



CURRICULUM VITEA

PERSONAL DETAILS

Name	:	NOOR HAZARINA BINTI HASHIM
Gender	:	FEMALE
Date of Birth/Age	:	27 APRIL 1978
Nationality	:	MALAYSIAN
Marital Status	:	MARRIED
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ID Staff	:	9091
Expertise	:	Digital marketing and Tourism and Destination Marketing
H-Index (WOS)	:	12
H-Index (SCOPUS)	:	12
H-Index (G. Scholar)	:	19
H-Index (Researchgate)	:	15

ACADEMIC QUALIFICATIONS

NO	LEVEL OF EDUCATION	COURSE	UNIVERSITY	STARTING DATE	ENDING DATE
1	Doctoral of Philosophy	Doctor of Philosophy	The University of Western Australia	1.10.2004	30.6.2008
2	Master	Master in Management (Management of Technology)	Universiti Teknologi Malaysia	1.10.2002	14.8.2004
3	Bachelor	Bachelor in Business Administration (Marketing)	Universiti Islam Antarabangsa Malaysia	1.6.1998	22.9. 2001

AWARD AND HONORS RECEIVED

Summary	
International Awards/Honors	3
National Awards/Honors	0
UTM Awards/Honors	9
Faculty Awards/Honors	9

NO.	AWARD TITLE	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	YEAR
1.	Excellent Service Award, Universiti Teknologi Malaysia (<i>Anugerah Perkhidmatan Cemerlang, Universiti Teknologi Malaysia</i>)	University	2024
2.	Teaching Award, Faculty of Management/ <i>Anugerah Pengajaran, Fakulti Pengurusan</i>	Faculty	2024
3.	Supervision Award, Faculty of Management/ <i>Anugerah Penyeliaan, Fakulti Pengurusan</i>	Faculty	2024
4.	Deputy Vice-Chancellor (Academic and International) Innovation Award (Power BI Reporting for Postgraduate Management Analysis) (<i>Anugerah Inovasi Timbalan Naib Canselor (Akademik dan Antarabangsa) (Pelaporan Power BI bagi Analisis Pengurusan Pascasiswazah)</i>)	University	2023
5.	Teaching Award, Azman Hashim International Business School/ <i>Anugerah Pengajaran, Sekolah Perniagaan Antarabangsa Azman Hashim</i>	Faculty	2022
6.	Excellent Service Award, Azman Hashim International Business School/ <i>Anugerah Perkhidmatan Cemerlang, Azman Hashim International Business School</i>	Faculty	2022
7.	Teaching Award, Azman Hashim International Business School/ <i>Anugerah Pengajaran, Sekolah Perniagaan Antarabangsa Azman Hashim</i>	Faculty	2021
8.	Excellent Service Award, Azman Hashim International Business School, <i>Anugerah Perkhidmatan Cemerlang, Azman Hashim International Business School</i>	Faculty	2021
9.	UTM Consultancy Award (Group Category) for study and development National Tourism Policy Study 2020-2050. (<i>Anugerah Perundangan UTM (Kategori Berkumpulan) untuk kajian dan penghasilan National Tourism Policy Study 2020-2050</i>)	University	2019
10.	Academic Administrator Award of the Department of Deputy Vice Chancellor Academic & International. (<i>Anugerah Tokoh Pentadbir Akademik Jabatan Timbalan Naib Canselor Akademik & Antarabangsa</i>).	University	2019
11.	Service Innovations Award of the Department of Deputy Vice Chancellor Academic & International for the implementation of Viva Management System for the School of Graduate Studies (<i>Anugerah Inovasi Perkhidmatan Jabatan Timbalan Naib Canselor untuk pelaksanaan Viva Management System di Sekolah Pengajian Siswazah</i>)	University	2019
12.	Best Paper Award at the 3 rd HTC Hospitality and Tourism Conference at Universiti Teknologi MarchA for paper titled 'Technographic Segmentation using Artificial Neural Network for Visitors at Rainforest Music Festival Malaysia' with Nur Balqish Hassan, Norhisham Bakhary and Khairul Hazman Padil. (<i>Anugerah Kertas Pembentangan 3rd HTC Hospitality and Tourism Conference at Universiti Teknologi MarchA for paper titled 'Technographic Segmentation using Artificial Neural Network for Visitirs at Rainforest Music Festival Malaysia' with Nur Balqish Hassan, Norhisham Bakhary and Khairul Hazman Padil.</i>)	International	2019
13.	Excellent Service Award, Azman Hashim International Business School, UTM. (<i>Anugerah Perkhidmatan Cemerlang, Sekolah Perniagaan Antarabangsa Azman Hashim, UTM</i>)	Faculty	2018
14.	Excellent Service Award, School of Graduate Studies, UTM (<i>Anugerah Perkhidmatan Cemerlang, Sekolah Pengajian Siswazah, UTM</i>)	University	2018

NO.	AWARD TITLE	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	YEAR
15.	Leadership Award, School of Graduate Studies, Universiti Teknologi Malaysia (<i>Anugerah Kepimpinan, Sekolah Pengajian Siswazah, UTM</i>)	University	2018
16.	Recipient of Highly Commended Paper of 2013 by Emerald Publisher for the paper titled 'Parsing Religiosity, Guilt, and Materialism on Consumer Ethics' co-author with Abou Bakar, A., Lee, R. published in Journal of Islamic Marketing, 4(3), 232-244. (<i>Anugerah Kertas Penerbitan yang Disokong pada 2013 oleh Emerald Publisher untuk artikel berjudul 'Parsing Religiosity, Guilt, and Materialism on Consumer Ethics' ditulis bersama Abou Bakar, A., Lee, R. diterbitkan dalam Journal of Islamic Marketing, 4(3), 232-244.</i>)	International	2014
17.	Award of Appreciation for being an Active Global Academic Panel in the Global Online Marketing Challenge, Google Inc, 2013. (<i>Anugerah Penghargaan sebagai panel Akademik Glodal yang aktif untuk pertandingan Global Online Marketing Challenge, Google Inc. 2013.</i>)	International	2013
18.	Excellent Service Award, Universiti Teknologi Malaysia (<i>Anugerah Perkhidmatan Cemerlang, Universiti Teknologi Malaysia</i>)	University	2012
19.	Excellent Service Award, Faculty of Management, Universiti Teknologi Malaysia. (<i>Anugerah Perkhidmatan Cemerlang, Fakulti Pengurusan, UTM</i>)	Faculty	2012
20.	Excellent Teaching Award, Faculty of Management, Universiti Teknologi Malaysia. (<i>Anugerah Pengajaran, Fakulti PengurusanUniversiti Teknologi Malaysia</i>)	Faculty	2012
21.	Excellent Service Award, Universiti Teknologi Malaysia. (<i>Anugerah Perkhidmatan Cemerlang, Universiti Teknologi Malaysia</i>)	University	2009

WORKING EXPERIENCE

NO	POSITION	STARTING DATE	ENDING DATE	DEPARTMENT/ORGANISATION
1.	Dean	1.3.2019	Till present	School of Graduate Studies, UTM
2.	Deputy Dean (Research	1.7.2018	28.2.2019	School of Graduate Studies, UTM
3.	Academic Manager	1 April 2016	30.6.2018	School of Graduate Studies, UTM
4.	Associate Professor/Head of Department	15 November 2010	30.4.2015	Department of Marketing and Entrepreneurship, Faculty of Management, UTM
5.	Senior Lecturer	14 January 2010	14 November 2015	Department of Management, Faculty of Management, UTM
6.	Lecturer	13 May 2004	13 January 2010	Department of Management, Faculty of Management, UTM
7.	Teaching Assistant	1 October 2004	31 August 2008	Department of Marketing, Business School, The University of Western Australia

PROFESSIONAL MEMBERSHIP / QUALIFICATIONS / RECOGNITION

Summary	
International Professional Membership / Qualifications / Recognition	3
National Professional Membership / Qualifications / Recognition	2

NO	NAME OF PROFESSIONAL MEMBERSHIP	LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL)	ROLE	YEAR
1.	American Marketing Association	International	Member	24 January 2022 – 23 January 2025
2.	Institute of Management Malaysia	National	Member	2015-2025
3.	Institute of Marketing Malaysia	National	Member	2015-2025
4.	International Federation of Information Technology and Tourism (IFITT)	International	Member	2013-2015
5.	Asia Pacific Tourism Association	International	Member	2010 - 2011

ADMINISTRATIVE EXPERIENCE

NO	POSITION	STARTING DATE	ENDING DATE	DEPARTMENT
1.	Chair, Council of Deans for Postgraduate Studies, Malaysia	1 May 2025	Till present	Ministry of Higher Education Malaysia
2.	Deputy Chair, Council of Deans for Postgraduate Studies, Malaysia	1 April 2023	1 May 2025	Ministry of Higher Education Malaysia
3.	Chair	1 March 2019	28 February 2025	School of Graduate Studies
4.	Deputy Dean (Research & Scholarship Division) later rebrand as Associate Chair (Professional and System Development Division)	1 May 2017	28 February 2019	School of Graduate Studies
5.	Academic Manager (Research & Scholarship)	1 April 2016	30 April 2017	School of Graduate Studies
6.	Head of Department	2 November 2012	30 March 2015	Department of Business Administration Faculty of Management
7.	Head of Program for Bachelor of Management (Marketing)	1 September 2011	1 November 2012	Department of Business Administration Faculty of Management
8.	Head of Marketing Panel	1 June 2010	31 August 2011	Department of Business Administration Faculty of Management

CONSULTATION WORKS

Summary	
Consultation Project-UTM	0
Consultation Project- Others	5 projects (RM 229,777,8)

NO	NAME OF CONSULTANCY	ROLE	AMOUNT (RM)	STARTING DATE	ENDING DATE	VOTE NO
1.	Gerbang Alaf Restaurants Sdn Bhd	Consultant	220,000	1 February 2019	1 February 2027	5673 (UTSB)

	Outcome: Implementation of APEL (C), academic transfer, and accreditation process that leads to full academic degree					
2.	National Tourism Policy Study Client: Ministry of Tourism, Malaysia Outcome: National Tourism Policy 2020- 2050	Consultant (Market Research and Digital Marketing)	999,970	1 August 2017	30 April 2018	1211 (UTSB)
3.	Strategic Review of the Malaysian Tourism Industry Policy and Implementation Client: Ministry of Tourism, Malaysia Outcome: Policies on the direction of the tourism industry in Malaysia	Consultant (Market Research and Digital Marketing)	407,781.00.	1 Apr 2012	30 March 2013	660 (UTSB)
4.	Pelan Induk Pelancongan Negeri Johor, 2012- 2021 Client: Unit Perancangan Ekonomi Negeri (UPEN), Johor Outcome: Polisi dan program-program pelancongan Negeri Johor sehingga 2021	Consultant (Marketing)	470,027.63	1 October 2011	1 April 2012	632 (UTSB)
5.	Pelan Penjenamaan Semula Bandar Penawar dan Desaru Client: Lembaga Kemajuan Johor Tenggara (KEJORA) Outcome: Pelan Penjenamaan Semula Bandar Penawar dan Desaru	Consultant (Marketing)	200,000	December 2010	June 2011	511 (UTSB)

INTERNATIONAL/NATIONAL/UNIVERSITY COMMITTEE

Summary	
International Committee	20
National Committee	14
University Committee	40
Faculty Committee	5
Community Committee	0

A. INTERNATIONAL APPOINTED COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1	Australia- Malaysia Virtual PhD Internship Program Interview Panellist	Panellist	1 March 2024 3 March 2025	30.5.2024 30.5.2025
2	Chair UTM-NPLUS SRL, Italy Postgraduate – industry Collaborative Working Group	Project Leader	30.5.2024	29.5.2026
3	Pengurus, Basiswa Badan Riset Indonesia- UTM	Manager	1.10.2023	Till present
4	Researcher and Research Student Enrichment Program (R2SEP) at Institut Teknologi Sepuluh Nopember (ITS) Surabaya)	Visiting Professor	8 March 2021	25 March 2021
5	Peer 2 Peer: Challenging Extremism by Edventure Inc.	Project Leader	2 September 2015	11 December 2015

6	Online Marketing Challenge Global Academic Panel by Google Inc.	Academic Panel	30 Jun 2011	31 December 2016
7	Global Online Marketing Academics Challenge	Academic Panel	19 June 2019	Till present
8	Scientific Committee ENTER 2023 29 th eTourism Community Conference by International Federation for IT and Tourism, China	Academic Panel	1 May 2023	30 September 2023
9	Scientific Committee ENTER 2021 29 th eTourism Community Conference by International Federation for IT and Tourism, China	Academic Panel	1 August 2021	30 September 2021
10	Scientific Committee ENTER 2019 27 th eTourism Community Conference by International Federation for IT and Tourism, Nicosia, Cyprus	Scientific Committee	30 January 2019	1 February 2019
11	Scientific Committee ENTER 2018 26 th eTourism Community Conference by International Federation for IT and Tourism, Jönköping, Sweden	Scientific Committee	24 January 2018	26 January 2018
12	Scientific Committee ENTER 2017 25 th eTourism Community Conference by International Federation for IT and Tourism, Rome, Italy	Scientific Committee	24 January 2017	27 January 2017
13	Scientific Committee ENTER 2016 24 th eTourism Community Conference by International Federation for IT and Tourism, Bilboa, Spain	Scientific Committee	2 February 2016	6 February 2016
14	Scientific Committee ENTER 2015 23 rd eTourism Community Conference by International Federation for IT and Tourism, Lugano, Switzerland	Scientific Committee	3 February 2015	6 February 2016
15	Scientific Committee ENTER 2014 20 th eTourism Community Conference by International Federation for IT and Tourism, Dublin, Ireland	Scientific Committee	21 January 2014	25 January 2014
16	Scientific Committee ENTER 2013 19 th eTourism Community Conference by International Federation for IT and Tourism, Innsbruck, Austria	Scientific Committee	22 January 2013	25 January 2013
17	Scientific Committee ENTER 2012 18 th eTourism Community Conference by International Federation for IT and Tourism, Helsinborg, Sweden	Scientific Committee	24 January 2012	27 January 2012
18	Scientific Committee ENTER 2011 17 th eTourism Community Conference by International Federation for IT and Tourism, Innsbruck, Austria.	Scientific Committee	26 January 2011	28 January 2011
19	The International Information Systems Conference, Sultan Qaboos University, Muscat, Oman	Scientific Committee	11 October 2011	12 October 2011
20	The 2 nd Arab International E- tourism & E-Marketing Conference, El Gouna, Egypt	Scientific Committee	14 December 2009	18 December 2009

B. NATIONAL APPOINTED COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1	Auditor Program 2u2i Sarjana Muda Pemasaran Digital UITM	Auditor	23 March 2024	25 June 2024
2	Penilai Program Sarjana Muda Pentadbiran dengan Keupujian, Southern University College	Penilai	15 August 2024	14 August 2027
3	Penilai Program Doktor Falsafah INTI University	Penilai	16 June 2024	31 December 2024
4	Jawatankuasa Biasiswa Majlis Agama Islam Negeri Johor- UTM	Interviewer	1 January 2024	31 December 2024
5	Jawatankuasa Kerja Pembangunan Kerangka Kelayakan Pendidikan Teknikal dan Vokasional (TVET) Tahap 7 & 8	Committee	20 Februari 2023	19 Februari 2024
6	Iskandar Malaysia Sustainable Tourism Programme	Committee/Moderator /Rapporteur	22 November 2020	3 December 2020
7	Majlis Dekan Pengajian Siswazah Malaysia	Committee	19 Jun 2019	31 December 2020
8	Panel Tetap Penemuduga KPT bagi Program MyBrain15	Panel Member	2017	2018
9	Makmal Pembangunan Pelan Strategik Pemasaran Pelancongan Negeri Johor	Head Facilitator	21 September 2015	22 September 2015
10	Academic Advisory and External Examiners for Bachelor of Marketing programme at Southern University College Johor	Academic Advisory and External Examiners	24 January 2018	till present
11	Academic Advisory and External Examiners for Diploma of Marketing programme at School of Business and Management, Kolej MDIS Malaysia	Academic Advisory and External Examiners	22 March 2017	21 March 2018
12	The National Youth Challenge	Advisor	20 August 2013	25 August 2013
13	The National Youth Award	Advisor	20 August 2013	25 August 2013
14	Johor Tourism Award	Advisor and Panel of Judges	2012	2012

C. UNIVERSITY APPOINTED COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1	Fasilitator Perancangan Jangka Panjang program Akademik MJIT	Fasilitator	21.11.2024	24.11.2024
2	Jawatankuasa Pembangunan Pelan Strategik Universiti 2030	Member	1 Mac 2024	28 February 2026
3	Jawatankuasa Yuran Universiti	Member	1 Mei 2024	30 April 2026
4	Jawatankuasa Kerja Pencapaian Myra Research Assessment	Member	1 January 2024	31 Disember 2024
5	Jawatankuasa Komponen Penilaian Dan Kualiti Peribadi Bagi Kenaikan Pangkat Staf Akademik	Member	1 April 2023	31 March 2025
6	Ahli Tetap Mesyuarat Panel Latihan Dan Pecah Kontrak			
7	Taskforce for improving the implementation of PhD Industry program in UTM (Taskforce Penambahbaikan dan Pemerkasaan PhD Industri)	Head	1 April 2022	31 March 2023

8	Universiti Micro Credential Committee (<i>Jawatankuasa Micro Credential Universiti</i>)	Member	11 April 2022	11 April 2024
9	Thesis Guideline Committee (<i>Jawatankuasa Semakan Panduan Penulisan Thesis UTM</i>)	Head	1 Ogos 2022	30 Januari 2023
10	Jawatankuasa Induk Penarafan Global UTM	Member	1 January 2022	28 February 2024
11	Ahli Task Force Pembangunan UTM Online Campus	Member	1 January 2022	28 February 2024
12	The University Sub-Senate Committee for Student Development (<i>Jawatankuasa Tetap Senat Pembangunan Pelajar</i>)	Member	1 January 2022	28 February 2024
13	Task Force Permohonan APEL Q Universiti Teknologi Malaysia	Head	1 Mac 2023	28 Februari 2024
14	Task Force Penambahbaikan Dan Pemerkasaan Program Phd Industri	Head	1 April 2022	31 Mac 2023
15	Panel Juri Logo dan Slogan Ulangtahun UTM ke 50 Tahun	Member	29 September 2021	
16	UTMSPACE Academic Advisory Board (<i>Ahli Lembaga Pengajian Akademik UTMSPACE</i>)	Board Member	1 May 2021	30 April 2023
17	Academic Program Fees & Student Services Review Committee (<i>Jawatankuasa Kajian Yuran Program Akademik & Perkhidmatan Pelajar</i>)	Member	1 May 2021	30 April 2023
18	UTM APEL System Development Committee (<i>Jawatankuasa Pembangunan Sistem APEL UTM</i>)	Committee	1 April 2021	31 March 2022
19	UTM APEL (C) Development Committee (<i>Jawatankuasa Pembangunan APEL (C) Universiti</i>)	Head	1 June 2020	30 Mei 2022
20	Special Committee on UTM Plagiarism Case (<i>Jawatankuasa Khas Siasatan Kes Plagiat UTM</i>)	Head	1 Mac 2021	1 Julai 2021
21	Selection Committee UTM Service Quality Award (<i>Panel Penilai Anugerah Kualiti Perkhidmatan</i>)	Chairman	17 February 2021	30 April 2021
22	Evaluator for Research Proposal of the Ministry of Higher Education Grant Scheme FRG (<i>Penilai Proposal Skim Geran Penyelidikan Kementerian Pengajian Tinggi, FRGS</i>)	Committee	6 February 2020	till present

23	Committee for the International Graduate Conference on Engineering, Science and Humanities (IGCESH 2020) <i>Urusetia International Graduate Conference on Engineering, Science and Humanities (IGCESH 2020)</i>	Chairman	18 August 2020	19 August 2020
24	The University Sub-Senate Committee for Curriculum and Academic Quality <i>(Jawatankuasa Tetap Senat Kurikulum dan Kualiti Akademik)</i>	Member	10 June 2018	14 September 2020
25	The University Graduate Employability Committee <i>(Jawatankuasa Kebolehpasaran Graduan Universiti)</i>	Committee	16 January 2020	15 January 2023
26	Committee for Memorandum of Understanding and Instruments <i>(Jawatankuasa Panel Perjanjian Memorandum Persefahaman Dan Surat Cara)</i>	Committee	1 June 2020	31 May 2021
27	University Postgraduate Academic Committee <i>(Jawatankuasa Akademik Pengajian Siswazah Universiti)</i>	Chairman	19 March 2019	30 March 2022
28	University Postgraduate Academic Committee <i>(Jawatankuasa Biasiswazah Pengajian Siswazah)</i>	Chairman	19 March 2019	30 March 2022
29	University Senate Member <i>(Senat Universiti Teknologi Malaysia)</i>	Committee	19 March 2019	28 February 2026
30	eLPPT Committee <i>(Jawatankuasa Sistem eLPPT)</i>	Committee	1 April 2019	31 March 2021
31	Working Committee for University Corporate Data <i>(Jawatankuasa Kerja Bagi Mengumpul Data Korporat Universiti)</i>	Committee	1 January 2020	31 December 2021
32	Quality Management System Task Force (Teaching & Learning) <i>(Task Force Sistem Pengurusan Kualiti (Pengajaran dan Pembelajaran))</i>	Chairman	1 January 2020	31 December 2021
33	Main Committee for Research University Audit <i>(Ahli Jawatankuasa Induk Audit Universiti Penyelidikan)</i>	Committee	3 February 2020	2 February 2021
34	University Health, Environment and Safety Steering Committee <i>(Jawatankuasa Induk Persekitaran, Keselamatan dan Kesihatan Pekerja Universiti)</i>	Committee	18 February 2020	17 February 2021

35	Universiti Micro Credential Committee (<i>Jawatankuasa Micro Credential Universiti</i>)	Chairman	1 July 2020	30 Jun 2021
36	Coordination Task Force Academic Program of Universiti Teknologi Malaysia (<i>Task Force Penyelarasan Program Akademik Universiti Teknologi Malaysia</i>)	Chairman	1 September 2020	28 February 2022
37	Executive Member Deputy Vice Chancellor Academic and International (<i>Jawatankuasa Eksekutif Jabatan Timbalan Naib Canselor Akademik & Antarabangsa</i>)	Committee	1 November 2020	30 Oktober 2022
38	Evaluator UTM Encouragement Grant (<i>Panel Penilai Grant Encouragement Grant UTM</i>)	Committee	13 October 2019	30 October 2019
39	Committee for the International Graduate Conference on Engineering, Science and Humanities (IGCESH 2018) (<i>Urusetia International Graduate Conference on Engineering, Science and Humanities (IGCESH 2018)</i>)	Committee	13 August 2018	15 August 2018
40	Organizing Committee 3MT, UTM (<i>Urusetia Pertandingan 3-Minute Thesis Competition, UTM</i>)	Committee	1 April 2018	1 April 2018

D. FACULTY APPOINTED COMMITTEE

NO	NAME OF COMMITTEE	ROLE	STARTING DATE	ENDING DATE
1.	Academic Committee, Faculty of Management, UTM (<i>Jawatankuasa Akademik, Fakulti Pengurusan, UTM</i>)	Committee	1 September 2013	30 March 2015
2.	Doctoral Degree Committee, Faculty of Management, UTM (<i>Jawatankuasa Program Doktor Falsafah, Fakulti Pengurusan, UTM</i>)	Committee	1 March 2015	28 February 2017
3.	Jury for 3-Minutes Competition (<i>Panel Juri Pertandingan 3MT</i>)	Committee	11 February 2015	11 February 2015
4.	Academic Advisor for Bachelor of Management (Marketing) <i>Penasihat Akademik AHIBS bagi pelajar Sarjana Muda Pengurusan (Pemasaran)</i>	Committee	1 Januari 2008	till present
5.	Advisor for Management of Technology Student Society (<i>Penasihat Persatuan Pelajar Pengurusan Teknologi (STRATEGI)</i>)	Head	1 Januari 2013	1 Januari 2015

RESEARCH ACTIVITIES

Summary	
Principal Investigator- International Grants	0 projects (RM0)
Principal Investigator- National Grants	4 projects (RM370,400)
Principal Investigator- UTM Grants	5 projects (RM162,680)
Member- International Grants	0 projects (RM0)
Member- National Grants	2 projects (RM118,329)
Member- UTM Grants	9 projects (RM516,132)

A. AS PRINCIPAL INVESTIGATOR

NO	NAME OF GRANT	CATEGORY OF GRANT (UTM/OTHERS)	TYPE OF GRANT	AMOUNT (RM)	STARTING DATE	ENDING DATE	VOTE NO
1.	Pelan Pembangunan Pascasiswazah 2026-2030	OTHER	MINISTRY OF HIGHER EDUCATION	225,000	1.12.2024	31.8.2025	5L016
2.	UTM-TRG/4 1.3: Business Model For Flexible Learning Implementation At UTM	UTM	Translational Research@Campus	36,000	1.3.2025	28.2.2027	4J762
3.	Hybrid Text Mining Approach for Analysing Textual Descriptions of Tourists Feeling and Experience to Smart Destination Management	OTHER	FRGS	63,200	01.01.2019	31.3.2022	5F068
4.	What People Says About Us? Understanding The Projected Muslim Destination Image Through Tourist Review Via Text Mining in Social Network Analysis	OTHER	The Islamic Tourism Research Grant (ITRG) Awarded by The Ministry of Tourism, Arts and Culture Malaysia	20,200	16.2.2021	16.8.2021	00386
5.	Assessing The Responsiveness & Effectiveness of Malaysian Government Online Presence	UTM	New Academic Staff	18,830	16.3.2009	15.3.2010	3P008
6.	A Study on The Application of Web 2.0 On Promotional Activities by Malaysian Tourism Businesses	UTM	Tier 2	40,000	01.04.2011	31.7.2012	01J22
7.	Drinking Water Filter: Public Perceptions and Profiles of The Accepters	UTM	Flagship	47,850	01.08.2011	31.7.2013	00G06
8.	Instagram Hashtag Content Analysis: What Do They Say About Our Food?	UTM	Tier 1	20,000	01.07.2014	30.6.2015	08H90
9.	Development of Malaysian Consumers Technographic Segmentation	OTHER	FRGS	62,000	01.07.2014	30.6.2016	03194

B. AS A SCIENTIFIC MEMBER

NO	NAME OF GRANT	ROLE	CATEGORY OF GRANT (UTM/OTHERS)	TYPE OF GRANT	AMOUNT (RM)	STARTING DATE	ENDING DATE	VOTE NO
1.	HIR 3.5: Data Driven Student's Learning Framework	Member	UTM	High Impact Grant	37,000	01.04.2018	30.09.2021	02674

2.	UTM-TRG 5.1: Pembangunan Model Perniagaan (Business Model) Produk Edu-Pelancongan Kampus UTM	Member	UTM	Translationa l Research@ Campus	78,60 0	01.08.2019	30.07.2021	01068
3.	UTM-TRG/4 1.0: Personalized Hflex Learning Implementation At Universiti Teknologi Malaysia	Member	UTM	Translationa l Research@	228,0 00	01.08.2019	30.07.2021	00G07
4.	Developing Framework for Sustainable Baba Nyonya Heritage Tourism	Member	UTM	Tier 2	10,00 0	01.08.2019	31.01.2021	00615
5.	Consumption Pattern of Power Saving Market and Application of Marketing Mix Strategy for Electricity Users in Malaysia's Energy Industry	Member	UTM	Flagship	79,20 0	01.08.2011	31.07.2014	01884
6.	Product Innovation and Brand Predicting Preferences by Generation Y	Member	Fundamental Research Grant Scheme, Ministry of Higher Education	FRGS	84,00 0	16.12.2011	5.03.2013	01110
7.	Branding For SMEs	Member	Permodalan Nasional Berhad	Others	34,32 9	01.01.2014	31.12.2015	4B138
8.	Strengthening Awareness on Tooth Brushing Behaviour Among Students of Tadika Genius Sinar Bakat	Member	UTM	Networking Grant	4,403	01.10.2017	06.04.2018	4X388
9.	Comparative Analysis of Managerial Practices Among SMEs In Malaysia	Member	UTM	Short Term	14,00 0	30.11.1998	30.12.1998	00009
10.	Purchasing Strategy Among Manufacturing in The Southern Region of Malaysia	Member	UTM	Short Term	15,60 0	30.06.1999	30.06.2000	00125
11.	Purchasing In Corporate Strategic Planning	Member	UTM	Short Term	15,00 0	28.2.1999	28.2.2000	71954

COLLABORATION / MOU

NO	NAME OF MOU	LEVEL OF MOU (NATIONAL/ INTERNATIONAL)	STARTING DATE	ENDING DATE
1.	MOU between Faculty of Management and BMW Asia Technology Centre Sdn. Bhd	MOU International	30 March 2015	30 March 2018
2.	MOU between Faculty of Management and Isfahan University	MOU International	11 August 2011	10 August 2014
3.	MOU between Faculty of Management and Tehran University	MOU International	11 August 2011	10 August 2014
4.	MOU between Faculty of Management and University of Burgundy	MOU International	12 December 2017	11 December 2020
5.	MOU between Faculty of Management and ISC Paris	MOU International	12 October 2010	11 October 2013
6.	MOU between UTM-KPT and Nusa Tenggara Barat	MOU International	25 March 2019	24 March 2022
7.	MOU between UTM- NPLUS SRL, Italy	MOU International	30 May 2024	29 May 2029

TEACHING ACTIVITIES

SUMMARY	
Total Credit Hours	205

A. UNDERGRADUATES

Semester	Sem	Subject Code	Subject	Credit Hour	Section
2008/2009	2	SHD1523	Organizational Behaviour	3	01
2008/2009	2	SHD 1513	Principles of Management	3	01
2009/2010	1	SHF 3183	Electronic Marketing	3	01
2009/2010	1	SHF 1113	Principle of Marketing	3	01
2009/2010	2	SHF 2183	Integrated Marketing Communications	3	01
2009/2010	2	SHF 3824	Final Year Project (Report)	4	01
2009/2010	2	SHD1523	Organizational Behaviour	3	01
2010/2011	1	SHF 3183	Electronic Marketing	3	01
2010/2011	1	SHF 3183	Tourism Marketing	3	01
2010/2011	1	SHF 3812	Final Year Project (Proposal)	2	01
2010/2011	2	SHF 3824	Final Year Project (Report)	4	01
2010/2011	2	SHF 2183	Integrated Marketing Communications	3	01
2011/2012	1	SHF 3812	Final Year Project (Proposal)	2	01
2011/2012	1	SHF 3183	Electronic Marketing	3	01
2011/2012	1	SHF 1113	Principle of Marketing	3	01
2011/2012	2	SHF 3812	Final Year Project (Proposal)	2	01
2011/2012	2	SHF 2103	Marketing Information System	3	01
2012/2013	1	SHF 3183	Electronic Marketing	3	01
2012/2013	1	SHF 3812	Final Year Project (Proposal)	2	01
2012/2013	1	SHF 3824	Final Year Project (Report)	4	01
2012/2013	2	SHAF 3103	Tourism Marketing	3	01
2012/2013	2	SHF 3824	Final Year Project (Report)	4	01
2013/2014	1	SHF 2203	Sistem Maklumat Pemasaran II	3	01
2013/2014	1	SHF 3183/ SHAF 3023	Electronic Marketing	3	01
2013/2014	2	SHF 2103	Marketing Information System	3	01
2014/2015	1	SHF 3183/ SHAF 3023	Electronic Marketing	3	01
2014/2015	2	SHF 2103	Marketing Information System	3	01
2015/2016	1	SHAF 3023	Electronic Marketing	3	01
2015/2016	2	SHAF 3103	Tourism Marketing	3	01
2016/2017	1	SHAF 3023	Electronic Marketing	3	01
2016/2017	2	SHAF 3103	Tourism Marketing	3	01
2017/2018	1	SHAF 3023	Electronic Marketing	3	01
2017/2018	2	SHAF 3103	Tourism Marketing	3	01
2018/2019	1	SHAF 3023	Electronic Marketing	3	01
2018/2019	2	SHAF 3103	Tourism Marketing	3	01
2019/2020	1	SBSF 3023	Digital Marketing	3	01
2019/2020	2	SBSF 3103	Tourism Marketing	3	01

2020/2021	1	SBSF 3023	Digital Marketing	3	01
2020/2021	2	SBSF 3103	Tourism Marketing	3	01
2021/2022	1	SBSF 3023	Digital Marketing	3	01
2021/2022	2	SBSF 3103	Tourism Marketing	3	01
2022/2023	1	SBSF 3023	Digital Marketing	3	01
2022/2023	2	SBSF 3103	Tourism Marketing	3	01
2023/2024	1	SBSF 3023	Digital Marketing	3	01 & 02
2023/2024	2	SBSF 3103	Tourism Marketing	3	01
2024/2025	1	SBSF 3023	Digital Marketing	3	01
2024/2025	2	SBSF 3103	Tourism Marketing	3	01

TOTAL CREDIT HOURS: 163 credit hours

B. POSTGRADUATES

Semester	Sem	Subject Code	Subject	Credit Hour	Section
2009/2010	2	MHD 1623	E-Business	3	01
2010/2011	1	MCB 1063	IT Product Marketing and Sales	3	01
2010/2011	2	MHD 1623	E-Business	3	01
2010/2011	2	MCB 1014	IT Business Research & Management System	3	01
2011/2012	2	MCB 1014	IT Business Research & Management System	3	01
2012/2013	1	MCU 1323	Projek II	3	01
2012/2013	2	MHD 1623	E-Business	3	01
2015/2016	1	MHAD 1053	Marketing Management	3	01
2019/2020	2	MBEK 1023	Tourism Management	3	01
2020/2021	2	MBEK 1063	Tourism Marketing	3	01
2023/2024	2	MBEK 1063	Tourism Marketing	3	01
2024/2025	2	MBEV 1023	Tourism Marketing & Innovation	3	01

TOTAL CREDIT HOURS: 42 credit hours

SUPERVISION

Summary	
Main Supervisor – PhD (Graduated)	12
Co-Supervisor – PhD (Graduated)	6
Main Supervisor – PhD (Ongoing)	8
Co-Supervisor – PhD (Ongoing)	2
Main Supervisor- Master by Research (Graduated)	1
Main Supervisor- Master by Research (On-Going)	0
Main Supervisor- Master by Taught Course (Graduated)	4
Main Supervisor- Master by Taught Course (On-Going)	0
Main Supervisor- Master by Mixed-Mode (Graduated)	4
Main Supervisor- Master by Mixed-Mode (On-Going)	0

A. PHD STUDENT - GRADUATED

No.	Name	Title	Date of Graduation	Roles of Supervision
1.	Mojgan Bahrami Samani	The Role of Customer-Linking, Brand Position and New Service Development on Customer Loyalty in Internet Banking.	10/9/2013	Main Supervisor
2.	Zara Pourabedin	The Effect of Persuasive Website Design on Attitude and Intention to Travel in Heritage Destinations.	12/3/2014	Main Supervisor
3.	Hussein Hakimpoor	Strategic Marketing Planning and SMEs' Performance	4/12/2013	Main Supervisor
4.	Salmalina Bt. Salleh	Instagram on Smartphone: The Influence of Photo Cues and Source Credibility on Restaurant Selection Intention	27/1/2021	Main Supervisor
5.	Zahra Ehsani	Role of Customer Perceive Value on CRM Performance in Automobile Industry	6/1/2016	Main Supervisor
6.	Shahram Salavati	Adoption and Implementation of Website among Iranian Hotels	9/11/2015	Main Supervisor
7.	Mahdi Razghandi	Market Orientation Practices in Iran Biotechnology Industry.	16/1/2017	Main Supervisor
8.	Xiong Jia	Multisensory Image as a Construct for Measuring Destination Image in China Ancient Town	5/4/2017	Main Supervisor
9.	Bagher Abbaspour	Website Quality, Customer Emotion and Satisfaction on E-Loyalty in Travel Agencies	4/5/2016	Main Supervisor
10.	Sara Andalib Touchaei	The influence of dispositional resistance to change on seniors' mobile banking adoption in Malaysia	20/2/2020	Main Supervisor
11.	Nur Balqish Binti Hassan	Technographic segmentation using neural network at the Rainforest World Music Festival	27/6/2023	Main Supervisor
12.	Zhao Xue	The impact of TikTok short videos on tourist destination choice	26/3/2025	Main Supervisor

B. PhD STUDENTS – ON GOING

No.	Name	Title	Estimated Date of Graduation	Roles of Supervision
1.	Qin Fan	Analyzing how product demonstration videos impact consumer trust and conversion rates in online shopping.	2027	Main Supervisor
2.	Sathish Kumar A/I Velayuthan	Capturing Moments: The Role of Selfies in Shaping Tourist Experiences and Destination Marketing	2026	Main Supervisor
3.	Munirah Cheong Abdullah	The Impact of Instagram Marketing Strategies on Customer Attraction and Retention in the Cafe Industry	2025	Main Supervisor

4.	Lalla Sanaa El Massin El Fellah	Exploring Sustainable Practices and Their Impact on Guest Satisfaction in the Hospitality Industry	2029	Main Supervisor
5.	Sun Li Heng	Investigating the Role of Gamification in Influencing Travel Decisions and Destination Choice	2029	Main Supervisor
6.	Swarnalata A/P Govindasami	Leveraging Big Data Analytics to Understand and Predict Travel Decision-Making Patterns in the Digital Era	2029	Main Supervisor
7.	Zhang Yifei	Connecting Destinations: Analyzing Data Networking and Tourist Nodes for Enhanced Travel Experiences	2029	Main Supervisor
8.	Liu Meng	Strategic Marketing Approaches for Attracting International Students from China: A Case Study of Higher Education Institutions	2029	Main Supervisor

C. MASTER BY RESEARCH - GRADUATED

No.	Name	Title	Date of Graduation	Roles of Supervision
1.	Zhang Ye	Gender Differences in Instagram Hashtag Use	Research	Main supervisor
2.	Hu Yexinghan	Stakeholder Work for Value Co-creation by Government Tourism Marketers in China	Research	Co-supervisor
3.	Rieke Retnosary	Can Religious Tourism Sustain the Economy of Resident	Research	Co-supervisor

D. MASTER BY MIXED MODE- GRADUATED

No.	Name	Title	Date of Graduation	Roles of Supervision
1.	Ibrahim Ali Mohammed Jumaan	Determinants Of Mobile Internet Service Continuance Use In Malaysia	05/12/2012	Main Supervisor
2.	Solomon Ayodele Oluyinka	The Role of Trust as A Mediator in The Relationship Between Technology Factors and Intention to Accept Internet Banking in Nigeria	06/02/2013	Main Supervisor
3.	Ronak Raessi	The Effect of Marketing Mix on Guest Satisfaction and Guest Retention in Five-Star Hotels	09/04/2014	Main Supervisor
4.	Fakhri Bagirov	The Adoption and Performance of Official Facebook Fan Page (FFP) Among Global Airlines	05/08/2015	Main Supervisor

D. MASTER BY TAUGHT COURSE- GRADUATED

No.	Name	Title	Date of Graduation	Roles of Supervision
1.	Normaisurah Binti Zakaria	A Content Analysis on Theme Parks Post On Instagram in The Time of Covid-19 Pandemic	31/03/2021	Main Supervisor
2.	Lee Khang Xian	Implementation of Marketing Strategy for Innovative Product to Increase Sales of Smart Craft Sdn Bhd	30/03/2022	Main Supervisor
3.	Nurul Syafiqah Binti Ishak	Digital Marketing Strategy for The Government Tourism in Pahang	30/08/2022	Main Supervisor
4.	Tan Tyng Wei	Digital Marketing Strategies in the Pharmaceutical Industry: Enhancing Consumer Engagement and Trust in the Digital Era	29/03/2023	Main Supervisor

UTM POSTGRADUATE EXAMINATION/ VIVA

Summary

PhD Internal Examiner	42
MSc. Internal Examiner	2
Master Mixed Mode	4

A. PhD INTERNAL EXAMINER

NO.	NAME OF STUDENT	TITLE	YEAR
	Abba Kura Goni	Customer Value and Loyalty in Telecommunication Sector in Nigeria	2.8.2025
	Nur Jannah Mohd Esa	A conceptual development for equestrian tourism in Malaysia	23.7.2025
1.	Elya Kurniawati	Digital transformation of MSMEs in Indonesia	29.5.2025
2.	Pu Yibei	Impact Of Subjective Norms, Attitude, Perceived Behaviour Control, Government Campaign, And Brand Experience on Chinese Zillennial Purchase Intention Towards Local Coffee Brands	22.5.2025
3.	Al Balushi Hanan Ahmed Abdallah	Determinants Of Sustainability Performance Through Green Strategies: Evidence From Iso14001 Certified Manufacturing Companies In Malaysia	6.3.2025
4.	Long Junyu	Factors Influencing Chinese Generation Y's Purchase Intention in Live Streaming	19.2.2025
5.	Sun Wei	Enhancing Consumers' eWOM Engagement Intention on the Online Brand community Platform.	20.11.2024
6.	Alharthi Rami Hasheme E	The effect of Repeated exposure of subtle product Placement on the Consumers Implicit and Explicit Brand Attitude.	2.10.2024
7.	Alghamdi, Faten Saleh A	The Mediating Effect of Privacy Protection Policy of Financial Loss and Identity Theft in E-Commerce Among Tourists in Saudi Arabia	9.7.2024
8.	Huo Haiyan	Integrating Health Consciousness, Knowledge, And Innovation Adoption Within the Theory of Planned Behavior in Predicting Organic Food Purchase Intention	5.6.2024
9.	Wan Yulin	Antecedents Of Continuance Usage Intention on Community Group Buying In China	14.1.2024
10.	Zahrani Shaymah	The Economic Impact and Adaptive Strategies of Covid-19 On Umarah Tourism in The Kingdom of Saudi Arabia	21.1.2023
11.	Ayodele Meruin Abubakar	The role of Perceived Satisfaction as Moderator towards Patients Revisit Intentions.	18.12.2023
12.	Siti Aisyah Binti Ya'kob	Indirect Effect of Place Brand Benefits On Intention To Stay Through the Mediation Of Place Brand Image and Place Engagement	6.12.2023
13.	Fatima Batool	Impact of Spiritual Intelligence, Emotional Intelligence and Trust on Organizational Sustainability	13.6.2023
14.	Urooj Zulfikar	The Impact of Destination Image, Tourist Satisfaction, Tourist Experience, Place Attachment, On International Tourist Revisit Intention	25.5.2023
15.	Ahsan Zubair	The Impact of Tourist Perceived Value on Tourist Revisit Intention with Mediating Role of Trust and Perceived Risk and Moderating Role of Positive WOM and Government Initiatives	26.2.2023
16.	Siti Nurhafizah Bt. Ahmad	The Role of social media on the Relationship Between Volunteer Experience and Re-volunteering experience	6.2.2023

17.	Hatem Jasin Zadain Zadain	Impact of Competitive Intelligence on Competitive Advantage in Arab Middle East Banking Industry	18.12.2022
18.	Ahmed H.M. AlSharif	Using Neuromarketing to Better Understand and the Role of Cognitive and Emotional Processes in Advertising	5.12.2022
19.	Ikram Ullah	Impact Of Man-Made and Natural Elements, Community Support, Political and Economy Factor, Psychological Risk, social media On Destination Competitiveness	31.10.2022
20.	Saqib Mahmood	The Effect of Smartphone-Based Social Media Features And Characteristics on Consumers' Engagement In EWOM	27.8.2021
21.	Muhamad Syakir Bin Shukor	Effects of Cynicism and Sustainable Claim of Green Washing Advertisement Toward Environmental Responsible Purchase Behaviour of Energy Efficient Vehicle	25.1.2021
22.	Nornajihah Nadia Binti Hasbullah	The Moderating Roles of Regulatory Focus Message and Fashion Consciousness Towards Sustainable Apparel Purchase Intention	12. 4.2021
23.	Hii Puong Koh	An Information Systems Success Model For E-Earning Post Adoption Using the Fuzzy Analytic Network Process	4.11.2020
24.	Arash Bayat Shahbazi	Modified Technology to Performance Chain Model in Computer Supported Learning Environment	15.6.2020
25.	Seyed Mahdi Hosseini Nasab Astaneh	Enhancing Supply Chain Performance in Automotive Industry Through Supply Chain Integration and Business Analytic	12.8.2020
26.	Tiamiyu Tosin Ahmed	The Influence of Reputation, Price, Trust and Perceived Value on Guest Booking Intention on Airbnb in Malaysia	29.4.2020
27.	Zia Ur Rehman	The Personality Trait Antecedents and Brand Outcomes of Self Enhancement Motives in Branded Clothing Industry of Pakistan	9.10.2019
28.	Masoomah Jafarpour	The Effect of Internet Banking Page Website Quality on Loyalty Through Perceived Value	7.7.2019
29.	Kamisah Binti Kormin	Social Media Marketing of Malaysian Brand	23.12.2018
30.	Hendrikus Kadang	Factors Influencing Tourist's Revisit Intention in Toraja South Sulawesi, Indonesia	25.10.2018
31.	Maryam Kashani Nazari	Determinants of Green Purchase Behaviour Among Malaysian Consumers	13.9.2018
32.	Sayeddeh Parisa Saeidi	Antecedents of Customer Retention in Malaysian Retail Stores	20.8.2018
33.	Lo Ying Tuan	Moderating effect of brand image on relationship quality in chain restaurant industry	26.3.2018
34.	Noorita Binti Mohammad	Consumers' Values on Attitude and Purchase Intention for Organic Personal Care Products	12.2.2018
35.	Setareh Feiz	Customer Lifetime Value in Organizations	25.10.2016
36.	Ghafar Olanrewaju Yusuf	The Relationship Between Big Five Personality and Job Satisfaction Among Nigerian Banks Staff	12.10.2016
37.	Norazryna Binti Mat Dawi	The Influence of Service Quality on Customer Satisfaction and Customer Behavioural Intentions by Moderating Role of Switching Barriers in Satellite Pay TV Market	20.6.2016
38.	Ali Saleh Ali-Ajam	Challenges of Adoption of Internet Banking Service in Yemen	6.5.2014
39.	Kwok See Ying	The Mediation Effect of Value on Experience and Service Quality Toward Satisfaction in Malaysian Tourism Industry	9.5.2015

40.	Normal Jusoh	Fun Beliefs in Digital Games from The Perspective of Human Nature	5.8. 2015
41.	Ameen Mahdi K Alagaga	Consumer's Perception Toward Green PC Acceptance	2013

B. MASTER BY RESEARCH

NO	NAME OF STUDENT	TITLE	YEAR
1.	Low Yun Min	Consumers' Behavioural Intention to Use the Online Hotel Booking	2018
2.	Nafiseh Eshghi Golbaz	Consumer satisfaction and loyalty in hypermarket industry	2014

C. MASTER BY MIXED-MODE

NO	NAME OF STUDENT	TITLE	YEAR
1.	Juliyana binti Jamil	The Moderating Role of Brand Knowledge on Loud Luxury Brand's Purchase Intention in Malaysia	2018
2.	Roslin Binti Abdul Rahim	The Effect of Electronic Word of Mouth (eWOM) Review Adoption on Green Purchase Intention	2017
3.	Suhaili Bin Md. Tarmudi	Packaging Attributes Influences Consumer Buying Behaviour on Stationery Products	2016
4.	Intan Nursyazwani Binti Sallehuddin	The determinants of e-commerce website quality and Hotel Service Quality towards Customer Satisfaction	2016

EXTERNAL EXAMINATION/ VIVA

SUMMARY	
PhD External Examiner	6
MSc. External Examiner	0

NO	UNIVERSITY	NAME OF STUDENT	TITLE	YEAR
1.	Universiti Teknologi MARA	Hasman Bin Abdul Manan	Examining Factors Affecting Receptiveness of Non-Muslim Country's Halal Food Product by Urban Malay Muslims	2017
2.	University Brunei Darussalam	Muhammad Talha Salam	Muslim Millennial's Attitude towards Fashion Advertising	2018
3.	Macquarie University, Australia	Omid Moghimian Borujeni	Developing a value creation framework in the sharing economy	2022

4.	University Brunei Darussalam	Dayangku Alizah Nurul Ita Binti Pengiran Haji Ali	Marketing Capital and Marketing Job Performance: The Moderating Effects of Marketer Empowerment and Role Clarity	2023
5.	Universiti Sains Malaysia	Dina Mardhatilah	The Influence of Firm Generated Content (FGC) and Consumer Brand Engagement on Brand Loyalty in Indonesia Local Coffee Chains	2024
6.	Universiti Sains Malaysia	Ibrahim Gondah Male	Motivational Drivers that Influence Online Purchase Intention of Fashion Clothing in Nigeria: The Mediating Role of Consumers' Commitment	2025
7.	Universiti Utara Malaysia	Zheng Chuan	Influence of Customer-Based Brand Equity Components on Electric Vehicle Purchase Intention: Attitude Mediation and Perceived Price Moderation	2025

PUBLICATIONS

Summary	
ISI Article/Journal	16
Scopus Article/Journal	10
ERA Article/Journal	
Non-Indexed Article/Journal	10
Indexed Conference Proceedings	52
Book Chapters	8
Original Book	6
Classified/Technical /Expert Report/Modules	13
Policy Paper	2

1. Article: WOS, SCOPUS & ERA

No.	TITLE & DOI	E-ISSN/ISSN	YEAR	IMPACT FACTOR	CATEGORY	QUARTILE
1.	Xue, Z., Hashim, N. H., & Hassan, N. B. (2024). Transitioning from Green Screens to Green Scenes: Exploring How Short Videos Influence Gen Z's Choice of Eco-Conscious Travel Destinations. <i>Journal of Infrastructure, Policy and Development</i> , 8(4), 4701-4725. https://doi.org/10.24294/jipd.v8i4.4701	ISSN: 2572-7923 eISSN: 2572-7931	2024	1.0	WOS	Q4
2.	Hassan, N. B., & Hashim, N. H. (2024). Technographic segmentation of smartphone usage at the Rainforest World Music Festival. <i>International Journal of Event and Festival Management</i> , 15(13), 377-393. https://doi.org/10.1108/IJEFM-11-2023-0085	ISSN: 1758-2954 e-ISSN: 1758-2962	2024	2.6	WOS	Q2
3.	Abdullah, M. C., Hashim, N. H., & Md Salleh, N. Z. (2024). Storytelling in marketing – A bibliometric viewpoint. <i>International Journal of Academic Research in Business and Social Sciences</i> , 14(13), 2312-2324.	2222-6990	2024	-	ERA	-

	https://doi.org/10.6007/IJARBSS/v14-i12/24192					
4.	Sharumathi, A. A., Abdul Wahab, S. R., Thangal, T. B. T. K. M., Yoo, D., Mija, S., & Hashim, N. H. (2024). Exploring the role of organizational culture on job performance in Western Peninsular Malaysia. <i>International Journal of Academic Research in Business and Social Sciences</i> , 14(9). https://doi.org/10.6007/IJARBSS/v14-i9/22675	2222-6990	2024	-	ERA	-
5.	Touchaei, S A., & NH Hashim. (2023). The Antecedents of Mobile Banking Adoption among Senior Citizens in Malaysia. <i>International Journal of Human–Computer Interaction</i> , 1-18. DOI: 10.1080/10447318.2022.2161236	ISSN:1044-7318 eISSN:1532-7590	2023	4.95	WOS	Q1
6.	NB Hassan, NH Hashim, KH Padil, N Bakhary (2022). Uncertainties: An investigation of aleatory and epistemic errors in market segmentation analysis. <i>Journal of Convention & Event Tourism</i> , 1-31. DOI: 10.1080/15470148.2022.2089796	Print ISSN: 1547-0148 eISSN: 1547-0156	2022	0.4	WOS	Q3
7.	Salleh, S., and Hashim, N. H. (2022). The Mediating Effect of Perceived Diagnosticity on eWOM Elements and Restaurant Selection Intention. <i>International Journal of Academic Research in Business and Social Sciences</i> . 12(7), 565 – 584. DOI:10.6007/IJARBSS/v12-i7/14091	2222-6990	2022	-	ERA	-
8.	Bakar, A., Khan, H., Hashim, N. H., & Lee, R. (2021). The Strange Bedfellows of Packaging Cues and Religiosity. <i>Journal Of Global Scholars of Marketing Science</i> , 1-14. DOI:10.1080/21639159.2021.1885302	ISSN: 2163-9159 eISSN: 2163-9167	2021	0.01	WOS	Q3
9.	Jumaan, I. A., Hashim, N. H., & Al-Ghazali, B. M. (2020). The Role Of Cognitive Absorption In Predicting Mobile Internet Users' Continuance Intention: An Extension Of The Expectation–Confirmation Model. <i>Technology In Society</i> , 63, 101355. DOI:10.1016/j.techsoc.2020.101355	ISSN 0160-791X eISSN 1879-3274	2020	4.192	WOS	Q1
10.	Shahabuddin, A. S. M., Abd Sukor, M. E., & Hashim, N. H. (2020). Product-Centric Halal Business: A Critique From An Islamic Perspective. <i>Journal Of Islamic Marketing</i> .11(6), pp. 1-14. DOI: 10.1108/jima-06-2019-0129	ISSN 1759-0833 eISSN 1759-0841	2020	0	WOS	-
11.	Anis, S. N. M., Khan, A., Rasli, A., Hashim, N. H., Arshad, A. S. M., & Handayani, W. (2020). Entrepreneurial Orientation From The Perspective Of Malaysian Public Sector Employees. <i>Journal Of Critical Reviews</i> , 7(12), 2392-2398.	ISSN- 2394-5125	2020	0	SCOPUS	0
12.	Baghirov, F., Zhang, Y., & Hashim, N. H. (2019). Facebook Fan Page Management For Global Airlines. 74 (3), <i>Tourism Review</i> . DOI:10.1108/TR-03-2018-0045	ISSN 1660-5373 EISSN 1759-8451	2019	5.947	WOS	Q2

15.	Ye, Z., Hashim, N. H., Baghirov, F., & Murphy, J. (2018). Gender Differences In Instagram Hashtag Use. <i>Journal Of Hospitality Marketing & Management</i> , 27(4), 386-404. DOI:10.1080/19368623.2018.1382415	ISSN 1936-8623 EISSN 1936-8631	2018	7.022	WOS	Q1
18.	Anis, S. N. M., Hashim, N. H., & Rasli, A. M. (2016). Marketing For Non-Marketers: Inclinations Towards Market Orientation Among Public University Librarians. <i>International Review of Management And Marketing</i> , 6(4), 143-149.	ISSN: 2146-4405	2016	-	SCOPUS	-
19.	Anis, S. N. M., Rasli, A. M., & Hashim, N. H. (2016). Through The Looking Glass: Enhancing Public University Librarians' Entrepreneurial Competencies In Facing The Impact Of Globalization. <i>International Review of Management And Marketing</i> , 6(4S), 70-79.	ISSN: 21464405	2016	-	SCOPUS	-
20.	Mas'od, A., Sulaiman, Z., Hashim, N. H., & Khalifah, Z. (2016). The Moderating Role Of Integrated Persuasive Communication Messages Towards Pro-Environmental Behaviour. <i>Social Sciences (Pakistan)</i> , 11(20), 4924-4931. DOI:10.3923/Sscience.2016.4924.4931	ISSN: 1818-5800	2016	-	SCOPUS	-
21.	Xiong, J., Hashim, N. H., & Murphy, J. (2015). Multisensory Image As A Component Of Destination Image. <i>Tourism Management Perspectives</i> , 14, 34-41. DOI:10.1016/J.Tmp.2015.03.001	ISSN 2211-9736 EISSN 2211-9744	2015	6.586	WOS	Q1
22.	Salavati, S., & Hashim, N. H. (2015). Website Adoption And Performance By Iranian Hotels. <i>Tourism Management</i> , 46, 367-374. DOI:10.1016/J.Tourman.2014.07.017	ISSN 0261-5177 EISSN 1879-3193	2015	10.967	WOS	Q1
26.	Hashim, N. H., Murphy, J., Doina, O., & O'Connor, P. (2014). Bandwagon And Leapfrog Effects In Internet Implementation. <i>International Journal of Hospitality Management</i> , 37, 91-98. DOI:10.1016/J.Ijhm.2013.10.012	ISSN 0278-4319 EISSN 1873-4693	2014	9.237	WOS	Q1
28.	Bajuri, N. H., Chakravarty, S., & Hashim, N. H. (2014). Analysis Of Corporate Control: Can the Voting Power Index Outshine Shareholding Size? <i>Asian Academy of Management Journal Of Accounting & Finance</i> , 10(1).	ISSN 1823-4992	2014	-	ERA	-
29.	Bakar, A., Lee, R. and Hashim, N.H. (2013), "Parsing religiosity, guilt and materialism on consumer ethics", <i>Journal of Islamic Marketing</i> , Vol. 4 No. 3, pp. 232-244. https://doi.org/10.1108/JIMA-04-2012-0018	ISSN: 1759-0833	2013	-	SCOPUS	-
34.	Ismail, A. F., Hashim, N. H., Gemignani, G., & Murphy, J. (2011). Leapfrogging And Internet Implementation By Tourism Organizations. <i>Information Technology & Tourism</i> , 13(3), 177-189. DOI:10.3727/109830512X13283928066797	ISSN 1098-3058	2012	-	SCOPUS	-
35.	Hashim, N. H., Murphy, J., Purchase, S., & O'Connor, P. (2010). Website And Email Adoption By Malaysian	ISSN 0278-4319 EISSN	2010	9.237	WOS	Q1

	Hotels. <i>International Journal Of Hospitality Management</i> , 29(1), 194-196. DOI:10.1016/J.ljhm.2009.05.003	1873-4693				
36.	Murphy, J., Hashim, N. H. , & O'Connor, P. (2007). Take Me Back: Validating The Wayback Machine. <i>Journal Of Computer-Mediated Communication</i> , 13(1), 60-75. DOI:10.1111/J.1083-6101.2007.00386.X	ISSN 1083-6101	2007	5.41	WOS	Q1
37.	Hashim, N. H. , Murphy, J., & Hashim, N. (2007). Islam And Online Imagery On Malaysian Tourist Destination Websites. <i>Journal Of Computer-Mediated Communication</i> , 12(3), 1082-1102. Doi.Org/10.1111/J.1083-6101.2007.00364.X	ISSN 1083-6101	2007	5.41	WOS	Q1
39.	Hashim, N. H. , & Murphy, J. (2007). Branding On the Web: Evolving Domain Name Usage Among Malaysian Hotels. <i>Tourism Management</i> , 28(2), 621-624. DOI:10.1016/J.Tourman.2006.09.013	ISSN 0261-5177 EISSN 1879-3193	2007	10.967	WOS	Q1

2. NON-INDEXED

No.	TITLE & DOI	E-ISSN/ ISSN	YEAR
1.	Andalib, S., & Hashim, N. H. (2018). The Influence of Dispositional Resistance to Change on Seniors' Mobile Banking Adoption in Malaysia. <i>Journal Of Soft Computing And Decision Support Systems</i> , 5(6), 1-12.	EISSN: 2289-8603	2019
2.	Baharun, R., Nikbin, D., Hashim, N. H., & Awang, Z. (2016). Product Innovation and Brand Predicting Preferences and Mediating Role Of Brand Personality By Generation Y In Communication Industry. <i>International Information Institute (Tokyo). Information</i> , 19(7B), 2887.	ISSN: 1343-4500 EISSN: 1344-8994	2016
3.	Razghandi, M., Hashim, N. H., & Ahmadi, H. (2016). Co-Opetition Strategy and Its Relationship With Responsive And Proactive Market Orientation In Iranian Biotechnology Industry. <i>Journal Of Soft Computing and Decision Support Systems</i> , 3(2), 1-10.	EISSN: 2289-8603	2016
4.	Zhang, Y., Baghirova, F., Hashim, H., & Murphy, J. (2016). <i>Gender and Instagram hashtags: A study of #Malaysianfood</i> . Paper presented at ENTER 2016 Conference, eTourism Research.	EISSN: 2289-8603	2016
5.	Ehsani, Z., & Hashim, N.H. (2015). Effect Of Customer Perceived Value on Customer Relationship Management Performance. <i>International Journal of Science, Commerce and Humanities</i> , 3(1), 139-146.	ISSN: 2053-5295	2015
6.	Khalifah, Z., Bing, W. C., & Hashim, N. H. (2014). The Influence of Website Quality On Customer E-Satisfaction In Low Cost Airline. <i>International Journal of Information and Communication Engineering</i> , 8(11), 3457-3463.	ISSN: 2010-376X	2014
7.	Salleh, N. Z. M., Hamid, A. B. A., Hashim, N. H., & Omain, S. Z. (2014). The Practice of Shariah-Compliant Hotel In Malaysia. <i>International Journal of Trade, Economics and Finance</i> , 5(1).	ISSN 2010-023X	2014
8.	Baharun, R., Hashim, N. H., & Sulong, N. Z. (2014). Exploring The Relationship Between Benefit, Satisfaction and Loyalty Among Unit Trust's Retail Investors. <i>World Applied Sciences Journal</i> , 31(4), 439-443.	ISSN: 1818-4952 EISSN: 1991-6426	2014
9.	Khalifah, Z., Wong, C. B., & Hashim, N. H. (2013). A Review of Website Quality Framework for Low-Cost Carrier. <i>American Journal of Economics</i> , 3(5C), 143-149. DOI: 10.5923/C.Economics.201301.24	ISSN: 2166-4951 E-ISSN: 2166-496X	2013
10.	Hashim, N. H. (2012). Email As A Customer Service Tool: An Investigation Into Email Reply Quality Of Malaysian Hotels. <i>Asia-Pacific Journal of Innovation In Hospitality And Tourism APJIHT</i> , 1(2), 165-178.	ISSN 2289-1471	2012

3. CONFERENCE PROCEEDINGS

No.	Title
1	Velayuthan, S. K., & Hashim, N. H. (2022, September). Information Authenticity and Tourism Destination Image Formation through Computer-Mediated Communication: A Proposed Framework. In Proceedings (Vol. 82, No. 1, p. 82).
2	Velayuthan, S. K., & Hashim, N. H. (2022, September). Validating the Instrument Measuring the Influence of Information Authenticity and Travel Selfies on Malaysian Online Destination Images. In Proceedings (Vol. 82, No. 1, p. 81).

3.	Velayuthan, S. & Hashim, N.H. (10-13 May 2021). "Online Tourism Destination Image Formation: The Role of Travel Selfies, Information Authenticity and Interaction Intensity" at the Global Conference on Services And Retail Management, University of South Florida.
4	Velayuthan, S. & Hashim, N.H. (18-19 August 2020). "Travel Selfies: A New Avatar for Tourist Destination Marketing" at the 8th International Graduate Conference on Engineering, Science and Humanities, Universiti Teknologi Malaysia. p.489
5.	Abdullah, M.C. & Hashim, N.H. (18-19 August 2020). "Storytelling and its Application in Marketing" at the 8th International Graduate Conference on Engineering, Science and Humanities, Universiti Teknologi Malaysia.
6	Velayuthan, S. & Hashim, N.H. (29-30 January 2019). "Travel Selfies, eWOM and Big data Analysis : A proposed Concept for destination marketing" at th 6th International Conference on Innovation Strategies for Revolutionizing the Businesses. Universiti Sains Malaysia, Penang. p. 31
7	Velayuthan, S. & Hashim, N.H. (26-27 November 2019). "Online Computer-Mediated Communication: The Role of Information Authenticity on Tourism Destination Image Formation" at the International Conference on Media and Society (iC-MAS), Universiti Malaysia Sarawak. Pg. 43
8	Hassan, N., Hashim, N.H. , Bakhary, N., and Padhil, H. (31 October – 1 November 2019). "Technographic Segmentation Using Neural Network at the Rainforest World Music Festival" at the 3 rd Hospitality and Tourism Conference, Universiti Teknologi MARA (UiTM) (Awarded Best Paper Award)
9	Abdullah, M.C. & Hashim, N.H. (18-19 August 2020). "Storytelling Technique in Tourism and Hospitality Marketing: A review of 15-years of research" at the ASEAN Post Graduate Conference, Universiti Malaya.
10	Hassan, N. & Hashim, N.H. (18-20 September 2017). "A Review of Market Segmentation on Events and Festivals from 1996 to 2017", International Conference on E-Commerce (ICoEC), Universiti Utara Malaysia.
11	Hassan, N. and Hashim, N.H. (31 st May -2 nd June, 2018), "Segmenting Cultural Festival Visitors Profile Based on Mobile Consumption using the Artificial Neural Network" at the Asia Pacific CHRIE, Sun Yat-Sen University, Guangzhou.
12	Salleh, S., Hashim, N.H. , and Murphy, J. (2-5 February 2016), "The Role of Information Quality, Visual Appeal and Information Facilitation in Restaurant Selection Intention" at the <i>Information and Communication Technologies in Tourism 2015, proceedings of ENTER 2016</i> , Bilbao, Spain.
13	Salleh, S., Hashim, N.H. , and Murphy, J. (6-9 February 2015), "Instagram Marketing: A Content Analysis of Top Malaysian Restaurant Brand" at the <i>Information and Communication Technologies in Tourism 2015, proceedings of ENTER 2015</i> , Lugano, Switzerland.
14	Salleh, S., Hashim, N.H. , and Murphy, J. (21-24 May 2014), "Instagram on Smartphone: The Influence of Photo Cues and Source Credibility on Restaurant Selection Intention" at the 12 th Asia Pacific CHRIE (APACHRIE) Conference, Kuala Lumpur.
15	Jia, X., Hashim, N.H. , and Murphy, J. (21-24 May 2014), "Destination Image: Development of Multisensory Image for Ancient Town Tourism" at the 12 th Asia Pacific CHRIE (APACHRIE) Conference, Kuala Lumpur.
16	Ye, Z., Baghirova and Hashim, N.H. (21-24 May 2014), "The Role of Travel Experience and Gender on the Selection of Travel Information Sources" at the 12 th Asia Pacific CHRIE (APACHRIE) Conference, Kuala Lumpur.
17	Mas'od, A., Hashim, N.H. , Sulaiman, Z. and Khalifah, Z. (15-16 October 2014), "The Moderating Role Of Campaign Frequency On Plastic Shopping Bags Consumption" at the International Symposium on Research in Innovation and Sustainability, Melaka, Malaysia.
18	Jia, X. and Hashim, N.H. (29-30 June 2013), "Assessment and Measurement of Destination Image" at Global Conference for Academic Research on Economics and Business Management, Kuala Lumpur.
19	Khalifah, Z., Chiet Bing, W. and Hashim, N.H. (29-30 June 2013), "A Review of Quality Framework for Low-Cost Carrier" at Global Conference for Academic Research on Economics and Business Management, Kuala Lumpur. Murphy, J., Hashim, N.H. and Md.Noor, I.N. (15-17 December 2013), "A Conceptual Framework on the Evolution of Social Networks Sites Usage" at <i>World Research Summit for Tourism and Hospitality</i> , Florida.
20	Ismail, A.F., Murphy, J. and Hashim, N.H. (15-17 December 2013), "Facebook Fan Page Implementation Measures" at <i>World Research Summit for Tourism and Hospitality</i> , Florida.
21	Jia, X. and Hashim, N.H. (2012, 28 November – 1 December), "The Incorporation of Conative and Multi-sensory Image into Multi-faceted Destination Image Assessment" at 4 TH Asia-Euro Conference 2012 In Tourism, Hospitality & Gastronomy, Kuala Lumpur.
22	Md. Noor, I. N. and Hashim, N.H. (2012, 28 November – 1 December), "A Theoretical Framework on Adoption and Implementation of Social Networks Sites by Malaysian Hotels" at 4 TH Asia-Euro Conference 2012 In Tourism, Hospitality & Gastronomy, Kuala Lumpur.

23	Tan, S.S. and Hashim, N.H. (2012, 28 November – 1 December), "An Investigation on National Tourism Websites for Promoting Food Tourism In Asean Nation" at 4 TH Asia-Euro Conference 2012 In Tourism, Hospitality & Gastronomy, Kuala Lumpur.
24	Hakimpoor, H., Hashim, N. H. , & Nakhaei, H. (2012). Marketing Networking Dimensions and SMEs' Performance. <i>International Proceedings of Economics Development and Research</i> , 57, 122.
25	Salavati, S., & Hashim, N. H. (2011, March). An investigation on website adoption and performance on Iranian hotels. In <i>2nd International Conference on Business and Economic Research Proceeding</i> (pp. 501-510).
26	Hashim, N.H. and Goloshejerdi, F.(2011, 10-13 December), "Discourse Analysis of Iranian Tourism Literature" World Research Summit for Tourism and Hospitality, Hong Kong
27	Hashim, N.H. and Subramaniam, S.(2011, 10-13 December), "An Evaluation of Information Content on National Tourism Websites for Promoting Ecotourism Destinations" World Research Summit for Tourism and Hospitality, Hong Kong.
28	Hashim, N.H. , Syed Ahmad, S.F., Ismail, F (2011, 10-13 December), "Destination Branding: Slogans and Photos as Visual and Verbal Cues on tourism Websites" World Research Summit for Tourism and Hospitality, Hong Kong.
29	Salavati, S., & Hashim, N. H. (2011, March). An Investigation On Website Adoption And Performance On Iranian Hotels. In <i>2nd International Conference on Business And Economic Research Proceeding</i> (Pp. 501-510)
30	Samani, M. B., Hashim, N. H. , Golbaz, N. E., & Khani, N. (2011). A Proposed Model of Lifestyle And Store Attributes For Hypermarkets' loyalty. In <i>2nd International Conference on Business And Economic Research (2nd ICBER)</i> (Pp. 939-944).
31	Hashim, N.H. & Wan Mohamad, W.M. (2010, 15-16 March), " <i>The Effectiveness of Email Use By Malaysian Government Ministries</i> " International Conference on Business and Economic Research, Kuching, Sarawak.
32	Md Salleh, N., Hashim, N. H. and Abdul Hamid, A.B. (2010, 24-26 November), " <i>Issues and Challenges in Malaysian Hotel Operations</i> " 3 rd Asia Euro Tourism, Hospitality and Gastronomy Conference, Subang Jaya, Malaysia.
33	Abou Bakar, A.S.; Lee, R.; and Hashim, N.H. (2010, 29-30 November), " <i>The Mediating Role of Guilt on Religiosity Dimensions and Consumer Ethics</i> " 1 st International Conference on Islamic Marketing and Branding, Kuala Lumpur.
34	Hashim, N.H. (2009, 28-30 May). <i>Website Design and Email Reply Quality: Does Age Matters?</i> Paper presented at the 7 th Asia-Pacific (APacCHRIE) Conference, Singapore.
35	Syed Ahmad, S. F., Hashim, N.H., & Murphy, J. (2009, 28-30 May). <i>Travel Research and Sharing through User Generated Content</i> . Paper presented at the 7 th Asia-Pacific (APacCHRIE) Conference, Singapore.
36	Syed Ahmad, S. F., Hashim, N.H., Ismail, A.F., & Murphy, J. (2009, 28-30 May). Travel Word of Mouth Norms on User Generated Content Sites. Paper presented at the 7 th Asia-Pacific (APacCHRIE) Conference, Singapore.
37	Ismail, A.F.; Hashim, N.H.; Schegg, R. & Murphy, J. (2009,30 November - 2 December) "Internet Implementation Leapfrogging and Website Performance," <i>Australian & New Zealand Marketing Academy Conference</i> , Melbourne. (Awarded Best Paper Award) .
38	Hashim, N. H., Ahmad, S. F. S., & Murphy, J. (2008). Evolving Internet use by Malaysian hotels. In <i>Information and Communication Technologies in Tourism 2008</i> (pp. 303-312). Springer, Vienna.
39	Hashim, N. H., Syed Ahmad, S. F., & Murphy, J. (2008). Evolving Internet Use by Malaysian Hotels. In P. O'Connor, W. Hoepken & U. Gretzel (Eds.), <i>Information and Communication Technologies in Tourism 2008, proceedings of ENTER 2008</i> . Innsbruck, Austria: Springer-Verlag.
40	Syed Ahmad, S. F., Hashim, N. H., Zubairi, Y. Z., & Murphy, J. (2008, 21-24 May). <i>An Exploratory Study of Digital Word of Mouth (WOM) in Travel by Malaysian Women</i> , Paper presented at the 6th Asia-Pacific (APacCHRIE) Conference, Perth, Western Australia.
41	Hashim, N. H., Kassim, A., & Murphy, J. (2008, 21-24 May). <i>Investigating the Relationship between Business Strategic Types and Website Use</i> . Paper presented at the 6th Asia-Pacific (APacCHRIE) Conference Perth, Western Australia.
42	Hashim, N. H., Syed Ahmad, S. F. & Murphy, J. (2008, 21-24 May). <i>An Evaluation of Email Adoption and Implementation by Malaysian Hotels</i> . Paper presented at the 6th Asia-Pacific (APacCHRIE) Conference Perth, Western Australia.
43	Hashim, N. H. (2007). <i>Internet Evolution: A Case Study of Malaysian Hotel Industry</i> . Paper presented at the Council for Australian University Tourism and Hospitality Education, Manly, Sydney.
44	Hashim, N. H., Hofacker, C. F., Singh, S., Lu, S., & Md Said, S. (2007). The Relationship between Business Strategy and Internet Evolution: Investigating the Miles and Snow Typology. In M. Sigala, L. Mich & J. Murphy (Eds.), <i>Information and Communication Technologies in Tourism 2007, proceedings of ENTER 2007</i> (pp. 457-468). Ljubljana, Slovenia: Springer-Verlag.

45	Hashim, N. H., Murphy, J., & Kassim, A. (2007, 14-17 February). <i>Promoting Destinations: Website and eMail Use by ASEAN Countries</i> . Paper presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE), Sydney.
46	Hashim, N. H., Murphy, J., & Law, R. (2007). A Review of Hospitality Website Design Frameworks. In M. Sigala, L. Mich & J. Murphy (Eds.), <i>Information and Communication Technologies in Tourism 2007, proceedings of ENTER 2007</i> (pp. 219-230). Ljubljana, Slovenia: Springer-Verlag.
47	Hashim, N. H., Murphy, J., & O'Connor, P. (2007). Take Me Back: Validating the Wayback Machine as a Measure of Website Evolution. In M. Sigala, L. Mich & J. Murphy (Eds.), <i>Information and Communication Technologies in Tourism 2007, proceedings of ENTER 2007</i> (pp. 435-446). Ljubljana, Slovenia: Springer-Verlag
48	Hashim, N. H., Murphy, J., & Law, R. (2007, January). A review of hospitality website design frameworks. In <i>ENTER</i> (pp. 219-230).
49	Hashim, N. H., Hofacker, C. F., Lu, S., Singh, S., & Said, S. M. (2007). The relationship between business strategy and internet evolution: Investigating the Miles and Snow typology. In <i>Information and Communication Technologies in Tourism 2007</i> (pp. 457-468). Springer, Vienna.
50	Hashim, N. H., Olaru, D., Scaglione, M., & Murphy, J. (2006). A Theoretical Framework of Factors Relating to Internet Adoption by Malaysian Hotels. In M. Hitz, M. Sigala & J. Murphy (Eds.), <i>Information and Communication Technologies in Tourism 2006, proceedings of ENTER 2006</i> (pp. 196-209). Lausanne, Switzerland: Springer-Verlag.
51	Hashim, N. H., Lee, R., & Murphy, J. (2006, 13-14 July). <i>A Framework for Investigating the Components of Hotel's Loyalty Programmes</i> . Paper presented at the International Conference of Business and Information, Singapore.
52	Baharun, R., Abdul Hamid, A. B., & Hashim, N. H. (2004, 26-29 September). <i>Government Support and the SME: Role of Government Support in Managerial Practices amongst SMEs</i> . Paper presented at the SEAANZ, Queensland University of Technology, Queensland, Australia.

3. Book Chapter

No.	Title
1.	Hashim, N.H. Instagram Addiction and Its Relationship to Big Five Personality Traits Among Undergraduates In Malaysia. (2022) in Management and Research Application, 11-24. UTMPress.
2.	Hashim, N. H. (2016).The Adoption And Implementation Of Social Networking Sites Among Malaysian Hotels, Advances In Management And Business Research, 29-44, UTMPress
3.	Hashim, N. H. (2008). Internet Evolution: A Case of Malaysian Hotel Industry. In N. H. Hashim, A. S. Shamsuddin & A. B. Hamid (Eds.), <i>Application and Issues in E-Business</i> (Vol. 1, pp. 139-158). Johor Bahru: Penerbit UTM.
4.	Hashim, N. H., & Murphy, J. (2008). Branded Domain Name as an Online Marketing Tool: A Case Study in Hospitality Industry. In N. H. Hashim, A. S. Shamsuddin & A. B. Hamid (Eds.), <i>Application and Issues in E-Business</i> (Vol. 1, pp. 71-80). Johor Bahru: Penerbit UTM.
5.	Hashim, N. H., & Murphy, J. (2008). Online Destination Marketing: A Case Study of Malaysia. In N. H. Hashim, A. S. Shamsuddin & A. B. Hamid (Eds.), <i>Application and Issues in E-Business</i> (Vol. 1, pp. 119-138). Johor Bahru: Penerbit UTM.
6.	Hashim, N. H. (2008). Diffusion of Innovations: Adoption and Use of Websites and Email among Malaysians Hotels. In N. H. Hashim, A. S. Shamsuddin & A. B. Hamid (Eds.), <i>Application and Issues in E-Business</i> (Vol. 1, pp. 39-56). Johor Bahru: Penerbit UTM.
7.	Hashim, N. H., Murphy, J., & Law, R. (2008). A Meta Analysis on Website Design for the Hospitality Industry. In N. H. Hashim, A. S. Shamsuddin & A. B. Hamid (Eds.), <i>Application and Issues in E-Business</i> (Vol. 1, pp.1-20). Johor Bahru: Penerbit UTM.
8.	Huam, H. T., Ang, M. C. H., Jantan, M., & Hashim, N. H. (2008). An Examination of the Relationship between Student Satisfaction and Academic Performance. In Abu Bakar Hamid, Noor Hazarina Hashim & A. S. Shamsuddin (Eds.), <i>Customer Satisfaction and Service Quality: Challenges and Issues in Malaysia</i> (Vol. 1). Johor Bahru: Penerbit UTM.

4. Books

No.	Title
1.	Salleh, S & Hashim, N.H. (2023). Electronic Word of Mouth for Foodservice Practitioners. UTM Press.
2.	Salleh, N. Z. M., Hamid, A. B. A., & Hashim, N. H. (2019). Positioning Islamic hotel tourism: A new perspective. Partridge Publishing Singapore.
3.	Kotler, G., Armstrong, G., Abdul Hamid, A. B., Shamsuddin, A. S., Baharun, R., Hashim, N. H. , & Huam, H.T. (2010), ISBN: 978-967-349-048-6, <i>Principles of Marketing</i> . Kuala Lumpur: Pearson Malaysia
4.	Abdul Hamid, A. B., Shamsuddin, A. S., Khayon, M., Hashim, N. H. , Baharun, R., & Sh Ahmad, F. (2007). ISBN: 983-3850-04-9, <i>Principles of Marketing: A Global Perspective</i> . Kuala Lumpur: McGrawHill Malaysia.
5.	Zaidin, N., Abd. Hamid, A. B., Hashim, N. H. , Khayon, M., Sh Ahmad, F., Md. Salleh, N. Z., et al. (2004). ISBN: 0071246711, <i>Cases in Marketing: A Malaysian Perspective</i> . Kuala Lumpur: McGrawHill Malaysia.
6.	Abdul Hamid, A. B., Shamsuddin, A. S., Khayon, M., Hashim, N. H. , Baharun, R., & Sh Ahmad, F. (2003). ISBN: 983-3850-04-9, <i>Prinsip Pemasaran: Perspektif Global</i> . Kuala Lumpur: McGrawHill Malaysia.

5. Expert/Technical Report

No.	Title
1.	Garis Panduan Pemakaian Pelaksanaan Penilaian Peringkat Pertama Doktor Falsafah Dan Sarjana Falsafah UTM (2024)
2.	Garis Panduan Pemakaian Syarat Penyeliaan Baharu Mengikut Standard Kedoktoran Dan Sarjana Mqa 2022 UTM (2024)
3.	Pembangun Garis Panduan Penggunaan Teknologi Kecerdasan Buatan Generatif Dalam Pengajaran Dan Pembelajaran Utm UTM (2024)
4.	Title: Strategic Review of The Malaysian Tourism Industry Policy and Implementation Client: Kementerian Pelancongan Malaysia (MOTOUR) Year: 2013 Type of Report: Inception, Interim and Final Report
5.	Title: Pelan Induk Pelancongan Negeri Johor, 2012 – 2021 Client: UPEN Johor Year: 2012 Type of Report: Inception, Interim and Final Report
6.	Title: Pelan Penjenamaan Semula Bandar Penawar dan Desaru Client: Lembaga Kemajuan Johor Tenggara (KEJORA) Year: 2011 Outcome: Pelan Penjenamaan Semula Bandar Penawar dan Desaru

6. Policy Paper

No.	Title
1.	Title: National Tourism Policy 2020-2050 Client: Kementerian Pelancongan Malaysia (MOTOUR) Year: 2020 Type of Report: Inception, Interim and Final Report

6. Modules

No.	Title
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1.	Title: Prosedur Penyelidikan Pascasiswazah Owner: School of Graduate Studies Year: 2022
2.	Title: Procedure for online oral examination during COVID-19 Owner: School of Graduate Studies Year: 2020
3.	Title: Chairpersons guideline for conducting online oral examination Owner: School of Graduate Studies Year: 2020
4.	Title: UTM Online Final Examination Guidelines During Covid-19 Pandemic Owner: UTMLead Year: 2020
5.	Title: UTM Online Learning Guidelines During Covid-19 Pandemic Owner: UTMLead Year: 2020
6.	Title: UTM Thesis Guideline Owner: School of Graduate Studies Year: 2018, 2023
7.	Title: Guidelines of Remote Supervision for Master by Research and Doctoral Programs Owner: School of Graduate Studies Year: 2017

PLENARY/CHAIRPERSON/ORAL POSTER PRESENTER/KEYNOTE ADDRESS / INVITED GUEST SPEAKER

NO	ROLE	TITLE OF PROGRAMME	DATE	LOCATION
1.	Plenary Speaker	AI in Education: Empowering Learning or Encouraging Dependence?	21 May 2025	Qaiwan International University, Iraq
2.	Keynote Speaker	8th International Undergraduate Research Conference 2024	27 July 2024	UTM
3.	Invited Guest Speaker	Research Week, Azman Hashim International Business School	10 May 2022	UTM
4.	Invited Guest Speaker	14th Annual Strategic Leaders Global Summit on Graduate Education by Council of Graduate Studies	6-8 November 2022	The American University, Cairo
5.	Plenary Speaker	8th World Congress on Education (WCE-2022)	21-23 June 2022	Canada
6.	Invited Speaker	Promosi Program APEL UTM@MQA	10 March 2022	UTM
7.	Invited Speaker	Global Series on Sustainable Development Goals	9 th March 2022	Institut Teknologi Sepuluh Nopember (ITS) Surabaya, Indonesia
8.	Keynote Speaker	The International Conference on Science, Engineering and Social Sciences	29-30 November 2021	UTM International
9.	Speaker	Student Enrichment Program (R2sep)	3 December 2020	Institut Teknologi Sepuluh Nopember (ITS) Surabaya, Indonesia
10.	Keynote Speaker	3rd Hospitality & Tourism Conference 2019	31 October 2019	Universiti Teknologi Mara (UiTM)

11.	Invited Speaker	Action Research Workshop	7 October 2019	Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia
12.	Invited Speaker	Canva	29 September 2020	UTM
13.	Moderator	In Search of the Philosophy of a PhD: Towards a Thinking PhD Scholars	20 September 2020	UTM
14.	Invited Speaker	Micro Credential Development Course	29 August 2020	UTM
15.	Invited Speaker	AS 101 Supervisor Research Orientation Course	2017-2021	UTM
16.	Invited Speaker	Taklimat Khas Permohonan FRGS	10 February 2019	Azman Hashim International Business School
17.	Invited Speaker	Postgraduate Structured Course: Critical Reading and Literature Review	27 December 2018	Azman Hashim International Business School
18.	Invited Speaker	Kursus Pengurusan Akademik Universiti: Pengurusan Pasca Siswazah Di UTM	28-29 November 2018	UTM
19.	Keynote Speaker	Postgraduate Academic Coffee Session UTM-UTHM: Your Thesis, Your Avatar	5 July 2018	UTM
20.	Invited Speaker	Writing For Graduation	4 April 2017	UTM
21.	Invited Speaker	How To Find Your Research Gap and Designing Research Objectives`	8 November 2016	UTM
22.	Keynote Speaker	The Best of Internet for Adolescent at the National Conference of Health Adolescent	1-3 April 2015	Ministry of Health, Malaysia
23.	Keynote Speaker	“Understanding The Concepts of Islamic Tourism and Sustainable Development” At the Malaysia Technical Cooperation Programme (MTCP) “Short Course on Islamic Tourism: Understanding and Embracing the Opportunities for Sustainable Development.	8-20 June 2014	Islamic Tourism Centre, Ministry of Tourism and Culture Malaysia
24.	Moderator	Forum Discussion Titled “Development Of Muslim-Friendly Tourism Products in Johor” At the Malaysia Technical Cooperation Programme (MTCP) “Short Course on Islamic Tourism: Understanding and Embracing the Opportunities for Sustainable Development	8-20 June 2014	Islamic Tourism Centre, Ministry of Tourism and Culture Malaysia
25.	Keynote Speaker	Corporate Industrial Relations Seminar, “The Role of Internet in Marketing Higher Education: A Global Approach”,	26 Mac 2009	Universiti Tun Hussein Onn, Malaysia (UTHM)

26.	Invited Speaker	Building your Online Business using Blogs	8 August 2010	Kolej Datin Seri Endon, Universiti Teknologi Malaysia and Department of Women Development, Ministry of Women, Family and Community Development of the State of Johor.
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PROFESSIONAL SERVICES

Consultation and Training

NO.	TITLE	TOTAL INCOME GENERATED (RM)
1	Title: Strategic Review of The Malaysian Tourism Industry Policy and Implementation Client: Kementerian Pelancongan Malaysia (MOTOUR) Year: 2013	RM 407,781
2	Title: Pelan Induk Pelancongan Negeri Johor, 2012 – 2021 Client: UPEN Johor Year: 2012	RM 470,027
3	Title: Pelan Penjenamaan Semula Bandar Penawar dan Desaru Client: Lembaga Kemajuan Johor Tenggara (KEJORA) Year: 2011	RM200,000
4	Makmal Pembangunan Pelan Strategik Pemasaran Negeri Johor Year: 2015	RM 200,000

Community Project

NO	ROLE	NAME OF PROJECT	DATE	TOTAL VALUE OF PROJECT (RM)
	ngadas			
	Ija -melaka			

Copyright

NO	NAME OF COPYRIGHT	STATUS OF COPYRIGHT	LEVEL
1	The Ultimate Guideline on How to Survive Your Viva Voce In UTM	IP/CR/2016/1617	National
2	Online Viva Voce Checklist Guide	IP/CR/00430	National
3	Volume ii: Main Report - Strategic Review of Malaysia Tourism Industry Policy and Implementation	IP/CR/2016/0819	National
4	Sistem Aplikasi Apel(C)	IP/CR/02847	National
5	Carta Alir Pengurusan Program Akademik UTM	IP/CR/02021	National
6	A Guide to Conducting Online Oral Examinations: How to Chair an Online Oral Examination	IP/CR/00429	National