hashim, N.H.; Schegg, R. & Murphy, J. (2009, 30 November - 2 December) "Internet Implementation Leapfrogging and Website Performance," *Australian & New Zealand Marketing Academy Conference*, Melbourne. **(Awarded Best Paper Award)**.
17. Hashim, N.H. & Wan Mohamad, W.M. (2010, 15-16 March), *"The Effectiveness Of Email Use By Malaysian Government Ministries"* International Conference on Business and Economic Research, Kuching, Sarawak.
18. Md Salleh, N., Hashim, N. H. and Abdul Hamid, A.B. (2010, 24-26 November), *"Issues and Challenges in Malaysian Hotel Operations"* 3<sup>rd</sup> Asia Euro Tourism, Hospitality and Gastronomy Conference, Subang Jaya, Malaysia.
19. Abou Bakar, A.S.; Lee, R.; and Hashim, N.H. (2010, 29-30 November), *"The Mediating Role of Guilt on Religiosity Dimensions and Consumer Ethics"* 1<sup>st</sup> International Conference on Islamic Marketing and Branding, Kuala Lumpur.
20. Hashim, N.H., Syed Ahmad, S.F., Ismail, F (2011, 10-13 December), "Destination Branding: Slogans and Photos as Visual and Verbal Cues on tourism Websites" World Research Summit for Tourism and Hospitality, Hong Kong.

21. Hashim, N.H. and Subramaniam, S.(2011, 10-13 December), "An Evaluation of Information Content on National Tourism Websites for Promoting Ecotourism Destinations" World Research Summit for Tourism and Hospitality, Hong Kong.
22. Hashim, N.H. and Goloshejerdi, F.(2011, 10-13 December), "Discourse Analysis of Iranian Tourism Literature" World Research Summit for Tourism and Hospitality, Hong Kong.
23. Jia, X. and Hashim, N.H. (2012, 28 November – 1 December), "The Incorporation of Conative and Multi-sensory Image into Multi-faceted Destination Image Assessment" at 4<sup>TH</sup> Asia-Euro Conference 2012 In Tourism, Hospitality & Gastronomy, Kuala Lumpur.
24. Md. Noor, I. N. and Hashim, N.H. (2012, 28 November – 1 December), "A Theoretical Framework on Adoption and Implementation of Social Networks Sites by Malaysian Hotels" at 4<sup>TH</sup> Asia-Euro Conference 2012 In Tourism, Hospitality & Gastronomy, Kuala Lumpur.
25. Tan, S.S. and Hashim, N.H. (2012, 28 November – 1 December), "An Investigation On National Tourism Websites For Promoting Food Tourism In Asean Nation" at 4<sup>TH</sup> Asia-Euro Conference 2012 In Tourism, Hospitality & Gastronomy, Kuala Lumpur.
26. Jia, X. and Hashim, N.H. (29-30 June 2013), "Assessment and Measurement of Destination Image" at Global Conference for Academic Research on Economics and Business Management, Kuala Lumpur.
27. Khalifah, Z., Chiet Bing, W. and Hashim, N.H. (29-30 June 2013), "A Review of Quality Framework for Low Cost Carrier" at Global Conference for Academic Research on Economics and Business Management, Kuala Lumpur.
28. Murphy, J, Hashim, N.H. and Md.Noor, I.N. (15-17 December 2013), "A Conceptual Framework on the Evolution of Social Networks Sites Usage" at *World Research Summit for Tourism and Hospitality*, Florida.
29. Ismail, A.F., Murphy, J. and Hashim, N.H. (15-17 December 2013), "Facebook Fan Page Implementation Measures" at *World Research Summit for Tourism and Hospitality*, Florida.
30. Salleh, S., Hashim, N.H., and Murphy, J. (21-24 May 2014), "Instagram on Smartphone: The Influence of Photo Cues and Source Credibility on Restaurant Selection Intention" at the 12<sup>th</sup> Asia Pacific CHRIE (APACHRIE) Conference, Kuala Lumpur.
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2. Hashim, N. H., Murphy, J., & Law, R. (2008). A Meta Analysis on Website Design for the Hospitality Industry. In N. H. Hashim, A. S. Shamsuddin & A. B. Hamid (Eds.), *Application and Issues in E-Business* (Vol. 1, pp.1-20). Johor Bahru: Penerbit UTM.
3. Hashim, N. H. (2008). Diffusion of Innovations: Adoption and Use of Websites and Email among Malaysians Hotels. In N. H. Hashim, A. S. Shamsuddin & A. B. Hamid (Eds.), *Application and Issues in E-Business* (Vol. 1, pp. 39-56). Johor Bahru: Penerbit UTM.
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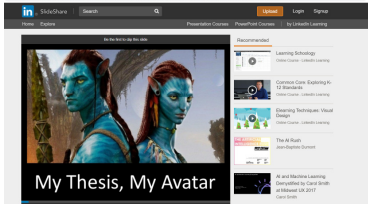
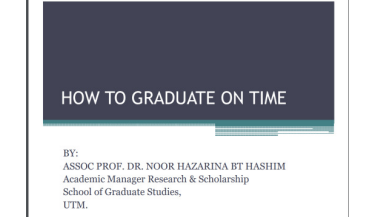


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- Murphy, Jamie and Hashim, Noor Hazarina (2006) "Domain Dilemmas," *Ecole Hôtelière de Lausanne (Ehlite) Magazine*, 13(April).
- Jia, Xiong and Hashim, Noor Hazarina (2017) "Pheonix Ancient Town: China's Ancient Town Tourism, A Multisensory Perspective" The Grads Magazine, Issue No.1 (March).
- Mas'od, Adaviah, Sulaiman, Zuraidan & Hashim, Noor Hazarina (2017) "Persuading Women To Act Green - The Magic Of Social Marketing" The Grads Magazine, Issue No.1 (September).

#### ONLINE CONTENT

	<p>1. My Thesis, My Avatar Presentation:  <a href="https://www.slideshare.net/hazarinahashim/my-thesis-my-avatar?qid=32b47b09-4a66-4a25-a429-0f557b8bccc8&amp;v=&amp;b=&amp;from_search=1">https://www.slideshare.net/hazarinahashim/my-thesis-my-avatar?qid=32b47b09-4a66-4a25-a429-0f557b8bccc8&amp;v=&amp;b=&amp;from_search=1</a></p>
	<p>2. How To Graduate On Time:  <a href="http://sps.utm.my/wp-content/uploads/2016/08/how-to-grad-on-time-1.pdf">http://sps.utm.my/wp-content/uploads/2016/08/how-to-grad-on-time-1.pdf</a></p>

#### INVITED/GUEST SPEAKER

- Guest speaker for Corporate Industrial Relations Seminar, "The Role of Internet in Marketing Higher Education: A Global Approach", Universiti Tun Hussein Onn, Malaysia (26 Mac 2009).

2. Guest speaker, "Building your Online Business using Blogs' a strategic collaboration Kolej Datin Seri Endon, Universiti Teknologi Malaysia and Department of Women Development, Ministry of Women, Family and Community Development (8 August 2010).
3. Main Speaker, "Understanding the Concepts of Islamic Tourism and Sustainable Development" at the Malaysia Technical Cooperation Programme (MTCP) "Short Course on Islamic Tourism: Understanding and Embracing The Opportunities for Sustainable Development organized by Islamic Tourism Centre, Ministry of Tourism and Culture Malaysia (8-20 June 2014).
4. Moderator for forum discussion titled " Development of Muslim-Friendly Tourism Products in Johor" at the Malaysia Technical Cooperation Programme (MTCP) "Short Course on Islamic Tourism: Understanding and Embracing The Opportunities for Sustainable Development organized by Islamic Tourism Centre, Ministry of Tourism and Culture Malaysia (8-20 June 2014).
6. Key Note Speaker for National Conference of Health Adolescent by Ministry of Health Malaysia, 1-3 April 2015.
7. Speaker, UTM-UTHM Postgraduate Academic Coffee Session, " Your Thesis, Your Avatar", 5 July 2018.

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