



**PERSONAL DETAILS**

**Name** Dr. Zuraidah Sulaiman  
**Nationality** Malaysian  
**Address** T08, Azman Hashim International Business School (AHIBS),  
 Universiti Teknologi Malaysia (UTM), 81310 Skudai, Johor, Malaysia  
 zuraidahs@utm.my / zuraidah\_sulaiman@yahoo.com  
**E-mail**  
**Areas of Interest** Consumer Behaviour, Green/Sustainability Marketing, Social Media Marketing,  
 Social Entrepreneurship, Market Research

**ACADEMIC QUALIFICATIONS**

**2008 – 2014** **Ph.D.**  
 Discipline of Marketing, Business School, University of Sydney, Australia  
**2005 – 2007** **M.Sc. in Information Technology**  
 Fac. of Information Technology and Quantitative Sc., Universiti Teknologi MARA, Malaysia  
**2003 – 2004** **Postgrad. Dip. in Data Communication, Networks and Distributed Systems**  
 Faculty of Engineering and Applied Sciences, University College London, United Kingdom  
**1998 – 2001** **Bachelor in Information Technology**  
 Faculty of Information Science and Technology, Universiti Kebangsaan Malaysia

**PROFESSIONAL MEMBERSHIPS**

**Since 2021** **Institute of Marketing Malaysia (IMM)** – Ordinary Member  
**Since 2019** **American Association of Inside Sales Professionals (AA-ISP)** – Member  
**Since 2017** **Neuromarketing Science and Business Association (NMSBA)** – Researcher Member  
**Since 2015** **Society of Engineering Education Malaysia (SEEM)** – Ordinary Member  
**2005 – 2007** **Institute of Electrical & Electronics Engineers IEEE Computer Society** – Member

**PROFESSIONAL TRAINING CERTIFICATIONS**

**2021** **Social Entrepreneurship/Social Innovation (SESI) Trainer**  
 Malaysian Global Innovation & Creativity Centre (MaGIC), Social Enterprise Academy,  
 Lien Centre for Social Innovation at Singapore Management University, Center for  
 Entrepreneurship and SME Development (UKM-CESMED)  
**2019** **Startup Essential: Design Thinking and Business Model Canvas Trainer**  
 MaGIC Ecosystem Builder – Malaysian Global Innovation & Creativity Centre (MaGIC)  
**2018** **Global E-Commerce Talent (GET) Trainer**  
 Ministry of Higher Education Malaysia and Alibaba Group  
**2016** **MonsoonSIM Enterprise Resource Planning (ERP) Trainer**  
 Monsoon Academy  
**2015** **TRIZ Practitioner (Level 1) – Theory of Inventive Problem Solving**  
 The International TRIZ Association (MATRIZ)

**WORKING EXPERIENCES**

**2015 – present** **Senior Lecturer**, Universiti Teknologi Malaysia (UTM), Malaysia  
 Department of Business Administration, Azman Hashim International Business School  
**Jan – May 2022** **Visiting Assistant Professor**, Universiti Teknologi Brunei (UTB), Brunei  
 School of Business  
**2007 – 2014** **Lecturer**, Universiti Teknologi Malaysia (UTM), Malaysia  
 Department of Business Administration, Faculty of Management  
**2002 – 2007** **Trainee Lecturer / Lecturer**, Universiti Teknologi PETRONAS (UTP), Malaysia  
 Department of Computer and Information Sciences  
 Faculty of Science and Information Technology  
**2001 – 2002** **Information Technology and Administration Executive**, HONDA Malaysia Sdn. Bhd.  
 Dept. of Pre-Delivery Inspection (PDI), General Management Division

**ADMINISTRATIVE EXPERIENCES**

**Oct 2018 – Dec 2020** **General Manager**, UTM Souvenir Shop Sdn. Bhd.  
**Jan 2022 – present** **Head, Service Quality Research Group (SQRG)**,  
 Smart Digital Community Research Alliance, UTM  
**Oct 2020 – present** **Head, Internal Audit Team**, Azman Hashim International Business School, UTM  
**Sept 2020 – present** **Leader, Active Learning Sub-Group for Future Ready Educator (FREE)**  
 Azman Hashim International Business School, UTM  
**Jan 2019 – Dec 2021** **Deputy Head, Service Quality Research Group (SQRG)**,  
 Smart Digital Community Research Alliance, UTM  
**Jan 2019 – Dec 2021** **Coordinator, Social Media and Digital Experience**, Azman Hashim IBS, UTM

Sept 2014 – Sept 2018 **Head of Program**, Bachelor of Management (Marketing), UTM  
 Aug 2015 – Oct 2015 **Undergraduate Program Manager**, Faculty of Management, UTM  
 May 2014 – Dec 2014 **Head of Panel**, Marketing, Faculty of Management, UTM

## COURSES TAUGHT

### Universiti Teknologi Malaysia (UTM)

Postgraduate Marketing Management, E-Business  
 Undergraduate Marketing Information Systems, Social Media and Branding, Sustainability Marketing  
 Green Marketing, Consumer Behaviour, Marketing Research, Tourism Marketing, Global Marketing, Principles of Marketing, Social Entrepreneurship, Entrepreneurship & Enterprise Development, Introduction to Entrepreneurship, Design Thinking for Entrepreneurship, Graduate Success Attributes

### Universiti Teknologi PETRONAS (UTP)

Undergraduate Computer Network Management & Security, Data Communications, Structured Programming in C, Operating Systems & UNIX Lab, System Analysis & Design

## INVITED SPEAKER

### Marketing and Entrepreneurship Related

#### (International)

Oct 2021 **Digital Marketing in Halal Industry**  
**Plenary Session Speaker – International Conference on Sustainable Halal Industry in Asia**  
 Organizer: Faculty of Islamic Economics and Business, Universitas Islam Negeri Walisongo, Semarang, Indonesia

Oct 2021 **Consumer Motivation**  
 Organizer: School of Business, Universiti Teknologi Brunei (UTB), Brunei

Jan 2021 **Green Values and Ethics in Marketing – The Art of Persuading Consumers**  
 Sustainable Business Strategies (SBS) International Winter School 2021  
 Organizer: Samara University, Russia

#### (National)

Feb 2022 **Product Marketing and Branding**  
 ICCubeX Webinar  
 Organizer: UTM Innovation and Commercialisation Centre (UTM ICC)

Jan 2022 **Experiential Advertisement – Let's Attract and Connect!**  
 Webinar for Foundation Studies Program  
 Organizer: Henley Business School, University of Reading Malaysia

Nov 2021 **Understanding Consumer Motivation: A Good Buy or Good Bye?**  
 Webinar on High Performance Delivery  
 Organizer: UTM Centre for Community and Industry Network (UTM CCIN)

Oct 2021 **Improving and Developing Malaysia Tourism Quality Assurance (MyTQA 2.0)**  
 Organizer: Ministry of Tourism, Arts and Culture Malaysia (MOTAC)

Oct 2021 **Design Thinking for Digital Presence - Let's Drive Results!**  
 Workshop on Improving Digital Presence for Research, Development, Commercialization and Innovation (RDCl) Branding & Conversion  
 Organizer: UTM Centre for Community and Industry Network (UTM CCIN)

Aug 2021 **Product Marketing and Branding**  
 ICCubeX Webinar  
 Organizer: UTM Innovation and Commercialisation Centre (UTM ICC)

April and Dec 2021 **Design Thinking for Entrepreneurship**  
 UTM Professional Skill Certificate (UTMPSC)  
 Organizer: UTM Institute for Life-Ready Graduate (UTM iLeaGue)

Jan 2020 **Sustainable Development**  
 Global Exchange Programme – Hiroshima Onomichikita High School Japan Visit to UTM  
 Organizer: Tourism Planning Research Group (TPRG), UTM

July 2019 **Design Thinking and Problem Solving Skills, Southern Youth Leadership Workshop 2019**  
 Organizer: AIESEC Global Volunteer Programme and AIESEC in Johor Bahru

April 2019 **Basic Social Media Marketing Course**  
 Organizer: UTM Centre for Co-Curriculum & Service Learning (UTM CCSL) and Academy of E-Sports Johor (AOES)

Feb 2019 **Value Proposition Canvas for Creativepreneur: ARTech (Augmented Reality) Bootcamp & Hackathon 2019**  
 Organizer: UTM Centre for Student Innovation & Technology Entrepreneurship (UTM XCITE)

Dec 2018 **Marketing Strategies in Online Platform**  
 Organizer: Henley Business School, University of Reading Malaysia

Okt 2018 **Kursus Minda Penjanaan dan Keusahawanan – Pemasaran Keusahawan**  
 Organizer: UTM Talent Transformation Centre, Office of the Registrar (UTM TTC)

March 2018	<b>K-Sharing Session – Jom Kaut Untung Melalui Media Sosial</b> Organizer: Sultanah Zanariah Library, UTM
Nov 2017	<b>Iskandar Malaysia Women Entrepreneurship Empowerment Seminar 2017 – Shifting Business to Online Platform</b> Organizer: Iskandar Regional Development Authority (IRDA)
May 2017	<b>Pelancaran Produk Dan Pemindahan Teknologi Makanan Dan Spa Daerah Mersing – Jom Tarik Untung Cara 5P</b> Organizer: UTM Institute of Bioproduct Development, (UTM IBD)
Jan 2017	<b>Cyber Copywriting Workshop</b> Organizer: 1Malaysia Internet Centre, Kg. Permatang Sepam, Benut, Pontian, Johor
May 2015	<b>Marketing Strategies for Innovative Products</b> Organizer: UTM Centre of Students Innovation (UTM CSI)
<b><u>Research Methodology Related</u></b>	
March 2022	<b>The Essence of Experimental Design – Why Business Researchers Do It?</b> Organizer: Postgraduate Student Society (PGSS) / School of Graduate Studies (SPS), UTM
July 2020	<b>Quantitative Research in Social Science – Instrument Design and Data Analysis</b> Organizer: Postgraduate Student Society (PGSS) / School of Graduate Studies (SPS), UTM
March 2019	<b>Quantitative Research in Social Science – Why Designing a Reliable and Valid Instrument is Vital?</b> Organizer: Postgraduate Student Society (PGSS) / School of Graduate Studies (SPS), UTM
July 2018	<b>Seminar in Quantitative Data Analysis for PhD Students</b> Organizer: Southern University College, Johor
Nov 2018, 2017	<b>Workshop on Questionnaire Design</b> Organizer: Scientia Academia
Nov 2018, 2017 2016, 2015	<b>How To Find Your Research Gap and Good Research Objective</b> Organizer: Postgraduate Student Society (PGSS) / School of Graduate Studies (SPS), UTM
<b><u>Teaching and Learning Related</u></b>	
Oct 2021	<b>Implementing Successful Service Learning in Undergraduate Classes – Future Ready Educators (FREE) Month</b> Organizer: Azman Hashim International Business School, UTM
Sept 2020	<b>Online Forum for Student Centred Learning (SCL) – Future Ready Educators (FREE) Month</b> Organizer: Azman Hashim International Business School, UTM

## **AWARDS RECEIVED**

### **Service Excellence Awards**

2021	<b>AHIBS Excellent Service Award 2020</b> Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
2021	<b>Excellent Achievement of Academic Staff Workload (Exceeds 150% for 2020)</b> Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
2020	<b>AHIBS Excellent Service Award 2019</b> Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
2019	<b>Anugerah Pencapaian Cemerlang 2018 (Excellent Achievement Award 2018)</b> Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
2018	<b>Anugerah Pencapaian Cemerlang 2017 (Excellent Achievement Award 2017)</b> Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
2017	<b>Anugerah Pencapaian Cemerlang (APC) UTM – Excellent Service Award 2016</b> Majlis Citra Karisma, Universiti Teknologi Malaysia (UTM)
2017	<b>Anugerah Pencapaian Gemilang Fakulti 2016 (Faculty Excellent Achievement 2016)</b> Faculty of Management, Universiti Teknologi Malaysia (UTM)
2016	<b>Anugerah Pencapaian Gemilang Fakulti 2015 (Faculty Excellent Achievement 2015)</b> Faculty of Management, Universiti Teknologi Malaysia (UTM)
2005	<b>Faculty Postgraduates Award (FPA)</b> M.Sc. in Information Tech., Universiti Teknologi MARA (UiTM), Dean's List for July-Dec 2005
2000	<b>UKM Quality Day Award</b> Best Student Project Overall: Beijing 2000

### **Research Awards**

2021	<b>Silver – Business, Law, and Management – International Conference on Advanced Marketing (BLM2-ICAM4)</b> Taylor's University Malaysia and University of Kelaniya Sri Lanka Project: Roles of Motivation Opportunity Ability (MOA) Theory and Regulatory Focus Theory on Sustainable Apparel Purchase Intention
2021	<b>Silver – Business, Law, and Management – International Conference on Advanced Marketing (BLM2-ICAM4)</b> Taylor's University Malaysia and University of Kelaniya Sri Lanka Project: Social Media Influencer and Consumers' Pro-Environmental Behavior in Social Commerce Platform

- 2021** **Bronze – Expo Kecemerlangan Rekacipta UMS 2020 (EXCOIPTA)**  
Universiti Malaysia Sabah  
Project: Autonomy Support, Motivation, Consumer Perceived Value and Natural and Natural Content Belief in Examining Herbal Medicine Consumption
- 2020** **Category Winner for Sustainable Development Goal 14 (SDG14 – Life Below Water)**  
Sustainable Entrepreneurial Mindset Showcase (SEMS 3.0), UTM XCITE  
Project: Animal.ly
- 2020** **Bronze – Copyright Award 2019**  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2019, 2018, 2017**  
**2016, 2015, 2014** **Supervisor Award**  
Marketing Symposium, Faculty of Management – For supervising undergraduates Final Year Project students leading to winning the Best Thesis and Best Presenter Awards
- 2017** **Bronze – INATEX 2017**  
19th Industrial Art & Technology Exhibition (INATEX) 2017, Universiti Teknologi Malaysia  
Project: Regenerated NPK Fertilizer as Recycled Repeated Controlled Released Fertilizer
- 2009** **Postgraduate Research Support Scheme Award (PRSS)**  
Uni. of Sydney Business School travel research grants for ANZMAC 2009, Melbourne

#### Publication Awards

- 2021** **Gold – Best Paper Award**  
International Symposium on Teaching and Learning Innovation (ISTLI 2021), 14 Nov. 2021  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2021** **Bronze – Non-Indexed Journal Publication Award 2020**  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2020** **Best Research Paper**  
27th World Conference on Applied Science, Engineering & Technology (WCASET 2020),  
Institute For Engineering Research and Publication, 18 - 19 March 2020, Dubai, UAE
- 2020** **Best Paper Award (Marketing and Consumerism Track)**  
2nd International Conference on Business Sustainability & Innovation (ICBSI 2020),  
7 – 8 October 2020, Universiti Sains Malaysia (USM) Penang, Malaysia.
- 2020** **Gold – Non-Indexed Journal Publication Award 2019**  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2020** **Gold – Book Chapter Publication Award 2019**  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2018** **Bronze – Non-Indexed Journal Publication Award 2017**  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2016** **Non-Indexed Journal Publication Award 2015**  
Faculty of Management, Universiti Teknologi Malaysia (UTM)
- 2010** **Higher Education Research Data Collection Award (HERDC)**  
Uni. of Sydney Business School research publication output (conference proceeding)
- 2001** **Malaysia Book of Records (Millennium Edition)**  
Most Outstanding Student Achievement – Beijing 2000 Project

#### Teaching and Learning Awards

- 2021** **Best Presenter – International Symposium on Teaching & Learning Innovation (ISTLI 2021)**  
Azman Hashim International Business School, Universiti Teknologi Malaysia  
Project: Service-Learning Pedagogy in Social Media and Branding Class towards Quadruple Helix Partnership (QHP)
- 2021** **Silver – New Academia Learning Innovation (NALI) Award 2021**  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia  
Project: ENVIRONMENT - Virtual Run to Educate Sustainable Development Goals and Commit Zero Waste Practices
- 2021** **People's Choice Award and Bronze – International Alumni Convention and Innovation Exhibition (INACIX 2021)**  
Universiti Teknologi Malaysia  
Project: Pandemic Visa Virtual Run
- 2021** **Award of Excellence – Active Blended Learning Course**  
**(Sem 2 2020/2021: Consumer Behaviour, Green Marketing, Marketing Management)**  
**(Sem 1 2020/2021: Green Marketing, Marketing Management)**  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
- 2020** **Silver – New Academia Learning Innovation (NALI 2020) Exhibition and Competition**  
Project: Development of Entrepreneurs Via Social Media Marketing Service Learning  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
- 2020** **Award of Excellence – Active Blended Learning Course**  
**(Sem 2 2019/2020: Consumer Behavior)**  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
- 2019** **Bronze – Teaching Award 2018**

	Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
2019	<b>Best Ecosystem Builder Team</b> Malaysian Global Innovation & Creativity Centre (MaGIC), Cyberjaya, Malaysia
2019	<b>Gold – New Academia Learning Innovation (NALI 2019) Exhibition and Competition</b> Project: Effectiveness of Scenario-Based Learning Technique on Students' Performance UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
2019	<b>Gold – Service Learning Award 2019 (Academic and Professional Cluster)</b> Centre for Co-curriculum and Service Learning (CCSL), Universiti Teknologi Malaysia (UTM)
2018	<b>Silver – New Academia Learning Innovation for Education 4.0 (NALI 2018)</b> Project: Using Toy Bricks as An Innovative Teaching Technique in Operations Mgmt. UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
2018	<b>Award of Excellence – Active Blended Learning Course</b> <b>(Sem 2 2017/2018: Marketing Information Systems II)</b> <b>(Sem 1 2017/2018: Principles of Marketing)</b> UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
2017	<b>Award of Excellence – Active Blended Learning Course</b> <b>(Sem 2 2016/2017: Marketing Information Systems II, Green Marketing)</b> <b>(Sem 1 2016/2017: Principles of Marketing)</b> UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
2016	<b>Award of Excellence – Active Blended Learning Course</b> <b>(Sem 2 2015/2016: Green Marketing)</b> <b>(Sem 1 2015/2016: Consumer Behaviour)</b> UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
2016	<b>Silver – 3rd International Innovative Practices in Higher Education Expo (I-PHEX 2016)</b> Project: Community Transformation through Social Entrepreneurship

#### PUBLICATION (to list a few)

##### H-INDEX

*h-Index Google Scholar* : 14    *i10-Index Google Scholar* : 22    *h-Index Scopus* : 7    *h-Index WoS/Publons* : 6

##### IMPACT FACTOR JOURNAL ARTICLES

###### 2022

1. Nornajihah Nadia Hasbullah, **Zuraidah Sulaiman**, Adaviah Mas'od, Hanis Syuhada Ahmad Sugiran (2022). Drivers of Sustainable Apparel Purchase Intention: An Empirical Study of Malaysian Millennial Consumers. *Sustainability*, 14, 1945, pp. 1-24. <https://doi.org/10.3390/su14041945>. **Impact Factor: 3.251, Q2 Web of Science**
2. **Zuraidah Sulaiman**, Hanis Syuhada Ahmad Sugiran, Nornajihah Nadia Hasbullah, Adaviah Mas'od, Suhairul Hashim, David Andrew Bradley (2022). Public Awareness of Consumer Products Containing Radioactive Materials: Empirical Evidence from Malaysia. *International Journal of Environmental Research and Public Health*, Vol. x, pp. Xx-xx **Impact Factor: 3.39, Q1 Web of Science (accepted, waiting to be published)**

###### 2019

3. Gholami, H., Jamil, N., Zakuan, N., Mat Saman, M. Z., Sharif, S., Awang, S. R, **Sulaiman, Z.** (2019). Social Value Stream Mapping (Socio-VSM): Methodology to Societal Sustainability Visualization and Assessment in the Manufacturing System. *IEEE Access*, Vol. 7, pp. 131638-131648. **Impact Factor: 4.098, Q1 Web of Science**

###### 2011

4. 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. **Impact Factor: 1.105, Q3 Web of Science**

##### INDEXED JOURNAL ARTICLES

###### 2021

1. Mohd Halim Mahphoth, **Zuraidah Sulaiman**, Wei-Loon Koe, Nur Asyikeen Kamarudin, Puspo Dewi Dirgantari (2021). Psychometric Assessment of Young Visitors at the National Museum of Malaysia. *Asian Journal of University Education*, 17(2), pp. 156-168 (**SCOPUS**)
2. Siti Nurhafizah Ahmad, Adaviah Mas'od, **Zuraidah Sulaiman**, Nornajihah Nadia Hasbullah (2021). Bibliometric Analysis on Motivation of Sport Event Volunteer using the Scopus Database. *Journal of Academic Research in Business and Social Sciences*, 11(3) pp. 1200 – 122 (**Essential Research Australia – ERA**)
3. Nornajihah Nadia Hasbullah, **Zuraidah Sulaiman**, Adaviah Mas'od, Siti Nurhafizah Ahmad (2021). Bibliometric Analysis of Sustainable and Green Consumption Research from 1974 to 2019. *Turkish Journal of Computer and Mathematics Education*, 12(5), pp. 1292–1301 (**waiting for SCOPUS indexing**)

## 2020

4. Hasbullah, N.N., **Sulaiman, Z.**, Mas'od, A. (2020). User-Generated Content Sources: The Use of Social Media in Motivating Sustainable Luxury Fashion Consumptions. *International Journal of Scientific and Technology Research*, 9(3), pp. 5208-5214 **(SCOPUS)**
5. Chin, T.A., Maik, N.F.I.A., Tat, H.H., **Sulaiman, Z.**, Choon, T.L. (2020). Green Purchasing Practices and Environmental Performance. *International Journal of Supply Chain Management*, 9(1), pp. 291-297 **(SCOPUS)**
6. Hasbullah, N. N., **Sulaiman, Z.**, and Mas'od, A. (2020). The Effect of Perceived Value on Sustainable Fashion Consumption in the Era of Covid-19: A Proposed Conceptual Framework. *Journal of Academic Research in Business and Social Sciences*, 10(8), pp. 895-906. **(Essential Research Australia – ERA)**
7. Irfan, A., Rasli, A., **Sulaiman, Z.**, Sami, A., Liaquat, H., & Qureshi, M. I. (2020). Student's Perceived University Image is an Antecedent of University Reputation. *International Journal of Psychosocial Rehabilitation*, 24(01). **(SCOPUS)**
8. Jasim, H., **Sulaiman, Z.** (2020). Sustaining Competitive Edge in Iraqi Banks through Marketing Intelligence and Decision-Making Effectiveness: A Review. *Test Engineering and Management*, 83, pp. 6373-6388 **(SCOPUS)**
9. Muhamad Syakir Shukor, **Zuraidah Sulaiman**, Thoo Ai Chin, Norhayati Zakuan, Adaviah Mas'od, Siti Rahmah Awang (2020). The Moderating Effect of Cynicism among Malaysian Consumers on Purchase Intention of Energy Efficient Vehicle. *Test and Engineering Management*, Volume 83, pp. 7735-7744 **(waiting for SCOPUS indexing)**
10. Jasim, H., **Sulaiman, Z.**, and Zakuan, N. (2020). Influence of Competitive Intelligence Success on Business Competitive Advantage: A Conceptual Framework (2020). *International Journal of Innovation, Creativity and Change*. Volume 11, Issue 12 **(waiting for SCOPUS indexing)**

## 2019

11. Adeline Y. L. Tam, Rohaizat Baharun, **Zuraidah Sulaiman** (2019). Motivation in Health Behaviour: Role of Autonomous and controlled Motivation. *Indian Journal of Public Health Research & Development*, September 2019, Vol. 10, No. 9 **(SCOPUS)**

## 2018

12. Irfan, A., Rasli, A., **Sulaiman, Z.**, Sami, A., Qureshi, M.I. (2018). Use of Social Media Sites by Malaysian Universities and Its Impact on University Ranking. *International Journal of Engineering and Technology (UAE)* 7(4.28 Special Issue 28), pp. 67-71 **(SCOPUS)**

## 2017

13. SFFB Pauzi, TA Chin, TL Choon, **Z Sulaiman** (2017). Motivational Factors for Online Grocery Shopping. *Advanced Science Letters*, 23 (9), pp. 9140-9144 **(SCOPUS)**

## 2016

14. Roslin Abdul Rahim, **Zuraidah Sulaiman**, Thoo Ai Chin, Rohaizat Baharun, Farrah Merlinda Muharam (2016). Measuring E-WOM Review Adoption on Green Purchase Intention using Source Credibility Theory. *Advanced Science Letter* 22 (12), pp. 4283-4287 **(SCOPUS)**
15. Yap Soon Jing, **Zuraidah Sulaiman**, Thoo Ai Chin, Norhayati Zakuan (2016). University as Education Provider to Community: Applying Theory-Based Impact Evaluation (TBIE) Approach. *Advanced Science Letters*, 22 (12), pp. 4275-4278 **(SCOPUS)**
16. Thoo Ai Chin, Uthayabanu Govindasamy, **Zuraidah Sulaiman**, Huam Hon Tat (2016). Factors Affecting the Consumers Proneness to Buy 99-Ends Products. *Advanced Science Letters* 22 (12), pp. 3991-3994 **(SCOPUS)**
17. Nur Helyana Yunus, Mohd Shoki Md Ariff, Norhuzaimah Mohd Som, Norhayati Zakuan, **Zuraidah Sulaiman** (2016). The Mediating Effect of Brand Image Between Electronic Word of Mouth and Purchase Intention in Social Media. *Advanced Science Letters*, 22 (10), pp. 3176-3180 **(SCOPUS)**
18. HF Wong, AC Thoo, FM Muharam, **Z Sulaiman** (2016). The Mediation Role of Key Account Management Effectiveness on Key Account Management Practices and Market Performance. *The Social Sciences* 11 (21), pp. 5260-5264 **(SCOPUS)**
19. A Masod, **Z Sulaiman**, NH Hashim, Z Khalifah (2016). The Moderating Role of Integrated Persuasive Communication Messages Towards Pro-Environmental Behaviour. *The Social Sciences* 11 (20), pp. 4924-4931 **(SCOPUS)**
20. Shukor M S, **Sulaiman Z.**, Chin T A, Zakuan N (2016). The Effect of Emotional Versus Rational Appeal in Advertising on Malaysian Consumers' Purchase Intention of Hybrid Car. *ARNP Journal of Engineering and Applied Sciences*, Volume 11, Issue 24, pp. 14106-14111 **(SCOPUS)**

## 2015

21. Roslin Abdul Rahim, **Zuraidah Sulaiman**, Thoo Ai Chin, Norzaidahwati Zaidin, Norhayati Zakuan (2015). E-WOM Review Adoption and Green Purchase Intention: The Application of Source Credibility Theory (SCT). *Advanced Science Letters*, Vol. 21, Issue 6, June 2015, pp. 2150-2154, ISSN: 19366612, DOI: 10.1166/asl.2015.6238 **(SCOPUS)**
22. Rasoul, Abu Bakar Abdul Hamid, **Zuraidah Sulaiman** (2015). Efficiency or Inefficiency of Customer Satisfaction as One of the Main Antecedents of Customer Loyalty in Tourism and Hospitality Industry. *Advanced Science Letters*, Vol. 21, Issue 6, June 2015, pp. 1842 – 1844, ISSN: 19366612, DOI: 10.1166/asl.2015.6133 **(SCOPUS)**
23. Thoo Ai Chin, Huam Hon Tat, **Zuraidah Sulaiman**, Siti Norfatin Liana Muhamad Zainon (2015). Green Supply Chain Management Practices and Sustainability Performance. *Advanced Science Letters*, Vol. 21, Issue 5, May 2015, pp. 1359-1362, ISSN: 19366612, DOI: 10.1166/asl.2015.6029 **(SCOPUS)**

## **INDEXED PROCEEDINGS**

### **2020**

1. Lazim, N. A. M., **Sulaiman, Z.**, Zakuan, N., Mas'od, A., Chin, T. A., & Awang, S. R. (2020). Measuring Post-purchase Regret and Impulse Buying in Online Shopping Experience from Cognitive Dissonance Theory Perspective. In 2020 6th International Conference on Information Management (ICIM) (pp. 7-13). *IEEE (SCOPUS)*
2. Chin, A. Z. R., Yi, T. H., Zakuan, N., **Sulaiman, Z.**, Saman, M. Z. M., & Chin, T. A. (2020). The Mediating Effect of Knowledge Management on the Relationship between Risk Management and Project Performance. In 2020 6th International Conference on Information Management (ICIM) (pp. 325-328). *IEEE (SCOPUS)*

### **2019**

3. Mas'od, A., Idris, U. N., **Sulaiman, Z.**, & Chin, T. A. (2019). The Influence of Facebook Features and Activities on Consumers' Purchase Intention. In 2019 6th International Conference on Research and Innovation in Information Systems (ICRIIS) (pp. 1-6). *IEEE (SCOPUS)*

### **2018**

4. Hamid, M.H.A., Abu, N.A., Mohamad, S.N.M., Idris, A., Zakaria, Z., **Sulaiman, Z.** (2018). Data Analytics Algorithm Benchmark on Distributed Systems. AIP Conference Proceedings, 2016, 020002 (**SCOPUS**)
5. Salleh, N.M., Zakuan, N., Ariff, M.S.M., Bahari, Chin, T.A., **Sulaiman, Z.**, Yatim, S.M., Awang, S.R., Saman, M.Z.M. (2018). Critical Success Factors of Total Quality Management Implementation in Higher Education Institution: UTM Case Study. AIP Conference Proceedings, 2044, 020007 (**SCOPUS**)
6. Buang, N.N.B., **Sulaiman, Z.**, Chin, T.A., Muharam, F.M., Masod, A., Zakuan, N., Choon, T.L. (2018). Muslim Consumers' Patronage Intention towards Korean Restaurant Chains in Malaysia. AIP Conference Proceedings, 2044, 020010 (**SCOPUS**)
7. Krishnakumar, V.A.P., **Sulaiman, Z.**, Chin, T.A., Masod, A., Zakuan, N., Choon, T.L. (2018). Consumer Proneness Towards In-Store Promotion in Foreign-Based Hypermarket vs Local-Based Hypermarket. AIP Conference Proceedings, 2044, 020011 (**SCOPUS**)
8. Sait, S.S., Muharam, F.M., Chin, T.A., **Sulaiman, Z.**, Zakuan, N., Choon, T.L. (2018). Impacts of Technology Assessments on Firm Performance. AIP Conference Proceedings, 2044, 020009 (**SCOPUS**)
9. Chin, T.A., Muharam, F.M., Lai, L.Y., **Sulaiman, Z.**, Tat, H.H., Choon, T.L. (2018). Perceived Value and Customer Brand Engagement of Transportation Network Company Facebook Fan Page. AIP Conference Proceedings 2044, 020005 (**SCOPUS**)
10. Fei, W.H., Chin, T.A., Choon, T.L., Tat, H.H., **Sulaiman, Z.** (2018). The Key Account Management Practices and Effectiveness. AIP Conference Proceedings 2044, 020006 (**SCOPUS**)
11. HS Lom, AC Thoo, **Z Sulaiman**, S Adam (2018). Moderating Role of Mobile Users' Information Privacy Concerns Towards Behavioural Intention and Use Behaviour in Mobile Advertising. *Advanced Science Letters*, 24 (6), 4259-4264 (**SCOPUS**)
12. TA Chin, RA Ramli, TL Choon, **Z Sulaiman**, FM Muharam, LY Lai (2018). Factors Affecting Generation Y Satisfaction and Loyalty in Online Brand Community. *Advanced Science Letters*, 24 (6), 4265-4268 (**SCOPUS**)

### **2017**

13. AC Thoo, **Z Sulaiman**, SL Choi and UHA Kohar (2017). Understanding Supply Chain Management Practices for Small and Medium-Sized Enterprises. *IOP Conference Series: Materials Science and Engineering*, 215 (1), 012014 (**SCOPUS**)
14. RA Rahim, **Z Sulaiman**, TA Chin, MSM Arif, MHA Hamid (2017). E-WOM Review Adoption: Consumers' Demographic Profile Influence on Green Purchase Intention. *IOP Conference Series: Materials Science and Engineering* 215 (1), 012020 (**SCOPUS**)
15. MW Hawapi, **Z Sulaiman**, UHA Kohar, NA Talib (2017). Effects of Perceived Risks, Reputation and Electronic Word of Mouth (E-WOM) on Collaborative Consumption of Uber Car Sharing Service. *IOP Conference Series: Materials Science and Engineering* 215 (1), 012019 (**SCOPUS**)
16. SS Sait, FM Muharam, TA Chin, **Z Sulaiman** (2017). Technology Assessment Need: Review on Attractiveness and Competitiveness. *IOP Conference Series: Materials Science and Engineering* 215 (1), 012017 (**SCOPUS**)
17. MS Shukor, **Z Sulaiman**, TA Chin, N Zakuan, FM Muharam (2017). Materialism, Altruism, Environmental Values, Learning Strategies and Sustainable Claim on Purchase Intention of Energy Efficient Vehicle (EEV)—A Literature Review. *IOP Conference Series: Materials Science and Engineering* 215 (1), 012021 (**SCOPUS**)
18. AC Thoo, LC Tan, Z Sulaiman, N Zakuan (2017). A Review of Theoretical Frameworks for Supply Chain Integration. *IOP Conference Series: Materials Science and Engineering* 215 (1), 012010 (**SCOPUS**)

### **2016**

19. Wee Sin Yi, Thoo Ai Chin, **Zuraidah Sulaiman**, Farrah Merlinda Muharam (2016). A Review of Supply Chain Collaboration Practices for Small and Medium-sized Manufacturers. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012008 (**SCOPUS**)
20. Aimie Nadia Dedy, Norhayati Zakuan, Kamaruzzaman Abdul Rahim, Mohd Shoki Md Ariff, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016). An Analysis of the Impact of Total Quality Management on Employee Performance with Mediating Role of Process Innovation. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012017 (**SCOPUS**)
21. Nurhidayah Mohd Salleh, Mohd Shoki Md Ariff, Norhayati Zakuan, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016). Consumers' Attitude Towards Viral Advertising Pass-On Behavior on Facebook. *Advanced Science, Engineering and Medicine*, 8 (10), 826-830 (**SCOPUS**)

22. Tan Shea Lee, Mohd Shoki Md Ariff, Norhayati Zakuan, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016). Assessing Website Quality Affecting Online Purchase Intention of Malaysia's Young Consumers. *Advanced Science, Engineering and Medicine* 8 (10), 836-840 (**SCOPUS**)
23. Ong Soo Ting, Mohd Shoki Md Ariff, Norhayati Zakuan, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016). Relationship Between e-Service Quality, e-Satisfaction and e-Loyalty in B2C e-Commerce. *Advanced Science, Engineering and Medicine*, 8 (10), 819-825 (**SCOPUS**)
24. OS Ting, MSM Ariff, N Zakuan, **Z Sulaiman**, MZM Saman (2016). E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence from Malaysia. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012012 (**SCOPUS**)
25. NM Salleh, MSM Ariff, N Zakuan, **Z Sulaiman**, MZM Saman (2016). Attitudinal Factors Affecting Viral Advertising Pass-On Behaviour of Online Consumers in Food Industry. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012013 (**SCOPUS**)

#### 2015

26. Thoo Ai Chin, Huam Hon Tat, and **Zuraidah Sulaiman** (2015). Green Supply Chain Management, Environmental Collaboration and Sustainability Performance. *Procedia CIRP*, pp. 695-699  
ISSN: 2212-8271, DOI: 10.1016/j.procir.2014.07.035 (**SCOPUS**)
27. Mariam Setapa, Norhayati Zakuan, Muhamad Zameri Mat Saman, Mohd Shoki Md Ariff, Norzaidahwati Zaidin, and **Zuraidah Sulaiman** (2015). The Impact of Enterprise Risk Management Practises on Malaysian Public Higher Educational Institution Performance: A Literature Review. *Proceedings of The 5<sup>th</sup> International Conference on Industrial Engineering and Operations Management, IEEE Xplore Digital Library*, pp. 1-7. ISBN: 978-1-4799-6064-4. DOI: 10.1109/IEOM.2015.7093782 (**SCOPUS**)

#### 2014

28. Sharon Lew and **Zuraidah Sulaiman** (2014). Consumer Purchase Intention toward Products Made in Malaysia vs. Made in China: A Conceptual Paper. *Procedia Social and Behavioral Sciences*, Vol. 130 (2014), pp. 37-45. ISSN: 1877-0428 (**Web of Science/ELSEVIER – ScienceDirect**)

#### 2013

29. Mohamad Hazwan Zaharudin, **Zuraidah Sulaiman** and Norhayati Zakuan (2013). Philanthropic Corporate Social Responsibility (CSR), Product Performance, and Emotion in Fuel Advertisement: A Research Agenda. *Advances in Education Research*, Vol. 44, pp. 303-308. ISBN: 978-1-61275-062-0 (**Web of Science**)
30. Muhammad Firdaus Abdul Talib and **Zuraidah Sulaiman** (2013). Taste or Label? A Conceptual Model on What Drives Malaysian Consumers' Preferences towards Coffee. *Advances in Education Research*, Vol. 44, pp. 309-314. ISBN: 978-1-61275-062-0 (**Web of Science**)
31. Ashmal Hafiz Ahmad Suhaimi and **Zuraidah Sulaiman** (2013). A Conceptual Model on Boycott Intention among Malaysian Youths – An Insight into McDonald's. *Advances in Education Research*, Vol. 44, pp. 315-320. ISBN: 978-1-61275-062-0 (**Web of Science**)

#### 2007

32. **Sulaiman, Z.**, Md Noor, N., Singh, N. and Yong, S. (2007). Evaluating the Effectiveness of Digital Storytelling with Panoramic Images to Facilitate Experience Sharing. In J. Jacko (Ed.) *Human-Computer Interaction: HCI Intelligent Multimodal Interaction Environments*, Lecturer Notes In Computer Science series, Springer-Verlag Berlin/Heidelberg, LNCS\_4552, pp. 981-989, ISBN: 978-3-540-73108-5. (**SCOPUS/Web of Science**)

#### COPYRIGHTS

2020	IP/CR/01345	Framework for Measuring Environmental Responsible Purchase Behaviour of Energy Efficient Vehicle
2020	IP/CR/01329	Manual for Online Forum for Student Centred Learning (SCL)
2019	IP/CR/2019/1221	Framework of Outcome-Satisfaction Model in Measuring University Performance, Education Outcome, Students Satisfaction and Loyalty
2019	IP/CR/2019/0946	Module - Marketing Strategies in Online Platform
2016	IP/CR/2016/0337	Conceptual Framework on the Effects of Electronic Word of Mouth (E-WOM) on Green Purchase Intention



**RESEARCH GRANTS/CONSULTATION ACTIVITIES**

No	Project Title	Grant Provider / Client	Type of Grant Provider / Client	Duration	Role/ Position
<b>GREEN / SUSTAINABILITY MARKETING</b>					
1	Role of Environmental Responsible Behaviour in Predicting Malaysian Consumers' Purchase of Energy Efficient Vehicle Grant Value: RM 15,000	UTM	Internal (Tier 2)	01/08/2019 – 31/01/2022	<b>Leader</b>
2	Projek Perancangan dan Rekabentuk Pembangunan Taman Awam Ke Arah Kulai Bandar Pintar dan Bandar Lestari 2025 Grant Value: RM 50,000	Majlis Perbandaran Kulai (MPKu)	External (State Gov. Agency) <i>Consultation</i>	01/01/2021 – 31/12/2021	<b>Leader</b>
3	Projek Meningkatkan Kesedaran Dan Kelestarian Sungai Skudai Di Daerah Kulai Sebagai Rancangan Khas Kawasan (RKK) Grant Value: RM 50,000	Majlis Perbandaran Kulai (MPKu)	External (State Gov. Agency) <i>Contract Research</i>	01/07/2020 – 30/06/2021	Member
4	Behavioural Change Intervention: The Application of Integrated Persuasive Communication Messages (IPCM) in Promoting Pro-environmental Consumption Grant Value: RM 50,900	UTM	Internal (UTM Encouragement Research)	01/10/2020 – 30/09/2022	Member
5	Electronic Waste Recycling Behavior For Reverse Logistics In Malaysia Grant Value: RM 15,000	UTM	Internal (Tier 2)	01/08/2019 – 31/01/2022	Member
6	Optimized New Fundamental Hybrid Quantitative Approach for Development of Sustainability in Manufacturing Industry Grant Value: RM 117,000	External (Ministry of Higher Education)	FRGS	01/08/2016 – 31/07/2018	Member
7	The Influence of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance Grant Value: RM 20,000	UTM	Internal (Potential Academic Staff – PAS)	01/12/2014 – 30/11/2015	Member
8	Environmental Collaboration for Green Supply Chain Management and Sustainability Performance in Malaysian Manufacturing Industry Grant Value: RM 20,000	UTM	Internal (Potential Academic Staff – PAS)	01/09/2015 – 31/08/2016	Member
9	Environmental Consciousness and Sustainable Development Performance of Eco-Industrial Park in Malaysia Grant Value: RM 40,000	UTM	Internal (Transdisciplinary Research Grant - TDR)	01/12/2018 – 30/11/2021	Member
<b>MARKET STUDY / COMMERCIALISATION</b>					
10	Public Awareness of Consumer Products Containing Radioactive Material: A Pilot Study in Malaysia Grant Value: RM 34,000	MOSTI	External (Gov. Agency) <i>Contract Research</i>	01/01/2021 – 31/12/2021	<b>Leader</b>
11	Safety Concern Related to Consumer Products Containing Radioactive Materials In Malaysia Grant Value: RM 100,000	UTM	Internal (UTM High Impact Research)	01/01/2020 - 30/06/2023	Member
12	Market Study and Commercialisation of Cardio Devices (UTM-IJN Collaboration) Grant Value: RM 30,000	UTM	Internal (Flagship)	01/04/2013 – 31/03/2014	Member
13	The Psychographic and Demographic Segmentation of Malaysian Population in Expenditure and Investment Pattern Grants Value: RM 320,000	Yayasan Tun Ismail Mohamed Ali, Permodalan Nasional Berhad (PNB)	External (Contract Research)	01/08/2007 – 01/09/2008	Member
14	Prototype Development of Bag Containing NPK-Organic-Zeolite as Advanced Controlled Released Fertilizer Grants Value: RM 20,000	External (Ministry of Higher Education)	Prototype Development Grant (PRGS-ICC), UTM	15/07/2018 – 14/07/2019	Member
15	Prototype Development of Dual-Antibax Compact Powder: Antibacterial Wound Healing Agent Grants Value: RM 20,000	External (Ministry of Higher Education)	Prototype Development Grant (PRGS-ICC), UTM	01/04/2020 - 30/09/2021	Member
<b>QUALITY EDUCATION</b>					
16	The Community Impact of UTM as an Education Provider Grants Value: RM 60,000	UTM	Internal (Flagship)	01/10/2014 – 31/03/2016	<b>Leader</b>

17	The Impact of Enterprise Risk Management Practices on Malaysian Higher Educational Institutions Performance Grants Value: RM 350,000	UTM	Internal (Tier 1)	13/05/2016 – 15/11/2016	Member
18	A Study on the Effectiveness of Scenario-Based Learning Approach among University Students Grants Value: RM 15,000	UTM	Internal (Encouragement Research)	01/11/2019 – 30/04/2022	Member
<b>DIGITAL MARKETING</b>					
19	Program Pemindahan Ilmu Pengurusan Jenama Dan Strategi Pemasaran Media Sosial Kepada Usahawan Johor - Entrepreneurship & Marketing Technology 2019 Grants Value: RM 2,000	Centre for Community & Industry Network (CCIN)	External (Business Entity)	29/01/2019 – 30/04/2019	<b>Leader</b>
20	Exploring Awareness of E-Consumers Rights from the Malaysian Urban Generation-Ys' Perspectives Grants Value: RM 15,000	UTM	Internal (Encouragement Research)	01/11/2019 – 30/04/2022	Member
21	Visit Pontian Mobile Apps Development Grants Value: RM 36,000	Institut Inovasi Strategik Johor (IISJ)	External	15/07/2016 – 15/05/2017	Member
22	Cyber Copywriting for Pontian SME Owners Grants Value: RM 5,000	Centre for Community & Industry Network (CCIN)	External (Business Entity)	01/11/2016 – 31/01/2017	Member
23	Instagram Hashtag Content Analysis: What Do They Say About Our Food? Grants Value: RM 20,000	UTM	Internal (Tier 1)	01/07/2014 – 31/06/2015	Member
<b>ENTREPRENEUR DEVELOPMENT</b>					
24	Projek Pemindahan Ilmu Pemasaran dan Dropship Produk Peria Crispy Grants Value: RM 1,800	Centre for Community & Industry Network (CCIN)	External (Business Entity)	01/08/2021 – 30/11/2021	<b>Leader</b>
25	Community Transformation Through Social Entrep. (CTSE), Mini RTC Layang- Layang, Johor Grants Value: RM 10,000	Centre for Community & Industry Network (CCIN)	External (Business Entity)	10/03/2016 – 30/09/2016	Member
26	Community Transformation Through Social Entrepise (CTSE) at Mawai, Johor Grants Value: RM 10,000	Centre for Community & Industry Network (CCIN)	External (Business Entity)	10/03/2016 – 30/09/2016	Member
27	Entrepreneurship and Business Knowledge Transfer Using Gamification Platform Grants Value: RM 3,500	Centre for Community & Industry Network (CCIN)	External (Networking Grant)	24/08/2015 – 25/08/2016	Member
28	Product Marketing and Branding for Batu Pahat Food SMEs Grants Value: RM 36,500	Institut Inovasi Strategik Johor (IISJ)	External	15/07/2016 – 14/04/2017	Member
29	Jejak Usahawan Makanan IKS Batu Pahat 2016 Grants Value: RM 5,000	Centre for Community & Industry Network (CCIN)	External (Business Entity)	10/03/2016 – 30/09/2016	Member
30	Comparative Study between Malaysia and Philippines on Motivational Factors in Women Entrepreneurship Grants Value: RM 20,000	UTM	Internal (Potential Academic Staff – PAS)	01/07/2016 – 30/06/2017	Member
31	Open Innovation Activities and Firm's Innovation Performance of Small and Medium Enterprises in the Malaysian Manufacturing Sector Grants Value: RM 15,000	UTM	Internal (Tier 2)	01/08/2019 – 31/01/2022	Member
32	Entrepreneurial Orientation and Organizational Performance of Online Business in Malaysia Grants Value: RM 15,000	UTM	Internal (Tier 2)	01/08/2019 – 31/01/2022	Member
<b>TOURISM MARKETING</b>					
33	Enhancement and Development of Malaysia Tourism Quality Assurance (MyTQA 2.0) Module Grants Value: RM 19,850	Ministry of Tourism, Arts and Culture Malaysia (MOTAC)	External (Consultation)	29/09/2021 – 31/12/2021	<b>Leader</b>
34	Johor State Tourism Strategic Plan (2023 – 2032) Grants Value: RM 300,000	Tourism Johor and Johor State Economic Planning Division (BPENJ)	External (Consultation)	01/03/2022 – 31/08/2022	<b>Leader</b>
35	Johor State Tourism Recovery Plan for New Norms of Covid-19 Pandemic Grants Value: RM 200,000	Tourism Johor and Johor State Economic Planning Division (BPENJ)	External (Consultation)	01/03/2022 – 31/08/2022	Member
36	Medical Tourism in Malaysia Grants Value: RM 10,000	UTM	Internal (Tier 2)	01/02/2018 – 31/01/2019	Member

37	Blueprint Development to Promote Lifestyle Tourism in Tangkak Grants Value: RM 39,000	Institut Inovasi Strategik Johor (IISJ)	External	15/07/2016 – 30/07/2017	Member
38	Developing Willingness To Pay Model for Agritourism as New Source of National Income Grants Value: RM 52,800	External (Ministry of Higher Education)	FRGS	01/01/2019 – 31/12/2020	Member
39	Developing Framework for Sustainable Baba Nyonya Heritage Tourism Grants Value: RM15,000	UTM	Internal (Tier 2)	01/08/2019 – 31/01/2022	Member
40	Projek Cadangan Pelan Halatuju Pelancongan Daerah Kulai Grants Value: RM 50,000	Majlis Perbandaran Kulai (MPKu)	External (State Gov. Agency) <i>Consultation</i>	01/01/2021 – 31/12/2021	Member
<b>QUALITY MANAGEMENT</b>					
41	Benchmarking and Development of Quality Management Systems Framework for Malaysia Construction Industry Grants Value: RM 15,000	UTM	Internal (Industry-International Incentive Grant)	01/02/2019 - 31/07/2021	Member
42	Development of New Hybrid Quantitative Approach for Islamic Total Quality Management (I-TQM) towards Organizational Performance in Malaysian Halal Food Industry Grants Value: RM 100,000	UTM	Internal (UTM Fundamental Research)	01/01/2020 - 30/06/2023	Member
43	Menaik Taraf SPK ISO 900:2008 CP Ke ISO:2015 CP Grants Value: RM 21,200	Lembaga Tabung Haji	External ( <i>Consultation</i> )	01/12/2017 – 01/03/2018	Member
44	Penilaian Kompetensi Anggota Tabung Haji Grants Value: RM 93,000	Lembaga Tabung Haji	External ( <i>Consultation</i> )	01/06/2015 – 01/02/2016	Member
45	Kajian Amalan Prinsip Pengurusan Kualiti Grants Value: RM 20,000	Lembaga Tabung Haji	External ( <i>Consultation</i> )	01/08/2015 – 01/06/2016	Member
46	Kajian Identifikasi Risiko Haji Grants Value: RM 20,000	Lembaga Tabung Haji	External ( <i>Consultation</i> )	01/06/2016 – 01/08/2017	Member
47	Exploring New Technical Approach of Total Quality Management (TQM) and Business Transformation Performance Model for Japanese and Non-Japanese Companies in Malaysia Automotive Industry Grants Value: RM 55,000	UTM	Internal (Tier 1)	01/04/2014 – 30/09/2016	Member
48	Penyelidikan Berkaitan Pembangunan Proses Dan Sistem Pengurusan Kualiti Syarikat Dalam Skop Kerja-Kerja Pembinaan Grants Value: RM 33,000	KYS Construction Sdn. Bhd.	External ( <i>Contract Research</i> )	01/07/2018 – 30/06/2019	Member

**RESEARCH SUPERVISION**

PhD in Management					
Year of Graduation	No	Name	Status	Title	Role
2021	1	Nornajihah Nadia Hasbullah (Malaysia) <b>Graduate On Time</b>	<b>Graduated</b> 2018 – 2021	Motivation and the Moderating Roles of Regulatory Focus Message and Fashion Consciousness on Sustainable Apparel Purchase Intention	Main Supervisor
2020	2	Septa Akbar Aulia (Indonesia)	<b>Graduated</b> 2015 – 2020	Customer Perceived Values, Skill-Based Habits and Availability of Resources toward Behavioral Loyalty of Generation Y Smartphone Usage	Main Supervisor
2020	3	Adeline Tam Yin Ling (Malaysia) <b>Graduate On Time</b>	<b>Graduated</b> 2016 – 2020	Autonomy Support, Motivations, Value, and Natural Content Belief on Herbal Medicine Product Consumptions Amongst Emerging Adults	Co-Supervisor
2020	4	Asmara Irfan (Pakistan)	<b>Graduated</b> 2016 – 2020	Social Media Usage, Expectancy Disconfirmation Elements and University Reputation	Co-Supervisor
2020	5	Masoomah Jafarpoor (Pakistan)	<b>Graduated</b> 2014 – 2020	The Role of Website Quality and Perceived Value on Iranian Internet Banking Customers' Loyalty	Co-Supervisor
2017	6	Adaviah Mas'od (Malaysia) <b>Graduate On Time</b>	<b>Graduated</b> 2014 – 2017	The Effects of Social Marketing Concepts toward Pro-Environmental Intention and Behaviour among Female Consumers	Main Supervisor
2016	7	Rasoul Asgarpour (Pakistan)	<b>Graduated</b> 2013 – 2016	Mediating Effects of Customer Satisfaction and Customer Delight on Perceived Value and Customer Loyalty in Iran's Hotel Industry	Co-Supervisor
2022	8	Muhamad Syakir Shukor (Malaysia)	<b>Graduated</b> 2015 – 2022	Effects of Cynicism and Sustainable Claim of Greenwashing Advertisement toward Environmental Responsible Purchase Behaviour of Energy Efficient Vehicle	Main Supervisor
	9	Mohd Halim Mahphoth (Malaysia)	Ongoing 2020 – 2022 <b>Thesis Correction</b>	Motivation, Satisfying Experiences and Generic Learning Outcomes of Young Visitors in Museum Setting	Main Supervisor
	10	Zaidan Hatem Jasim Zaidan (Iraq)	Ongoing 2018 – 2022 <b>Final Write Up</b>	Impact of Competitive Intelligence on Competitive Advantage of Banking Industry in Iraq	Main Supervisor
	11	Ayesha Sharif (Pakistan)	Ongoing 2018 – 2022 <b>Final Write Up</b>	Leveraging on Social Media Brand Communities to Increase Brand Loyalty	Main Supervisor
	12	Liew Jan Fui (Malaysia)	Ongoing 2018 – 2022 <b>Data Collection</b>	The Antecedents and Consequences of Memorable Adventure Tourism Experience	Main Supervisor
	13	Siti Nurhafizah Ahmad (Malaysia)	Ongoing 2018 – 2022 <b>Data Collection</b>	Role of Social Media on Volunteer Experience in Major Sporting Event	Co-Supervisor
	14	Ainul Mardhiyah Nor Aziz (Malaysia)	Ongoing 2021 – 2023 <b>Data Collection</b>	The Effect of Service Innovation on Customer and Staff's Involvement in Malaysian Mobile Service Providers	Main Supervisor
	15	Zhang Weitao (China)	Ongoing 2021 – 2024 <b>Proposal Defense</b>	Effects of Collectivism and Face Consciousness on Green Purchase Behaviour of Electric Vehicle in China	Co-Supervisor
	16	Yang Lian (China)	Ongoing 2020 – 2023 <b>Lit. Review</b>	Social Media Influences on E-Commerce Enterprises	Main Supervisor
	17	Bilal Ahmed Chohan (Pakistan)	Ongoing 2021 – 2024 <b>Lit. Review</b>	Social Commerce and Food Industry in Pakistan	Main Supervisor
	18	Li Lisha (China)	Ongoing 2021 – 2024 <b>Lit. Review</b>	Influence of Celebrities in Social Media Marketing	Main Supervisor
	19	Zhou Fangyu	Ongoing	Consumer Behavior on Co-branding Strategy	Main

		(China)	2021 – 2024 <b>Lit. Review</b>		Supervisor
	20	Liu Dai (China)	Ongoing 2021 – 2024 <b>Lit. Review</b>	Substantive and Symbolic Green Marketing on Consumers' Environmental Awareness and Green Purchasing Behavior	Co-Supervisor
	21	Lee Tar Huo (Malaysia)	Ongoing 2021 – 2024 <b>Lit. Review</b>	Consumer-Based Brand Equity and Attitudes on Eco-Label in Social Media Marketing Efforts	Main Supervisor
<b>MPhil in Management</b>					
<b>Year of Graduation</b>	<b>No</b>	<b>Name</b>	<b>Status</b>	<b>Title</b>	<b>Role</b>
2017	1	Yap Soon Jing (Malaysia)	<b>Graduated</b> 2014 - 2017	Using University Performance and Students Outcome in Determining Students Satisfaction and Student Loyalty in Higher Education	Main Supervisor
	2	Hanis Syuhada Ahmad Sugiran (Malaysia)	Ongoing 2020 – 2022 <b>Data Collection</b>	Exploring the Impact of Social Media Influences on Pro-Environmental Behaviours	Main Supervisor
<b>Master in Management (Mixed Mode)</b>					
<b>Year of Graduation</b>	<b>No</b>	<b>Name</b>	<b>Status</b>	<b>Title</b>	<b>Role</b>
2018	1	Nur Adibah Binti Md. Lazim (Malaysia)	<b>Graduated</b> 2017 - 2018	Post-Purchase Regret in Online Shopping Experience	Main Supervisor
2018	2	Juliyana Binti Jamil (Malaysia)	<b>Graduated</b> 2014 - 2018	Materialism and Malaysian Consumers' Purchase Intention of Luxury Brand Apparels	Main Supervisor
2016	3	Roslin Binti Abdul Rahim (Malaysia)	<b>Graduated</b> 2014 - 2016	The Effect of Electronic Word of Mouth (E-WOM) Review Adoption on Green Purchase Intention	Main Supervisor
2016	4	Ezam Bin Daud (Malaysia)	<b>Graduated</b> 2014 - 2016	Affecting Generation Y Hybrid Vehicle Purchasing Intention using Internet Advertising	Main Supervisor
2015	5	Sayyed Ali Yahyazadeh (Pakistan)	<b>Graduated</b> 2014 - 2015	Service Marketing Mix and Customer Satisfaction of Hotel in Johor Bahru	Main Supervisor
	6	Muhammad Farhan Izzuddin Bin Abd Kadir (Malaysia)	Ongoing 2019 – 2021 <b>Data Collection</b>	Exploring the Roles of Gamification in Consumers Purchase Intention by Moderating Role of Green Product Knowledge	Main Supervisor
	7	Saleh M Younis Kataani (Libya)	Ongoing 2021 – 2022 <b>Proposal Write Up</b>	Customer Relation Management Implementation in Libyan Telecommunication industry	Main Supervisor
<b>Master in Business Administration (MBA)</b>					
<b>Year of Graduation</b>	<b>No</b>	<b>Name</b>	<b>Status</b>	<b>Title</b>	<b>Role</b>
	1	Nur Alisya Binti Jamil (Malaysia)	Ongoing 2021 – 2022 <b>Viva Completed</b>	Transforming and Sustaining SMEs amid MCO through Social Media Marketing: A Study on Farhan Bina Teguh Enterprise	Main Supervisor
	2	Mohamad Yazid Bin Rosni (Malaysia)	Ongoing 2021 – 2022 <b>Viva Completed</b>	The Design of Marketing Strategy and Planning to Promote the Brand Through Social Media: Pasolla Kitchen Western Food	Main Supervisor