

CURRICULUM VITAE



ADAVIAH BINTI MAS'OD

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PERSONAL DETAILS

NIRC : 840909-01-6576
Gender : Female
Marital Status : Single
Race : Malay
Religion : Islam
Nationality : Malaysian
Health : Excellent
Hobby and Interest : Writing, Traveling, Camping, Books and Music
Communication skills : Excellent in Malay and English

WORKING EXPERIENCE

October 2017 – Current : **Senior Lecturer** at Azman Hashim International Business School, Universiti Teknologi Malaysia, Johor Bahru, Johor. Teaching, supervise undergraduate and postgraduate students.

Mei 2009 – September 2017 : **Tutor** at Faculty of Management and Human Resource Development, Universiti Teknologi Malaysia, Skudai, Johor. Teaching and tutoring undergraduate students.

March 2008 – March 2009 : **Purchasing Analyst** in Material Department, Flextronics Technology Malaysia Sdn Bhd. Responsible to maintained BAAN on the quantities, lead time and pricing system. Analyze the lower price that suite the Global Pricing. Approve the lowest price to apply on the purchase order by buyers.

Nov 2007 – March 2008 : **Researcher** with Universiti Teknologi Malaysia on the Metrics in Investment and Savings among Malaysian for PNB, Permodalan Nasional Berhad. Responsible to create questionnaire, data collection and data entries.

May 2007 : **Facilitator** for the “Bengkel Motivasi dan Kecemerlangan Kerja Staf Perbadanan Perpustakaan Awam Johor”. Pungai Bayu Beach Resort.

May 2006 – July 2006 : **Industrial Training** in Billing Department, Kumpulan Perubatan Penawar Sdn. Bhd. Responsible to create invoices and deal with the clients and panels regarding the payment processes.

May 2005 – July 2005 : **Management Panels** in Cooperate Service Department, Kumpulan Perubatan Penawar Sdn. Bhd. Responsible to managed and communicate with patients and panels to update data regarding the medical treatment procedures.

EDUCATION BACKGROUNDS

- 1 April 2014 – 7 Sept 2017 : **Doctor of Philosophy (Management)**
Universiti Teknologi Malaysia
Title of the thesis is The Effects of Social Marketing Concepts toward Pro-Environmental Intention and Behaviour among Female Consumers which covers consumers' green behaviour and consumers' psychology.
- 26 December 2012 – 27 Sept 2012 : **Master of Business Administration (Marketing) Universiti Malaya**
Subject undertaken: Consumer Behaviour, Service Marketing, Promotion Management, Marketing Management, Research Method in Business, Management Information Systems, Business Ethics and Corporate Governance, Corporate Finance, Accounting for Business Decision, Human Capital Management, Strategic Management, Operations Management, Economics for Managers and Research Project.
- June 2005 – December 2007 : **Bachelor Degree in Management (Marketing)**
Universiti Teknologi Malaysia, **Current CGPA: 3.67**
Subject undertaken: Marketing Research, Integrated Marketing Communication, Marketing Information Systems, Consumer Behavior, Marketing Database, E-Marketing, Strategic Management, Consumer Behavior, Statistics.
- June 2002 – June 2005 : **Diploma in Management (Technology)**
Universiti Teknologi Malaysia, **CGPA: 3.14.**
Subject undertaken: Principle of Business, Microeconomics, Macroeconomics, Principle of Management, Computer Skills, Computerized Information System, Organizational Behavior, Commercial Law, Business Communication, Industrial Psychology, Human Resource Management.
- Jan 1999 – Nov 2001 : **Sijil Pelajaran Malaysia, (6A 2B 1C)** Obtained A in Bahasa Melayu, Sejarah, Sains, Perdagangan, Pendidikan Islam and Tasawwur Islam. Obtained B in Mathematics and Ekonomi Asas, and C in Bahasa Inggeris

THESIS

- September 2017 : The Effects of Social Marketing Concepts toward Pro-Environmental Intention and Behaviour among Female Consumers
- February 2013 : Are Malaysian Lodging Customers Ready to Go Green? – An Examination of Attitudes, Demographics, and Eco-Friendly Intentions

OTHER PUBLICATION

- September 2017 : Persuading Women to Act Green – The Magic of Social Marketing, in The Grads, Issue No.3, JUL – SEP 2017

EXTRA-CURRICULAR ACTIVITIES

- Jan 2018 : Advisor, Students Society (STRATEGI), Azman Hashim International Business School, UTM, Johor
- Oct 2006 : Respondent on Quality Assurance for Faculty of Management and Human Resource Development, Universiti Teknologi Malaysia.
- June 2005 : Career Development Program, Successful Islamic Students Program, Degree ++ (Web Site Development), Universiti Teknologi Malaysia.
- June 2004 : Handball Player for Universiti Teknologi Malaysia. MAKSUM (Majlis Sukan Universiti-universiti Malaysia)
- May 2003 : Gunung Nuang Expedition and FRIM Exploration. KELANA SISWA Universiti Teknologi Malaysia
- Jan 2001 : Prefect, Committee Member, Counseling and Discipline Club.
- : Committee Member, Kadet Pertahanan Awam, Recreation Club, Handball Club and Sport Club.
- : Handball player, 4 x 100m, 400m, 4 x 400m for MSSD Sekolah Menengah Kebangsaan Dato' Penggawa Barat, Pontian, Johor.

HONOURS

- December 2018 : Teaching Awards (Silver) and Excellent Service Awards by Azman Hashim International Business School, Universiti Teknologi Malaysia.
- April 2014 : Best Presenter Award, Faculty of Management Postgraduate Colloquium.
- Mar 2008 : Vice Chancellor's Award by Universiti Teknologi Malaysia.
- Jan 2004 – Jan 2005 : Dean's List by University Technology Malaysia for semester 2, 3, and 4 – Session 2004 - 2007.
- Jan 2000 – Jan 2001 : Anugerah Kecemerlangan (SPM)
- : Best Student, (Perdagangan Subject) and 3rd Best Student, (Economics Subject) Sekolah Menengah Kebangsaan Dato' Penggawa Barat, Pontian, Johor for Technique and Vocational Month.

OTHER SKILLS

- Statistical Package for Social Science (SPSS), SmartPLS (Partial Least Square)
 - BAAN, Windows 98 / 2000 / ME and XP, Microsoft Office
 - Advertising and promotional editing using Adobe Photoshop, Microsoft Office Picture Manager, Microsoft Office Publisher, Canvas, Flash MX 2004 and Movie Make
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REFEREES

Dr. Zuraidah Sulaiman

Supervisor

Department of Business Administration

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