



CURRICULUM VITAE

PERSONAL DETAILS			
Name	ADAVIAH BINTI MAS'OD	Tel	0127750091
Gender	PEREMPUAN	E-mail	adaviah@utm.my
Date of Birth	09/09/1984	Website	
Age	40 year(s) 9 month(s)	Staff ID	11256
Nationality	MALAYSIA	Permanent Address	NO. 20, BATU 30,,PENGKALAN RAJA,,PEKAN NANAS, JOHOR,81500,JOHOR,PEKAN NANAS
Marital Status	BERKAHWIN	Correspondent Address	NO. 20, BATU 30,,PENGKALAN RAJA,,PEKAN NANAS, JOHOR,81500,JOHOR,PEKAN NANAS
LPPT Marks (3 years)	2021	2023	2022
	99.67	90.06	100
Asset Declaration Approval Date	24/03/2024		
	ID	URL	
SCOPUS	57204858739	https://www.scopus.com/authid/detail.uri?authorId=57204858739	
WOS	AAT-6355-2020	https://www.webofscience.com/wos/author/record/AAT-6355-2020	
	URL		
Google Scholar	https://scholar.google.com/citations?user=-g1Xih4AAAAJ		
Researchgate	https://www.researchgate.net/profile/Adaviah_Masod		

EXPERTISE (NEC)	
Broad	Business, Administration and Law
Narrow	Business and Management
Details	Marketing and advertising
Specialization	MARKETING
	SOCIAL MARKETING
	Creative and Disruptive Marketing

EXPERTISE (FOR)				
No	Division	Category	Group	Area
1	APPLIED SOCIAL SCIENCE AND HUMANITIES	ADVERTISING AND MARKETING	Marketing	Consumer Behaviour
2	APPLIED SOCIAL SCIENCE AND HUMANITIES	MANAGEMENT	Business Management	Environmental Business Management
3	APPLIED SOCIAL SCIENCE AND HUMANITIES	ADVERTISING AND MARKETING	Specialist Topics in Advertising and Marketing	Digital Marketing

ACADEMIC QUALIFICATION				
No	Level of Education	Course	University	Year
1	DIPLOMA	PENGURUSAN TEKNOLOGI (TEKNOLOGI MAKLUMAT)	UNIVERSITI TEKNOLOGI MALAYSIA	2005
2	SARJANA / MASTER	PENTADBIRAN PERNIAGAAN	UNIVERSITI MALAYA	2013
3	SARJANA MUDA / BACHELOR	PENGURUSAN TEKNOLOGI (KEWANGAN)	UNIVERSITI TEKNOLOGI MALAYSIA	2007
4	DOKTOR FALSAFAH / PHD	PENGURUSAN	UNIVERSITI TEKNOLOGI MALAYSIA	2017

WORKING EXPERIENCE				
No	Position	Department / Organisation	Start Date	End Date
1	PENGANALISIS SISTEM	FLEXTRONIC TECHNOLOGY (M) SDN. BHD.	02/01/2008	05/05/2009
2	PERKHIDMATAN PELANGGAN	KUMPULAN PERUBATAN PENAWAR	07/07/2003	02/12/2003

AWARD AND HONORS RECEIVED			
No	Award	Level	Year
1	ANUGERAH DALAM BIDANG KEMASYARAKATAN	ANTARABANGSA	2023
2	ANUGERAH PENGAJARAN	ANTARABANGSA	2022
3	ANUGERAH BERKAITAN PENGAJARAN DAN PEMBELAJARAN	ANTARABANGSA	2021
4	ANUGERAH BERKAITAN PENYELIDIKAN	ANTARABANGSA	2021
5	ANUGERAH BERKAITAN PENYELIDIKAN	ANTARABANGSA	2020
6	ANUGERAH PENGAJARAN	ANTARABANGSA	2020
7	ANUGERAH PENGAJARAN	FAKULTI	2024
8	ANUGERAH PERKHIDMATAN CEMERLANG	FAKULTI	2024
9	LAIN-LAIN ANUGERAH BERKAITAN PENGAJARAN	FAKULTI	2024
10	ANUGERAH BERKAITAN PENGAJARAN DAN PEMBELAJARAN	FAKULTI	2023
11	ANUGERAH PENASIHATAN AKADEMIK	FAKULTI	2023
12	ANUGERAH PENGAJARAN	FAKULTI	2023
13	ANUGERAH PERKHIDMATAN CEMERLANG	FAKULTI	2023
14	ANUGERAH BERKAITAN PENYELIDIKAN	FAKULTI	2021
15	ANUGERAH PENERBITAN BUKU	FAKULTI	2020
16	ANUGERAH PERKHIDMATAN CEMERLANG	FAKULTI	2020
17	ANUGERAH PENYELIAAN	FAKULTI	2019
18	ANUGERAH PENGAJARAN	FAKULTI	2018
19	ANUGERAH PERKHIDMATAN CEMERLANG	FAKULTI	2018
20	ANUGERAH DALAM BIDANG KEMASYARAKATAN	KEBANGSAAN	2024
21	ANUGERAH BERKAITAN PENGAJARAN DAN PEMBELAJARAN	KEBANGSAAN	2021
22	ANUGERAH KUALITI AKADEMIK	UNIVERSITI	2021
23	ANUGERAH PENGAJARAN	UNIVERSITI	2021
24	ANUGERAH KUALITI AKADEMIK	UNIVERSITI	2020
25	ANUGERAH BERKAITAN PENGAJARAN DAN PEMBELAJARAN	UNIVERSITI	2019
26	ANUGERAH KUALITI AKADEMIK	UNIVERSITI	2019

PROFESSIONAL MEMBERSHIP / QUALIFICATIONS / RECOGNITION				
No	Professional Bodies	Level	Role	Year
1	AMERICA MARKETING ASSOCIATION	ANTARABANGSA	AHLI	2018
2	IEEE	ANTARABANGSA	AHLI	2019
3	IEEE	ANTARABANGSA	AHLI	2019
4	IEEE	ANTARABANGSA	AHLI	2020

ADMINISTRATIVE EXPERIENCES				
No	Position	Department / Faculty / Division	Start Date	End Date
1	PENGURUS ALUMNI	J29-FAKULTI PENGURUSAN	01/10/2024	30/09/2026
2	PENYELARAS LI	J29-FAKULTI PENGURUSAN	01/10/2022	30/09/2024
3	PENYELARAS PEMBANGUNAN PELAJAR/ PENASIHAT PERSATUAN PELAJAR	J55-SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM	01/07/2020	30/06/2022
4	KETUA PANEL (BIDANG)	J55-SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM	01/07/2020	19/03/2022
5	KETUA PANEL (BIDANG)	J55-SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM	01/07/2018	30/06/2020
6	GREEN MANAGER/PENGURUS LESTARI	J55-SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM	15/01/2018	31/12/2019

CONSULTATION WORKS				
No	Title	Value	Vot No	Year
1	PROJEK PERKHIDMATAN MENAMBAHBAIK DAN MEMBANGUN MODUL MALAYSIA TOURISM QUALITY ASSURANCE VERSI BAHARU (MYTQA 2.0)	19,850.00	1934	2021
2	MINGGU SAINS NEGARA KELUARGA MALAYSIA (MSNKM 2022)	60,000.00	A.J540000.6800.09447	2022
3	POLISI PEMBANGUNAN HIJAU JOHOR 2030	830,000.00	200219	2024, 2025
4	SYNERGISTIC GOVERNMENT-UNIVERSITY-COMMUNITY-INDUSTRY SUSTAINABLE COLLABORATION SEMINAR 2024 (GUCI 2024)	54,500.00	A.J090501.6600.07081	2024

COMMITTEE					
No	Name of Committee	Role	Level	Start Date	End Date
1	AHLI JAWATANKUASA ASIA-PACIFIC CLIMATE WEEK (APCW) 2023 BAGI PERMODALAN DARUL TA'ZIM (PDT)	AHLI JAWATANKUASA	ANTARABANGSA	13/11/2023	17/11/2023
2	1ST INTERNATIONAL SYMPOSIUM ON TEACHING & LEARNING INNOVATION (ISTLI) 2021: EMBRACING NEW NORMS	AHLI JAWATANKUASA	ANTARABANGSA	17/08/2021	15/11/2021
3	TECHNICAL PROGRAM COMMITTEES ICIM 2021	AHLI JAWATANKUASA	ANTARABANGSA	30/11/2020	29/03/2021
4	JAWATANKUASA 'TASK FORCE' KERTAS KERJA SEMAKAN KURIKULUM SARJANA MUDA PENGURUSAN (PEMASARAN), FAKULTI PENGURUSAN(FM)	AHLI JAWATANKUASA	FAKULTI	01/01/2024	30/09/2025
5	JAWATANKUASA PENJENAMAAN & KETERLIHATAN	AHLI JAWATANKUASA	FAKULTI	01/01/2023	31/12/2024
6	PENYELARAS LATIHAN INDUSTRI	AHLI JAWATANKUASA	FAKULTI	01/10/2022	30/09/2024
7	AHLI JAWATANKUASA "FUN WITH JMERIAH FRESHIES 2024" FAKULTI PENGURUSAN	AHLI JAWATANKUASA	FAKULTI	29/09/2024	29/09/2024
8	COMMUNITY CARE STUDENT CRM SOLUTIONS FOR SMALL ENTERPRISES	AHLI JAWATANKUASA	FAKULTI	23/06/2024	23/06/2024
9	AHLI JAWATANKUASA "VOLUNTARY INDUSTRIAL TRAINING", FAKULTI PENGURUSAN	AHLI JAWATANKUASA	FAKULTI	01/03/2023	01/03/2024
10	JAWATANKUASA PROGRAM BICARA INSPIRASI ALUMNI (ALUMNI INSPIRATIONAL TALK) TAHUN 2023	PENGERUSI	FAKULTI	01/05/2023	31/12/2023
11	SEMAKAN KURIKULUM PROGRAM SARJANA MUDA PENGURUSAN (PEMASARAN)	AHLI JAWATANKUASA	FAKULTI	01/12/2022	30/11/2023
12	SEMAKAN KURIKULUM PROGRAM SARJANA MUDA PENGURUSAN (PEMASARAN)	AHLI JAWATANKUASA	FAKULTI	01/12/2022	30/11/2023
13	JAWATANKUASA PROGRAM BICARA INSPIRASI ALUMNI (ALUMNI INSPIRATIONAL TALK) TAHUN 2023	PENGERUSI	FAKULTI	01/05/2023	30/06/2023
14	PROGRAM SUPPLY CHAIN NETWORK DESIGN FOR A SMALL-SCALE MANUFACTURING BUSINESS	AHLI JAWATANKUASA	FAKULTI	25/06/2023	25/06/2023
15	AHLI JAWATANKUASA PROGRAM "WORK-BASED LEARNING IN BERYL'S CHOCOLATE & CONFECTIONERY SDN. BHD"	AHLI JAWATANKUASA	FAKULTI	18/05/2023	18/05/2023
16	HLI JAWATANKUASA PROGRAM DENGAN SEGALA HORMATNYA PERKARA DI ATAS DIRUJUK. "POST PANDEMIC CUSTOMER RELATIONSHIP MANAGEMENT IN HOSPITALITY INDUSTRY"	AHLI JAWATANKUASA	FAKULTI	14/05/2023	14/05/2023
17	JAWATANKUASA PENJENAMAAN & KETERLIHATAN	AHLI JAWATANKUASA	FAKULTI	01/08/2022	31/12/2022
18	CURRICULUM DEVELOPMENT COMMITTEE (CDC), JABATAN PENGURUSAN & PEMASARAN, FAKULTI PENGURUSAN	AHLI JAWATANKUASA	FAKULTI	01/12/2022	12/12/2022
19	AHLI JAWATANKUASA "SUKAN RIA FM 2022" FAKULTI PENGURUSAN	AHLI JAWATANKUASA	FAKULTI	02/10/2022	02/10/2022
20	KETUA PANEL	AHLI JAWATANKUASA	FAKULTI	01/07/2020	30/06/2022
21	TASKFORCE STRATEGI	AHLI JAWATANKUASA	FAKULTI	15/12/2019	14/12/2021
22	TASKFORCE STRATEGI, AHIBS	AHLI JAWATANKUASA	FAKULTI	14/12/2021	14/12/2021
23	BULAN PENYELIDIKAN (AHIBS) 2020	AHLI JAWATANKUASA	FAKULTI	01/12/2020	31/12/2020
24	AHLI JAWATANKUASA KARNIVAL SUKAN RIA HARI KEBANGSAAN AHIBS 2020	AHLI JAWATANKUASA	FAKULTI	01/03/2020	10/10/2020
25	FUTURE READY EDUCATOR (FREE)	AHLI JAWATANKUASA	FAKULTI	25/08/2020	30/09/2020
26	MAJLIS KENANGAN BUDI	PENGERUSI	FAKULTI	14/09/2020	15/09/2020
27	AHLI JAWATANKUASA PERSEDIAAN DOKUMEN AUDIT PEMATUHAN	AHLI JAWATANKUASA	FAKULTI	01/08/2020	03/09/2020

28	AHLI JAWATANKUASA PENYEDIAAN CODE OF PRACTICE FOR PROGRAM ACCREDITATION (COPPA)	AHLI JAWATANKUASA	FAKULTI	09/04/2020	26/08/2020
29	AHLI JAWATANKUASA AUDIT PEMATUHAN	AHLI JAWATANKUASA	FAKULTI	01/07/2020	26/08/2020
30	KETUA PANEL PEMASARAN	AHLI JAWATANKUASA	FAKULTI	01/07/2018	30/06/2020
31	JAWATANKUASA SIRI WEBINAR PENYELIDIKAN	AHLI JAWATANKUASA	FAKULTI	08/06/2020	08/06/2020
32	AHIBS RESEARCH POSTER COMPETITION	AHLI JAWATANKUASA	FAKULTI	17/09/2019	17/09/2019
33	BBA EXECUTIVE, AHIBS	AHLI JAWATANKUASA	FAKULTI	10/04/2019	10/04/2019
34	PEMBETANGAN PEPERIKSAAN AKHIR SEM 2018-2019 (PROGRAM SPACE)	AHLI JAWATANKUASA	FAKULTI	15/01/2019	15/01/2019
35	SYNERGISTIC GOVERNMENT-UNIVERSITY-COMMUNITY-INDUSTRY (GUCI) SUSTAINABLE COLLABORATION SEMINAR 2024	AHLI JAWATANKUASA	KEBANGSAAN	23/09/2024	24/09/2024
36	PROGRAM KOMUNITI GAYA HIDUP & MINDA SIHAT	AHLI JAWATANKUASA	KEBANGSAAN	17/09/2022	17/09/2022
37	PROGRAM DAN AKTIVITI MINGGU SAINS NEGARA KELUARGA MALAYSIA 2022 (MSNKM 2022)	AHLI JAWATANKUASA	KEBANGSAAN	27/08/2022	28/08/2022
38	PASUKAN TASK FORCE, PERLAKSANAAN PENAMBAHBAIKAN DAN PEMBANGUNAN MODUL MYTQA VERSI BAHARU	AHLI JAWATANKUASA	KEBANGSAAN	07/04/2022	07/04/2022
39	JAWATANKUASA PEMBANGUNAN KURIKULUM DIPLOMA PEMASARAN DIGITAL & SIJIL PEMASARAN DIGITAL	AHLI JAWATANKUASA	KEBANGSAAN	01/01/2021	30/09/2021
40	PROGRAM LIBATSAMA KOMUNITI - PEMBANGUNAN USAHAWAN MUDA	AHLI JAWATANKUASA	KEBANGSAAN	04/11/2019	04/11/2019
41	JAWATANKUASA PEMBANGUNAN KURIKULUM DIPLOMA DAN SIJIL PEMASARAN DIGITAL	AHLI JAWATANKUASA	KEBANGSAAN	31/10/2019	31/10/2019
42	MTDC BUSINESS CHALLENGE 2019	AHLI JAWATANKUASA	KEBANGSAAN	11/10/2019	15/10/2019
43	AHLI JAWATANKUASA TEKNIKAL MTDC BUSINESS CHALLENGE 2018	AHLI JAWATANKUASA	KEBANGSAAN	20/10/2018	23/10/2018
44	GREEN AND SMART TERMINAL SUSTAINABILITY COMMUNICATION, EDUCATION, AND PUBLIC AWARENESS (CEPA 2024).	AHLI JAWATANKUASA	NEGERI	14/01/2024	21/01/2024
45	PROGRAM LIBATSAMA KOMUNITI: "RE-USE FOR SECOND CHANCE"	AHLI JAWATANKUASA	NEGERI	13/11/2018	13/11/2018
46	CHILDREN CANCER OUTREACH PROGRAM	PENGERUSI	NEGERI	06/08/2018	01/09/2018
47	AHLI JAWATANKUASA (TASK-FORCE) MAJLIS MENANDATANGANI MEMORANDUM PERSEFAHAMAN (MOU) DI ANTARA UNIVERSITI TEKNOLOGI MALAYSIA (UTM) DENGAN MALAYSIA BUDGET & BUSINESS HOTEL ASSOCIATION (MYBHA)	AHLI JAWATANKUASA	UNIVERSITI	25/02/2024	03/03/2024
48	JAWATANKUASA MINOR KEUSAHAWANAN	AHLI JAWATANKUASA	UNIVERSITI	18/08/2021	31/12/2023
49	PEMBANGUN VIRTUAL LAB	AHLI JAWATANKUASA	UNIVERSITI	01/01/2023	31/12/2023
50	AHLI TASKFORCE MOOC KURSUS "RESEARCH METHODOLOGY FOR SOCIAL SCIENCE"	AHLI JAWATANKUASA	UNIVERSITI	01/01/2020	31/12/2022
51	AHLI JAWATANKUASA "VIRTUAL RUN" SEMPERNA SAMBUTAN 50 TAHUN UNIVERSITI TEKNOLOGI MALAYSIA	AHLI JAWATANKUASA	UNIVERSITI	01/04/2022	15/05/2022
52	AHLI JAWATANKUASA PERTANDINGAN MENCIPTA LAGU SEMPERNA SAMBUTAN 50 TAHUN UNIVERSITI TEKNOLOGI MALAYSIA	AHLI JAWATANKUASA	UNIVERSITI	02/03/2022	28/04/2022
53	GREEN MANAGER	AHLI JAWATANKUASA	UNIVERSITI	15/01/2018	31/12/2019
54	THREE MINUTES FINAL YEAR PROJECT COMPETITION (3MFYP) - URC2019	AHLI JAWATANKUASA	UNIVERSITI	22/12/2019	23/12/2019
55	ERASMUS+ STAFF MOBILITY, METROPOLIA UNIVERSITY OF APPLIED SCIENCES, FINLAND	AHLI JAWATANKUASA	UNIVERSITI	27/01/2019	31/01/2019
56	JAWATANKUASA TEKNIKAL PROGRAM MTDC BUSINESS CHALLENGE 2018	AHLI JAWATANKUASA	UNIVERSITI	26/08/2018	31/12/2018

57	AHIBS ALUMNI TALK	AHLI JAWATANKUASA	UNIVERSITI	18/11/2018	18/11/2018
58	BENGKEL PEMASARAN FAKULTI BAGI SESI 2018/2019	AHLI JAWATANKUASA	UNIVERSITI	09/10/2018	09/10/2018
59	AHLI TASK FORCE PENYEDIAAN KERTAS KERJA SEMAKAN KURIKULU BAGI PROGRAM SARJANA MUDA PENGURUSAN PEMASARAN (SHAF)	AHLI JAWATANKUASA	UNIVERSITI	07/01/2018	10/01/2018

SELECTED ACTIVITIES / WORKSHOPS / SEMINARS / COURSES				
No	Name of Activities	Venue	Start Date	End Date
1	PENASIHATAN AKADEMIK	FAKULTI PENGURUSAN, UNIVERSITI TEKNOLOGI MALAYSIA	20/10/2024	31/10/2027
2	PENTADBIR MEDIA SOSIAL, FAKULTI PENGURUSAN,UTM	FAKULTI PENGURUSAN, UNIVERSITI TEKNOLOGI MALAYSIA.	01/11/2024	31/10/2026
3	PENGERUSI ALUMNI	FAKULTI PENGURUSAN	01/01/2023	31/12/2025
4	EXTERNAL ADVISOR FOR BA (HONS) IN BUSINESS AND MARKETING MANAGEMENT, UNIVERSITY OF SUNDERLAND AT KOLEJ MDIS MALAYSIA	KOLEJ MDIS MALAYSIA	13/08/2024	12/08/2025
5	PERLANTIKAN SEBAGAI "RESOURCE PERSON" UNTUK PENYEDIAAN DAN PENULISAN POLISI PEMBANGUNAN HIJAU NEGERI JOHOR.	PERMODALAN DARUL TA'ZIM	01/10/2024	31/03/2025
6	PENYELARAS KURSUS JABATAN PEMASARAN DAN KEUSAHAWANAN FAKULTI PENGURUSAN, SEMESTER I SESI 2024/2025	FAKULTI PENGURUSAN, UNIVERSITI TEKNOLOGI MALAYSIA	01/10/2024	28/02/2025
7	PENYELARAS KURSUS PROGRAM KERJASAMA KOLEJ ANTARABANGSA YAYASAN MELAKA	SEKOLAH PENDIDIKAN PROFESIONAL DAN PENDIDIKAN BERTERUSAN (SPACE)	20/10/2024	28/02/2025
8	SUBJECT MATTER EXPERT BAGI PEMBANGUNAN 'COURSE INFORMATION' SEMAKAN KURIKULUM, SARJANA MUDA PENGURUSAN (PEMASARAN), FAKULTI PENGURUSAN(FM)	FAKULTI PENGURUSAN, UNIVERSITI TEKNOLOGI MALAYSIA	01/01/2024	31/12/2024
9	PENYELIA LATIHAN INDUSTRI	FAKULTI PENGURUSAN, UNIVERSITI TEKNOLOGI MALAYSIA	20/11/2024	20/12/2024
10	ROUND JUDGE FOR THE DREAM-CHASERS 2024 COMPETITION	XI'AN JIAOTONG-LIVERPOOL UNIVERSITY (XJTU)	15/12/2024	17/12/2024
11	SESSION CHAIR, AT THE DREAM-CHASERS 2024 COMPETITION	XI'AN JIAOTONG-LIVERPOOL UNIVERSITY (XJTU), SHANGHAI, CHINA.	15/12/2024	17/12/2024
12	"JITRI CUP" XJTU GLOBAL "DREAM-CHASERS" ENTREPRENEURIAL COMPETITION 2024	XI'AN JIAOTONG-LIVERPOOL UNIVERSITY (XJTU)	14/12/2024	17/12/2024
13	"JITRI CUP" XJTU GLOBAL "DREAM-CHASERS" ENTREPRENEURIAL COMPETITION 2024.	XI'AN JIAOTONG-LIVERPOOL UNIVERSITY (XJTU)	14/12/2024	17/12/2024
14	PENGGUBAL SOALAN UJIAN PEPERIKSAAN PERTENGAHAN SEMESTER, PROGRAM KERJASAMA KOLEJ ANTARABANGSA YAYASAN MELAKA	SEKOLAH PENDIDIKAN PROFESIONAL DAN PENDIDIKAN BERTERUSAN (SPACE)	02/12/2024	05/12/2024
15	SYNERGISTIC GOVERNMENT-UNIVERSITY-COMMUNITY-INDUSTRY (GUCCI) SUSTAINABLE COLLABORATION SEMINAR 2024	UNIVERSITI TEKNOLOGI MALAYSIA	23/09/2024	24/09/2024
16	GUEST LECTURER IN THE STUDY PROGRAM OF BUSINESS EDUCATION, FACULTY OF ECONOMIC AND BUSINESS EDUCATION (FPEB) UNIVERSITAS PENDIDIKAN INDONESIA (UPI)	UNIVERSITAS PENDIDIKAN INDONESIA (UPI)	03/06/2024	07/06/2024
17	PROGRAM 'SUSTAINABLE DEVELOPMENT GOALS: CARING FOR WETLANDS' PERMODALAN DARUL TA'ZIM (PDT) DAN UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM)	TAMAN NEGARA JOHOR TANJUNG PIAI	25/05/2024	25/05/2024
18	PENASIHATAN AKADEMIK	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	01/01/2021	31/12/2023
19	INTERNATIONAL CONFERENCE ON RESEARCH AND INNOVATION IN INFORMATION SYSTEMS, MARKETING, ENTREPRENEURSHIP, TECHNOLOGY AND ACCOUNTING (ICRIIS-META) 2023	RESIDENCY HOTEL UTMKL	23/10/2023	23/10/2023
20	PROPOSAL DEFENSE - THE EFFECTS OF ECO-LABEL AND ORGANIC FOOD KNOWLEDGE ON ENVIRONMENTAL CONCERN AND MILLENNIALS' GREEN PURCHASE BEHAVIOUR OF ORGANIC FOOD	FAKULTI PENGURUSAN, UTM	22/10/2023	22/10/2023
21	15 PAGES PROPOSAL FOR MARKETING RESEARCH PROJECT	FAKULTI PENGURUSAN, UTM	19/03/2023	05/10/2023
22	15 PAGES PROPOSAL FOR MARKETING RESEARCH PROJECT	FAKULTI PENGURUSAN, UTM	19/03/2023	05/10/2023

23	PROPOSAL DEFENSE - THE MODERATING ROLES OF SPILLOVER EFFECT AND ETHNOCENTRISM ON FAST FASHION CO-BRANDING EQUITY MATCH-UP IN CHINESE MARKET	FAKULTI PENGURUSAN, UTM	07/09/2023	07/09/2023
24	PENYELIAAN LATIHAN INDUSTRI	FAKULTI PENGURUSAN, UTM	01/05/2023	31/07/2023
25	BEHAVIORAL REASONING THEORY FOR ELECTRONIC WASTE RECYCLING	FAKULTI PENGURUSAN, UTM	26/07/2023	26/07/2023
26	AHLI JAWATANKUASA PROJEK SARJANA MUDA BAGI PROGRAM SARJANA MUDA PENGURUSAN (PEMASARAN)	FAKULTI PENGURUSAN	01/12/2022	30/04/2023
27	PENASIHATAN AKADEMIK	FAKULTI PENGURUSAN	01/03/2022	28/02/2023
28	MARKETING SYMPOSIUM 2023 (MAR-S23)	JEN JOHOR PUTERI HARBOUR BY SHANGRI-LA	31/01/2023	31/01/2023
29	ACADEMIC ADVISOR FOR 18 STUDENTS (SBSF)	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM	09/09/2018	30/12/2022
30	THE STUDY OF CONSUMER PURCHASE BEHAVIOUR IN ONLINE PLATFORM	UNIVERSITI TUN HUSSIEN ONN (UTHM)	14/11/2022	14/11/2022
31	15 PAGES PROPOSAL FOR MARKETING RESEARCH PROJECT	FAKULTI PENGURUSAN	20/03/2022	06/10/2022
32	15 PAGES PROPOSAL FOR MARKETING RESEARCH PROJECT	FAKULTI PENGURUSAN, UTM	20/05/2022	06/10/2022
33	SUSTAINABILITY	MDPI, WEB OF SCIENCE	26/09/2022	06/10/2022
34	PENASIHAT, PERSATUAN PENGURUSAN TEKNOLOGI (STRATEGI)	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM (AHIBS)	01/07/2022	30/09/2022
35	FOODI INTERNATIONAL CONFERENCE 2022	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, KL CAMPUS	11/09/2022	11/09/2022
36	MAJLIS PERLANTIKAN AHLI JAWATANKUASA PERSATUAN STRATEGI BAGI SESI 2021/2022	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	11/09/2022	11/09/2022
37	BENGGEL PANEL PENILAI MYTQA	KEMENTERIAN PELANCONGAN, SENI DAN BUDAYA MALAYSIA	26/08/2022	28/08/2022
38	SESI BENGGEL PENILAI, (MYTQA) SIRI 3/2022	KEMENTERIAN PELANCONGAN, SENI DAN BUDAYA MALAYSIA	26/08/2022	28/08/2022
39	STRATEGI	AHIBS, UNIVERSITI TEKNOLOGI MALAYSIA	01/07/2020	30/06/2022
40	VIDEO COMPETITION ABOUT CUSTOMER RELATIONSHIP MANAGEMENT IMPLEMENTATION FOR A REAL COMPANY.	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL UNIVERSITI TEKNOLOGI MALAYSIA	09/06/2022	30/06/2022
41	PERSATUAN STRATEGI	UNIVERSITI TEKNOLOGI MALAYSIA	01/07/2020	30/06/2022
42	SESI PEMBENTANGAN PENAMBAHBAIKAN DAN PEMBANGUNAN MODUL/KRITERIA BAHARU MYTQA	BILIK MESYUARAT PERDANA, ARAS 18, KEMENTERIAN PELANCONGAN, SENI DAN BUDAYA MALAYSIA.	28/01/2022	28/01/2022
43	EXTERNAL ADVISOR FOR DIPLOMA IN MARKETING	KOLEH MDIS MALAYSIA	26/10/2021	31/12/2021
44	THE IMPACT OF REUSABLE TABLEWARE PACKAGING DESIGN COMBINED WITH ENVIRONMENTAL PROPAGANDA ON CONSUMER BRAND LOYALTY, PURCHASE INTENTION AND CONTINUANCE INTENTION IN ONLINE RETAIL -- TAKE CERAMIC CHOPSTICKS FOR EXAMPLE	PLOS ONE	01/10/2021	31/12/2021
45	GRADE A+ VISUM ANJURAN PERSATUAN STRATEGI	UNIVERSITI TEKNOLOGI MALAYSIA	28/12/2021	28/12/2021
46	AHIBS UNDERGRADUATE PITCH FOR FUNDING 2020/2021	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	30/11/2020	30/11/2021
47	AUDIT PENILAIAN PROGRAM MALAYSIA TOURISM QUALITY ASSURANCE (MYTQA) DI NEGERI JOHOR BAGI TAHUN 2021	KEMENTERIAN PELANCONGAN, SENI DAN BUDAYA MALAYSIA (MOTAC)	25/11/2021	25/11/2021
48	KURSUS KETERAMPILAN: GROOMING YOURSELF AT WORK	SEKSYEN PEMBANGUNAN BAKAT, BAHAGIAN SUMBER MANUSIA, JABATAN PENDAFTAR, UTM JOHOR BAHRU	23/11/2021	23/11/2021

49	INTERNATIONAL SYMPOSIUM ON TEACHING AND LEARNING INNOVATION (ISTLI) 2021	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL UNIVERSITI TEKNOLOGI MALAYSIA	14/11/2021	14/11/2021
50	INTERNATIONAL SYMPOSIUM ON TEACHING AND LEARNING INNOVATION (ISTLI)	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL UNIVERSITI TEKNOLOGI MALAYSIA	14/11/2021	14/11/2021
51	INTERNATIONAL SYMPOSIUM ON TEACHING AND LEARNING INNOVATION (ISTLI) 2021	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UNIVERSITI TEKNOLOGI MALAYSIA	14/11/2021	14/11/2021
52	FRIESHIE'S ENGAGEMENT SESSION WITH STRATEGI 2021 (FESS'21)	UNIVERSITI TEKNOLOGI MALAYSIA	12/11/2021	12/11/2021
53	PROGRAM PELAKSANAAN PILOT TEST BAGI KRITERIA BAHARU MENAMBAHBAIK DAN MEMBANGUN MODUL MALAYSIA TOURISM QUALITY ASSURANCE (MYTQA) VERSI BAHARU - MYTQA 2.0	KEMENTERIAN PELANCONGAN, SENI DAN BUDAYA MALAYSIA (MOTAC)	08/11/2021	11/11/2021
54	ACTIVE LEARNING SUB-GROUP LEADER (SGL) FOR FUTURE READY EDUCATOR (FREE)	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	01/09/2020	31/08/2021
55	JURI - FSSH RESEARCH AND INNOVATION COMPETITION	FAKULTI SAINS SOSIAL & KEMANUSIAAN	29/08/2021	30/08/2021
56	1 ST SYMPOSIUM ON TEACHING AND LEARNING PRACTICES IN ELECTRICAL ENGINEERING	UNIVERSITI TEKNOLOGI MALAYSIA	26/08/2021	26/08/2021
57	SINGGAH KASIH MAHASISWA	UNIVERSITI TEKNOLOGI MALAYSIA	13/04/2021	14/08/2021
58	BUSINESS OPPORTUNITY THROUGH SOCIAL MEDIA COMPETITION 2.0 (BOSMEC2.0)	POLITEKNIK METRO JOHOR BAHRU	01/08/2021	10/08/2021
59	PENILAI PROJEK SARJANA MUDA (PENULISAN) SHAF4014	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL	20/06/2021	31/07/2021
60	CERTIFIED TRAINER - SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP (SESI)	MALAYSIAN GLOBAL INNOVATION & CREATIVITY CENTRE (MAGIC), MINISTRY OF HIGHER EDUCATION (MOHE), UKM-CESMED, LIEN CENTRE FOR SOCIAL INNOVATION - SINGAPORE MANAGEMENT UNIVERSITY (SMU) AND SOCIAL ENTERPRISE ACADEMY	01/01/2021	30/06/2021
61	SYDNEY INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS, INNOVATION AND ENTREPRENEURSHIP 2021 (SICBIE 2021)	NEW ZEALAND GLOBAL ACADEMIC TRUST (NZGAT)	15/06/2021	16/06/2021
62	SYDNEY INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS, INNOVATION AND ENTREPRENEURSHIP 2021 (SICBIE 2021)	SYDNEY INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS, INNOVATION AND ENTREPRENEURSHIP 2021 (SICBIE 2021)	15/06/2021	16/06/2021
63	LET'S RUN! KEEP STRESS AWAY	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL	01/04/2021	31/05/2021
64	SUSTAINABLE ENTREPRENEURIAL MINDSET SHOWCASE SEMS (5.0) 2021	PUSAT INOVASI MAHASISWA DAN KEUSAHAWANAN TEKNOLOGI UTM (UTM XCITE), INSTITUT SISWAZAH TERSEDIA KEHIDUPAN (UTM ILEAGUE)	25/05/2021	31/05/2021
65	MODERATOR FOR AHIBS ACTION RESEARCH CHALLENGE 2021 FORUM	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL	21/02/2021	21/02/2021
66	MODERATOR FOR AHIBS PITCH FOR FUNDING 2021 FORUM	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL	20/02/2021	20/02/2021
67	PANEL PENILAI PSM, PROGRAM PENGAJIAN SEPARUH MASA UTM	PUSAT PENGAJIAN SEPARUH MASA, UTM.	14/07/2020	31/12/2020
68	PENYELARAS PROGRAM SARJANA MUDA, PUSAT PENGAJIAN SEPARUH MASA, UTM.	PUSAT PENGAJIAN SEPARUH MASA, UTM.	30/01/2020	31/12/2020
69	PROGRAM SUSTAINABLE ENTREPRENEURIAL MINDSET SHOWCASE SEMS (4.0) 2020	UTMXCITE, UTM	21/12/2020	26/12/2020
70	PANEL PENILAI - MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (MAJCAFE)	MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (MAJCAFE)	11/12/2018	11/12/2020
71	PENILAI PEO/PLO - MQF2.0 PROGRAM SBSB DAN SBSF, AHIBS.	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	03/11/2020	03/11/2020

72	MAIN MEMBER OF AHIBS ADVISORY COUNCIL (AAC) 2020	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	28/10/2020	28/10/2020
73	MIND MAPPING SESSION OF AHIBS ADVISORY COUNCIL (AAC) 2020	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	26/10/2020	26/10/2020
74	LEADERSHIP SYMPOSIUM 2020	UTMLEAD, UNIVERSITI TEKNOLOGI MALAYSIA	19/10/2020	20/10/2020
75	PEMBENTANGAN PENILAIAN PERINGKAT PERTAMA (MUNIRAH CHEONG ABDULLAH)	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	15/10/2020	15/10/2020
76	NALI 2020 SYMPOSIUM	UTM	15/10/2020	15/10/2020
77	AHIBS FUTURE READY EDUCATORS (FREE) MONTH 2020 SHARING SESSION SERIES 4 - ONLINE FORUM FOR STUDENTS CENTERED LEARNING	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	09/09/2020	09/09/2020
78	PANEL PENILAI AHIBS ACTION RESEARCH CHALLENGE 2020 (AARC 2020)	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	02/09/2020	02/09/2020
79	PENYELARAS KURSUS BENGKEL PENILAIAN DAN PEPERIKSAAN BAGI INSTITUSI RAKAN KONGSI (IRK) - QAIWAN INTERNATIONAL UNIVERSITY, KURDISTAN, IRAQ	SEKOLAH PENDIDIKAN PROFESIONAL DAN PENDIDIKAN BERTERUSAN (SPACE)	30/06/2020	31/08/2020
80	GLOBAL CONFERENCE ON BUSINESS MANAGEMENT AND SOCIAL SCIENCES	ACADEMY OF BUSINESS MANAGEMENT CONFERENCES	08/08/2020	09/08/2020
81	TEMUDUGA PELAJAR TUKAR PROGRAM	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	02/07/2020	02/07/2020
82	STRATEGI	AHIBS, UTM JOHOR BAHRU	01/07/2018	30/06/2020
83	PENYELIA LATIHAN INDUSTRI	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	30/04/2020	30/06/2020
84	PENASIHAT PERSATUAN PELAJAR STRATEGI	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM	01/07/2018	30/06/2020
85	AHLI JAWATANKUASA KOLOKIU PROGRAM PENYELIDIKAN	SEKOLAH PERNTAGAAN ANTARABANGSA AZMAN HASHIM (AH!BS)	01/07/2018	30/06/2020
86	PEMBENTANGAN PENILAIAN PERINGKAT PERTAMA (YASAR AWAD ADDAD SHATHAWI)	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	01/06/2020	01/06/2020
87	PROGRAM SUSTAINABLE ENTREPRENEURIAL MINDSET SHOWCASE (SEMS 3.0) 2020	PUSAT INOVASI MAHASISWA DAN KEUSAHAWANAN TEKNOLOGI UTM (UTM XCITE)	20/05/2020	31/05/2020
88	PEMBENTANGAN PENILAIAN PERINGKAT PERTAMA (HATEM JASIM ZADAIN)	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM.	14/05/2020	14/05/2020
89	PEMBENTANGAN PENILAIAN PERINGKAT PERTAMA (ABUBAKAR AYODELE MERUIN)	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	06/05/2020	06/05/2020
90	27TH WORLD CONFERENCE ON APPLIED SCIENCE, ENGINEERING & TECHNOLOGY, DUBAI, UAE.	27TH WORLD CONFERENCE ON APPLIED SCIENCE, ENGINEERING & TECHNOLOGY, DUBAI, UAE.	18/03/2020	19/03/2020
91	FOUNDATION ACADEMIC ENHANCEMENT ACTIVITY	UNIVERSITY OF READING MALAYSIA	06/02/2020	06/02/2020
92	PAMERAN PENDIDIKAN KERJAYA KOLEJ MATRIKULASI MELAKA SESI 2019-2020	KOLEJ MATRIKULASI MELAKA	10/01/2020	11/01/2020
93	PENYELIAAN PSM AKHIR SPACE	UTMSPACE JOHOR BAHRU	01/09/2019	31/12/2019
94	PENYELIAAN PSM CADANGAN SPACE	UTMSPACE JOHOR BAHRU	01/09/2019	31/12/2019
95	PENYELARAS PUSAT PENGAJIAN SEPARUH MASA UTM	UTMSPACE, UTM JOHOR BAHRU	01/09/2019	31/12/2019
96	MARKETING SYMPOSIUM 2019	FRASER PLACE PUTERI HARBOUR, JOHOR BAHRU	23/12/2019	23/12/2019
97	KURSUS BENGKEL PENILAIAN DAN PEPERIKSAAN PROGRAM KERJASAMA SEM 1 2019/2020	MAKMAL PTML, BLOK T08, UTM JOHOR BAHRU	19/12/2019	19/12/2019
98	TEMUBUAL BAGI KAJI SELDIK DI UTM "SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP RESEARCH AND TEACHING LANDSCAPE (SISERTL)"	MEETING ROOM, UTMLEAD, UTM JOHOR BAHRU	15/12/2019	15/12/2019
99	TEMUBUAL BAGI KAJI SELDIK DI UTM "SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP RESEARCH AND TEACHING LANDSCAPE (SISERTL)"	UTMLEAD, UTM JOHOR BAHRU	15/12/2019	15/12/2019
100	REVIEW FOR THE JOURNAL OF SOCIAL SCIENCES AND	JOURNAL OF SOCIAL SCIENCES	11/09/2019	11/12/2019

	HUMANITIES JSSH	AND HUMANITIES - JSSH		
101	INTERNATIONAL CONFERENCE ON RESEARCH AND INNOVATION IN INFORMATION SYSTEMS (ICRIIS) 2019	DOUBLE TREE BY HILTON, JOHOR BAHRU	02/12/2019	03/12/2019
102	PANEL PENILAI SOALAN PEPERIKSAAN PROGRAM IJAZAH SARJANA MUDA SEPENUH MASA SPACE (SEM 1 2019/2020)	UTMSPACE, UTM JOHOR BAHRU	13/11/2019	13/11/2019
103	MESYUARAT JAWATANKUASA KURIKULUM DIDM DAN CIDM	DSK SCHOOL OF MANAGEMENT, KELANA JAYA	31/10/2019	31/10/2019
104	PEMBANGUNAN KURIKULUM DIPLOMA DAN SIJIL PEMASARAN DIGITAL	DSK SCHOOL OF MANAGEMENT, KELANA JAYA	31/10/2019	31/10/2019
105	PEMBANGUNAN KURIKULUM DIPLOMA & SIJIL PEMASARAN DIGITAL, DSK SCHOOL OF MANAGEMENT	DSK SCHOOL OF MANAGEMENT, KELANA JAYA, SELANGOR	31/10/2019	31/10/2019
106	MTDC BUSINESS CHALLENGE 2019	HOTEL SUNWAY PUTRA, KUALA LUMPUR.	11/10/2019	15/10/2019
107	KETUA PENGAWAS PROGRAM EKSEKUTIF UTMSPACE	KINRARA RESORT, SELANGOR	05/09/2019	05/09/2019
108	PENASIHAT AKADEMIK PELAJAR LEPASAN DIPLOMA	AHIBS, UTM JOHOR BAHRU	04/09/2019	04/09/2019
109	PEMBENTANGAN PENILAIAN PERINGKAT PERTAMA (DOKTOR FALSFAH) - RIEKE RETNOSARY	AHIBS, UTM JOHOR BAHRU	26/08/2019	26/08/2019
110	FOUNDATION ACADEMIC ENHANCEMENT ACTIVITY	UNIVERSITY OF READING MALAYSIA	22/08/2019	22/08/2019
111	PROTON X70, INTELLIGENCE THAT INSPIRES CARING	UTM JOHOR BAHRU	18/05/2019	18/05/2019
112	PANEL TEMUDUGA STAF AKADEMIK AHIBS	AHIBS UTM, KL	15/05/2019	15/05/2019
113	DONATION DRIVE FOR SUMAIT KINDERGARTEN	ABDULRAHMAN AL-SUMAIT UNIVERSITY, ZANZIBAR, TANZANIA, AFRICA	01/03/2019	30/04/2019
114	PERSONAL GROOMING DESIGN YOUR IDENTITY	KOLEJ TUN DR ISMAIL, UTM JOHOR BAHRU	28/04/2019	28/04/2019
115	SOCIAL MEDIA MARKETING COURSE	ACADEMY OF E-SPORTS, NUSAJAYA, JOHOR	21/04/2019	21/04/2019
116	SCIENTIA ACADEMIA CONFERENCE	UTMKL	06/04/2019	07/04/2019
117	YSEALI Boot Camp	UTM CENTRE FOR STUDENT INNOVATION & TECHNOLOGY ENTREPRENEURSHIP (UTM XCITE)	30/03/2019	31/03/2019
118	REINVENTING HUMAN RESOURCE FOR THE FUTURE WORKFORCE: TALENT STRATEGIES IN THE RAPIDLY GROWING DIGITAL AGE (RESEARCH WEEK CARNIVAL 2019)	UTMLEAD HALL, UTM JOHOR BAHRU	21/03/2019	21/03/2019
119	VIVA - LAURA SYAHRUL	AHIBS, UTM JOHOR BAHRU	11/02/2019	11/02/2019
120	PEMBENTANGAN PENILAIAN PERINGKAT PERTAMA (DOKTOR FALSFAH) - NUR BALQISH BINTI HASSAN	AHIBS, UTM JOHOR BAHRU	15/01/2019	15/01/2019
121	PENYELARAS KURSUS BENGKEL PENGAJARAN DAN PEMBELAJARAN PROGRAM KERJASAMA	UTMSPACE	03/09/2018	04/01/2019
122	PENILAI PROJEK SARJANA MUDA AKHIR PROGRAM SEPARUH MASA (SPACE)	UTMSPACE	16/05/2018	31/12/2018
123	PENYELARAS PROGRAM SARJANA MUDA, PUSAT PENGAJIAN SEPARUH MASA UTM	UTMSPACE	31/07/2018	31/12/2018
124	PETUGAS HARI INFORMASI PASCASISWAZAH UTM JOHOR	STUDENT RECRUITMENT & ADMISSION DIVISION (SRAD)	09/12/2018	23/12/2018
125	PANEL JURI PERBENTANGAN MARKETING SYMPOSIUM 2018	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	03/12/2018	19/12/2018
126	PENILAI PROJEK SARJANA MUDA PENGURUSAN TEKNOLOGI (SHAD)	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	11/12/2018	18/12/2018
127	PENILAI UNDERGRADUATE RESEARCH CONFERENCE (URC) 2018	UNIVERSITI TEKNOLOGI MALAYSIA	12/12/2018	16/12/2018
128	PENILAI BAGI SOAL SELIDIK KAJIAN PHD - PG MOHD AUZA'E BIN PG ARSHAD	-	14/08/2018	14/12/2018
129	AHIBS ALUMNI TALK - MR SALLEHUDDIN ABDUL MANAN (ALUMNI SBSB)	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN	10/12/2018	10/12/2018

		HASHIM UTM		
130	PEMBANTU PENERUSI PHD - MAS IDAYU SAIDI	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	22/11/2018	09/12/2018
131	PROGRAM LIBATSAMA KOMUNITI: "RE-USE FOR SECOND CHANCE"	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	13/11/2018	13/11/2018
132	MESYUARAT MOU UTM DAN MAJLIS PERBANDARAN KULAI JOHOR	MAJLIS PERBANDARAN KULAI, (MPKU)	18/10/2018	30/10/2018
133	BENGKEL PEMASARAN FAKULTI SESI 2018/2019	STUDENT RECRUITMENT & ADMISSION DIVISION (SRAD)	08/10/2018	17/10/2018
134	AHIBS FUTURE READY CURRICULUM 4.0	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	01/10/2018	10/10/2018
135	MAJLIS PELANCARAN BULAN KEUSAHAWANAN SISWA 2018	PADANG KAWAD UNIVERSITI SAINS MALAYSIA (USM), PULAU PINANG	28/09/2018	28/09/2018
136	PEMBANTU PENERUSI - PHD JUNAIDAH BINTI YUSOF	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	12/09/2018	19/09/2018
137	KARNIVAL PENDIDIKAN KERJAYA KOLEJ MATRIKULASI	STUDENT RECRUITMENT & ADMISSION DIVISION (SRAD)	30/08/2018	30/08/2018
138	BENGKEL PEMBANGUNAN PELAJAR HOLISTIK 2018	Dewan Astana, Kolej Tuanku Canselor, UTM JohoR	15/08/2018	16/08/2018
139	INNOVATION & TECHNOLOGY ENTREPRENEURSHIP FORUM: AN EXPERIENCE FROM SILICON VALLEY	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	13/08/2018	13/08/2018
140	PENERUSI DAN PENILAI PELAJAR PHD - ALANAZIAMER AHMAD KHATAF (PROPOSAL DEFENSE)	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	16/05/2018	15/05/2018
141	JURI BAGI PERTANDINGAN BIZNOVATE PITCH 2018	PUSAT INOVASI MAHASISWA DAN TEKNOLOGI KEUSAHAWANAN UTM (UTM XCITE)	29/04/2018	29/04/2018
142	SUKAN FAKULTI PENGURUSAN (SUKAP 2018)	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM	13/04/2018	14/04/2018
143	MAJLIS PENUTUP SUKAN FAKULTI PENGURUSAN (SUKAP 2018)	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	14/04/2018	14/04/2018
144	PENILAI PERINGKAT PERTAMA PHD - MUHAMAD SYAKIR	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	12/03/2018	28/03/2018
145	The 6th International Conference on Manufacturing, Optimization, Industrial and Material Engineering 2018	Aryaduta Hotel Bandung, Bandung - Indonesia	24/03/2018	25/03/2018
146	PENILAI PEMBENTANGAN DISERTASI MIXED MODE	SEKOLAH PERNIAGAAN ANTARABANGSA AZMAN HASHIM UTM	22/02/2018	28/02/2018
147	SQL ACCOUNT GST SOFTWARE AND SQL PAYROLL	E STREAM SOFTWARE SDN BHD	01/02/2018	05/02/2018
148	GLOBAL E-COMMERCE TALENT - TRAIN OF TRAINER 2018	MINISTRY OF HIGHER EDUCATION (MOHE)	14/01/2018	19/01/2018

RESEARCH ACTIVITIES								
No	Name of Grant	Role	Category of Grant	Type of Grant	Amount (RM)	Vot No	Start Date	End Date
1	LSPB 1.5 : KAJIAN DAN PENYEDIAAN RANGKA TINDAKAN "GREEN AND SMART TERMINAL BLUEPRINT" UNTUK TERMINAL LARKIN SENTRAL: BIDANG TUMPUAN AMALAN PERNIAGAAN LESTARI (FOCUS AREA 5)	MEMBER	OTHERS	EXTERNAL	84400	R.J130000.7629.4C790	01/03/2024	28/02/2026
2	BEHAVIOURAL CHANGE INTERVENTION : THE APPLICATION OF INTEGRATED PERSUASIVE COMMUNICATION MESSAGES (IPCM) IN PROMOTING PRO-ENVIRONMENTAL CONSUMPTION	PRINCIPAL INVESTIGATOR	UTM	INTERNAL	50900	Q.J130000.3855.19J01	01/10/2020	31/03/2023
3	BENCHMARKING AND DEVELOPMENT OF QUALITY MANAGEMENT SYSTEMS FRAMEWORK FOR MALAYSIA CONSTRUCTION INDUSTRY	MEMBER	OTHERS	EXTERNAL	15000	Q.J130000.3055.01M87	01/02/2019	31/07/2021
4	BUILDING A CONSORTIUM FOR RESEARCHER-PRACTITIONER COLLABORATION IN MARKETING RESEARCH AND INNOVATION	MEMBER	OTHERS	EXTERNAL	10000	R.J130000.7329.4B828	01/04/2023	31/03/2025
5	DEVELOPED A NEW HYBRID QUANTITATIVE APPROACH FOR ISLAMIC TOTAL QUALITY MANAGEMENT (I-TQM) TOWARDS ORGANIZATIONAL PERFORMANCE IN MALAYSIAN HALAL FOOD INDUSTRY	MEMBER	UTM	INTERNAL	100000	Q.J130000.2555.20H76	01/01/2020	30/09/2023
6	ELECTRONIC WASTE RECYCLING BEHAVIOR FOR REVERSE LOGISTICS IN MALAYSIA	MEMBER	UTM	INTERNAL	15000	Q.J130000.2655.16J11	01/08/2019	31/01/2022
7	ENHANCEMENT GOAL SETTING THEORY IN MOBILE APPLICATION FOR BETTERMENT HEALTHCARE AMONG GEN Y	MEMBER	OTHERS	EXTERNAL	76200	R.J130000.7855.5F186	01/09/2019	31/05/2022
8	ENHANCING COLLABORATIVE INNOVATION: LEVERAGING ABSORPTIVE CAPACITY IN RESEARCHER-PRACTITIONER PARTNERSHIPS THROUGH A MARKETING CONSORTIUM FRAMEWORK	MEMBER	OTHERS	EXTERNAL	73040	R.J130000.7829.5F725	01/08/2024	31/07/2026
9	ENTREPRENEURIAL ORIENTATION AND ORGANIZATIONAL PERFORMANCE OF ONLINE BUSINESS IN MALAYSIA	MEMBER	UTM	INTERNAL	10000	Q.J130000.2655.16J91	01/08/2019	31/01/2022
10	EXPLORING THE EFFECTS OF DIGITAL ECONOMY, FINANCIAL OPENNESS AND ENVIRONMENT SUSTAINABILITY ON TOURISM DEMAND	MEMBER	UTM	INTERNAL	50000	Q.J130000.2429.03G78	15/11/2017	14/11/2020
11	FORMULATION A STRUCTURAL MODEL FOR ELECTRONIC WASTE REVERSE LOGISTICS IMPLEMENTATION	MEMBER	UTM	INTERNAL	119450	Q.J130000.3829.23H26	01/10/2023	30/09/2026
12	IMPAK PENEMPATAN PEKERJA ASING KE ATAS SOSIO-EKONOMI MASYARAKAT DAERAH KULAIJAYA, JOHOR	MEMBER	OTHERS	EXTERNAL	50000	R.J130000.7355.4B592	01/07/2020	31/12/2022
13	KAJIAN PELAN HALATUJU PELANCONGAN DAERAH KULAI	MEMBER	OTHERS	EXTERNAL	50000	R.J130000.7355.4B710	01/10/2021	30/09/2022
14	MEDICAL TOURISM IN	MEMBER	UTM	INTERNAL	10000	Q.J130000.2629.	01/02/2018	31/01/2019

	MALAYSIA					15J63		
15	OPEN INNOVATION ACTIVITIES AND FIRM'S INNOVATION PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN THE MALAYSIAN MANUFACTURING SECTOR.	MEMBER	UTM	INTERNAL	15000	Q.J130000.2655.16J90	01/08/2019	31/01/2022
16	PELAKSANAAN PENGURUSAN RISIKO DI JABATAN KESIHATAN AWAM, DAERAH KULAI	MEMBER	OTHERS	EXTERNAL	50000	R.J130000.7355.4B714	01/10/2021	30/09/2023
17	PELAKSANAAN PENYELIDIKAN PENGURUSAN RISIKO ZK CONSORTIUM SDN BHD	MEMBER	OTHERS	EXTERNAL	22000	R.J130000.7655.4C516	01/05/2021	30/04/2022
18	PEMBANGUNAN KERANGKA KOMPETENSI SUMBER MANUSIA DALAM KALANGAN PENGURUS DI INSTITUSI PENGAJIAN TINGGI MALAYSIA	MEMBER	UTM	INTERNAL	51000	Q.J130000.3853.18J96	01/10/2020	30/09/2023
19	PENYELIDIKAN BERKAITAN PEMBANGUNAN PROSES DAN SISTEM PENGURUSAN KUALITI SYARIKAT DALAM SKOP KERJA-KERJA PEMBINAAN	MEMBER	OTHERS	EXTERNAL	33300	R.J130000.7655.4C218	01/07/2018	30/06/2021
20	PIPE THRUSTER FOR HORIZONTAL DIRECTIONAL DRILLING APPLICATION	MEMBER	UTM	INTERNAL	20000	R.J130000.7755.4J389	01/06/2019	30/11/2020
21	PROGRAM MOSTI : SAFETY CONCERN RELATED TO CONSUMER PRODUCTS CONTAINING RADIOACTIVE MATERIALS IN MALAYSIA	MEMBER	OTHERS	EXTERNAL	294000	R.J130000.7317.4B658	01/01/2021	31/03/2022
22	PROGRAM PEMINDAHAN ILMU PENGURUSAN JENAMA DAN STRATEGI PEMASARAN MEDIA SOSIAL KEPADA USAHAWAN JOHOR - ENTREPRENEURSHIP & MARKETING TECHNOLOGY 2019 (EMT 2019)	MEMBER	OTHERS	EXTERNAL	2000	S.J130000.0855.4Y195	29/01/2019	30/04/2019
23	PROJEK MENINGKATKAN KESEDARAN DAN KELESTARIAN SUNGAI SKUDAI DI DAERAH KULAI SEBAGAI RANCANGAN KHAS KAWASAN (RKK).	PRINCIPAL INVESTIGATOR	OTHERS	EXTERNAL	50000	R.J130000.7355.4B586	01/07/2020	31/12/2022
24	PROJEK MOSTI 3 : PUBLIC AWARENESS OF CONSUMER PRODUCTS CONTAINING RADIOACTIVE MATERIAL: A PILOT STUDY IN MALAYSIA	MEMBER	OTHERS	EXTERNAL	34000	R.J130000.7355.4B663	01/01/2021	31/03/2022
25	PROJEK PERANCANGAN DAN REKABENTUK PEMBANGUNAN TAMAN AWAM KE ARAH KULAI BANDAR PINTAR DAN BANDAR LESTARI 2025	MEMBER	OTHERS	EXTERNAL	50000	R.J130000.7355.4B713	01/10/2021	30/09/2022
26	ROLE OF ENVIRONMENTAL RESPONSIBLE BEHAVIOUR IN PREDICTING MALAYSIAN CONSUMERS' PURCHASE OF ENERGY EFFICIENT VEHICLE	MEMBER	UTM	INTERNAL	15000	Q.J130000.2655.16J86	01/08/2019	31/01/2022
27	SAFETY CONCERN RELATED TO CONSUMER PRODUCTS CONTAINING RADIOACTIVE MATERIALS IN MALAYSIA	MEMBER	UTM	INTERNAL	100000	Q.J130000.2417.09G08	01/01/2020	30/06/2023
28	STRENGTHENING AWARENESS ON TOOTH BRUSHING BEHAVIOUR AMONG STUDENTS OF TADIKA GENIUS SINAR BAKAT.	MEMBER	OTHERS	EXTERNAL	4403	S.J130000.7855.4X388	01/10/2017	06/04/2018
29	UTM-TDR 40.4 (T2): ENVIRONMENTAL CONSCIOUSNESS AND SUSTAINABLE DEVELOPMENT PERFORMANCE OF ECO-INDUSTRIAL PARK IN	MEMBER	UTM	INTERNAL	40000	Q.J130000.3555.06G49	01/12/2018	31/05/2022

MALAYSIA							
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COLLABORATION / MOU				
No	Title	Level	Start Date	End Date
1	KERTAS KERJA UNTUK KELULUSAN MESYUARAT JAWATANKUASA PENGURUSAN UNIVERSITI RINGKASAN EKSEKUTIF CADANGAN MENANDATANGANI MEMORANDUM PERSEFAHAMAN (MOU) ANTARA PERSATUAN HOTEL BAJET & BISNES MALAYSIA (MYBHA) DENGAN UNIVERSITI TEKNOLOGI MALAYSIA	National	01/01/2024	01/01/2027

TEACHING ACTIVITIES							
No	Category	Semester	Sem	Subject Code	Subject	Credit Hour	No. of Student
1	UNDERGRADUATES	2024/2025	2	SHAF1013	Principles Of Marketing	3	0
2	UNDERGRADUATES	2024/2025	1	SBSF1013	Principles Of Marketing	3	35
3	UNDERGRADUATES	2024/2025	2	SBSF1013	Principles Of Marketing	3	25
4	UNDERGRADUATES	2024/2025	1	SBSF4033	Strategic Marketing	3	28
5	UNDERGRADUATES	2024/2025	2	SBSF4093	Social Marketing	3	40
6	UNDERGRADUATES	2024/2025	1	SBSF4033	Strategic Marketing	3	23
7	UNDERGRADUATES	2024/2025	2	SBSF1013	Principles Of Marketing	3	17
8	UNDERGRADUATES	2022/2023	1	SBSF4058	Industrial Training (Practical)	8	2
9	UNDERGRADUATES	2022/2023	1	SBSF4033	Strategic Marketing	3	27
10	UNDERGRADUATES	2022/2023	2	SBSF4058	Industrial Training (Practical)	8	29
11	UNDERGRADUATES	2022/2023	2	SBSF4044	Industrial Training (Report)	4	29
12	UNDERGRADUATES	2022/2023	1	SBSF4113	Sustainability Marketing	3	40
13	UNDERGRADUATES	2022/2023	2	SBSF4044	Industrial Training (Report)	4	31
14	UNDERGRADUATES	2022/2023	2	SBSF3013	Marketing Research	3	36
15	UNDERGRADUATES	2022/2023	2	SBSF2103	Consumer Behavior	3	50
16	UNDERGRADUATES	2022/2023	1	SBSF4044	Industrial Training (Report)	4	2
17	UNDERGRADUATES	2022/2023	2	SBSF3013	Marketing Research	3	33
18	UNDERGRADUATES	2022/2023	2	SBSF4058	Industrial Training (Practical)	8	31
19	UNDERGRADUATES	2022/2023	1	SBSF4033	Strategic Marketing	3	36
20	UNDERGRADUATES	2021/2022	1	SBSF4033	Strategic Marketing	3	39
21	UNDERGRADUATES	2021/2022	1	SBSF1013	Principles Of Marketing	3	23
22	UNDERGRADUATES	2021/2022	2	SBSF3013	Marketing Research	3	28
23	UNDERGRADUATES	2021/2022	2	SBSF3013	Marketing Research	3	34
24	UNDERGRADUATES	2021/2022	1	SBSF4033	Strategic Marketing	3	12
25	UNDERGRADUATES	2020/2021	2	SBSF3013	Marketing Research	3	27
26	UNDERGRADUATES	2020/2021	1	SBSF1013	Principles Of Marketing	3	35
27	UNDERGRADUATES	2020/2021	2	SBSF3013	Marketing Research	3	32
28	UNDERGRADUATES	2020/2021	1	SBSF1013	Principles Of Marketing	3	26
29	UNDERGRADUATES	2020/2021	1	SHAF1013	Principles Of Marketing	3	1
30	UNDERGRADUATES	2020/2021	1	SHAF4093	Social Marketing	3	28
31	UNDERGRADUATES	2019/2020	1	SBSF1013	Principles Of Marketing	3	25
32	UNDERGRADUATES	2019/2020	2	SHAF1013	Principles Of Marketing	3	31
33	UNDERGRADUATES	2019/2020	1	SBSF3013	Marketing Research	3	2
34	UNDERGRADUATES	2019/2020	1	SHAF3013	Marketing Research	3	38
35	UNDERGRADUATES	2019/2020	2	SBSF2103	Consumer Behavior	3	33
36	UNDERGRADUATES	2019/2020	1	SHAF3013	Marketing Research	3	32
37	UNDERGRADUATES	2018/2019	1	SBSF1013	Principles Of Marketing	3	32
38	UNDERGRADUATES	2018/2019	1	SBSF1013	Principles Of Marketing	3	29
39	UNDERGRADUATES	2018/2019	1	SHAF3013	Marketing Research	3	57
40	UNDERGRADUATES	2018/2019	2	UHAS3012	Entrepreneurship & Enterprise Development	2	39
41	UNDERGRADUATES	2018/2019	2	UHAS3012	Entrepreneurship & Enterprise Development	2	30
42	UNDERGRADUATES	2018/2019	1	UHAS3012	Entrepreneurship & Enterprise Development	2	56
43	UNDERGRADUATES	2018/2019	2	SHAF1013	Principles Of Marketing	3	64

44	UNDERGRADUATES	2017/2018	2	UHAS3012	Entrepreneurship & Enterprise Development	2	40
45	UNDERGRADUATES	2017/2018	2	UHAS3012	Entrepreneurship & Enterprise Development	2	45
46	UNDERGRADUATES	2017/2018	1	SHAF3013	Marketing Research	3	57
47	UNDERGRADUATES	2017/2018	2	SHAF1013	Principles Of Marketing	3	6
48	UNDERGRADUATES	2012/2013	3	SHAF1013	Principles Of Marketing	3	14
49	UNDERGRADUATES	2010/2011	1	SHD1513	Principles Of Management	3	41
50	UNDERGRADUATES	2010/2011	1	SHD1513	Principles Of Management	3	34
51	UNDERGRADUATES	2009/2010	2	SHD1523	Organizational Behaviour	3	60
52	UNDERGRADUATES	2009/2010	2	SHF1113	Principles Of Marketing	3	58
53	UNDERGRADUATES	2009/2010	1	SHD1513	Principles Of Management	3	62
54	UNDERGRADUATES	2009/2010	2	SHD1523	Organizational Behaviour	3	53
55	UNDERGRADUATES	2009/2010	1	SHF3183	Electronic Marketing	3	80
56	UNDERGRADUATES	2009/2010	1	SHD1513	Principles Of Management	3	33

SUPERVISION (PHD Student)					
No	Name	Title	Role of Supervision	Status	Date of Graduation (Based on Senate Letter)
1	Siti Nurhafizah Binti Ahmad	THE EFFECT OF VOLUNTEER EXPERIENCE AND SATISFACTION ON SPORTS EVENT RE-VOLUNTEERING INTENTION	MAIN SUPERVISOR	Graduated	31/07/2024
2	Zhang Weitao	EXTENDING VALUE-BELIEF-NORM THEORY FOR SOCIAL INFLUENCE ON CHINESE CONSUMERS' INTENTION TO ADOPT ELECTRIC VEHICLE	MAIN SUPERVISOR	Graduated	31/01/2024
3	Alhamzah Fadhil Abbas	THE ROLE OF INTRINSIC AND EXTRINSIC MOTIVATIONS ON CYBER-MARKET MAVENISM'S INFORMATION SHARING BEHAVIOR	CO-SUPERVISOR	Graduated	25/01/2023
4	Nornajihah Nadia Binti Hasbullah	MOTIVATION AND THE MODERATING ROLE OF REGULATORY FOCUS MESSAGE AND FASHION CONSCIOUSNESS ON SUSTAINABLE APPAREL PURCHASE INTENTION	CO-SUPERVISOR	Graduated	18/07/2021

SUPERVISION (MSc. Student)						
No	Name	Title	Role of Supervision	Mode	Status	Date of Graduation (Based on Senate Letter)
1	Durga Devi A/P Silvaretinam	CONSUMERS' ADOPTION INTENTION FOR SUSTAINABLE HOUSEHOLD CLEANING PRODUCTS	MAIN SUPERVISOR	RESEARCH	Graduated	30/04/2024
2	Hanis Syuhada Binti Ahmad Sugiran	RELATIONSHIP BETWEEN CONTENT CURATION AND SOCIAL MEDIA INFLUENCERS ON PRO-ENVIRONMENTAL BEHAVIOURS IN INSTAGRAM SOCIAL COMMERCE	CO-SUPERVISOR	RESEARCH	Graduated	25/01/2023
3	Fara Syahida Binti Shahrudin		MAIN SUPERVISOR	TAUGHT COURSE	Graduated	15/03/2022
4	Parameswaran A/L Ramachandran		MAIN SUPERVISOR	TAUGHT COURSE	Graduated	14/09/2021
5	Anggi Ristrianti Meliniasari	CUSTOMERS' PURCHASE INTENTION ON GREEN COSMETIC PRODUCTS IN INDONESIA	MAIN SUPERVISOR	RESEARCH	On-Going	-
6	Zulfa Hanifa	Consumer's Purchase Intention on TikTok Live Shopping in Indonesia	MAIN SUPERVISOR	RESEARCH	On-Going	-

INTERNAL AND EXTERNAL EXAMINATION						
No	Type	Category	Student Name	Organisation	Title	Year
1	EXTERNAL EXAMINATION	Other	-	KOLEJ MDIS MALAYSIA	EXTERNAL ADVISOR FOR BA (HONS) IN BUSINESS AND MARKETING MANAGEMENT, UNIVERSITY OF SUNDERLAND AT KOLEJ MDIS MALAYSIA	2024

LIST OF PUBLICATION (INDEXED ARTICLE / REVIEW)

No	Article Title	Journal Title	ISSN	Vol	Issue	Page	IF	Type of Publication	Category of Publication	Quartile Ranking	Author Role	Year
1	COMMUNICATING SUSTAINABILITY FASHION IN MARKETING ADVERTISEMENTS ON THE CONTEXT OF MALAYSIA: STIMULI DEVELOPMENT AND PRE TESTING RESULTS	ASIAN SOCIAL SCIENCE	1911-2017	19	1	36-45	0	EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA)	INDEXED PUBLICATION	0	CO-AUTHOR	2023
2	CURRENT STATUS OF MARKET MAVENS RESEARCH: A LITERATURE REVIEW	EMERGING SCIENCE JOURNAL	2610-9182	7	1	273-288	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2023
3	CURRENT STATUS OF MARKET MAVENS RESEARCH: A LITERATURE REVIEW	EMERGING SCIENCE JOURNAL	ISSN: 2610-9182)	7	1	273-288	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2023
4	MODERATING EFFECT OF COLLECTIVISM ON CHINESE CONSUMERS' INTENTION TO ADOPT ELECTRIC VEHICLES-AN ADOPTION OF VBN FRAMEWORK	SUSTAINABILITY	2071-1050	14	19	12398-12398	3.889	PUBLICATION IN WEB OF SCIENCE	INDEXED PUBLICATION	2	CO-AUTHOR	2022
5	PUBLIC AWARENESS OF CONSUMER PRODUCTS CONTAINING RADIOACTIVE MATERIALS: EMPIRICAL EVIDENCE FROM MALAYSIA	INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH	1660-4601	19	4	2326-2326	3.39	PUBLICATION IN WEB OF SCIENCE	INDEXED PUBLICATION	1	CO-AUTHOR	2022
6	BIBLIOMETRIX ANALYSIS OF INFORMATION SHARING IN SOCIAL MEDIA	COGENT BUSINESS & MANAGEMENT	2331-1975	9	1	2016556-2016556	0	PUBLICATION IN WEB OF SCIENCE	INDEXED PUBLICATION	0	CO-AUTHOR	2022
7	EFFECT OF INTRINSIC AND EXTRINSIC MOTIVATIONS ON CYBER-MARKET MAVENISM: THEIR ROLE IN INFORMATION SHARING BEHAVIOR	INNOVATIVE MARKETING	1814-2427	18	2	198-211	0	PUBLICATION IN WEB OF SCIENCE	INDEXED PUBLICATION	0	CO-AUTHOR	2022
8	THE ROLE OF PRICING AND PRODUCT KNOWLEDGE ON MALAYSIAN CONSUMERS' GREEN PURCHASE INTENTION	INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES	2222-6990	12	7	1698-1732	0	EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA)	INDEXED PUBLICATION	0	CO-AUTHOR	2022
9	DRIVERS OF SUSTAINABLE APPAREL PURCHASE INTENTION: AN EMPIRICAL STUDY OF MALAYSIAN	SUSTAINABILITY	2071-1050	14	4	1945-1945	3.251	PUBLICATION IN WEB OF SCIENCE	INDEXED PUBLICATION	2	CO-AUTHOR	2022

	MILLENNIAL CONSUMERS											
10	PRICE CONSCIOUSNESS, DEAL AND COUPON PRONENESS, E-WOM AND PURCHASE INTENTION ON SOCIAL COMMERCE SITES	INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES	2222-6990	12	9	1226-1236	0	EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA)	INDEXED PUBLICATION	0	CO-AUTHOR	2022
11	BIBLIOMETRIC ANALYSIS ON MOTIVATION OF SPORT EVENT VOLUNTEER USING THE SCOPUS DATABASE	INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES	22226990	11	3	1200-1227	0	EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA)	INDEXED PUBLICATION	0	CO-AUTHOR	2021
12	BIBLIOMETRIC ANALYSIS OF SUSTAINABLE AND GREEN CONSUMPTION RESEARCH FROM 1974 TO 2019	TURKISH JOURNAL OF COMPUTER AND MATHEMATICS EDUCATION	13094653	12	5	1292-1301	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2021
13	THE MODERATING EFFECT OF CYNICISM AMONG MALAYSIAN CONSUMERS ON PURCHASE INTENTION OF ENERGY EFFICIENT VEHICLE	TEST ENGINEERING & MANAGEMENT	01934120	83	0	7735-7744	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
14	MEASURING POST-PURCHASE REGRET AND IMPULSE BUYING IN ONLINE SHOPPING EXPERIENCE FROM COGNITIVE DISSONANCE THEORY PERSPECTIVE	2020 6TH IEEE INTERNATIONAL CONFERENCE ON INFORMATION MANAGEMENT, ICIM 2020	9781728157702	0	0	7-13	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
15	WHY MEDICAL TOURISTS MUST GO TO MALAYSIA!	INTERNATIONAL JOURNAL OF BUSINESS CONTINUITY AND RISK MANAGEMENT	17582172	2/3	10	224-240	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
16	THE MEDIATING EFFECT OF SUSTAINING LEAN IMPROVEMENT ON THE RELATIONSHIP BETWEEN SUSTAINABLE MANUFACTURING PRACTICES AND SUSTAINING PERFORMANCE	TEST ENGINEERING AND MANAGEMENT	01934120	83	0	9955-9964	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
17	GOAL CLARITY AND FINANCIAL LITERACY TOWARDS RETIREMENT CONFIDENCE AMONG WORKING ADULTS IN SOUTHERN REGION, MALAYSIA	TEST ENGINEERING AND MANAGEMENT	01934120	83	MAY - JUN E2020	9965-9971	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
18	THE EFFECT OF PERCEIVED VALUE ON SUSTAINABLE FASHION CONSUMPTION IN THE ERA OF	INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES	22226990	10	8	895-906	0	EXCELLENCE IN RESEARCH FOR AUSTRALIA (ERA)	INDEXED PUBLICATION	0	CO-AUTHOR	2020

	COVID-19: A PROPOSED CONCEPTUAL FRAMEWORK											
19	USER-GENERATED CONTENT SOURCES: THE USE OF SOCIAL MEDIA IN MOTIVATING SUSTAINABLE LUXURY FASHION CONSUMPTIONS	INTERNATIONAL JOURNAL OF SCIENTIFIC AND TECHNOLOGY RESEARCH	22778616	9	3	5208-5214	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
20	BIBLIOMETRIC ANALYSIS OF GLOBAL RESEARCH TRENDS ON ELECTRONIC WORD OF MOUTH USING SCOPUS DATABASE	JOURNAL OF CRITICAL REVIEWS	23945125	7	16	405-412	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
21	FACTORS ENHANCING YOUNG CONSUMERS SATISFACTION OF MOBILE WALLET SERVICES IN MALAYSIA	TEST ENGINEERING AND MANAGEMENT	01934120	83	0	8269-8279	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
22	THE IMPACT OF CELEBRITY ENDORSEMENT ON CUSTOMERS PURCHASE INTENTION	TEST ENGINEERING & MANAGEMENT	01934120	83	0	7745-7753	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
23	WAYS TO INCREASE WORD-OF-MOUTH IN THE RETAIL INDUSTRY	TEST ENGINEERING AND MANAGEMENT	01934120	83	0	8259-8268	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2020
24	THE INFLUENCE OF FACEBOOK FEATURES AND ACTIVITIES ON CONSUMERS' PURCHASE INTENTION	6TH INTERNATIONAL CONFERENCE ON RESEARCH AND INNOVATION IN INFORMATION SYSTEMS: EMPOWERING DIGITAL INNOVATION, ICRIS 2019	9781728167268	0	0	1-6	0	PUBLICATION IN WEB OF SCIENCE	INDEXED PUBLICATION	0	CO-AUTHOR	2019
25	MUSLIM CONSUMERS' PATRONAGE INTENTION TOWARDS KOREAN RESTAURANT CHAINS IN MALAYSIA	AIP CONFERENCE PROCEEDINGS	9780735417700	2044	0	020010-020010	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2018
26	CONSUMER PRONENESS TOWARDS IN-STORE PROMOTION IN FOREIGN-BASED HYPERMARKET VS LOCAL-BASED HYPERMARKET	AIP CONFERENCE PROCEEDINGS	0094243X	2044	1	020011-020011	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CO-AUTHOR	2018
27	THE MODERATING ROLE OF INTEGRATED PERSUASIVE COMMUNICATION MESSAGES TOWARDS PRO-ENVIRONMENTAL BEHAVIOUR	SOCIAL SCIENCES (PAKISTAN)	18185800	11	20	4924-4931	0	PUBLICATION IN SCOPUS	INDEXED PUBLICATION	0	CORRESPONDING AUTHOR	2016
28	DETERMINING SOCIO-DEMOGRAPHIC, PSYCHOGRAPHIC	PROCEDIA SOCIAL AND BEHAVIORAL SCIENCES	18770428	130	0	479-489	0	PUBLICATION IN WEB OF SCIENCE	INDEXED PUBLICATION	0	CORRESPONDING AUTHOR	2014

OTHER PUBLICATION				
No	Type	Title	Author Role	Year
1	CLASIFIED/TECHNICAL REPORT	-	CO-AUTHOR	2024
2	PROCEEDINGS	THE IMPACT OF SPILLOVER EFFECT AND ETHNOCENTRISM ON BRAND EQUITY MATCHING IN FAST FASHION ALLIANCES	CO-AUTHOR	2024
3	BOOK CHAPTER	MALAYSIAN CONSUMERS' ADOPTION INTENTION OF SMARTWATCH	CO-AUTHOR	2023
4	JOURNAL ARTICLE NON CITATION-INDEXED	ADOPTION INTENTION FOR HOUSEHOLD GREEN CLEANING PRODUCT AMONG MALAYSIAN CONSUMERS	CO-AUTHOR	2022
5	BOOK CHAPTER	CHAPTER 4: ORGANIC FOOD PURCHASE INTENTIONS AMONG GENERATION Y	CO-AUTHOR	2022
6	BOOK CHAPTER	FACTORS AFFECTING YOUNGSTERS' PURCHASE INTENTION ON INSTAGRAM	CO-AUTHOR	2022
7	BOOK CHAPTER	FACTORS INFLUENCING HALAL COSMETICS PURCHASE INTENTION AMONG MALAYSIAN PUBLIC UNIVERSITY STUDENTS	CO-AUTHOR	2022
8	BOOK CHAPTER	FACTORS INFLUENCING HALAL COSMETICS PURCHASE INTENTION AMONG MALAYSIAN PUBLIC UNIVERSITY STUDENTS	CO-AUTHOR	2022
9	CONFERENCE PAPER	FACTORS THAT DRIVE MARKETING STRATEGIES IMPLEMENTATION FOR PURCHASE INTENTION OF TADIKA SANTALIA	CO-AUTHOR	2022
10	BOOK CHAPTER	INFLUENCE OF KOREAN WAVE TOWARDS STUDENT LIFESTYLE	CO-AUTHOR	2022
11	CONFERENCE PAPER	MARKETING INTERVENTION TO STIMULATE PURCHASE INTENTION OF MY-ROBOT TAMAN UNIVERSITI SDN. BHD.	CO-AUTHOR	2022
12	CONFERENCE PAPER	MARKETING MIX TO INCREASE PURCHASE INTENTION OF PLUMBING AND MAINTENANCE SERVICE PROVIDER – CASE OF AZMAN BIN AHMAD	CO-AUTHOR	2022
13	CONFERENCE PAPER	MARKETING MIX TO INCREASE THE BRAND AWARENESS AND CUSTOMER SATISFACTION OF JANNAHNOE EMPIRE SENDIRIAN BERHAD	CO-AUTHOR	2022
14	CONFERENCE PAPER	ONLINE BOOKING IMPLEMENTATION FOR NASESZ ENTERPRISE	CO-AUTHOR	2022
15	PROCEEDINGS	SHOULD WE ADOPT ONLINE GREEN PRODUCT REVIEWS? SOURCE CREDIBILITY THEORY (SCT) AND STRUCTURAL EQUATION MODELING (SEM) RESULTS	CO-AUTHOR	2022
16	CONFERENCE PAPER	SOCIAL MEDIA AND ENGAGEMENT STRATEGIES TO INCREASE BRAND EQUITY AND PURCHASE INTENTION OF RED FUTURE NETWORK ENTERPRISE	CO-AUTHOR	2022
17	CONFERENCE PAPER	SOCIAL MEDIA BRAND COMMUNICATION STRATEGIES TO ENHANCE BRAND EQUITY OF TOP ONE TECHNOLOGY SDN. BHD.	CO-AUTHOR	2022
18	CONFERENCE PAPER	SOCIAL MEDIA COMMUNICATION STRATEGIES TO ENHANCE BRAND PASSION AND PURCHASE INTENTION OF PRO BAKERS ENTERPRIS	CO-AUTHOR	2022
19	CONFERENCE PAPER	SOCIAL MEDIA STRATEGIES TO INCREASE BRAND OF A TRADITIONAL CHINESE PASTRY SHOP – CHOP KIAN LAI SENG	CO-AUTHOR	2022
20	PUBLICATION IN ACADEMIC AND PROFESIONAL MAGAZINE	SUSTAINABLE FASHION: THE WAY FOR FUTURE, BUT WHERE ARE WE NOW?	CO-AUTHOR	2022
21	PROCEEDINGS	TOSS ELECTRONIC WASTE RIGHT: FROM TOXIC TO GREEN	CO-AUTHOR	2022
22	PROCEEDINGS	"ENVIRUNMENT" VIRTUAL RUN TO EDUCATE SUSTAINABLE DEVELOPMENT GOALS AND COMMIT ZERO WASTE PRACTICES	CO-AUTHOR	2021
23	CLASIFIED/TECHNICAL REPORT	-	CO-AUTHOR	2021
24	CONFERENCE PAPER	ADOPTIONINTENTION	CO-AUTHOR	2021

		TOWARDSHEALTHCAREWEARABLE TECHNOLOGY AMONG JOHOR CONSUMERS		
25	PROCEEDINGS	ANDRAGOGY IN EXPERIENTIAL LEARNING FOR SOCIAL WELLBEING	CORRESPONDING AUTHOR	2021
26	CONFERENCE PAPER	ANTECEDENTS OF SMARTPHONE BRAND COMMITMENT AND SWITCHING BEHAVIOUR	CO-AUTHOR	2021
27	PROCEEDINGS	CONSUMER ADOPTION INTENTION TOWARD HEALTHCARE WEARABLE TECHNOLOGY	CO-AUTHOR	2021
28	PROCEEDINGS	CREATING A STUDENT-CENTERED COLLABORATIVE LEARNING THROUGH PLANNING A SUCCESSFUL WEBINAR	CO-AUTHOR	2021
29	CONFERENCE PAPER	DRIVERS TO INCREASE RECYCLING BEHAVIOR IN HIGHER EDUCATION INSTITUTIONS	CO-AUTHOR	2021
30	CONFERENCE PAPER	E-SERVICE FACTORS OF ONLINE BANKING AND ITS INFLUENCE ON CUSTOMER SATISFACTION: THE CASE OF BANK ISLAM MALAYSIA BERHAD (BIMB)	CO-AUTHOR	2021
31	CONFERENCE PAPER	EFFECT OF REFERENCE PRICE TOWARD CUSTOMER PURCHASE INTENTION ON FROZEN FOOD: A CASE STUDY AT RESTAURANT VEGETARIAN S.I JIN WEI	CO-AUTHOR	2021
32	CONFERENCE PAPER	ENHANCING KNOWLEDGE OF YOUNG GENERATION IN ZERO WASTE MANAGEMENT	CO-AUTHOR	2021
33	PROCEEDINGS	ENHANCING KNOWLEDGE OF YOUNG GENERATION IN ZERO WASTE MANAGEMENT	CO-AUTHOR	2021
34	PROCEEDINGS	EXPERIENTIAL LEARNING FOR ENTREPRENEURSHIP	CO-AUTHOR	2021
35	CONFERENCE PAPER	FACTORS AFFECTING CONSUMER REPURCHASE INTENTION TOWARDS AIRBNB	CO-AUTHOR	2021
36	CONFERENCE PAPER	FACTORS AFFECTING DESTINATION LOYALTY OF FOREIGN STUDENTS TOWARDS MALAYSIAN HIGHER EDUCATION INSTITUTIONS	CO-AUTHOR	2021
37	CONFERENCE PAPER	FACTORS INFLUENCING PURCHASE INTENTION OF HEALTH SUPPLEMENT PRODUCT AMONG UTM JB STUDENTS	CO-AUTHOR	2021
38	CONFERENCE PAPER	FACTORS THAT AFFECT GEN Z CONTINUOUS WATCHING INTENTION ON STREAMING PLATFORM	CO-AUTHOR	2021
39	CONFERENCE PAPER	FACTORS THAT INFLUENCING THE ADOPTION OF E-WALLET AMONG UNDERGRADUATE STUDENTS IN UTM JOHOR BAHRU	CO-AUTHOR	2021
40	CONFERENCE PAPER	FACTORS THAT PREDICT THE USAGE INTENTION TOWARDS TIKTOK AMONG MALAYSIAN CONSUMERS	CO-AUTHOR	2021
41	CONFERENCE PAPER	FOODPANDA: CONSUMERS' PURCHASE INTENTION TOWARDS ONLINE FOOD DELIVERY SERVICE	CO-AUTHOR	2021
42	CONFERENCE PAPER	INFLUENCE OF KOREAN WAVE TOWARDS STUDENT LIFESTYLE	CO-AUTHOR	2021
43	PROCEEDINGS	INFLUENCE OF UNIQUENESS AND INNOVATIVENESS OF FAST FOOD MENU TOWARDS CUSTOMER SATISFACTION	CO-AUTHOR	2021
44	PROCEEDINGS	INVESTIGATE WEBSITE QUALITY AND E-TRUST FOR ONLINE BOOKING IMPLEMENTATION	CO-AUTHOR	2021
45	PROCEEDINGS	MARKETING MIX STRATEGIES TO INCREASE PURCHASE INTENTION OF A PLUMBING AND MAINTENANCE SERVICE PROVIDER	CO-AUTHOR	2021
46	CONFERENCE PAPER	MEASURING CUSTOMER SATISFACTION FOR COURIER SERVICES USING SERVPERF: A CASE STUDY OF NINJA VAN	CO-AUTHOR	2021
47	PROCEEDINGS	SERVICE LEARNING PEDAGOGY IN SOCIAL MEDIA AND BRANDING CLASS TOWARDS QUADRUPLE HELIX PARTNERSHIP (QHP)	CO-AUTHOR	2021
48	CONFERENCE PAPER	SOCIAL MEDIA AS A TOOL TO HELP SELECT TOURISM DESTINATIONS: CASE OF UNIVERSITI	CO-AUTHOR	2021

		TEKNOLOGI MALAYSIA, SKUDAI		
49	PROCEEDINGS	SOCIAL MEDIA MARKETING STRATEGIES TO INCREASE PURCHASE INTENTION OF A KINDERGARTEN	CO-AUTHOR	2021
50	CONFERENCE PAPER	THE BEHAVIOURAL INTENTION OF CUSTOMERS' ADOPTION OF SMARTPHONE FITNESS APPS	CO-AUTHOR	2021
51	CONFERENCE PAPER	THE IMPACT OF BRAND EQUITY ON PURCHASE INTENTION TOWARD HERMS C ENTERPRISE	CO-AUTHOR	2021
52	CONFERENCE PAPER	THE INFLUENCE OF EWOM IN SOCIAL MEDIA ON CONSUMERS PURCHASE INTENTION AMONG YOUTH IN MALAYSIA	CO-AUTHOR	2021
53	CONFERENCE PAPER	THE INFLUENCES OF VLOG ATTRIBUTES ON PARASOCIAL INTERACTION AND BRANDING	CO-AUTHOR	2021
54	CONFERENCE PAPER	WHAT DRIVES CONSUMER ADOPTION OF MOBILE WALLET?	CO-AUTHOR	2021
55	PROCEEDINGS	BE STILL PROJECT: ANDRAGOGY IN EXPERIENTIAL LEARNING FOR A GOOD CAUSE	CO-AUTHOR	2020
56	CONFERENCE PAPER	CURRENT ISSUES AND EMERGING TRENDS OF SOCIAL MEDIA EFFECTIVENESS IN VOLUNTEER ORGANIZATION	CO-AUTHOR	2020
57	CONFERENCE PAPER	DESTINATIONS SELECTION FOR EDUCATIONAL TOURISM: A REVIEW	CO-AUTHOR	2020
58	PROCEEDINGS	DEVELOPMENT OF ENTREPRENEURS VIA SOCIAL MEDIA MARKETING SERVICE LEARNING	CO-AUTHOR	2020
59	CONFERENCE PAPER	DRIVERS FOR CUSTOMER REPURCHASE INTENTION IN AIRBNB	CO-AUTHOR	2020
60	CONFERENCE PAPER	ELECTRONIC WASTE RECYCLING BEHAVIOR: A PROPOSED FRAMEWORK	CO-AUTHOR	2020
61	CONFERENCE PAPER	FACTORS AFFECTING STUDENT SATISFACTION AND DESTINATION LOYALTY FOR EDUCATIONAL TOURISM	CO-AUTHOR	2020
62	CONFERENCE PAPER	FACTORS ENHANCING YOUNG CONSUMERS SATISFACTION OF MOBILE WALLET SERVICES IN MALAYSIA	CO-AUTHOR	2020
63	CONFERENCE PAPER	GOAL CLARITY AND FINANCIAL LITERACY TOWARDS RETIREMENT CONFIDENCE AMONG WORKING ADULTS IN SOUTHERN REGION, MALAYSIA	CO-AUTHOR	2020
64	CONFERENCE PAPER	HOW AIRBNB TOOK OVER THE WORLD?	CO-AUTHOR	2020
65	CONFERENCE PAPER	MOBILE WALLET ADOPTION: A PROPOSED MODEL	CO-AUTHOR	2020
66	PROCEEDINGS	PARTNERSHIP MODEL FOR INNOVATIVE STUDENT-CENTERED LEARNING APPROACH	CO-AUTHOR	2020
67	PUBLICATION IN ACADEMIC AND PROFESIONAL MAGAZINE	SUSTAINABLE FASHION - YOU DON'T HAVE TO BE A HERO TO SAVE THE PLANET!	CO-AUTHOR	2020
68	JOURNAL ARTICLE NON CITATION-INDEXED	THE INFLUENCES OF PARASOCIAL RELATIONSHIP AND SOURCES CREDIBILITY IN PROMOTING SUSTAINABLE FASHION IN SOCIAL NETWORK SITES	CO-AUTHOR	2020
69	CONFERENCE PAPER	THE MODERATING EFFECT OF CYNICISM AMONG MALAYSIAN CONSUMERS ON PURCHASE INTENTION OF ENERGY EFFICIENT VEHICLE	CO-AUTHOR	2020
70	CONFERENCE PAPER	UNDERSTANDING CUSTOMER REPURCHASE INTENTION IN AIRBNB: ROLE OF ATTITUDES AND SATISFACTION	CO-AUTHOR	2020
71	PROCEEDINGS	USING COMPETITIONS TO NURTURE THE LEADERS OF TOMORROW	CO-AUTHOR	2020
72	CONFERENCE PAPER	WAYS TO INCREASE WORD-OF-MOUTH IN THE RETAIL INDUSTRY	CO-AUTHOR	2020
73	CONFERENCE PAPER	WHAT DRIVES CONSUMER ADOPTION OF MOBILE WALLET?	CO-AUTHOR	2020
74	CONFERENCE PAPER	YOUNG CONSUMERS' LIFESTYLES ON THEIR	CO-AUTHOR	2020

		ECOLOGICAL BEHAVIOR		
75	CONFERENCE PAPER	ADVANCEMENT ON ENTERPRISE RISK MANAGEMENT AND SUPPLY CHAIN PERFORMANCE	CO-AUTHOR	2019
76	CONFERENCE PAPER	AN ASSESSMENT ON THE RELATIONSHIP BETWEEN OPEN INNOVATION ACTIVITIES AND FIRM'S INNOVATION PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN THE MALAYSIAN MANUFACTURING SECTOR	CO-AUTHOR	2019
77	CONFERENCE PAPER	CONSUMER PURCHASE INTENTION OF NATURAL FUNCTIONAL FOOD	CO-AUTHOR	2019
78	CONFERENCE PAPER	CONSUMERS ATTITUDE ON SOCIAL MEDIA MARKETING COMMUNICATIONS AND PURCHASE INTENTION	CO-AUTHOR	2019
79	CONFERENCE PAPER	DETERMINANTS OF POSITIVE WORD-OF-MOUTH IN RETAILING	CO-AUTHOR	2019
80	CONFERENCE PAPER	DETERMINANTS THAT INFLUENCING THE BEHAVIOUR INTENTION OF CONSUMING HALAL FOOD AMONG MUSLIM GEN Y	CO-AUTHOR	2019
81	CONFERENCE PAPER	DOES CORPORATE SOCIAL RESPONSIBILITY DRIVE CONSUMER PURCHASE INTENTION?	CO-AUTHOR	2019
82	JOURNAL ARTICLE NON CITATION-INDEXED	EFFECT OF CYNICISM TOWARDS ENVIRONMENTALLY RESPONSIBLE PURCHASE BEHAVIOUR OF ENERGY EFFICIENT VEHICLE AMONG MALAYSIAN CONSUMERS	CO-AUTHOR	2019
83	JOURNAL ARTICLE NON CITATION-INDEXED	EFFECT OF GREEN BRAND POSITIONING, KNOWLEDGE, AND ATTITUDE OF CUSTOMERS ON GREEN PURCHASE INTENTION	CO-AUTHOR	2019
84	CONFERENCE PAPER	EFFECT OF PROMOTIONAL TOOLS TOWARDS YOUTHS BUYING BEHAVIOUR	CO-AUTHOR	2019
85	CONFERENCE PAPER	EFFECTS OF FASHION CO-BRANDING FACTORS ON CONSUMERS' PURCHASE INTENTION OF APPAREL PRODUCTS IN MALAYSIA	CO-AUTHOR	2019
86	JOURNAL ARTICLE NON CITATION-INDEXED	ENTREPRENEURIAL ORIENTATION AND ORGANIZATIONAL PERFORMANCE OF E-BUSINESS IN MALAYSIA: THE MODERATING ROLE OF EXTERNAL ENVIRONMENT	CO-AUTHOR	2019
87	PROCEEDINGS	ENTREPRENEURIAL ORIENTATION AND ORGANIZATIONAL PERFORMANCE OF E-BUSINESS IN MALAYSIA: THE MODERATING ROLE OF EXTERNAL ENVIRONMENT	CO-AUTHOR	2019
88	CONFERENCE PAPER	ENVIRONMENTAL CONSCIOUSNESS, STRATEGIC INTENTION AND PERCEIVED SUSTAINABILITY PERFORMANCE OF ECO-INDUSTRIAL PARK IN MALAYSIA	CO-AUTHOR	2019
89	JOURNAL ARTICLE NON CITATION-INDEXED	FACTORS AFFECTING SUSTAINABLE APPAREL CONSUMPTION IN EMERGING COUNTRIES: A SYSTEMATIC LITERATURE REVIEW	CO-AUTHOR	2019
90	CONFERENCE PAPER	FACTORS AFFECTING YOUNG CONSUMERS' IMPULSE BUYING BEHAVIOUR IN ONLINE APPAREL SHOPPING	CO-AUTHOR	2019
91	CONFERENCE PAPER	FACTORS AFFECTING YOUNGSTERS PURCHASE INTENTION IN SOCIAL MEDIA: AN APPRAISAL OF INSTAGRAM	CO-AUTHOR	2019
92	JOURNAL ARTICLE NON CITATION-INDEXED	FACTORS DRIVING CONSUMERS PARTICIPATION IN COLLABORATIVE CONSUMPTION WITH AIRBNB	CO-AUTHOR	2019
93	CONFERENCE PAPER	FACTORS DRIVING MALAYSIAN CONSUMERS' ADOPTION INTENTION TOWARDS APPLE WATCH	CO-AUTHOR	2019
94	CONFERENCE PAPER	FACTORS FOR IMPROVED YOUNG CUSTOMER SATISFACTION OF MOBILE WALLET	CO-AUTHOR	2019
95	CONFERENCE PAPER	FACTORS INFLUENCING ONLINE PURCHASE INTENTION AMONG UTM STUDENTS	CO-AUTHOR	2019
96	CONFERENCE PAPER	IMPACT OF CELEBRITY ENDORSEMENT ON CUSTOMERS PURCHASE INTENTION	CO-AUTHOR	2019

97	CONFERENCE PAPER	INNOVATIVE BEE BOX USING MODULAR RECYCLED MATERIAL FOR SUSTAINABLE BEE FARMING: A REVIEW AND POTENTIAL FOR COMMERCIALISATION	CO-AUTHOR	2019
98	CONFERENCE PAPER	INVESTIGATING CONSUMER ADVOCACY ON COMMUNITY USEFULNESS AND BRAND AVOIDANCE: ORGANIZATIONAL RESPONSE TO OPEN COMPLAINTS	CO-AUTHOR	2019
99	BOOK CHAPTER	MCDONALD'S BOYCOTT - AN OVERVIEW OF HUMAN RIGHTS AWARENESS, RELIGIOSITY AND SELF-IMAGE AMONG MALAYSIAN YOUTHS	CO-AUTHOR	2019
100	CONFERENCE PAPER	MOTIVATIONAL DRIVERS BEHIND SUSTAINABLE LUXURY CONSUMPTION: A REVIEW	CO-AUTHOR	2019
101	CONFERENCE PAPER	PURCHASE INTENTION OF CONSUMERS TOWARDS KLOOK SOCIAL COMMERCE SITE	CO-AUTHOR	2019
102	CONFERENCE PAPER	PURCHASE INTENTION TOWARDS BUBBLE TEA DRINKS AMONG UTM STUDENTS	CO-AUTHOR	2019
103	JOURNAL ARTICLE NON CITATION-INDEXED	REVISITING STIMULI DEVELOPMENT PROCESS IN ADVERTISING RESEARCH	CO-AUTHOR	2019
104	CONFERENCE PAPER	ROLE OF TECHNOLOGICAL INNOVATION AND WORD-OF-MOUTH IN RETAILING	CO-AUTHOR	2019
105	CONFERENCE PAPER	SOCIAL MEDIA MARKETING COMMUNICATIONS ON CONSUMERS ATTITUDES	CO-AUTHOR	2019
106	CONFERENCE PAPER	THE EFFECTIVENESS OF ADVERTISEMENT TOWARDS CONSUMER BUYING BEHAVIOR	CO-AUTHOR	2019
107	CONFERENCE PAPER	THE EFFECTS OF PRODUCT PLACEMENT IN TELEVISION SHOWS AND ITS INFLUENCE ON PURCHASE INTENTION	CO-AUTHOR	2019
108	CONFERENCE PAPER	THE IMPACT OF PERCEIVED E-WOM ON PURCHASE INTENTION: MEDIATING ROLE CORPORATE IMAGE OF UNIVERSITI TEKNOLOGI MALAYSIA	CO-AUTHOR	2019
109	CONFERENCE PAPER	THE INFLUENCE OF FACEBOOK FEATURES AND ACTIVITIES ON GEN Y'S PURCHASE INTENTION	CORRESPONDING AUTHOR	2019
110	CONFERENCE PAPER	THE RELATIONSHIP BETWEEN INNOVATION FACTORS AND FIRMS PERFORMANCE OF MANUFACTURING SME IN MALAYSIA	CO-AUTHOR	2019
111	CONFERENCE PAPER	THE ROLE OF SOCIAL MEDIA INFLUENCERS TOWARDS CONSUMERS' PRODUCT AWARENESS AMONG MALAYSIAN WOMEN	CO-AUTHOR	2019
112	CONFERENCE PAPER	THE SYSTEMATIC LITERATURE REVIEW OF CONSUMER BEHAVIOUR AND SUSTAINABLE FASHION CONSUMPTION FROM 2015-2019	CO-AUTHOR	2019
113	CONFERENCE PAPER	YOUNG CONSUMERS LIFESTYLES ON THEIR ECOLOGICAL BEHAVIOR	CO-AUTHOR	2019
114	JOURNAL ARTICLE NON CITATION-INDEXED	CHILDREN'S OWNERSHIP INTENTION TOWARDS LICENSED CHARACTER PRODUCTS: THE INFLUENCE OF PACKAGING, ADVERTISING, PEERS AND PESTER POWER	CO-AUTHOR	2018
115	CONFERENCE PAPER	CONSPICUOUS CONSUMPTION	CO-AUTHOR	2018
116	CONFERENCE PAPER	EFFECT OF CYNICISM TOWARDS ENVIRONMENTALLY RESPONSIBLE PURCHASE BEHAVIOUR OF ENERGY EFFICIENT VEHICLE AMONG MALAYSIAN CONSUMERS	CO-AUTHOR	2018
117	PROCEEDINGS	FACTORS AFFECTING MEDICAL TOURISTS TO MALAYSIA	CO-AUTHOR	2018
118	CONFERENCE PAPER	FACTORS AFFECTING ORGANIC FOODS PURCHASE INTENTIONS AMONG GENERATION Y	CO-AUTHOR	2018
119	CONFERENCE PAPER	FACTORS INFLUENCING HALAL COSMETICS PURCHASE INTENTION AMONG MALAYSIAN PUBLIC UNIVERSITY STUDENTS	CO-AUTHOR	2018
120	CONFERENCE PAPER	FACTORS THAT INFLUENCE THE PURCHASE INTENTION OF HEALTH SUPPLEMENTS AMONG MALAYSIAN	CO-AUTHOR	2018
121	PROCEEDINGS	MALAYSIA AUTOMOTIVE INDUSTRY:	CO-AUTHOR	2018

		PROGRESSING TOWARD ENERGY EFFICIENT VEHICLE ERA		
122	CONFERENCE PAPER	MUSLIM CONSUMERS' PATRONAGE INTENTION TOWARDS KOREAN RESTAURANT CHAINS IN MALAYSIA	CO-AUTHOR	2018
123	CONFERENCE PAPER	RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN ISLAMIC BANKS OF JOHOR	CO-AUTHOR	2018
124	CONFERENCE PAPER	SERVICE QUALITY, SERVICE EXPERIENCE AND BEHAVIOURAL INTENTION TO ATTEND JOHOR DARUL TAZIM HOME GAMES	CO-AUTHOR	2018
125	CONFERENCE PAPER	SUSTAINABLE CLAIM ADVERTISEMENT: REVISITING STIMULI DEVELOPMENT PROCEDURE	CO-AUTHOR	2018
126	CONFERENCE PAPER	TELEVISION ADVERTISEMENT INFLUENCE ON CHILDREN PURCHASE BEHAVIOUR	CO-AUTHOR	2018
127	CONFERENCE PAPER	THE EFFECT OF VALUE PERCEPTION TOWARDS PURCHASE INTENTION ON LUXURY BRAND HANDBAG AMONG MALAYSIAN	CO-AUTHOR	2018
128	CONFERENCE PAPER	THE EFFECTIVENESS OF FACEBOOK FEATURES AND ACTIVITIES IN INFLUENCING CONSUMER PURCHASE INTENTION	CO-AUTHOR	2018
129	CONFERENCE PAPER	WHY MEDICAL TOURISTS MUST GO TO MALAYSIA!	CO-AUTHOR	2018
130	CLASIFIED/TECHNICAL REPORT	-	CO-AUTHOR	2017
131	CONFERENCE PAPER	ARE MILLENNIALS TRULY ATTACH AND LOYAL TO THE HUMAN BRAND?	CO-AUTHOR	2017
132	JOURNAL ARTICLE NON CITATION-INDEXED	AUTOMOTIVE INDUSTRY: NOT EASY BEING GREEN	CO-AUTHOR	2017
133	CONFERENCE PAPER	DETERMINANTS INFLUENCING REPURCHASE INTENTION IN MALAYSIA MEDICAL TOURISM INDUSTRY	CO-AUTHOR	2017
134	CONFERENCE PAPER	FACTORS AFFECTING BRAND IMAGE AND PURCHASE INTENTION OF GRAB	CO-AUTHOR	2017
135	PROCEEDINGS	MALAYSIA AUTOMOTIVE INDUSTRY: MOVING TOWARD ENERGY EFFICIENT VEHICLE ERA	CO-AUTHOR	2017
136	CONFERENCE PAPER	MEASURING ONLINE SHOPPING CONVENIENCE ON REPURCHASE INTENTION AT MUDAH.MY	CO-AUTHOR	2017
137	PUBLICATION IN ACADEMIC AND PROFESIONAL MAGAZINE	PERSUADING WOMEN TO ACT GREEN - THE MAGIC OF SOCIAL MARKETING	CORRESPONDING AUTHOR	2017
138	CONFERENCE PAPER	THE IMPACT OF GREEN BRAND POSITIONING, KNOWLEDGE AND ATTITUDE ON GREEN PRODUCT PURCHASE INTENTION	CO-AUTHOR	2017
139	CONFERENCE PAPER	WHAT DRIVES NETBALL TEAM LOYALTY IN MALAYSIA?	CO-AUTHOR	2017
140	CONFERENCE PAPER	WHY DO CONSUMERS PARTICIPATE IN COLLABORATIVE CONSUMPTION WITH AIRBNB?	CO-AUTHOR	2017
141	JOURNAL ARTICLE NON CITATION-INDEXED	THE MODERATING ROLE OF CAMPAIGN FREQUENCY ON PLASTIC SHOPPING BAGS CONSUMPTION	CORRESPONDING AUTHOR	2014

PLENARY/ CHAIRPERSON/ ORAL POSTER PRESENTER/ KEYNOTE ADDRESS/ INVITED GUEST SPEAKER					
No	Role	Title of Programme	Level of Program	Location	Date
1	PENCERAMAH JEMPUTAN	GUEST LECTURER IN THE STUDY PROGRAM OF BUSINESS EDUCATION, FACULTY OF ECONOMIC AND BUSINESS EDUCATION (FPEB) UNIVERSITAS PENDIDIKAN INDONESIA (UPI)	ANTARABANGSA	UNIVERSITAS PENDIDIKAN INDONESIA (UPI)	07/06 /2024
2	PENCERAMAH JEMPUTAN	BENGGEL PANEL PENILAI MYTQA	KEBANGSAAN	KEMENTERIAN PELANCONGAN, SENI DAN BUDAYA MALAYSIA	28/08 /2022
3	PENCERAMAH JEMPUTAN	KURSUS KETERAMPILAN: GROOMING YOURSELF AT WORK	UNIVERSITI	SEKSYEN PEMBANGUNAN BAKAT, BAHAGIAN SUMBER MANUSIA, JABATAN PENDAFTAR, UTM JOHOR BAHRU	23/11 /2021
4	PENCERAMAH JEMPUTAN	AHIBS FUTURE READY EDUCATORS (FREE) MONTH 2020 SHARING SESSION SERIES 4 - ONLINE FORUM FOR STUDENTS CENTERED LEARNING	FAKULTI	AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL, UTM	09/09 /2020
5	PENCERAMAH JEMPUTAN	FOUNDATION ACADEMIC ENHANCEMENT ACTIVITY	KEBANGSAAN	UNIVERSITY OF READING MALAYSIA	06/02 /2020
6	PENCERAMAH JEMPUTAN	PERSONAL GROOMING DESIGN YOUR IDENTITY	UNIVERSITI	KOLEJ TUN DR ISMAIL, UTM JOHOR BAHRU	28/04 /2019

PROFESSIONAL SERVICES (Entrepreneurship)			
No	Name of Corporation / Entity	Category / Role	Total Income Generated (RM)
1		HICOE management/agency :	0

PROFESSIONAL SERVICES (Community Project and University Services)						
No	Role	Title of Programme	Level	Location	Date	Total Income Generated (RM)
NONE						

PROFESSIONAL SERVICES (Endowment and Wakaf to University)		
No	Name of Endowment and Wakaf	Total Contribution (RM)
1	Tabung Endowmen UTM bagi Tahun 2023	240
2	PAKEJ C (1 SLOT WAKAF)	30
3	SUKAP 2018	200

PROFESSIONAL SERVICES (Commercialisation)				
No	Role	Name of Product Commercialisation	Date	Total Income Generated (RM)
NONE				

PROFESSIONAL SERVICES (Grant based on innovation and University Commercialisation Product)								
No	Name of Grant	Role	Category of Grant	Type of Grant	Vot No.	Start Date	End Date	Amount (RM)
1	Module - Do you like being told what to do? Slides	RESEARCHER	UTM	UTM Transdisciplinary Research Grant	Q.J130000.35 55.06G49	01/12/2018	31/05/2022	40000.00
2	Grooming Talk - Design your Identity	-	OTHERS	-	-	-	-	-

PROFESSIONAL SERVICES (Copyright, Patent Granted and Filing)			
No	Name / Title	Type	Status
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2	Customer Satisfaction Survey for Running Event	COPYRIGHT	APPROVED
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4	Framework of Acceptance Behaviour to Short Messaging Service Advertising	COPYRIGHT	APPROVED
5	Framework of Electronic Waste Recycling Behavior for Reverse Logistics	COPYRIGHT	APPROVED
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8	Module - Do you like being told what to do? Slides	COPYRIGHT	APPROVED
9	Module - Marketing Strategies in Online Platform slides	COPYRIGHT	APPROVED
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