

## CURRICULUM VITAE

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### 1. General Biodata



Name	Siti Aisyah binti Salim
Nationality	Malaysian
Postal Address	No 45 Jalan Perjiranan 9/14 Perjiranan 9, Bandar Dato Onn, 81100 Johor Bahru Johor
Designation	Senior Lecturer
Phone	013-7491707
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H-Index	6 (Scopus)
Citation	154 (Scopus)

Dr. Siti Aisyah is an enthusiastic, boundary-spanner in research, teaching and service in the disciplines of Information Systems, Data Management, Multi-criteria Decision Making, Business Analytics and Enterprise Systems (ES). She has a strong interest in ES applications like ERP and CRM modules. She has been certified for Microsoft Dynamics 365 Fundamentals for CRM and ERP, Microsoft Azure AI Fundamentals. Dr. Siti has completed her first degree from International Islamic University Malaysia (IIUM) specialization in Information Systems. She then pursued her second degree in Information Technology at the University of Technology Sydney. In 2015, she completed her doctoral degree from Queensland University of Technology, Australia. She has over 60 peer reviewed publications to-date, including publications at premier journals in the discipline of Information Systems including Computer & Education journal, Journal of Engineering and Applied Sciences, Jurnal Teknologi, Australasian Journal of Information Systems, International Journal of Supply Chain Management, International Journal of Integrated Engineering as well as leading international conferences such as PACIS, ICRIIS, ICICT and ACIS. She has been granted numerous national grants including the Fundamental Research Grant Scheme. Dr. Siti is currently a senior lecturer at Universiti Teknologi Malaysia.

## 2. Academic Qualification

PhD (Information System) Information System School, Queensland University of Technology (QUT), Australia.	2015
Master of Information Technology Faculty of Engineering and Information Technology, University of Technology Sydney (UTS), Australia.	2008
Bachelor of Management Information Systems International Islamic University Malaysia (IIUM), Malaysia.	2004

## 3. Areas of Expertise

- Database Management / Data Analytics
- Enterprise Systems Applications (e.g. Microsoft Dynamics 365 ERP & CRM)
- Multi-criteria Decision Making using AHP
- Healthcare facilities (e.g. medical equipment, bed capacity prediction)
- Digital services in Public Sector

## 4. Career History

Senior Lecturer Department of Technology Management Faculty of Technology Management and Business Universiti Tun Hussein Onn Malaysia (UTHM)	2018 - 2025
Senior Lecturer/Lecturer/Tutor Faculty of Art, Computing and Creative Industry Universiti Pendidikan Sultan Idris (UPSI)	2006-2018
Junior Executive Global Reach Unit, Marketing and Branding Division Multimedia Development Corporation (MDEC)	2005-2006

## 5. Management Experience

Head of the Faculty's Promotion, Media and Website Bureau Faculty of Technology Management and Business Universiti Tun Hussein Onn Malaysia (UTHM)	2022 - current
Head of Panel Technology and Management Department Faculty of Technology Management and Business Universiti Tun Hussein Onn Malaysia (UTHM)	2021-current
Industry Training Coordinator Faculty of Technology Management and Business Universiti Tun Hussein Onn Malaysia (UTHM)	2020-2021

## 6. Courses Taught

Postgraduate	Management Support System Data Management Structured Literature Review Series
Undergraduate	Enterprise Resource Planning Management Information Systems Computer Application in Business Principle of Management Project Management Research Methodology Database Management System Software Engineering Process Web Development Computer Graphics ICT Competency System Analysis and Design Advanced IT Application

## 7. Professional Membership/ Certification

- Member Association of Information Systems (AIS) & Oracle Academy
- Microsoft Certified Azure AI Fundamentals
- Microsoft Certified Dynamics 365 Fundamentals (CRM & ERP)

#### 8. Research Project – Principal Investigator (PI)

- i. Designing A Smart Multi-Criteria Decision-Making Model for Maintaining Medical Equipment in Hospitals, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education Malaysia (2020-2023).
- ii. Improving the Economic Status Through Urban Farming Activities – Tier 1 UTHM (2018-2020).
- iii. Exploring Determinants Towards Enhancing Quality of Life Through Urban Farming Activities, Regional Cluster for Research and Publication (RCRP) (UKM) (2017-2019).
- iv. Multi-Criteria Decision-Making Framework for the Selection of Medical Equipment Vendor in Private Healthcare Industry, UPSI Internal Grant (2017- 2018).
- v. Towards a Nuanced Explanation of Cloud ERP Adoption Determinants: Non- Linear and Linear Postulations, UPSI Internal Grant (2016-2017).

#### 9. Research Project – Member

- i. A New Intelligent Modelling of Hybrid Fuzzy Approach towards Early Predictive High-Risk Symptoms of Breast Cancer in Malaysia, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education Malaysia (2024-2026).
- ii. An Effective Hybrid of Fuzzy Prediction towards High-Risk Symptoms of Breast Cancer in Malaysia, MDR Grant (2024-2026).
- iii. A New Hybrid Two Stages of Fuzzy Linear Regression Clustering Models to Predict High Risk Symptoms of Lung Cancer in Malaysia, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education Malaysia (2021- 2024).
- iv. A New Model of Digital Security Offering (DSO) in Blockchain technology for Improving Land Registration System in Malaysia, Tier-1, UTHM (2021-2023).
- v. The Hybridization of Augmented Reality and Children Psychology in Educational Games: A Tool to Overcome Stress Among Children, research member, UPSI Internal Grant (2021-2022).
- vi. A New Two-level cooperative coevolutionary algorithm for multitier materialized views selection problem in cyber manufacturing data warehouses, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education Malaysia (2019-2020).
- vii. Service Quality Management of Bio Metric Attendance system at the Government Sector Agencies, Tier-1, UTHM (2018-2020).

## 10. Consultancy Works – Subject Matter Experts

### International

- Adjunct Professor for Universitas Muhammadiyah Surakarta, Indonesia, September 2023.
- Invited Lecturer for Public Lecture: Information System in Start Up: Why and Where to Start? Universitas Muhammadiyah Surakarta, Indonesia, September 2023.
- Judge/Evaluation Panel Student Project for International Invention and Articulation, UiTM, Malaysia, 2016.

### National

- Committee for Program Qurban Masjid Permas Jaya, Bandar Baru Permas Jaya, Johor, June 2024.
- Judge for National Innovation Competition-Towards Global Sustainability, Kolej Vokasional Sungai Petani, Malaysia, March 2023.
- Guest Speaker for Final Year Project II Sem I Sesi 2022/2023 BPA, Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia, November 2022.
- Module Developer for Formula Kejayaan Projek IT Tahun Akhir, FSKIK, UPSI, Malaysia, August 2022.
- Head of Bureau for Kajian Indeks Kesejahteraan Keluarga Negeri Johor.
- Member for KPT PACE, Universiti Tun Hussein Onn Malaysia (UTHM), 2021.
- Sekolah Angkat Program with Sekolah Rendah Islam Hidayah Pasirris, Batu Pahat, 2023.
- Urbanice Mentor Program for Faculty of Technology Management and Business Students, 2019.
- Facilitator for Adobe Photoshop and Flash Workshop at SMK Buyong Adil, Tapah, Perak, 2009.
- Facilitator for Anak Perak Training Camp for SQUEK – Open Programming Language under Perak State (K-Perak), November 2006.

## 11. Publications

### Book

1. Fadillah Ismail, Lutfan Jaes, Umi Kartini Rashid, Zahrul Akmal Damin, Siti Aisyah Salim, Mohd Asmadi Angsor, Nor Kamariah Kamaruddin (2022) Indeks Kesejahteraan Keluarga Negeri Johor, UTHM, 1, ISBN:9789672817864.
2. Nurazwa Ahmad et al. (2018) Kajian Kes Di Malaysia Siri 2, UTHM, 1, ISBN:9789672216520.

#### Book Chapter

1. Shirley Ling Sing Ying, Siti Aisyah Salim, Fadillah Ismail (2021) The Future of Drone Technology In Postal and Courier Industry In Malaysia, Foresight Studies In Malaysia, UTHM, 113, ISBN:9789672817390.
2. Wong Chin Hooi, Siti Aisyah Salim, Fadillah Ismail (2021) The Future of Online Shopping Using Augmented Reality Foresight Studies In Malaysia Series 4, UTHM, 137, ISBN:9789672817390.
3. Fadillah Ismail, Chen Chiaw Fen, Adibah Abdul Kadir, Siti Aisyah Salim, Chan Shiau Wei, Siti Norziah Ismail (2020) Advantages and Disadvantages of Retrenchment, Human Resource Management & Psychology Series II, UTHM, 1, ISBN:9789672916239.
4. Fadillah Ismail, Mohammad Hasrul Daman Huri, Adibah Abdul Kadir, Siti Aisyah Salim (2020) Mental Illness And Employer Action Taken In Workplaces, Human Resource Management & Psychology Series II, UTHM, 41, ISBN:9789672916239.
5. Wan Mazira Wan Ibrahim, Siti Aisyah Salim (2018) Faktor-Faktor Halangan Dalam Pemindahan Teknologi Dari Universiti Ke Industri: Kajian Kes Di UTHM, Kajian Kes Di Malaysia Siri 2, UTHM, 117, ISBN:9789672216520.
6. Saripah Amira Suradi, Siti Aisyah Salim (2018) Trend Pemilihan Makanan Organik: Kajian Kes Di Zenxin.

#### Journal Articles – First / Corresponding Author

1. Siti Hajar Salim, Siti Aisyah Salim (2023). Decision-Making Framework for Medical Equipment Maintenance and Replacement in Private Hospitals. *International Journal of Sustainable Construction Engineering and Technology*, 14(3), 320-338. (Scopus).
2. Siti Aisyah Salim, Siti Hajar Salim, Fadhlina Mohd Razali (2021) Structured Literature Reviews (SLR) of Urban Farming for Improving Economic Status of Urban Residents, *International Journal of Sustainable Construction Engineering and Technology*, UTHM, 12(5), 271-278. (Scopus).
3. Siti Aisyah Salim, Fadhlina Mohd Razali, Roznim Mohamad Rasli, Nor Azah Abdul Aziz (2021) Towards A Nuanced Explanation of Cloud ERP Adoption in SMEs, *Turkish Journal Of Computer And Mathematics Education*, 12(3), 074-1080. (Scopus).
4. Siti Aisyah Salim, Syammon Jaffar (2020) A Review Of Cloud-Based ERP Systems In SMEs, *International Journal Of Integrated Engineering*, 12(7), 113-120. (Scopus).
5. Siti Aisyah Salim, Zawiyah Mohammad Yusof, Laili Farhana Md Ibharim, Siti Hajar Salim (2019) A Review of Urban Farming Activities: Taxonomy, Challenges, Recommendations And Future Research, *Journal Of Building Performance*, Universiti Kebangsaan Malaysia The Royal Institution of Surveyors Malaysia, 10 (2), 28-36. (SSCI).
6. Siti Aisyah Salim, Siti Hajar Salim (2018) A Multi-Criteria Decision-Making Framework for the Selection of Medical Equipment Vendor in Private Healthcare Industry, *Journal For Studies In Management And Planning*, EduPedia Publications (P) Ltd in Association with Other Institutional Partners, 10. (Peer-Reviewed).

7. Siti Aisyah Salim, Roznim Mohamad Rasli, Nor Azah Abdul Aziz, Fadhlinah Mohd Razali, and Siti Asma Mohammed (2018) Towards A Nuanced Explanation Of Technology Adoption Determinants, *Advanced Science Letters*, American Scientific Publishers, 10, 7019. (CPCI-S).
8. Siti Aisyah Salim, Darshana Sedera, Sukanlaya Sawang (2015) Moving From Evaluation To Trial: How Do SMEs Start Adopting Cloud ERP? *Australasian Journal Of Information Systems*, Creative Commons Attribution Non-Commercial Licence, 10, 219-254 (Scopus)(ESCI).

#### Journal Articles – member

1. Nur Syazwina Uzma Sulaiman, Siti Aisyah Salim, Siti Hajar Salim, Heppy Purbasari (2024) Using Analytical Hierarchy Process for Medical Equipment Maintenance and Replacement Decision in Malaysia Private Hospitals, *Journal Of Advanced Research In Applied Sciences And Engineering Technology*, Semarak Ilmu Sdn Bhd, 44(1), 1-11. (Scopus)
2. Ghazi Yaseen Qaid Al-Subaihi, Siti Aisyah Salim (2023) A Study on Digital Service Innovation Factors Influencing Organization Performance: Ajman Police Department in UAE, *International Journal Of Sustainable Construction Engineering And Technology*, UTHM, 11, 426, ISSN:21803242. (Scopus).
3. Rafidah Rahmat; Siti Aisyah Salim (2021) A Systematic Review of Digital Services In Government Sector, *Review Of International Geographical Education*, 11, 1988, ISSN:21460353. (Scopus)
4. Darwish Ahmed Lari, Siti Aisyah Binti Salim, Shafie Bin Mohamed Zabri (2020) Mediating Effect of Organisational Culture on the Relationship Between Information System and Sustainable Performance of Manufacturing Companies In UAE, *International Journal Of Innovative Technology And Exploring Engineering*, Blue Eyes Intelligence Engineering & Sciences Publication, 2, 5, ISSN:22783075. (Scopus).
5. Laili Farhana Md Ibharim; Siti Aisyah Salim (2020) The Framework of Urban Farming Towards Enhancing Quality of Life in Malaysia, *International Journal Of Supply Chain Management*, EXCELINGTECH PUB, UK, 2, 520, ISSN:20507399. (Scopus).
6. Siti Hajar Salim, Saiful Amri Mazlan, Siti Aisyah Salim (2019) Implementation of Reliability Centred Maintenance in Maintaining Medical Equipment in Hospital, *Journal Of Building Performance*, UKM, 12, 76, ISSN:21802106. (MyCite)(SSCI).
7. Siti Hajar Salim, Saiful Amri Mazlan, Siti Aisyah Salim (2019) Preliminary Study on Decision Making Factors to Replace Medical Equipment in Hospital, *Journal Of Social Transformation And Regional Development*, UTHM, 12, 12, ISSN:26829142. (MyCite).
8. Roznim Mohamad Rasli, Norita Md Norwawi, Nurlida Basir, Nor Azah Abdul Aziz, Fadhlinah Mohd Razali, Siti Aisyah Salim, Ruziana Mohamad Rasli (2018) A Preliminary Survey On Automated Screening Tools Towards Learning Disabilities, *The International Journal Of Multimedia and Its Applications*, AIRCC Publishing Corporation, 12, 121, ISSN:09755578. (ERA) (Google Scholar).
9. Roznim Mohamad Rasli, Norita Md Norwawi, Nurlida Basir, Nor Azah Abdul Aziz, Fadhlinah Mohd Razali, Siti Aisyah Salim (2018) A Review on Teacher Training's



Drawbacks, Barriers And Challenges: Conventional to Digital Technology Transition, *Journal Of Fundamental And Applied Sciences*, 3, 495, ISSN:11129867. (Google Scholar) (ProQuest).

10. Sukanlaya Sawang, Yuan Sun, Siti Aisyah Salim (2014) It's Not Only What I Think But What They Think! The Moderating Effect of Social Norms, *Computers & Education*, Elsevier, 3, 182-186. (Scopus) (SSCI) (SCIE).

## Proceedings

- Nurul Atiqah Hariyanto, Siti Aisyah Salim (2024) The Relationship Between Service Quality and Customer Loyalty in Online Shopping, *Research in Management of Technology and Business*, UTHM, 646, ISBN:27735044.
- Nor Sakinah Saadah Mohamad Rani, Siti Aisyah Salim (2024) The Relationship between Digital, Literacy and Entrepreneurial Intention in a New Business, *Research in Management of Technology and Business*, UTHM, 301-312, ISBN:27735044.
- Poon Hui Theng, Siti Aisyah Salim (2024) The Relationship Between Social Media Marketing and Online Purchase Intention, *Research in Management of Technology and Business*, UTHM, 365-383, ISBN:27735044.
- Siti Nuranisa Mohd Shahrol, Siti Aisyah Salim (2024) A Foresight Study on the Adoption of Robotic Surgery in Malaysia, *Research in Management of Technology and Business*, UTHM, 543-562, ISBN:27735044.
- Nur Sabrina Zainal, Siti Aisyah Salim (2024) Hubungan antara Kemahiran Sosial dan Pembelajaran Secara Kolaboratif dalam Talian di Kalangan Pelajar UTHM, *Research in Management of Technology and Business*, UTHM, 384-402, ISBN:27735044.
- Siti Aisyah Salim, Tan Yun Qi (2024) The Relationship between Purchase Experience and Online Purchase Behaviour, *Research in Management of Technology and Business*, UTHM, 725-741, ISBN:27735044.
- Nur Faaliha Syamie Mohamad Hisham, Siti Aisyah Salim (2023) Study on the Adoption of Online Collaborative Learning from the Perspective of Sociability Quality, *Research in Management of Technology and Business*, UTHM, 600-612, ISBN:27735044.
- Nur Syuhada Mohd Khir, Siti Aisyah Salim (2023) A Study on The Adoption of Autonomous Online Shopping from The Perspective of Customer Trust and Perceived Risk, *Research in Management of Technology and Business*, UTHM, 585-599, ISBN:27735044.
- Sasha Afiza Amira Shaharudin, Siti Aisyah Salim (2023) Foresight Study on the Adoption of Autonomous Robots for Parcel Delivery, *Research in Management of Technology and Business*, UTHM, 487-499, ISBN:27735044.
- Zulfana Lidinillah Rafiuddin Afkari, Siti Aisyah Salim (2023) A Future Study on the Adoption of Hologram Traffic Light for Reducing Accidents in Malaysia, *Research in Management of Technology and Business*, UTHM, 94-106, ISBN:27735044.
- Sharmella Abdul Zaini, Siti Aisyah Salim (2023) The Role of Live Streaming Towards Customer Engagement in Online Shopping, *Research in Management of Technology and Business*, UTHM, 500-516, ISBN:27735044.



- Nurul Azira Mahzan, Siti Aisyah Salim (2023) The Relationship between Website Design Quality and Online Purchase Intention, *Research in Management of Technology and Business*, UTHM, 572-584, ISBN:27735044.
- Aina Radhiah Md Daud, Siti Aisyah Salim (2023) Hubungan Antara Kepercayaan dan Penerimaan Kawalan dalam Perdagangan Sosial, *Research in Management of Technology and Business*, UTHM, 555-571, ISBN:27735044..
- Siti Aisyah Salim, Nursyahidah Razali (2022) A Foresight Study on The Adoption of Assistive Technology Among Disabled People, *Research in Management of Technology and Business*, UTHM, 148, ISBN:27735044.
- Alina Sumari, Siti Aisyah Salim (2022) A Foresight Study on The Adoption of Building Automation System in Malaysia, *Research in Management of Technology and Business*, UTHM, 78, ISBN:27735044.
- Nur Azyyati Bahanan, Siti Aisyah Salim (2022) The Relationship Between Perceived Risk and Online Purchase Intention, *Research in Management of Technology and Business*, UTHM, 112, ISBN:27735044.
- Siti Aisyah Salim, Nurul Adilah Md Sofri (2022) The Relationship Between Soft Sell Advertising and Online Purchase Intention, *Research in Management of Technology and Business*, UTHM, 95, ISBN:27735044.
- Nur Iwani Roslan, Siti Aisyah Salim (2022) The Role of Influencer Engagement Towards Online Buying Intention, *Research in Management of Technology and Business*, UTHM, 129, ISBN: 27735044.
- Nur Ain Fatehah Hasan, Siti Aisyah Salim (2021) Consumer Engagement with Retail Firm Through Social Media, *Research in Management of Technology and Business*, UTHM, 163, ISBN:27735044.
- Nurul Shafinaz Sa'don, Siti Aisyah Salim (2021) The Adoption of Internet of Things in Urban Farming, *Research in Management of Technology and Business*, UTHM, 146, ISBN:27735044.
- Nor Asyikin Fadliana Mohd Isa, Siti Aisyah Salim (2021) The Relationship Between Culture And E-Learning Adoption Among UTHM Students, *Research in Management of Technology and Business*, UTHM, 176, ISBN:27735044.
- Nurul Suraya Othman, Siti Aisyah Salim (2021) The Role of Management Intervention Towards Enterprise Social Network Adoption, *Research in Management of Technology and Business*, UTHM, 189, ISBN:27735044.
- Chong Swee Xen, Siti Aisyah Salim (2020) The Relationship Between Security and Online Shopping Intention, *Research in Management of Technology and Business*, UTHM, 1, ISBN:27735044.
- Siti Aisyah Salim, Musaab Alaa, Zawayah Mohammad Yusof, Laili Farhana Md Ibharim, Siti Hajar Salim and Fazian Hashim (2019) Urban Farming Activities in Southeast Asia: A Review and Future Research Direction, *MATEC WEB OF CONFERENCES*, 1, ISBN:2261236.
- Siti Hajar Salim, Saiful Amri Mazlan, Siti Aisyah Salim (2018) A Conceptual Framework to Determine Medical Equipment Maintenance Using RCM, *MATEC WEB OF CONFERENCES*, 32, ISBN: 2261236X.
- Siti Aisyah Salim, Siti Hajar Salim, Fazian Hashim, Laili Farhana Md Ibharim, Musaab Alaa and Zawayah Mohammad Yusof (2018) A Review on Quality of Life

Through Urban Farming Activities in Southeast Asia, *MATEC WEB OF CONFERENCES*, 32, ISBN:2261236x.

- Siti Hajar Salim, Saiful Amri Mazlan, Siti Aisyah Salim (2018) Decision Making on Maintaining or Condemning Medical Equipment in Hospital, UTHM, 3, ISBN:9789670468938.

#### Policy Paper

- (2021) Garis Panduan Latihan Industri Pelajar (Program Sarjana Muda Dan Diploma).
- (2021) Garis Panduan Latihan Industri Pelajar Inbound Di UTHM.

#### General Publication

- Selimin, M. A., Salim, S. A., Chan, S. W., Manap, N., & Yaacob, M. T. (2023) Outcome-Based Education (OBE) Report: Semester 1 Session 2022/2023 - FPTP Undergraduate Programmes, UTHM.

### 12. Awards and Recognitions

- 2023 - Gold Award for Karnival Pertandingan Inovasi dan Keusahawanan Pelajar.
- 2023 - Silver Award for International Research and Innovation Symposium and Exposition UTHM.
- 2023 - Best Paper Award for International Conference on Research and Innovation in Information Systems, Marketing, Entrepreneurship, Technology and Accounting (ICRIIS-META).
- 2022 – Anugerah Perkhidmatan Cemerlang UTHM.
- 2020 – Silver Award for International Research and Innovation Symposium and Exposition 2020 SILVER.
- 2017 – Anugerah Perkhidmatan Cemerlang UPSI.
- 2015 - Best paper Award at 4<sup>th</sup> International Conference on Research & Innovation in Information Systems.
- 2014 - Best Presenter for Information Ecology Discipline during Information Systems School, QUT Annual Doctoral Consortium

### 13. Postgraduate Research Supervision PhD

- i. Rafidah binti Rahmat, *The Effect Of Perceived Quality And Personal Determinants With Trust As Mediator Towards Citizen Satisfaction Of Malaysia Local Government Electronic Services* (on-going) – Malaysian.
- ii. Ghazi Al Subaihi, *Enhancing Employee Performance Through Digital Service Innovation In UAE Public Sector: The Mediation Effect Of Culture* (on-going) - International (United Arab Emirates).

- iii. Saeed Ahmed Saeed Sulaiman Almahri, *The Effect of Technology & Digital Transformation Tools Towards Developing the Sustainable Procurement Process in the Energy Sector of the UAE* (on-going). International (United Arab Emirates).
- iv. Heppy Purbasari, *Institutional Governance And The Development Of Internal Control And Its Capabilities: The Case Of Waqf Muhammadiyah Institution* (on- going) – International (Indonesian).
- v. Lari Darwish Ahmed, *Mediating Effect of Organisational Culture on the Relationship between Information System and Sustainable Performance of Manufacturing Companies In UAE* (completed) - International (United Arab Emirates).

#### Master

- i. Nur Syazwina Uzma Binti Sulaiman, *Decision-Making Process For Medical Equipment Maintenance And Replacement In Private Hospitals* (completed pre- viva) – Malaysian.
- ii. Haithm Abdulhakim Derhem Al-Aghbari, *Development Of Vibration Analyzer For Android Platform Using The Raspberry PI Microcomputer*.
- iii. Obaid Hasan Rashid Alayyan, *The Impact of Artificial Intelligence in UAE Public Sector*.
- iv. Yousef Helal Mahdi Ghaleb, *Generational Effect On UAE Citizens Computer Crime Behaviours*.

#### 14. Undergraduate Research Supervision

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|------|--|
| 2024 | <ul style="list-style-type: none"> <li>• Illi Syahirah Binti Mohd Arif, <i>The Relationship Between Job Seekers' Perceptions And E-Recruitment Adoption</i>.</li> <li>• Lim Gou Qing, <i>Foresight Study on The Adoption of Quantum Technology in Supply Chain Optimization</i>.</li> <li>• Nur Shuhada Najua Binti Elly Shahrulnizam, <i>The Relationship Between Environmental Factors and Academic Performance</i>.</li> <li>• Nurelyana Binti Mohd Amin, <i>The Relationship Between Security and Customer Satisfaction in Digital Wallet Services</i>.</li> <li>• Ong Huay Mun, <i>The Relationship Between Electronic Word of Mouth and Online Purchase Intention</i>.</li> <li>• Teh Kah Wai, <i>The Relationship Between Service Quality and Purchase Intention</i>.</li> <li>• Zalina Yuliani Binti Suwandi, <i>The Relationship Between Emotional Pleasure and Online Purchase Intention</i>.</li> </ul> |
| 2023 | <ul style="list-style-type: none"> <li>• Nor Sakinah Saadah Binti Mohamad Rani, <i>The Relationship Between Digital Literacy And Entrepreneurial Intention In a New Business</i>.</li> <li>• Nur Sabrina Binti Zainal, <i>Hubungan Antara Kemahiran Sosial dan Pembelajaran Secara Kolaboratif Dalam Talian di Kalangan Pelajar UTHM</i>.</li> <li>• Nurul Atiqah Binti Hariyanto, <i>The Relationship Between Service Quality and Customer Loyalty in Online Shopping</i>.</li> </ul>   |

- Poon Hui Theng, *The Relationship Between Social Media Marketing and Online Purchase Intention Among Generation.*
- Siti Nur Syarah Binti Shahril, *The Relationship Between of E-Payment And Online Shopping Sales Among UTHM Students.*
- Siti Nuranisa Binti Mohd Shahrol, *A Foresight Study on the Adoption of Robotic Surgery in Malaysia.*
- Tan Yun Qi, *The Relationship Between Purchase Experience and Online Purchase Behaviour.*
- 2022
  - Aina Radhiah Binti Md Daud, *Kajian Mengenai Hubungan Tahap Kepercayaan Dan Penerimaan Kawalan Dalam Perdagangan Sosial.*
  - Nur Faaliha Syamie Binti Mohamad Hisham, *Study on Sociability Quality of Online Collaborative Learning in Higher Institution.*
  - Nur Hazwani Binti Zahari, *A Foresight Study on The Adoption of Augmented Reality in The Entertainment Industry.*
  - Nur Syuhada Binti Mohd Khir, *A Study on The Adoption of Autonomous Online Shopping from The Perspective of Customer Trust and Perceived Risk.*
- Nurul Azira Binti Mahzan, *The Relationship Between Website Design Quality and Online Purchase Intention.*
  - Zulfana Lidinillah, *A Future Study on The Adoption of Hologram Traffic Light for Reducing Accidents In Malaysia.*
- 2021
  - Alina Binti Sumari, *A Foresight Study on The Adoption of Building Automation System in Malaysia.*
  - Nur Azyyati Binti Bahanan, *The Relationship Between Perceived Risk and Online Purchase Intention.*
  - Nur Iwani Binti Roslan, *The Role of Influencer Engagement Towards Online Buying Intention*
  - Nursyahidah Binti Md Razali, *A Foresight Study on The Adoption of Assistive Technology Among Disabled People*
  - Nurul Adilah Binti Md Sofri, *The Relationship Between Soft Sell Advertising and Online Purchase Intention*
  - Sasha Afi Za Amira Binti Shaharudin, *Foresight Study on The Parcel Delivery in Malaysia Using Autonomous Robots.*
  - Sharmella Binti Abdul Zaini, *The Role of Live Streaming Towards Customer Engagement In Online Shopping.*
- 2020
  - Ahmad Shariff Bin Anuar, *A Foresight Study On Blockchain As A Medium Of Financial Transaction In Malaysia.*
  - Ng Kah Kei, *The Relationship Between Digital Connectedness and Intention to Travel.*
  - Nor Asyikin Fadliana Binti Mohd Isa, *Cultural Influence Towards E-Learning Adoption Among UTHM Students.*
  - Nur Annisa Binti Azhar, *The Study on Perceived Enjoyment and Sharing Travel Experience on Social Media.*
  - Nur Fazira Binti Abdullah, *The Future of Drone In Pharmaceutical Industry.*
  - Nur Ain Fatehah Binti Hasan, *Consumer Engagement With Retail Firm Through Social Media.*

- Nurul Shafinanz binti Sa'don, *The Adoption of IOT In Urban Farming.*
- Nurul Suraya Binti Othman, *The Role of Management Intervention Towards Enterprise Social Network (ESN) Adoption.*
- 2019 • Siti Aisyah Binti Rosmi, *Social Influence Towards E-Learning Adoption Among UTHM Students.*
- Chong Swee Xen, *The Effect of Security Toward Online Shopping Adoption*
- Lam Hong Theng, *The Foresight Study on The Adoption Of Smart Home In Malaysia.*
- Liew Pui Yee, *Relationships Between Online Reviews and Consumers Buying Behaviour In UTHM, Johor.*
- Muhammad Nur Hazim, *The Relationship Between Company Benefits and Employee Performance.*
- Noor Izzaty Binti Noorham, *Factors That Influence Customer Satisfaction Towards Online Shopping Among Generation Z.*
- Nur Ainun Khairunnisa Binti Mohammad Affandi, *The Relationship Between Apprenticeship Training on Employee Performance.*
- Raihanah Binti Mohd Rosdi, *The Relationship Between Service Quality and Customer Satisfaction in Online Shopping.*
- Shirley Ling Sing Ying, *The Future of Drone Technology In Postal and Courier Industry in Malaysia.*
- Wong Chin Hooi, *The Future of Online Shopping Using Augmented Reality*
- 2018 • Ajlaa Najiehah Binti Nasharuddin, *Kesediaan Pelajar Terhadap Penggunaan Pembelajaran Secara Mudah Alih (Mobile Learning) Di UTHM.*
- Farah Adibah Binti Ahmad Effendi, *The Influence of Organisational Cultures On Employee Performance: A Case Study of Manufacturing Industries.*
- Farah Zahirah Binti Norazman, *Factors that Influence Customer Relationship Management Adoption Among SMEs In Malaysia.*
- Hirza Hasniza Binti Mohd Jaluli, *Factors That Influence Online Business Adoption Among Small Businesses in Batu Pahat.*
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