C.V

Name (Webpage profile)	Nabil Hasan Saleh Al-kumaim. https://management.utm.my/nabil/
Date of Birth	17-04-1980
Nationality	Yemen
Marital Status	Married – Have 3 Kids
Contact no	0060124595547- U mobile (Malaysia)
Email	nhs1426@yahoo.com or nabilhasansaleh@utm.my
Current Address	XB3-01, KDOJ, UTM, Skudai, Johor Bahru, Malaysia

Post and Area of Specialisation	Information System Management, Business Administration, and Technopreneurship.

	Current Research Activities and Positions Hold	**Date**
1	**Director of the NRCT branch in the Federal Republic of Malaysia** National Research and Consultancy Training Organization (NRCT) In Republic of Egypt	**Decision No. (18) dated November 20, 2024 to 20 November 2026**
2	**An Editorial Board Member: journal of contemporary management studies (jcms)"**	**Dated November 20, 2024 to 31 October 2026**
3	**Ongoing Grant for Potential Academic Staff (PAS) on : Constructing a Digital Safety Framework for Adolescents in Malaysian Schools: A Proactive Strategy for Future Cybercrime Prevention**	**15th November 2024 to 30th May 2026**
4	**Reviewer for few of WoS Journals such As : PLOSONE, Sustainability, Applied sciences, and others**	**2020- current**
5	**Expert for the Development of the Course Information (CI) and teaching plan for New established Program in Faculty of Management:** **Bachelor of Business Analytics with Honours (BiBAH).**	**1 April 2023 to 31 December 2024**

	Current Research Publications (On progress)	**Status**
1	**A conceptual framework for sustainable service quality of calibration**	*Published in International Journal of Communication Networks and Information Security on 9-9-2024 Scopus – As Co-author*
2	**Optimizing Customer Satisfaction through Sustainable Service Quality in ISO 17025 Accredited Calibration Laboratories**	*Accepted on 7th November 2024 in International Journal of Sustainable Development and Planning- under process to be published Scopus – As Co-author*
3	**Investigating generative AI's excessive level of use, among University users: A Conceptual framework for Sustainable and healthy AI Practices in university settings**	*Submitted – Still Under review Journal Frontiers – Correspondent*
4	**Exploring Generative AI Usage Patterns in Universities: Analysis and Guidelines for Sustainable Practices**	*Submitted – Still Under review International Journal of Technology in Education– Correspondent*
5	**Elucidating the Influence of TikTok Gratification on Psychological Well-being and Life Satisfaction among Young Muslim Users**	*Submitted – Still Under review Journal of Islamic Marketing*

| 6 | **How Do Human Resource Management Practices Influence Innovative Work Behaviour? Examining the Moderating Role of Innovative Culture** | *Submitted – Still Under review*
Journal of Innovation studies |

	Strength, Skills and Uniqueness	
1	**Ability to supervise, train and mentor Post and undergraduate students using Mixed mode research methods (Quantitative, qualitative, Mixed)**	**Research Skills**
2	**Capability to help under and postgraduate students to convert their projects to publishable work**	
3	**Good English speaker and acceptable BM communicator**	**Soft Skills**
4	**Ability to use and train few analysis tools, such (SPSS,SMartPLS, Nvivo, AMose, Powered AI tools based prompt engineering)**	**Technical skills**

ACADEMIC RECORD AND QUALIFICATIONS

Universities or Higher Education Institutions Attended:

Academic Study/ Research	Year	Place of Study	
Post Doctorate Fellow in Marketing Department School of management	2018-2019	University Science Malaysia **School of Management**	
PhD - Information Systems (IS) **Topic:** Maximizing Value Co-creation between Customers and Business Providers through Integrated Online platforms	2013-2017	Universiti Teknologi Malaysia (UTM)-JB **Faculty of Computing**	
Master of Business and Administration (MBA)	2009- 2011	Universiti Utara Malaysia (UUM) **College of Business**	
Bachelor of Information Technology and Management (ITM)	2004 / 2008	Multimedia University in Malacca Malaysia (MMU) **Faculty of Computing**	

Fellowship and Membership of Learned and Professional Societies:

Membership	Year	Place	
Sustainable Information Technology Economics Research Group or popularly known as SuITE Research group UTeM	2019- 2023	Faculty of Technology Management and Technopreneurship	
https://rgsuite.blogspot.com/2019/12/introduction.html			

Certified Competent Communicator (CC) for English language	2016/2017	Toastmaster International club UTM- Johor Baru	
Certifid Competent Communicator (CC) for Malay language	2018	Kelab Toastmasters Bahasa Melayu Johor Bahru	
(PGSS-FC), President of Postgraduate Student Society in Faculty of Computing,	2015 – 2016	Universiti Teknologi Malaysia (UTM)-JB	

EMPLOYMENT RECORD – CURRENT POST 2025/2026

Institution:	Universiti Teknologi Malaysia (UTM)-JB **Faculty of Management –Information System Department** Lecturer (Assistant Professor) in the Department of Information System for the courses IT Strategic Planning for Technology Management and Information Systems at the Master's level. I also teach courses related to Technology Entrepreneurship-**Undergraduate**
Faculty/School/Department:	**Faculty:** Management **Department** : Information Systems
Duties and responsibilities: **Currently Supervising 5 PhD Students and 1 Master Student**	(1) **Academic teaching:** for subject and courses coordination and monitoring subjects
	(2) **Postgraduate (Master and PhD):** Guiding, supervising and planning
	(3) **Mentoring Researchers activities**

EMPLOYMENT RECORD – PREVIOUS POST   2019-2023

Institution:	Fakulti Pengurusan Teknologi Dan Teknousahawanan, Kampus Teknologi, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100 Melaka, Malaysia.
Faculty/School/Department:	**Faculty:** Technology Management and Technopreneurship **Department** : Technology Management
Duties and responsibilities:	(4) **Academic teaching:** for subject and courses coordination and monitoring subjects
	(5) **Postgraduate (Master and PhD):** Guiding, supervising and planning
	(6) **Academic advisor :** for undergraduate students
	(7) **Internship supervisor (Industrial Training):** evaluation, visiting sites and assessment
	(8) **Final Year Projects supervisor:** undergraduate students supervising **(more than 35 projects)**

Current Position of Responsibility [e.g. Head of Department]:	a) Subject coordinator b) Deputy leader – Research group

Previous Posts and Responsibilities in other institution:

Post Doctorate Fellow   **2018\2019**   **University Science Malaysia**
School of Mangement

Responsibilities in this Institution

(1) Producing Research publication articles as main responsibility
(2) Helping Faculty Academic staffs in Supervising and guiding Postgraduate students
(3) Helping Faculty Academic staffs in Supervising and guiding Final year undergraduate students
(4) Helping Faculty Management in conducting workshops and seminars

PREVIOUS EMPLOYMENT [in chronological with dates]
Names and Dates of Previous Institutions/Employers with brief details of posts and responsibilities.

In Higher Education:			
Positions held	Name of Institution	Date (From – To)	Nature of Employment
Lecturer	University Science and Technology in Yemen International Unit	2012	Contract part-time lecturer for: *1) Marketing principals* *2) Ethics and critical thinking (Conducted via English language)*
Post Doctorate Fellow	University Science Malaysia School of Management	2018\2019	Contract employment
Other Non-academic Employment:			
Positions held	Name of Institution	Date (From – To)	Nature of Employment
Executive manager of Alsafa Trading Company	Alwaha Treading Center -in Yemen	2012	Executive manager of Alsafa Trading Company supervising sales operations and controlling staff activities
Sales Manager of Maiass Medical Treading company	Maiss Medical treading Center-Yemen	14\7\2011 – 1\2\2012	Monitoring medical products sales information systems and activities and supervising sales persons and representatives

TEACHING AND SUPERVISION

Indicate Courses which you can Teach and Others which you are Willing to Offer at undergraduate and postgraduate levels:

I have more than 7 (Seven years) teaching experience in the failed of Information System, Marketing, Consumer behaviour, Entrepreneurship.

Any subjects related to Information System Management, Marketing, Entrepreneurship, Consumer Behaviour, leadership and development. Research methods (Quantitative, Qualitative and Mixed Methods)

Supervision Experience: supervision at undergraduate level (such as final year projects) and postgraduate level (Masters degree and PhD students)

(1) I have five Years' experience in supervising final year under graduate students for final Projects in the field of Information system, marketing and technology management. (more than 40 students)
(2) Five years' experience for supervising Postgraduate (Master & PhD). (6 students)
(3) Four Years' experience, supervising internship students for industrial training in field of Marketing and technology management. (40 students)

RESEARCH AND PUBLICATIONS (Full List of publication attached in separate FILE)

Indicate Present Research and Areas of Interest. Please attach list of Publications (Books and Monograph, International Journals, Other Scholarly Publications) and patents in chronological order.

	No of citations	H Index	Webpage
Google Scholar	1170	16	https://scholar.google.com/citations?user=Y4R21D8AAAAJ&hl=en
Scopus	524	11	https://www.scopus.com/authid/detail.uri?authorId=57222221690
Date (as of)	10th December. 2024		

List of published papers in 2021,2022 & 2023

	Paper title	Journal	Index	Authorship
1	Determinants of Cyberattack Prevention in UAE Financial Organizations: Assessing the Mediating Role of Cybersecurity Leadership	Applied Science	Q2-WoS	Main - Correspondent
2	The impact of social media shared health content on protective behavior against COVID-19	International journal of environmental research and public health	Q1 Scopus	Main - Correspondent
3	Sustaining Continues Engagement in Value Co-creation among Individuals in Universities Using Online Platforms: Role of Knowledge Self-Efficacy, Commitment and Perceived Benefits	Frontiers in psychology	Q2-WoS	Main - Correspondent

4	Exploring the Impact of COVID 19 Pandemic on University Students' Learning Life: An Integrated Conceptual Motivational Model for a Sustainable and Healthy Online learning	Sustainability	Q2-WoS	Main - Correspondent
5	Exploring the Inescapable Suffering Among Postgraduate Researchers: Information Overload Perceptions and Implications for Future Research	International Journal of Information and Communication Technology Education (IJICTE)	Q4 Scopus	Main - Correspondent
6	Exploring the Impact of Transformation to Fully Online Learning During COVID-19 on Malaysian University Students' Academic Life and Performance	International Journal of Interactive Mobile Technologies (iJIM)	Q3 Scopus	Main - Correspondent
7	Factors Affecting Customer Acceptance of Online Shopping Platforms in Malaysia: Conceptual model and Preliminary Results	RICT 2020: The 5th International Conference of Reliable Information and Communication Technology 2020	Scopus	Main - Correspondent
8	The credibility of social media beauty gurus in young millennials' cosmetic product choice	PloS one	Q2-WoS	Co-author
9	Investigating the Impact of the Sense of Privacy on the Correlation Between Online Learning Interaction and Students' Academic Performance	Springer International Publishing	Scopus	Co-author
10	Automatic Hardware Trojan Generation Platforms in Integrated Circuits: A Critical Review	IEEE	Scopus	Co-author
11	The Impact of Sales Promotion on Consumer of GSM in Yemen: MTN-Yemen	Springer, Cham	Scopus	Co-author
12	A conceptual Model for Prevention of e-Financial crimes in UAE: A Review Paper	Academy of Strategic Management Journal Volume 20, Special Issue 6, 2021	~~Scopus~~	Co-author
13	Fostering a Clean and Sustainable Environment through Green Product Purchasing Behaviour: Insights from the perspective of Malaysian consumers	Sustainability 2021, 13(22), 12585; https://doi.org/10.3390/su132212585	Q2-WoS	Main - Correspondent
14	Clothing Disposal Behaviour Inspired by Philanthropic and Economic Reasons Among Young Adults	Sustainability	Q2-WoS	Co-author
15	An empirical study of factors influencing e-health services adoption among public in Saudi Arabia	Health Informatics Journal Sage publication	Q2-WoS	Co-author
16	Sustainable Fashion Consumption: Advocating Philanthropic and Economic Motives in Clothing Disposal Behavior	Sustainability	Q2-WoS	Co-author
17	A Model of Motivational and Technological Factors Influencing Massive Open Online Courses' Continuous Intention to Use	Sustainability	Q2-WoS	Co-author
18	A Hybrid Algorithm for Pattern Matching: An Integration of Berry-Ravindran and Raita Algorithms	Springer, Cham	Scopus	Co-author
19	A Model of Motivational and Technological Factors Influencing Massive Open Online Courses' Continuous Intention to Use	Sustainability	Q2-WoS	Co-author
20	Exploring the Determinants that Control Information Overload and Postgraduate Research Performance: Conceptual Model and Implications for Future Research	International Journal of Psychosocial Rehabilitation	~~Scopus~~	Main - Correspondent
21	Exploring the Inescapable Suffering Among Postgraduate Researchers: Information Overload Perceptions and Implications for Future Research	International Journal of Information and Communication Technology Education (IJICTE)	Scopus	Main - Correspondent
22	Green Marketing Approaches and Their Impact on Consumer Behavior towards the Environment—A Study from the UAE	Sustainability	Q2-WoS	Co-author
25	Green information technology adoption antecedence: a conceptual framework	Springer, Cham	Scopus	Co-author

26	Cloud Computing Services Adoption by University Students: Pilot Study Results	Springer, Cham	Scopus	Co-author
27	Motivations for value co-creation in higher education institutions using online platforms: case of idea bank	Jurnal Teknologi	Scups Q3	Main - Correspondent
28	Exploring factors that influence customer engagement in value co-creation in higher education institutions using online platforms	Journal of Theoretical and Applied Information Technology	Scups Q4	Main - Correspondent
29	Ranking the factors that impact customers online participation in value co-creation in service sector using analytic hierarchy process	International Journal of Information Systems in the Service Sector (IJISSS)	Scups Q3	Main - Correspondent

خلاصة عدد الابحاث المنشورة في مجال نظم المعلومات وتطبيقات اخرى Summary of Publication Tables

Year	Number of Published papers	Q1-WoS	Q2-WoS	Scopus (,Q3and Q4)	As Main author	As Co-Author
2023	2	-	1	1	2	-
2022	5	-	2	2	-	5
2021	12	-	6	8	5	7
2020	5	-	1	4	2	3
2019	2	-	-	2	0	2
2016-2018	3	-	-	3	3	-
Total	29	-	10	19	12	17

LANGUAGES ا

	Written Ability			Spoken Ability		
	Fluent	Good	Fair	Fluent	Good	Fair
Malay (Malaysian Language)	Yes	**Certified**		Yes	**Certified**	
English	**Yes**			**Yes**		
Arabic	**Yes**			**Yes**		

HOBBIES AND INTERESTS:
Reading, Swimming, speech analysis and Travelling

REFEREES → Letters will be attached (if needed)	
1.	Prof.T. Ramayah , USM school of management. Email: ramayah@gmail.com.
2.	Prof.Niza Sarmin , UTM, School of post graduate students. Email: nhs@utm.my
3.	Assoc. Prof. Dr. Siti Hasnah Hassan, USM school of management. Email: siti.hassan@usm.my

I declare that the particulars in this application and the attached sheets hereto are true to the best of my knowledge and belief, and that I have not wilfully withheld any material fact.

Signature:

Date: May. 2025

Name: **NABIL HASAN SALEH AL-KUMAIM**