



**PERSONAL DETAILS**

**Name** : Siti Zaleha binti Omain  
**Gender** : Female  
**Date of Birth** : 9 May 1973  
**Nationality** : Malaysian  
**Marital Status** : Married  
**Permanent Address** : No. 8, Jalan Pulai Perdana 3/7  
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**Expertise** : **Supply Chain Management, Logistics Management, Operations Management, Quality, Management, Innovative Teaching Methods, Quality Systems, Lean Management, Green Logistics, Production Planning, Entrepreneurship, Maintenance Management, Tourism.**

<b>EDUCATIONAL QUALIFICATIONS</b>	
Degree	PhD Management
Field of Research	Supply Chain Management
Year	2017
Institution	Universiti Teknologi Malaysia
Degree	MSE In Mechanical Engineering
Field of Research	Manufacturing
Year	2000
Institution	Universiti Teknologi Malaysia

Degree	BA. in Management (Technology)
Field	Management of Technology
Year	1996
Institution	Universiti Teknologi Malaysia

#### **TEACHING EXPERIENCE**

- i. Supply Chain Management
- ii. Logistics Management
- iii. Service Operations Management
- iv. Operations Management
- v. Production Planning and Control
- vi. Statistics Management
- vii. Engineering Management
- viii. Management Science
- ix. Business Mathematics
- x. Entrepreneurship and Entrepreneurial Development

#### **RESEARCH AND CONSULTANCY**

1. A Study on the Effectiveness of Scenario-based-learning Approach Among University Students. (UTM RMC Vote PY/2019/02086) Principal Investigator
2. Developing Framework for Sustainable Baba Nyonya Heritage Tourism (UTM RMC Vote PY/2019/00615) Researcher.
3. Pembangunan dan pelestarian Eco-Edu Pelancongan Inap Desa Kampung Parit Lapis Sempadan (UTM RMC Vote PY/2021/00078).
4. Transformasi Inap Desa Menerusi Intervensi Hortikultur Landskap Bersumberkan Ekonomi Hibrid (UTM RMC Vote PY?2021/00393)
5. Pelaksanaan Penyelidikan Pengurusan Risiko ZK Consortium Sdn Bhd (UTM RMC Vote PY/2021/01052)
6. Exploring Awareness of E-Consumers Rights from the Malaysian Urban Generation-YS' Perspectives (UTM RMC Vote PY/2019/02278)
7. Electronic Waste Recycling Behaviour for Reverse Logistics in Malaysia (UTM RMC Vote PY/2019/00288)
8. Developed a New Hybrid Quantitative Approach for Islamic Total Quality Management (i-TQM) towards organizational performance in Malaysian Halal Food Industry. (UTM RMC Vote PY/2019/01794)
9. Role of Environmental Responsible Behavior in Predicting Malaysian Consumers' Purchase of Energy Efficient Vehicle (UTM RMC Vote PY/2019/00304)
10. Incorporating Human Capital and Social Capital in SMEs Business Sustainability Model (UTM RMC Vote PY/2019/01496)
11. Enhancing Surf Smart Awareness during Movement Restriction Order in Malaysia (NG PY/2020/05266)
12. Program Pemindahan Ilmu Pengurusan Jenama dan Strategi Pemasaran Media social kepada Usahawan Johor-Entrepreneurship & Marketing Technology 2019 (PY/2019/00935)
13. Strengthening awareness on Tooth Brushing Behaviour among Students of Tadika

Genius Sinar Bakat (NG Grant Vote PY/2018/03202)

14. Exploring New Technical Approach of Total Quality Management (TQM) and Business Transformation Performance Model for Japanese and Non-Japanese Companies in Malaysia Automotive Industry. (UTM RMC Vote PY/2014/01648)
15. Supply Chain Management Practices in Malaysia Palm Oil industry (UTM RMC Vote PY/2016/07910) (2016-2018) Principal Investigator
16. Training Needs Assessment for Non-Academic Staff in Universiti Teknologi Malaysia (UTM RMC Vote PY/2008/00082) (2008-2009) Principal Investigator
17. Determination of Relevant Management Skills for Management of Technology Students (RMC Vote 75101) (2004-2006) Principal Investigator
18. Pembangunan dan pengukuran Kualiti Kesejahteraan Pelajar (Student's Well-Being Quality) : Kajian kes di Sekolah ABIM Johor (UTM RMC Vote PY/2017/00306)(2017-2019) Researcher
19. Exploring Motivation and Challenges of Biotechnology Women Entrepreneur (UTM RMC Vote PY/2016/07845) (2016-2018) Researcher
20. The Impact of TQM Practices on Performance in Malaysian Public University (UTM RMC Vote PY/2016/07821) (2016-2018) Researcher
21. The Impact of Enterprise Risk Management Practices on Malaysian Higher Education Institutions Performance (UTM RMC Vote PY/2016/06279) Researcher
22. Developing A Prosperous Nation : The Role of Intellectual Capital on Business Performance of Malaysian Small and Medium Enterprise (UTM RMC Vote PY/2014/03538) Researcher
23. Job Analysis Study on UTM 'Hartabina' (UTM RMC Vote 73027)(Oct.2001-Oct.2002) Researcher
24. Knowledge Sharing in Manufacturing Industry (UTM RMC Vote 71850) (2003-2004)
25. Service Quality in Higher Education Managements' Perspective (UTM RMC Vote 71982) (2003-2005)
26. An Assessment of The Levels of Ethical Perception Among Public University Student in Malaysia (UTM RMC Vote 71876)
27. The Impact of The Asian Financial Crisis On The Insurance Sector In Asian, 2002. (Consultancy Vote 285) to The Malaysian Insurance Institute
28. Impact Study on Small Traders Business Located Surrounding The Proposed AEON CO. (M) BHD's New Store in Mukim Pulau, Tmn Bukit Indah, Johor Bahru, Johor.

**PUBLICATION - ISI**

1. T.B.Yahya, N.M. Jamal, B.Sundarakani, S.Z.Omain, "Factors Affecting Mobile Waste Recycling through RSCM:A Literature Review", Recycling 2021, 6,30.
2. J.K.Y.Lee, H.Gholami, M.Z.M. Saman, N.H.A.Ngadiman, N.M.Zakuan, S.Mahmood, S.Z.Omain, "Sustainability-Oriented application of Value Stream Mapping: a Review and Classification", IEE Access 2021.
3. N. Idris, J. Tan, N.Z. Salleh, S.Z. Omain, "An Exploratory Study of Selected Cases of Biotechnology Women Entrepreneurs in Johor", Advance Science Letters, Vol 24 Issues 5 (2018), 3465-3468.

**PUBLICATION - ERA**

1. N.S. Ismail, N.Z. Salleh, S.Z. Omain, N. Idris, Z. Samori, N, Anas, “Heritage Tourism at the Historical Town of Malacca : Examining Opportunities Evaluating Challenges”, International Journal of Academic Research in Business & Social Science, Vol 8, No 1, January 2018, 899-912.

#### **PUBLICATION – SCOPUS**

1. R.M.Nor, N.Z.M.Salleh, Z.Sulaiman, S.Z.Omain, M.N.A. Ali Khan, U.N.U. Ahmad, “Legal Development of the Malaysian Consumer Protection Act 1999:20 Years After” , International Journal of Advanced Science and Technology, Vol.29.No.7s (2020) pp.4269-4274
2. S. Mohd Mohaiyidin, N. Zakuan, M.Z.M. Saman, S.Z. Omain, M.S.M. Ariff, “ Review on Sustainable Manufacturing Practices in Malaysian Manufacturing Sector”, Global Academic Conference 2017, 22-23 Mac 2017
3. A.N. Dedy, N. Zakuan, S.Z. Omain, K. Abdul Rahim, M.S.M Ariff, Z, Sulaiman, “An Analysis of the Impact of TQM on Employee Performance with Mediating Role of Process Innovation”, Material Science and Engineering 131 (2016), IOP Publishing Ltd.
4. C.H.Ping, N. Zakuan, S.Z. Omain, Z. Sulaiman, M.Z.M. Saman and M.S.M Ariff, “A Development of Supply Chain Management Practices and Competitive Advantages in Manufacturing Industries: A Review”, 1<sup>st</sup> International Materials, Industrial and Manufacturing Conference (MIMEC 2013) 4-6 Dec 2013

#### **PUBLICATION – NON-INDEX JOURNAL**

1. M.S. Kassim, N.Idris, A.Yahya, N.Z. Salleh, S.Z. Omain, R. Selamat, “The Multi Facet Meaning of Competence among muslim professionals in Malaysia”, Journal of Advanced Research in Social and Behavioural Science 11, Issues 1(2018), 50-61
2. Nor Zafir Md Salleh, Abu Bakar Abdul Hamid, Noor Hazarina Hashim, and Siti Zaleha Omain, “The Practice of Shariah-Compliant Hotel in Malaysia”, International Journal of Trade, Economics and Finance, Vol. 5, No. 1, February 2014
3. Noor Azmi Mohamad, Wan Ismail, Wan Faridah Akmal, Siti Zaleha Omain, (2002) “Ciri Kerja dan Prestasi Profesional Teknologi Maklumat Sektor Awam Malaysia” Jurnal Teknologi E, Issue 35E, Page 11-20, UTM Press

#### **PUBLICATION – CONFERENCE / PROCEEDING**

1. S.Z. Omain, N. Idris, N. Zakwan, N.Z. Salleh, Z. Sulaiman, “Using Toy Bricks as an Innovative Teaching in Operations Management”, Proceeding of New Academia Learning Innovation Exhibition and Competition 2018, 16-18.
2. S.Z. Omain, N. Idris, N.Z. Salleh, N. Zakwan, “Students’ Perceptive on Using Scenario-Based Learning in Teaching Operations Management and Supply Chain Management”, Proceeding of New Academia Learning Innovation (NALI) Sharing

Practices, New Academia Learning Innovation Symposium 2018, 60-62

3. J.S. Chong, S.Z. Omain, A. Jusoh, N.Z.M. Salleh, “ Critical Success Factors of TQM in R&D Center in Research University”, Research Proceeding Management of Technology Symposium, Dec 20-21 2017 pp 1-18.
4. N.F.A. Aziz, N.Z.M. Salleh, S.Z. Omain, “The Impacts of Le Tour de Langkawi to Small Business Performance”, Research Proceeding Marketing Symposium 2016, pp 310-327.
5. P. Sopromahen, N. Zakuan, M.S.M. Ariff, A.C. Thoo, Z. Sulaiman, S.Z. Omain, M.Z.M. Saman, “The Impact of Integrated Management System on Organisation Performance in Malaysia Manufacturing Industry: A Literature Review” 10<sup>th</sup> International Conference on Research in Science and Technology (ICRST), 21-22 Feb 2017, Dubai, UAE.
6. M.K. Zahari, N. Zakuan, M.Z.M. Saman, M.S.M Ariff, S.Z. Omain, “ReValidate Total Quality Management Constructs and Employee Performance Measures in Malaysian Manufacturing Industry” International Postgraduate Network (IPN-IWNEST 2015) 13-14 October 2015, Langkawi.
7. S.Z. Omain, ABA Hamid, ARA Rahim, NM Salleh, “Supply Chain Management Practices in Malaysian Palm Oil Industry”, The 11<sup>th</sup> Asia Pacific Industrial Engineering and Management Systems Conference (APIEMS), 7-10<sup>th</sup> Dec 2010.
8. N.Z. Salleh, ABA Hamid, N.H. Hashim, S.Z. Omain, “Issues and Challenges in Malaysian Hotel Operations”, 3<sup>rd</sup> Asia Euro Tourism, Hospitality and Gastronomy Conference 2010, 24-26 Nov 2010
9. S.Z. Omain, A.B.A. Hamid, A.R.A. Rahim, N.I.M.Noran, and H.M.Som “Supply Chain Management Practices in Electrical and Electronic Industry” Proceedings Asia Pacific Conference on Management of Technology & Technology Entrepreneurship, October 2008
10. H.M.Som, M.H. Osman, S.Z. Omain, and S.L. Wong “Engineering Recruitment and Selection : A Survey in the Malaysian Electrical and Electronic Sectors”, Proceedings of the 3rd National Human Resource Management Conference, November, 2006 (Best Paper Award)
11. S.Z. Omain, A. Jusoh, S.M.Yatim, N. M. Salleh, H.H. Low (2005). “Kemahiran Teknikal Bagi Pelajar Pengurusan: Perspektif Staf Akademik dan Alumni.” National Conference on Management of Technology and Technology Entrepreneurship. Johor Bahru, Malaysia
12. A. Jusoh, S.Z. Omain, , S.M.Yatim, N. M. Salleh, H.H. Low (2005). “Management Skills for Management of Technology Students: Alumni Perspective” National Conference on Management of Technology and Technology Entrepreneurship. Johor Bahru, Malaysia

13. H.H. Low , A. Jusoh, S.Z. Omain, , S.M.Yatim, N. M. Salleh, (2005). “The Differing Faces of Managerial Competency” National Conference on Management of Technology and Technology Entrepreneurship. Johor Bahru, Malaysia
14. S.M.Yatim, S.Z. Omain, A. Jusoh, N. M. Salleh, H.H. Low (2005). “Kemahiran Teknikal Bagi Pelajar Pengurusan: Perspektif Alumni.” National Conference on Management of Technology and Technology Entrepreneurship. Johor Bahru, Malaysia
15. S. Z. Omain, H.M. Som, A. Jusoh, C.H. Chong, S.Y. Ng, S.N.A. Hamid “Faktor-faktor kelebihan bersaing yang digunakan dalam Industri Elektrik dan Elektronik di Malaysia” (*Translation : Competitive Advantage factors utilized in the Malaysian Electrical/Electronic industries*), Proceedings of National Conference on Management Of Technology and Technology Entrepreneurship (MOTTE), June 2005)
16. Hishamuddin Md.Som, Norliza Mohd Salleh, Azlah Mohd.Salleh, Siti Zaleha Omain, and Thuaibah @Suaibah Abu Bakar “Knowledge Management Practices Amongst Top Malaysian Organisation : An Insight”, Proceedings of International Business Management Conference, December 2004
17. H.H. Low, S.Z.Omain, “Barriers to Implementation of Environmental Management System in Malaysian Manufacturing Industries” International Borneo Business Conference 2004, 9-11 Dec 2004.
18. Ahmad Jusoh ,Siti Zaleha Omain, Hishamuddin Md Som, Norazman Abdul Majid, and Ahmad Sharifuddin Shamsuddin “Service Quality in Education” Proceedings of ASEAN/Asian Symposium on Educational Management and Leadership” December 2004
17. Ahmad Jusoh, Norazman Abd Majid, Ahmad Sharifuddin Shamsuddin, Hishamuddin Md. Som, Siti Zaleha bte Omain, Service Quality in Education, ASEAN Symposium on Education Management and Leadership: Managing the democratization of education priorities of the future, 13 - 15 /12/2004, Pulau Pinang
18. Low Hock Heng, Hishamuddin Md.Som, Siti Zaleha Omain “Barriers to Knowledge Sharing : A Study Of Manufacturing Sector in Johor Bahru”, Proceedings of the 1st International Conference on Asian Academy Of Applied Business Conference, July 2003
19. Ahmad Shukri Mohd Nain, Abu Bakar Abd Hamid, Hishamuddin Md. Som, Rosman Md Yusoff, Low Hock Heng, Siti Zaleha bte Omain, Competency-based Training Need Analysis (TNA): A Case Study of a Faculty in a Malaysian University, International Conference on Asia Pacific Business Environment: Innovative Response to Regional Events, 21-23 January, 2003, Shah Alam, UiTM & Auckland University of Technology
20. Hishamuddin Md.Som, Low Hock Heng, and Siti Zaleha Omain “Knowledge Sharing : A Case Study of the Manufacturing Sector in Malaysia”, Proceedings of the the Asia

Pacific and Business Conference, October 2002

21. Siti Zaleha Omain, Hishmauddin Md.Som, and Low Hock Heng “Time-Based Competition : A study of the Malaysian Electrical and Electronic Industry”, Proceedings of the Asia Pacific and Business Conference, October 2002
22. S.Z. Omain, ““ Tahap Kefahaman TQM dan factor-faktor penentunya:”, Seminar Kebangsaan Pengurusan Sumber Manusia, 2002.

#### **PUBLICATION – CHAPTER IN BOOK**

1. S.Z. Omain, A.B.A. Hamid, N.Z. Salleh, N.H. Idris, and N. Mohd Jamal (2017)“ Benefits and Barriers in Implementing Supply Chain in Palm Oil Firms” in Selected Issues of Management, Book Chapter page 26-49, Bung Hatta University Press
2. S.Z. Omain, A.B.A. Hamid, H. Hashim, N.M. Zakwan, N.H. Mastor and A. Jusoh (2017)“ Supply Chain Management: The History, Definitions and Landscapes” in Selected Issues of Management, Book Chapter page 1-26, Bung Hatta University Press
3. I.N. Adam, A. Jusoh, R. Mohd Nor, S.Z. Omain, L. Ali (2017) “The moderating Effects eWORM on the Relationship between e-service Quality and Online Hotel Booking Intention” in Service Quality Perspective : The Customers’ Viewpoint, Book Chapter page 41-52, UTM Press.
4. I.N. Sallehudin, A. Jusoh, R. Mohd Nor, S.Z. Omain (2017) “Effect of website Quality and Hotel Service Quality on Customer Satisfaction in University Hotel” in Service Quality Perspective : The Customers’ Viewpoint, Book Chapter page 553-74, UTM Press.
5. S.Z. Omain, A.B.A. Hamid, N.Z. Salleh, and N.I.M. Noran, “ Supply Chain Management Practices in Malaysian Manufacturing Firms” in Contemporary Research in Marketing, Book Chapter page 167-189, UTM Press
6. N.Z. Salleh, A.B.A. Hamid, R. Baharun, S.Z. Omain, M. Abdullah, “Information Technology integration in supermarket’s operation”, in Applications and Issues in E-Business, Book Chapter, page 21-38, UTM Press
7. N.Z. Salleh, A.B.A. Hamid, S.Z. Omain, C.S. Wei, “Customer Satisfaction And Loyalty At Retail Outlet of Major Oil and Gas Company in Southern Malaysia” in Customer Satisfaction and Service Quality : Challenges and Issues in Malaysia, Book Chapter, page 81-100, UTM Press

#### **PUBLICATION – MONOGRAPH/REPORT**

1. S.Z. Omain, A. Jusoh, S.M.Yatim, N. M. Salleh, H.H. Low (2007)“ Penentuan Kemahiran Yang Bersesuaian Untuk Pelajar Pengurusan Teknologi” Monograph (Project Report),

Unpublished, UTM.

2. Jusoh, Ahmad and Omain, Siti Zaleha and Abdul Majid, Norazman and Md. Som, Hishamudin and Shamsuddin, Ahmad Sharifuddin (2004) "Service quality in higher education: management student's perspective." Project Report. Faculty of Management and Human Resource Development, Skudai, Johor. (Unpublished)