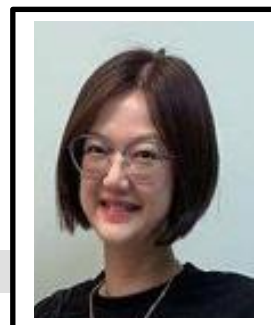




UTM
UNIVERSITI TEKNOLOGI MALAYSIA

CURRICULUM VITAE



PERSONAL DETAILS

Name : Thoo Ai Chin (Assoc. Prof. Dr.)
Gender : Female
Nationality : Malaysian
Marital Status : Married
Correspondent Address : Department of Marketing and Entrepreneurship,
Faculty of Management,
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81310 Skudai Johor Malaysia
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Website : <https://management.utm.my/gracethoo/>
Working Position : Research Manager (Assoc. Prof.)
Expertise : Supply Chain Management, Logistics,
Consumers Behavior and Sustainability
H-index (WOS) : 5
H-index (SCOPUS) : 13

ACADEMIC QUALIFICATIONS

NO	LEVEL OF EDUCATION	COURSE	UNIVERSITY	STARTING DATE	ENDING DATE
1	PhD	Supply Chain Management	Universiti Teknologi Malaysia	2010	2014
2	MM	Management (Technology)	Universiti Teknologi Malaysia	2008	2009
3	BM	Management (Technology)	Universiti Teknologi Malaysia	2000	2004

AWARD AND HONORS RECEIVED

NO	AWARD	LEVEL (FACULTY/UTM /NATIONAL /INTERNATIONAL)	YEAR
1	Excellence Service Award	Faculty	2023
2	Community Service Award – Bronze Medal	Faculty	2023
3	Teaching Award – Silver Medal	Faculty	2023
4	Industry Teaching Award – Silver Medal	Faculty	2023
5	Online Campaign to Educate and Facilitate Effective Textile Waste Collection Using Reverse Logistics – STAR 4	University	2023

6	International Paper Competition 2022 - Best Postgraduate Paper	International	2022
7	New Academia Learning Innovation 2022 (NALI 2022) – Gold Medal	International	2022
8	Business Entrepreneurship Case Study Challenge – Bronze Medal	National	2022
9	Active Blended Learning Courses	University	2022
10	Excellence Service Award	Faculty	2022
11	Non-Indexed Journal Publication Award – Silver Medal	Faculty	2022
12	Teaching Award – Gold Medal	Faculty	2022
13	Community Service Award – Silver Medal	Faculty	2022
14	Student Development Award – Gold Medal	Faculty	2022
15	New Academia Learning Innovation 2022 (NALI 2022) – Silver Medal	International	2021
16	Student Development Award – Gold Medal	Faculty	2021
17	Excellence Service Award	Faculty	2021
18	Sintok International Games & Gamification 2021 – UTM Game of ISES - Gold Medal	National	2021
19	1st International Symposium on Teaching & Learning Innovation 2021 (ISTLI 2021) – Gold Medal	International	2021
20	International Professional Doctorate & Postgraduate Symposium 2021 - Best Poster Award – Third Place	International	2021
21	International Professional Doctorate & Postgraduate Symposium 2021 - Best Paper Award – First Place (Social Science Track)	International	2021
22	International Alumni Convention and Innovation Exhibition (INACIX) 2021 - "Pandemic Visa Virtual Run" – Bronze Medal	International	2021
23	International Alumni Convention and Innovation Exhibition (INACIX) 2021 - "Pandemic Visa Virtual Run" – People's Choice Award	International	2021
24	BLM2-ICAM4 International Joint E-Conference – Taylor's University and University of Kelaniya – Silver and Bronze Medals	International	2021
25	Final Year Project & Postgraduate: Research & Innovation Poster Competition (RIPC) Series 2/2021 – Gold Medal	National	2021
26	Active Blended Learning Courses	University	2021

PROFESSIONAL MEMBERSHIP

NO	NAME OF PROFESSIONAL MEMBERSHIP	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	ROLE	YEAR
1	Institute of Marketing Malaysia	National	Member	Lifetime

ADMINISTRATIVE EXPERIENCE

NO	POSITION	STARTING DATE	ENDING DATE	DEPARTMENT
1	Research Manager	Oct 2022	Sept 2025	Faculty of Management
2	Acting Deputy Dean (Research, Innovation and Development)	June 2023	Oct 2023	Faculty of Management

WORKING EXPERIENCE

NO	POSITION	STARTING DATE	ENDING DATE	DEPARTMENT/ORGANISATION
1	Supply Chain Officer (Master Data)	Nov 2006	June 2008	Philips Electronics Singapore Pte Ltd
2	Material Planner	Apr 2006	Oct 2006	Solectron Technology Singapore Pte Ltd
3	Material Planner	August 2004	Mar 2006	Flextronics Technology (Malaysia) Sdn. Bhd.
4	Tutor	June 2009	Jan 2014	Universiti Teknologi Malaysia

CONSULTANCY EXPERIENCE

NO	NAME OF CONSULTANCY	ROLE	AMOUNT (RM)	STARTING DATE	ENDING DATE
1	Education and Training Consultation – Wanto Academic, Jinnan Educational Technology Co. Ltd - China	Leader	5,000	Oct 2023	Dec 2023
2	Study of the Malaysian Workforce Working in Singapore Post-Covid 19	Member	279, 657.76	June 2022	Oct 2023

APPOINTMENT COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE	LEVEL
1	Putra Business School Research Colloquium (PURE) Series 8	Assessor	24/04/2024	24/04/2024	National
2	International Project Logistics Competition 2022/2023	Mentor	01/11/2022	08/02/2023	International
3	Professional Expert Advisor for Research – Han Chiang University College of Communication	Expert Advisor	01/01/2023	31/12/2023	National
4	Alumni Inspirational Talk	Advisor	01/05/2023	30/06/2023	Faculty
5	Re-cloth: Don't Dump it, Recycle it!	Director	15/11/2022	28/02/2023	University
6	UTM Gold for Research Mentorship	Member	18/06/2023	30/06/2024	University
7	Technical Program Committee (TPC) - The 2022 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM 2022)	Technical Member	01/05/2019	31/12/2023	International

8	Customer Relationship Management Implementation for Businesses Video Competition	Director	01/04/2022	30/06/2022	Faculty
9	Graduate Employability	Coordinator	01/10/2022	30/10/2023	Faculty
10	2nd International Symposium on Teaching & Learning Innovation (ISTLI 2022)	Reviewer	01/11/2022	04/12/2022	International
11	New Academia Learning Innovation (NALI 2022) - Committee (Protocol Unit)	Member	27/04/2022	06/10/2022	International
12	"Virtual Run" In Celebration of 50 Years UTM	Deputy Director	01/04/2022	15/05/2022	University

RESEARCH ACTIVITIES

Grant Award Summary	
Role	Amount (RM)
Principal Investigator (Project Leader)	234,450
Member	More than 2.3 million

BIL	NAME OF GRANT	ROLE	CATEGORY OF GRANT	AMOUNT (RM)	STARTING DATE	ENDING DATE
1	Non-Government Agency	Leader	International	10,000	01/04/2023	31/03/2025
2	UTM Fundamental Research	Leader	UTM	119,450	01/10/2023	30/09/2026
3	Research University Grant Tier 2	Leader	UTM	15,000	01/08/2019	31/01/2022
4	UTM Trans-disciplinary Research Grant	Leader	UTM	40,000	01/12/2018	31/05/2022
5	Research University Grant Tier 2	Leader	UTM	10,000	01/02/2018	31/01/2019
6	UTM Encouragement Grant	Leader	UTM	20,000	01/09/2015	31/08/2016
7	Potential Academic Staff Grant	Leader	UTM	20,000	01/12/2014	30/11/2015

COLLABORATION / MOU

NO	NAME OF MOU	LEVEL OF MOU (NATIONAL/INTERNATIONAL)	STARTING DATE	ENDING DATE
1	MoU with Grocermart Pte Ltd	National	Jan 2024	Jan 2027
2	MoU with Malaysia Budget & Business Hotel Association	National	Mar 2024	Marc 2027
3	Xi'an Jiaotong-Liverpool University (XJTLU)	International	In progress	In progress

TEACHING ACTIVITIES

UNDERGRADUATE		
SUBJECT CODE	NAME OF SUBJECT	CREDIT HOUR
SBSF3083	Supply Chain Management	3
SBSF4023	Customer Relationship Management	3
SBSF4103	Logistics Management	3
SBSF1013	Principles of Marketing	3
UHMT1012	Graduate Success Attribute	2
UBSS1032	Introduction to Entrepreneurship	2
SBSF1013	Principles of Marketing	3
SHAF3013	Marketing Research	3
SHAF3103	Tourism Marketing	3
SHAF4053	B2B Marketing	3
SHD1523	Organizational Behavior	3
POSTGRADUATE		
MHAD1053	Marketing Management	1.5

SUPERVISION

Summary	
Main Supervisor – PhD (Graduated)	8
Main Supervisor – DBA (Graduated)	2
Co-Supervisor – PhD (Graduated)	4
Main Supervisor – PhD (Ongoing)	17
Main Supervisor – Master by Research (Graduated)	3
Main Supervisor – Master by Taught Course (Graduated)	2
Co-Supervisor – Master by Taught Course (Graduated)	2
Main Supervisor – Master by Mixed Mode (Graduated)	2
Co-Supervisor – Master by Mixed Mode (Graduated)	1

PUBLICATION

Summary	
Excellence in Research For Australia (ERA)	15
Publication in Scopus	62
Publication in Web of Science	28
Journal Article Non Citation-Indexed	56
Book (Text)	2
Book Chapter	7
Technical Report	15
Conference Paper	211
Original Book	1
Proceedings	79

Indexed Publication (Selected)	
1	Kaihan Yang, Ai Chin Thoo , Mohamed Syazwan Ab Talib and Hon Tat Huam (2024). How Reverse Logistics and Sustainable Supply Chain Initiatives Influence Sustainability Performance: The Moderating Role of Organisational Learning Capability. <i>Journal of Manufacturing Technology Management</i> , 35(1), 141-163.
2	Ai Chin Thoo , Kai Ying Yap, See Pheng Hang and Huam Hon Tat (2023). Social Media Interaction, Brand Engagement, Brand Awareness, and Brand Image of a Traditional Chinese

	Pastry Shop During the COVID-19 Pandemic. International Journal of Electronic Commerce Studies, 14(2), 25-26.
3	Kaihan Yang and Ai Chin Thoo (2023). Visualising the Knowledge Domain of Reverse Logistics and Sustainability Performance: Scientometric Mapping based on VOSviewer and CiteSpace. Sustainability, 15(1105), 1-23.
4	Yasar Shatnawi, Thoo Ai Chin , Bala Salisu, Kamarudeen Babatunde Bello (2023). Psychometric Properties of the Antecedents of Green Purchasing Behaviour: A Pilot Reliability and Validity Study. International Journal of Academic Research in Business and Social Sciences, 13(9), 890-903.
5	Tian Jun and Thoo Ai Chin (2023). The Effect of Social Capital on Different Innovations Under the Pandemic in Chinese Manufacturing Supply Chains: A Literature Review. International Journal of Academic Research in Business and Social Sciences, 13(6), 2043-2069.
6	Nur Shafeera Mohamad, Ai Chin Thoo and Hon Tat Huam (2022). The Determinants of Consumers' E-Waste Recycling Behavior through the Lens of Extended Theory of Planned Behavior. Sustainability, 14(9031), 1-27.
7	Ai Chin Thoo , Shi Jie Tee, Hon Tat Huam and Adaviah Mas'od (2021). Determinants of Recycling Behavior in Higher Education Institution. Social Responsibility Journal, 1-17.

COMMUNITY PROJECTS

NO	NAME OF PROJECT	ROLE	DATE	AMOUNT (RM)
1	Online Campaign to Educate and Facilitate Effective Textile Waste Collection Using Reverse Logistics	Leader	15/11/2022-28/02/2023	2,662
2	Online Campaign to Enhance Knowledge and Action of Generation Y to Recycle Electronic Waste	Leader	28/11/2021-31/03/2022	3,000
3	Enhancing Knowledge of Young Generation in Sustainable Development Goals and Zero Waste Management	Leader	19/04/2021-30/09/2021	4,778
4	Improving Self-Confidence Among School Students through the Free Being Me Program	Member	22/05/2021-27/05/2021	9,450
5	Marketing Knowledge Transfer Project and Bitterguard Crispy Product Dropship	Member	01/08/2021-15/02/2022	1,800
6	Knowledge Transfer Program of Brand Management and Social Media Marketing Strategy to Johor Entrepreneurs - Entrepreneurship & Marketing Technology 2019 (EMT 2019)	Member	29/01/2019-30/04/2019	2,000

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NO	NAME OF COPYRIGHT	YEAR	STATUS
1	Framework for Research on Enhancing Social Capital, Driving Innovation, and Building Supply Chain Resilience	2024	Approved
2	UTM E-Learning As "Care" Framework for Hyflex Teaching and Learning	2023	Approved
3	Realising A Sustainable Talent Excellence Ecosystem	2022	Approved
4	Pre-and-Post Questionnaire to Enhance Electronic Waste Knowledge	2022	Approved
5	Sustainable Development Goals (SDG) and Zero Waste Knowledge Questionnaire	2021	Approved
6	Framework for Measuring Environmental Responsible Purchase Behaviour of Energy Efficient Vehicle	2020	Approved
7	Framework of Electronic Waste Recycling Behavior for Reverse Logistics	2020	Approved