



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

## CURRICULUM VITAE

### PERSONAL DETAILS

Name : Norzaidahwati Zaidin

Gender : Female

Date of Birth : 5 November 1967

Nationality : Malaysian

Marital Status : Married

Address : No 19 Jalan Bukit Impian 25, Taman Impian Emas, 81300 Skudai, Johor

Tel : (Mobile) : +60197257734 (Office): +6075610147 (Fax):

E-mail : nzw@utm.my

Website : https://business.utm.my/norzaidahwati/

ID Staff : 9345

Expertise : Marketing: Healthcare Marketing, Marketing for Innovation, Global Marketing, Innovative Marketing, Product Management and Development.

### ACADEMIC QUALIFICATIONS

| NO | LEVEL OF EDUCATION           | COURSE                  | UNIVERSITY                | STARTING DATE  | ENDING DATE    |
|----|------------------------------|-------------------------|---------------------------|----------------|----------------|
| 1  | PhD                          | Management              | UTM                       | 2009           | 2015           |
| 2  | MSc. International Marketing | International Marketing | University of Strathclyde | September 1997 | September 1998 |

|   |   |                             |                           |                |                |
|---|---|-----------------------------|---------------------------|----------------|----------------|
| 3 | MSc. Business Information Technology System | Business Information System | University of Stratclyde  | September 1996 | September 1997 |
| 4 | BBA (Hons)                                  | Business Administration     | Universiti Utara Malaysia | September 1988 | December 1991  |

#### AWARD AND HONORS RECEIVED

| NO | AWARD  | LEVEL<br>(FACULTY /UTM<br>/NATIONAL<br>/INTERNATIONAL) | YEAR |
|----|--|--|------|
| 1  | Appreciation Supervision AARC 2023 – Dr Dewi Juliana Mohd Namsah                                       | UTM  | 2023 |
| 2  | Appreciation Supervision AARC 2023 – Dr. Malvinder A/L Mhinder Singh                                   | UTM  | 2023 |
| 3  | Appreciation Supervision AARC 2023 – Hamsawani A/P Subramaniam   | UTM  | 2023 |
| 4  | Excellence Service Award AHIBS   | FACULTY  | 2022 |
| 5  | Consultancy Award (Bronze) AHIBS   | FACULTY  | 2022 |
| 6  | Appreciation Supervision Certificate AARC 2022 – Noraziyah Abd Aziz                                    | UTM  | 2022 |
| 7  | Appreciation Supervision Certificate AARC 2022 – Siti Nadzirah   | UTM  | 2022 |
| 8  | Excellence In Action Research Supervision AHIBS Action Research Challenge 2021                         | FACULTY  | 2021 |
| 9  | Excellence In Action Research Supervision In Marketing/Innovation AHIBS Action Research Challenge 2021 | FACULTY  | 2021 |
| 10 | Excellence In Action Research Supervision In Marketing At AHIBS Action Research Challenge 2021         | FACULTY  | 2021 |
| 11 | Award of Excellence Active Blended Learning Course Mbsa1323 Semester 2 - 2020/2021                     | UTM  | 2021 |
| 12 | Book Chapter Publication Award - Gold  | FACULTY  | 2020 |
| 13 | Award of Excellence Active Blended Learning Course MBSA1323 Semester I 2021-22                         | UTM  | 2021 |
| 14 | Award of Excellence Active Blended Learning Course SBSF3073 (Sec 01) Semester I 2021-22                | UTM  | 2021 |
| 15 | Award of Excellence Active Blended Learning Course SBSF3073 (Sec 02) Semester I 2021-22                | UTM  | 2021 |
| 16 | Award of Excellence Active Blended Learning Course SBSF3043 Semester I 2021-22                         | UTM  | 2021 |
| 17 | Award of Excellence Active Blended Learning Course SBSF4153 Semester I 2021-22                         | UTM  | 2021 |
| 18 | Award of Excellence Active Blended Learning Course MBSA1323 (Sec 02) Semester 1 - 2020/2021            | UTM  | 2020 |
| 19 | Award of Excellence Active Blended Learning Course MBSA1323 (Sec 21) Semester 1 - 2020/2021            | UTM  | 2020 |
| 20 | Award of Excellence Active Blended Learning Course SHAF3073 (Sec 10 Semester I 2020-21                 | UTM  | 2020 |
| 21 | Anugerah Perkhidmatan Cemerlang  | UTM  | 2019 |
| 22 | Recognition of Outstanding Dedication And Commitment as RG Leader                                      | FACULTY  | 2019 |

|     |                                      |               |      |
|-----|--------------------------------------|---------------|------|
| 23. | Ahibs Excellence Service Award       | FACULTY       | 2019 |
| 24. | Hadiah (In Kind) Fjwu Pakistan       | INTERNATIONAL | 2018 |
| 25. | Anugerah Perkhidmatan Cemerlang      | FACULTY       | 2018 |
| 25. | Best Supervisor Award                | FACULTY       | 2018 |
| 27. | Active Blended Learning              | UNIVERSITY    | 2017 |
| 28. | Anugerah Pencapaian Gemilang         | FACULTY       | 2017 |
| 29. | Best Paper Presentation<br>AIC 2016  | NATIONAL      | 2016 |
| 30. | Best Paper Award Marketing Symposium | FACULTY       | 2014 |

#### PROFESSIONAL MEMBERSHIP / QUALIFICATIONS / RECOGNITION

| NO | NAME OF PROFESIONAL MEMBERSHIP | LEVEL (FACULTY /UTM /NATIONAL /INTERNATIONAL) | ROLE   | YEAR             |
|----|--------------------------------|---|--------|------------------|
|    | IEOM                           | INTERNATIONAL                                 | MEMBER | 2013-<br>PRESENT |
|    |                                |   |        |                  |
|    |                                |   |        |                  |

#### ADMINISTRATIVE EXPERIENCE

| NO | POSITION   | STARTING DATE | ENDING DATE    | DEPARTMENT |
|----|--|---------------|----------------|------------|
| 1  | KETUA PROGRAM PASCASISWAZAH PHAM3 DAN MHAM3                      | OKTOBER 2022  | SEPTEMBER 2024 | FM         |
| 2  | FELO HIGH QUALITY DELIVERY                                       | 7 APRIL 2022  | 30 MAC 2024    | UTM        |
| 3  | KETUA MARKETING RESEARCH GROUP                                   | 2021          | 2024           | AHIBS      |
| 4  | KETUA MARKETING RESEARCH GROUP                                   | 2018          | 2021           | AHIBS      |
| 5  | KOORDINATOR PROGRAM PASCASISWAZAH AHIBS KL IN JOHOR BAHRU CAMPUS | 2020          | 2022           | AHIBS      |
| 6  | KOORDINATOR PROGRAM PASCASISWAZAH AHIBS KL IN JOHOR BAHRU CAMPUS | 2018          | 2020           | AHIBS      |
| 7  | KETUA PANEL PEMASARAN  | 2012          | 2013           | AHIBS      |
| 8  | KETUA PANEL PEMASARAN  | 2004          | 2008           | FPPSM      |

**WORKING EXPERIENCE**

| NO | POSITION          | STARTING DATE | ENDING DATE | DEPARTMENT/ORGANISATION       |
|----|-------------------|---------------|-------------|-------------------------------|
| 1  | SENIOR LECTURER   | 2018          | PRESENT     | AHIBS & FM, UTM               |
| 2  | LECTURER          | 2003          | 2017        | FPPSM & AHIBS, UTM            |
| 3  | LECTURER          | 1998          | 2003        | FEB, UNIMAS                   |
| 4  | TUTOR             | 1995          | 1998        | FEB, UNIMAS                   |
| 5  | MARKETING OFFICER | 1992          | 1995        | ARAB MALAYSIAN FINANCE BERHAD |

**CONSULTANCY EXPERIENCE**

| NO | NAME OF CONSULTANCY                                    | ROLE   | AMOUNT (RM) | STARTING DATE | ENDING DATE  | VOTE NO  |
|----|--|--------|-------------|---------------|--------------|----------|
| 1  | Module Go-To-Market Plan                               | MEMBER | 24,000      | AUGUST 2018   | AUGUST 2018  | IN KIND  |
| 2  | Kajian Pasaran Dan Setempat (Profiling) Daerah Tangkak | LEADER | 40,000      | APRIL 2021    | OKTOBER 2021 | VOT 1872 |

**FACULTY APPOINTMENT COMMITTEE**

| NO | NAME OF COMMITTEE   | ROLE      | STARTING DATE | ENDING DATE  |
|----|---|-----------|---------------|--------------|
| 1  | Ahli Jawatankuasa Penyelidikan Dan Inovasi, Fakulti Pengurusan  | Committee | 8 Feb 2023    | 7 Feb 2025   |
| 2  | Ahli Pra Jawatankuasa Akademik, Fakulti Pengurusan, Utm Johor Bahru   | Committee | 1 Jan 2023    | 31 Dec 2024  |
| 3  | Ahli Jawatankuasa Akademik, Fakulti Pengurusan, Utm   | Committee | 1 Jan 2023    | 31 Dec 2024  |
| 4  | Staf Bertanggungjawab (Pic) Bagi Kai Ahibs 2021   | Committee | 1 Jan 2021    | 31 Dec 2021  |
| 5  | Ahli Task Force "Rising Above Covid 19 Challenges – Graduate Employability (RACE GE) 2022-2023 Peringkat Universiti | Committee | 1 Oct 2022    | 30 Sept 2023 |

**UNIVERSITY APPOINTMENT COMMITTEE**

| NO | NAME OF COMMITTEE  | ROLE | STARTING DATE | ENDING DATE |
|----|--|------|---------------|-------------|
| 1  | Felo High Quality Delivery (HQD) Universiti Teknologi Malaysia | Felo | 1 Apr 2022    | 30 Mar 2024 |

**NATIONAL APPOINTMENT COMMITTEE**

| NO | NAME OF COMMITTEE | ROLE | STARTING DATE | ENDING DATE |
|----|-------------------|------|---------------|-------------|
|    | Nil               |      |               |             |

**INTERNATIONAL APPOINTMENT COMMITTEE**

| NO | NAME OF COMMITTEE | ROLE | STARTING DATE | ENDING DATE |
|----|-------------------|------|---------------|-------------|
|    | Nil               |      |               |             |

**SELECTED ACTIVITIES / WORKSHOPS / SEMINARS / COURSES**

| NO | NAME OF ACTIVITIES  | PLACE OF ACTIVITIES | STARTING DATE     | ENDING DATE                    |
|----|---|---------------------|-------------------|--------------------------------|
| 1  | PENILAI APEL A  | MAR 2023            | MAR 2023          | UTM                            |
| 2  | PENILAI APEL A  | FEBRUARI 2023       | FEBRUARI 2023     | UTM                            |
| 3  | PENILAI APEL A  | JANUARI 2023        | JANUARI 2023      | UTM                            |
| 4  | PENILAI APEL A  | DISEMBER 2022       | DISEMBER 2022     | UTM                            |
| 5  | PENILAI APEL A  | SEPTEMBER 2022      | SEPTEMBER 2022    | UTM                            |
| 6  | BENGKEL PEMBANGUNAN SOALAN CSI DAN ESI PTJ                    | 8 MARCH 2023        | 8 MARCH 2023      | BPO UTM                        |
| 7  | WEBINAR: PRODUCT PRICING FOR INNOVATIVE PRODUCT               | 1 MARCH 2023        | 1 MARCH 2023      | ICC UTM                        |
| 8  | TAKLIMAT PEMBANGUNAN PIAGAM PELANGGAN                         | 14 SEPTEMBER 2022   | 14 SEPTEMBER 2022 | BPO UTM                        |
| 9  | PRA BENGKEL PIAGAM PELANGGAN                                  | 21 SEPTEMBER 2022   | 201SEPTEMBER 2022 | BPO UTM                        |
| 10 | BENGKEL PIAGAM PELANGGAN                                      | 26 DECEMBER 2022    | 26 DECEMBER 2022  | BPO UTM                        |
| 11 | STRATEGIC MARKETING STRATEGY: ANIMAL FEED PRODUCT DEVELOPMENT | OCTOBER 2022        | MAY 2023          | FR AFIAH ENTERPRISE            |
| 12 | BENGKEL HALATUJU BAHAGIAN KESIHATAN AWAM JKN JOHOR 2021:      | APRIL 2021          | 9 APRIL 2021      | JABATAN KESIHATAN NEGERI JOHOR |

|    |  |                 |                  |  |
|----|--|-----------------|------------------|--|
| 13 | TO IDENTIFY THE POTENTIAL OF NEW BUSINESS DIRECTION                  | 22 OCTOBER 2021 | 22 OCTOBER 2021  | P.S, SELATAN SDN. BHD.                         |
| 14 | GO-TO-MARKET PLAN GOT INNOVATIVE PRODUCT - ENTREPRENEURIAL BOOT CAMP | 22 AUGUST 2018  | 2 SEPTEMBER 2018 | FATIMAH JINNAH WOMEN UNIVERSITY, PAKISTAN      |
| 15 | GO TO MARKET PLAN FOR INNOVATION: A COMPETITION                      | 6 JANUARY 2020  | 6 JANUARY 2020   | INNOVATION AND COMMERCIALIZATION CENTRE OF UTM |
| 16 | GO-TO-MARKET PLAN FOR INNOVATION: TRAINING                           | OCTOBER 2019    | DECEMBER 2019    | INNOVATION AND COMMERCIALIZATION CENTRE OF UTM |

## RESEARCH ACTIVITIES

| BIL | NAME OF GRANT    | ROLE   | CATEGORY OF GRANT (UTM/ OTHERS) | TYPE OF GRANT            | AMOUNT (RM) | STARTING DATE | ENDING DATE  | VOTE NO                       |
|-----|------------------|--------|---------------------------------|--------------------------|-------------|---------------|--------------|-------------------------------|
| 1   | INDUSTRY GRANT   | LEADER | INDUSTRY                        | CONTRACT RESEARCH        | 10,000      | JAN 2023      | DEC 2023     | HAVE NOT REGISTERED           |
| 2.  | KPT-RIG          | LEADER | GOVT                            | KNOWLEDGE TRANSFER GRANT | 20,000      | 1 FEB 2022    | 31 JAN 2023  | KTP/2021/00015                |
| 3   | UTM ER           | LEADER | UTM                             | ENCOURAGEMENT GRANT      | 15,000      | 1 NOV 2019    | 30 APR 2022  | <a href="#">PY/2019/01721</a> |
| 4   | UTM TIER 2       | LEADER | UTM                             | TIER 2                   | 7,000       | 1 DEC 2016    | 30 NOV 2017  | <a href="#">PY/2016/07897</a> |
| 5   | FRGS             | MEMBER | GOVT                            | FRGS                     | 60,500      | 1 NOV 2020    | 31 OCT 2023  | <a href="#">PY/2020/05125</a> |
| 6   | MATCHING GRANT   | MEMBER | INDUSTRY                        | MATCHING GRANT           | 20,000      | 1 MAY 2022    | 30 APR 2024  | <a href="#">PY/2022/04688</a> |
| 7   | PRD              | MEMBER | UTM                             | PROTOTYPE DEV GRANT      | 50,000      | 1 SEPT 2022   | 31 AUG 2023  | <a href="#">PY/2022/04529</a> |
| 8   | INDUSTRY GRANT   | MEMBER | UTM                             | CONTRACT RESEARCH        | 20,000      | 1 MAY 2022    | 30 APR 2024  | <a href="#">PY/2022/02909</a> |
| 9   | INDUSTRY GRANT   | MEMBER | OTHERS                          | INDUSTRY                 | 20,200      | 16 FEB 2021   | 16 AUG 2021  | <a href="#">PY/2022/02909</a> |
| 10  | TIER 2           | MEMBER | UTM                             | TIER 2                   | 30,000      | 1 AUG 2019    | 31/JAN 2022  | <a href="#">PY/2019/00387</a> |
| 11  | INNO FUND        | MEMBER | MESTECC                         | INNO FUND                | 42,000      | 1 JAN 2019    | 31 DEC 2020  | <a href="#">PY/2019/00737</a> |
| 12  | PROTYPE DEV FUND | MEMBER | UTMN                            | PROTYPTPE DEV FUND       | 20,000      | 1 AUG 2018    | 30 SEPT 2019 | <a href="#">PY/2018/03057</a> |

|    |                          |        |          |                                  |        |             |             |                               |
|----|--------------------------|--------|----------|----------------------------------|--------|-------------|-------------|-------------------------------|
| 13 | NETWORKING GRANT         | MEMBER | INDUSTRY | NETWORKING GRANT                 | 4,403  | 1 OCT 2017  | 6 APR 2018  | PY/2018/03202                 |
| 14 | IISJ                     | MEMBER | GOVT     | INSTITUT INOVASI STRATEGIK JOHOR | 39000  | 15 JUL 2016 | 30 JUL 2017 | <a href="#">PY/2016/06812</a> |
| 15 | MBIP                     | MEMBER | GOVT     | KTP                              | 10,000 | 1 OCT 2021  | 8 FEB 2022  | PY/2021/02536                 |
| 16 | CCIN - STAR RATING       | MEMBER | UTM      | CCIN                             | 20,000 |             |             | <a href="#">PY/2021/02323</a> |
| 17 | QUICK WIN RESEARCH GRANT | MEMBER | UTM      | 76,200                           | 39,800 | 1 MAR 2022  | 8 FEB 2023  | <a href="#">PY/2022/00282</a> |
| 18 | FRGS                     | MEMBER | GOVT     | FRGS                             | 76,200 | 1 SEPT 2019 | 31 MAY 2022 | PY/2019/01430                 |
| 19 | FRGS                     | MEMBER | GOVT     | FRGS                             | 63,200 | 1 JAN 2019  | 31 MAR 2022 | <a href="#">PY/2018/03713</a> |
| 20 | DTD                      | MEMBER | INDUSTRY | CONTRACT RESEARCH                | 30,000 | 1 OCT 2018  | 31 JAN 2021 | <a href="#">PY/2018/03612</a> |

#### COLLABORATION / MOU

| NO | NAME OF MOU | LEVEL OF MOU (NATIONAL/INTERNATIONAL) | STARTING DATE | ENDING DATE |
|----|-------------|---------------------------------------|---------------|-------------|
|    |             | NIL                                   |               |             |

#### TEACHING ACTIVITIES

##### UNDERGRADUATE

| YEAR OF SEMESTER | SEMESTER (1/2) | SUBJECT CODE | NAME OF SUBJECT                   | CREDIT HOUR | SECTION |
|------------------|----------------|--------------|-----------------------------------|-------------|---------|
| 2022-2023        | 2              | SBSF2123     | PRODUCT MANAGEMENT                | 3           | 1       |
| 2022-2023        | 2              | SBSF2123     | PRODUCT MANAGEMENT                | 3           | 2       |
| 2022-2023        | 2              | SBSF3043     | MARKETING FOR INNOVATIVE PRODUCT  | 3           | 1       |
| 2022-2023        | 1              | SBSF3043     | MARKETING FOR INNOVATIVE PRODUCTS | 3           | 1       |

|           |   |          |   |   |   |
|-----------|---|----------|---|---|---|
| 2022-2023 | 1 | SBSF3073 | GLOBAL<br>MARKETING                     | 3 | 1 |
| 2022-2023 | 1 | SBSF3073 | GLOBAL<br>MARKETING                     | 3 | 2 |
| 2022-2023 | 1 | SBSF4153 | HEALTHCARE<br>MARKETING                 | 3 | 1 |
| 2021-2022 | 2 | SBSF2123 | PRODUCT<br>MANAGEMENT                   | 3 | 1 |
| 2021-2022 | 2 | SBSF2123 | PRODUCT<br>MANAGEMENT                   | 3 | 2 |
| 2021-2022 | 2 | SBSF3043 | MARKETING FOR<br>INNOVATIVE<br>PRODUCTS | 3 | 1 |
| 2021-2022 | 1 | SBSF3073 | GLOBAL<br>MARKETING                     | 3 | 1 |
| 2021-2022 | 1 | SBSF3073 | GLOBAL<br>MARKETING                     | 3 | 2 |
| 2021-2022 | 1 | SBSF4153 | HEALTHCARE<br>MARKETING                 | 3 | 1 |
| 2021-2022 | 1 | SSPB3233 | INTERNATIONAL<br>TRADE<br>FRAMEWORK     | 3 | 1 |
| 2021-2022 | 1 | SBSF3043 | MARKETING FOR<br>INNOVATIVE<br>PRODUCTS | 3 | 1 |
| 2020-2021 | 2 | SBSF3043 | GLOBAL<br>MARKETING                     | 3 | 1 |
| 2020-2021 | 2 | SBSF3043 | GLOBAL<br>MARKETING                     | 3 | 2 |
| 2020-2021 | 2 | SSPB2223 | GLOBAL<br>MARKETING                     | 3 | 1 |
| 2020-2021 | 1 | SBSF2123 | PRODUCT<br>MANAGEMENT                   | 3 | 1 |
| 2020-2021 | 1 | SBSF2123 | PRODUCT<br>MANAGEMENT                   | 3 | 2 |
| 2020-2021 | 1 | SBSF3043 | MARKETING FOR<br>INNOVATIVE<br>PRODUCT  | 3 | 1 |
| 2020-2021 | 1 | SBSF3043 | MARKETING FOR<br>INNOVATIVE<br>PRODUCT  | 3 | 2 |
| 2020-2021 | 1 | SHAF3073 | GLOBAL<br>MARKETING                     | 3 | 1 |
| 2020-2021 | 1 | SBSF3073 | GLOBAL<br>MARKETING                     | 3 | 1 |
| 2020-2021 | 1 | SBSF3043 | GLOBAL<br>MARKETING                     | 3 | 2 |

|           |   |          |   |   |    |
|-----------|---|----------|---|---|----|
| 2019-2020 | 2 | SMBQ2053 | EQUINE BUSINESS MANAGEMENT              | 3 | 1  |
| 2019-2020 | 2 | SBSF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2019-2020 | 2 | SHAF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2019-2020 | 2 | SBSF3043 | MARKETING FOR INNOVATIVE PRODUCTS       | 3 | 1  |
| 2019-2020 | 2 | SBSF3043 | MARKETING FOR INNOVATIVE PRODUCTS       | 3 | 2  |
| 2019-2020 | 1 | SBSF2123 | PRODUCT MANAGEMENT                      | 3 | 1  |
| 2019-2020 | 1 | SBSF2123 | PRODUCT MANAGEMENT                      | 3 | 2  |
| 2019-2020 | 1 | SBSF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2019-2020 | 1 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCTS       | 3 | 1  |
| 2018-2019 | 2 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCTS       | 3 | 1  |
| 2018-2019 | 2 | SBSF3043 | MARKETING FOR INNOVATIVE PRODUCTS       | 3 | 1  |
| 2018-2019 | 2 | UHAS3012 | KEUSAHAWANAN & PEMBANGUNAN PERUSAHAAN   | 2 | 24 |
| 2018-2019 | 2 | SHAF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2018-2019 | 2 | SHAF3073 | GLOBAL MARKETING                        | 3 | 2  |
| 2018-2019 | 1 | UHAK1032 | INTRODUCTION TO ENTREPRENEURSHIP        | 2 | 4  |
| 2018-2019 | 1 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCTS       | 3 | 1  |
| 2018-2019 | 1 | SHAF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2017-2018 | 2 | UHAS3012 | KEUSAHAWANAN DAN PEMBANGUNAN PERUSAHAAN | 2 | 11 |
| 2017-2018 | 2 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUC         | 3 | 1  |

|           |   |          |   |   |    |
|-----------|---|----------|---|---|----|
| 2017-2018 | 2 | SHAF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2017-2018 | 1 | SHAC1093 | PRINCIPLE OF MARKETING                  | 3 | 2  |
| 2017-2018 | 1 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUC         | 3 | 1  |
| 2017-2018 | 1 | SHAF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2016-2017 | 2 | SHAF1033 | MAREKTING INFORMATION SYSTEM            | 3 | 1  |
| 2016-2017 | 2 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2016-2017 | 2 | UHAS3012 | KEUSAHAWANAN DAN PEMBANGUNAN PERUSAHAAN | 2 | 24 |
| 2016-2017 | 1 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCTS       | 3 | 1  |
| 2016-2017 | 1 | SHAF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2015-2016 | 2 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2015-2016 | 1 | SHAF3073 | GLOBAL MARKETING                        | 3 | 1  |
| 2015-2016 | 1 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2014/2015 | 2 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2014/2015 | 2 | SHAF1013 | PRINCIPLE OF MAREKTING                  | 3 | 3  |
| 2014/2015 | 1 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2013-2014 | 2 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2013-2014 | 1 | SHF 3272 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2013-2014 | 1 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT        | 3 | 1  |
| 2013-2014 | 1 | SHAF2103 | MARKETING INFORMATION SYSTEM            | 3 | 1  |

|           |   |          |                                  |   |    |
|-----------|---|----------|----------------------------------|---|----|
| 2013-2014 | 1 | SHF2203  | MARKETING INFORMATION SYSTEM II  | 3 | 1  |
| 2012-2013 | 3 | SHAF1013 | PRINCIPLE OF MARKETING           | 3 | 1  |
| 2012-2013 | 2 | SHAF3043 | MARKETING FOR INNOVATIVE PRODUCT | 3 | 1  |
| 2012-2013 | 2 | SHAF3073 | GLOBAL MARKETING                 | 3 | 1  |
| 2012-2013 | 2 | SHAF3263 | INTERNATIONAL MARKETING          | 3 | 1  |
| 2012-2013 | 2 | SHF4283  | GLOBAL MARKETING                 | 3 | 1  |
| 2012-2013 | 2 | SHF3272  | MARKETING FOR INNOVATIVE PRODUCT | 3 | 1  |
| 2012-2013 | 1 | SHAF3103 | TOURISM MARKETING                | 3 | 1  |
| 2012-2013 | 1 | SHF3103  | TOURISM MARKETING                | 3 | 1  |
| 2012-2013 | 1 | SHD3412  | ENTREPRENEURSHIP                 | 2 | 11 |
| 2011-2012 | 2 | SHAF2103 | MARKETING INFORMATION SYSTEM     | 3 | 1  |
| 2007-2008 | 1 | SHF3183  | ELECTRONIC MARKETING             | 3 | 1  |
| 2007-2008 | 1 | SHF2103  | MARKETING INFORMATION SYSTEM     | 3 | 1  |
| 2007-2008 | 1 | SHF3812  | FINAL YEAR PROJECT               | 2 | 1  |
| 2006.2007 | 1 | SHF1113  | PRINCIPLE OF MARKETING           | 3 | 1  |
| 2006.2007 | 1 | SHF2103  | MARKETING INFORMATION SYSTEM,    | 3 | 1  |
| 2006.2007 | 2 | SHF1113  | PRINCIPLE OF MARKETING           | 3 | 5  |
| 2006.2007 | 2 | SHF1113  | PRINCIPLE OF MARKETING           | 3 | 6  |
| 2006.2007 | 2 | SHF3183  | ELECTRONIC MARKETING             | 3 | 1  |
| 2005-2006 | 1 | SHF2193  | PURCHASING MANAGEMENT            | 3 | 1  |

|           |   |         |                                    |   |   |
|-----------|---|---------|------------------------------------|---|---|
| 2005-2006 | 1 | SHF2103 | MAREKTING<br>INFORAMTION<br>SYSTEM | 3 | 1 |
| 2005-2006 | 2 | SHB2143 | PRINCIPLE OF<br>MARKETING          | 3 | 3 |
| 2005-2006 | 2 | SHF2163 | INTERNATIONAL<br>MARKETING         | 3 | 1 |
| 2005-2006 | 2 | SHF3183 | ELECTRONIC<br>MARKETING            | 3 | 1 |
| 2004-2005 | 2 | SHF3183 | ELECTRONIC<br>MARKETING            | 3 | 1 |
| 2004-2005 | 2 | SHF3183 | ELECTRONIC<br>MARKETING            | 3 | 1 |
| 2004-2005 | 2 | SHG3183 | ELECTRONIC<br>MARKETING            | 3 | 1 |

TOTAL CREDIT HOUR : 264

#### POSTGRADUATE

| YEAR OF SEMESTER | SEMESTER<br>(1/2) | SUBJECT<br>CODE | NAME OF<br>SUBJECT                   | CREDIT<br>HOUR | SECTION |
|------------------|-------------------|-----------------|--------------------------------------|----------------|---------|
| 2022-2023        | 1                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 2       |
| 2021-2022        | 2                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 2       |
| 2021-2022        | 2                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 23      |
| 2021-2022        | 1                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 2       |
| 2020-2021        | 2                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 21      |
| 2020-2021        | 2                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 2       |
| 2020-2021        | 1                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 2       |
| 2019-2020        | 2                 | MBSA1323        | STRATEGIC<br>INNOVATIVE<br>MARKETING | 3              | 17      |

|           |   |          |                                |   |    |
|-----------|---|----------|--------------------------------|---|----|
| 2019-2020 | 2 | MBSA1323 | STRATEGIC INNOVATIVE MARKETING | 3 | 2  |
| 2019-2020 | 1 | MBSA1323 | STRATEGIC INNOVATIVE MARKETING | 3 | 2  |
| 2018-2019 | 2 | MBSA1323 | STRATEGIC INNOVATIVE MARKETING | 3 | 2  |
| 2018-2019 | 2 | MBSA1323 | STRATEGIC INNOVATIVE MARKETING | 3 | 4  |
| 2018-2019 | 2 | MBSA1323 | STRATEGIC INNOVATIVE MARKETING | 3 | 14 |

## SUPERVISION

### PHD STUDENTS

#### Main Supervisor

| No | Name                      | Status (Graduated/Ongoing)        | Title   | Date          |
|----|---------------------------|-----------------------------------|---|---------------|
| 1. | Gligah, Bernice Korkor    | GRADUATED – October 17, 2022      | Knowledge Acquisition And Product Innovation on Performance of Manufacturing Smes in Ghana, The Role of Government Support                | 2019 - 2022   |
| 2. | Alenzi Salman Mazlouh, S. | Ongoing                           | Customers' Attitudes Towards Telemedicine System  | 2020 Present  |
| 3. | Zhu Yaodong               | Proposal Defense in Sem 2 2022-23 | A Study on the Impact of Heterogeneous Resource Integration Capacity of Webcasting Platforms on Value Co-Creation and Competitiveness     | 2021 Present  |
| 4. | Zhou Min                  | Ongoing                           | Consumer Behavior and Enterprise Marketing Strategy Under The Network Background  | 2021- Present |
| 5. | Pu Yibei                  | Proposal Defense in Sem 2 2022-23 | Consumer Preferences On Coffee Brand  | 2021- Present |
| 6. | Ayesha Pervaiz Gheba      | Data Collection                   | Managing Inter Partner Relations Factors To Make International Joint Ventures Successful In A Manufacturing And Service Sector , Pakistan | 2020- Present |
| 7. | Zheng Wei                 | Ongoing                           | Research on The Antecedents And Mechanisms of Consumers' Purchase Behavior in Social E-Commerce Community                                 | 2021- Present |

|    |                                 |                                      |  |                   |
|----|---------------------------------|--------------------------------------|--|-------------------|
| 8. | Alruwaili Khalid<br>Mohammed A. | Proposal Defense in<br>Sem 2 2022-23 | Assessment of Patient Safety<br>Culture in the Healthcare Sector of<br>Saudi Arabia: Comparison Between<br>Accredited and Non- Accredited<br>Hospitals | 2020 -<br>Present |
| 9. | Kuang Minghui                   | Ongoing                              | International Fashin Branding  | 2021-<br>Present  |
| 10 | Siti Aisyah binti<br>Ya'kob     | Analyses                             | In-direct Effect of Place Brand<br>Benefits on The Intention to Stay In<br>Bintulu, Sarawak through Place<br>Brand Image and Place Engagement          | 2020 -<br>Present |
| 11 | Ahsan Zubair                    | Viva                                 | The Impact of Tourist Perceived<br>Value, Perceived Risk and Word of<br>Mouth on Tourist Revisit Intention   | 2018-<br>2023     |
| 12 | Hamza Isaa                      | Proposal Defense in<br>Sem 2 2022-23 | Healthcare Service Quality Towards<br>Patient Loyalty among Libyan Private<br>Hospitals  | 2022-<br>Present  |
| 13 | Jungyu Long                     | Proposal Defense in<br>Sem 2 2022-23 | Customer Purchase Intention in Live<br>Streaming Platform  | 2022-<br>Present  |
| 14 | Lamya                           | Proposal Defense in<br>Sem 2 2022-23 | Patient Enablment in Cronic Disease<br>– a Study of Public Healthcare<br>Centre in Oman  | 2022-<br>Present  |
| 15 | Li Lingjin                      | Ongoing                              | Consumers' Purchase Behaviour<br>Based on Self Protection of Food<br>Safety and Health.  | 2022-<br>Present  |
| 16 | Pan Yemei                       | Ongoing                              | Influencing Facooors of Live<br>Streaming Marketing on Consumers'<br>Purchase Intention of Cosmetics on<br>Taobao.                                     | 2022-<br>Present  |
| 17 | Wu Shinjin                      | Ongoing                              | The Influencing Factors of Consumer<br>Online Shopping in the Webcase<br>Environment   | 2022-<br>Present  |
| 18 | Salem Dalia<br>Nader Ahmed      | Just started sem 2<br>2022-23        | Sustainability as a Atrategic Tool for<br>Organizational Performance<br>Improvement for Qatar Biomedical<br>Research Sector                            | 2022-<br>Present  |

#### PhD Co Supervisor

| No | Name                        | Status<br>(Graduated/Ongoing) | Title   | Date          |
|----|-----------------------------|-------------------------------|---|---------------|
| 1  | Pg Mohd Auza'e<br>Pg Arshad | Graduated                     | Effect of Gamification on Mobile<br>Fitness Application Engagement<br>Using Goal Setting Theory | 2015-<br>2020 |

## MASTER STUDENTS

### Master by Research (Main Supervisor)

| No | Name                            | Status<br>(Graduated / Ongoing) | Title  | Date |
|----|---------------------------------|---------------------------------|--|------|
| 1  | Hothaifa Al Ezzy<br>Abdil Ahmed | Ongoing                         | Exploring the Influence of Culture Social and Government Factors on Consumers Trust and Perceive Risk in Online Shopping in Malaysia . |      |

### Master by Research (Co Supervisor)

| No | Name                                   | Status<br>(Graduated/Ongoing) | Title  | Date |
|----|--|-------------------------------|--|------|
| 1  | Beviryan<br>Nichmariena<br>Chrisviandy | Graduated                     | The Mediating Role of Green Attitude on the Relationships Between Green Hotel Marketing Mix And Behavioural Intention to Revisit | 2016 |
| 2  | Yap Soon Jing                          | Graduated                     | A Model of Student Satisfaction And Student Loyalty In Higher Education  | 2017 |

### Master by Taught Course (Main Supervisor)

| NO | Name                     | Status<br>(Graduated/<br>Ongoing) | Title (Research Title)  | Date of<br>Graduation |
|----|--------------------------|-----------------------------------|---|-----------------------|
| 1  | Sharon Ambrose Augustine | Ongoing –<br>Completed<br>AR1     | Antimicrobial Stewardship on Antibiotic Prescribing Patterns And Adherence to Current Guidelines in Klinik Kesihatan Mahmoodiah |                       |
| 2  | Dr. Hairuza Hamid        | Ongoing –<br>Completed<br>AR1     | To Reduce Fall Incidence among Hospitalized Patients In Medical Ward Hospital Sultan Ismail                                     |                       |
| 3  | Dr. Nur Afiqah Eswan     | Ongoing –<br>Completed<br>AR1     | The Impact of Promotion on Bed Occupation Rate of Active Rehabilitation Ward.   |                       |
| 4  | Dr. Haziq Othman         | Ongoing –<br>Completed<br>AR1     | Improving Patient Compliance towards Diabetes Control Using Innovative DMTAC  |                       |
| 5  | Dr. Nurul Asiah Md Amin  | Ongoing –<br>Completed<br>AR1     | Improving the efficiency of the Documentation Competency of Medical Officers for Casemix In                                     |                       |

|    |                                     |                         |  |          |
|----|-------------------------------------|-------------------------|--|----------|
|    |                                     |                         | Hospital Temenggong Seri Maharaja Tun Ibrahim.   |          |
| 6  | Dr. Mohamad Fithri Akmar Bin Omar   | Ongoing – Completed AR1 | Achieving Ideal BMI: Positive Body Image and Healthy Culture Towards High Internal Client Confidence Level in Hospital Permai, Johor Bahru"                        |          |
| 7  | Muaz Bin Nadzri                     | Ongoing - AR1           | Implementation of Social Media Marketing for Sura Inn to Increase Revenue.   |          |
| 8  | Azlan Syah Bin Karib                | Ongoing - AR1           | Improving Sales through Social Media Marketing at Cemara Indah Resort, Mersing   |          |
| 9  | Nor Suhaila Mahadi                  | Ongoing - AR1           | The impact of Appropriate Promotion Strategies of Agro-Tourism In Mr . One Agro Farm   |          |
| 10 | Azammudin Arshad                    | Graduate March 2022     | Creating And Promoting New Revenue Stream For Southern Lab Sdn Bhd   | Aug 2022 |
| 11 | Dr. Fatin Najibah binti Hosne       | Graduated March 2023    | Reducing No-Shows On Covid-19 Vaccination Day In PPV HSAJB   | Mar 2023 |
| 12 | Dr. Shamsul Bin Maali               | Graduated March 2023    | To Improve The Use Of Social Media For Health Promotion In Health Department For Effective Promotional Strategies  | Mar 2023 |
| 13 | Dr. G.Yogeswaran A/L Ganesan        | Graduated March 2023    | Designing The Staggered Appointments For Outpatients At HSIJB To Increase Efficiencies Of The Clinic Management.   | Mar 2023 |
| 14 | Gan Shea Yin                        | Graduated August 2022   | To Increase Dietetics Referrals In A Private Hospital Care Setting To Create Holistic Treatment For Patients.  | Aug 2022 |
| 15 | Dr. Dewi Juliana Binti Mohd. Namsah | Graduated March 2023    | Improving Adherence To Clinic Appointment For Impactful Treatment Among Non Communicable Disease (Nclds) Patients In Air Tawar 2 Health Clinic, Kota Tinggi, Johor | Mar 2023 |
| 16 | Dr. Fakarudin Iqbal Abdullah        | Graduated March 2022    | Designing A Reputable Customer Service In Forensic Medicine Unit, HEBHK, Kluang.   | Aug 2022 |

|    |   |                      |  |          |
|----|---|----------------------|--|----------|
| 17 | Siti Nadzirah binti Tajudin               | Graduated Aug 2022   | Increasing Visibility and Improving Sales of ABRIS Bread using Online Marketing Strategies.  | Aug 2022 |
| 18 | Azizul @ Joy Bin Aziz                     | Graduated March 2022 | To Increase The Sales of Kiddie White Dental Clinic By Using Strategic Innovative Marketing Approach.  | Mar 2022 |
| 19 | Farahliza Binti Abd Rahim                 | Graduated March 2022 | Instigating Customer-Oriented Mindset Among The Internal Clients To Increase The Abilities Of The Company To Secure More Sales   | Mar 2022 |
| 20 | Chee Lai Ju                               | Graduated March 2022 | The Implementation of Blended Traditional And Digital Marketing to Escalate The Sales Volume for a Construction Company  | Mar 2022 |
| 21 | Dr. Malvinder a/l Mhinder Singh           | Graduated March 2023 | To improve Self-Monitoring of Blood Glucose (SMBG) access and utilization in Type II Diabetes Mellitus on Insulin therapy at Serkat Health Clinic for more Effective Diabetic Treatment. | Mar 2023 |
| 22 | Hamsawani A/P Subramaniam                 | Graduated March 2023 | To Reduce The Obesity Rate Among Healthcare Workers In Columbia Asia Hospital Tebrau to Increase Productivity.   | Mar 2023 |
| 23 | Dr. Noraziyah Abdul Aziz                  | Graduated Aug 2022   | Improving patients acceptance towards the TCA online system at Johor Oral Health Division in the new norm.   | Aug 2022 |
| 24 | Muhammad Yusry Fashlan Bin Nordin         | Graduated March 2022 | To Induce The Demand Of Facilities Provided By Educty Hub  | Aug 2022 |
| 25 | Muhammad Syahmi Shahiman Bin Samsul Kamal | Graduated Aug 2022   | To Increase the Sales of Organic Chicken product of Kee Song (M) Sdn. Bhd, By Using Strategic Innovative Marketing Approach  | Mar 2022 |
| 26 | Dr. Mohd Yazid Bin Sarif                  | Graduated Aug 2022   | The Implementation of Social media Marketing to Increase Sales in Penawar Dental Clinic  | Aug 2022 |
| 27 | Kuek Chun Han                             | Graduated march 2022 | To improve Plastic Resin Manufacturing Company Image Due To Short Supply Using   | Aug 2022 |

|    |   |                         |  |          |
|----|---|-------------------------|--|----------|
|    |   |                         | Demarketing Strategy   |          |
| 28 | Chan Eng Chet                             | Graduated<br>march 2022 | To Improve Customer Satisfaction In Freight Forwarding Company   | Aug 2022 |
| 29 | Mohamed Nazlen Bin Abdul Jabar (Almarhum) | Graduated<br>march 2022 | Improving the Visibility and Demand for Event Venue – Case of Kompleks Tan Sri Mohamed Rahmat                                  | Aug 2022 |
| 30 | Nur Muhammad Kamil Bin Abdullah           | Graduated<br>Aug 2021   | Impact of Retention Strategy on Job Satisfaction and Turnover Intention Among Specialist in Ministry of Health (MOH, Malaysia) | Aug 2021 |
| 31 | Norsham Binti Ismail                      | Graduated<br>Aug 2021   | Hospital Internal Client Satisfaction Towards the Service Quality of the Outsourced Hospital Support Service (HSS)             | Aug 2021 |
| 32 | Noorlelawati Bt Mustaffa Kamal            | Graduated<br>March 2021 | Improvement of the Curriculum towards Industry 4.0 using Innovative TVET Approach in Johor Skills                              | Mar 2021 |
| 33 | Hafiz Salami bin Hussein                  | Graduated<br>Aug 2021   | Customer Satisfaction Towards Coway Health Planner Services  | Aug 2021 |
| 34 | Hamidah Othman                            | Graduated<br>March 2021 | Nurses Ability to Predict Patient Fall in the Ward – Service Quality Strategy  | Mar 2020 |
| 35 | Almi Mahmood                              | Graduated<br>March 2021 | Service Quality Practices at Biomedical Engineering Company  | Mar 2020 |
| 36 | Bennaidja Sofiane Amer                    | Graduated<br>March 2020 | The Impact Of Social Media In Promoting Tourism In UTM Campus Edutourism   | Mar 2020 |

#### UTM POSTGRADUATE EXAMINATION / VIVA

##### PHD

| NO | ROLE          | NAME OF STUDENT | TITLE  | YEAR       |
|----|---------------|-----------------|--|------------|
| 1  | Asst Chairman | Javed Ali       | Healthcare Service Quality and patients Perceived Severity of Illness on patient Satisfaction in public Hospital of Pakistan | March 2023 |

|    |                |                                   |  |               |
|----|----------------|-----------------------------------|--|---------------|
| 2  | Asst Chairman  | Syeda Sana Zainab                 | The Mediation Role of Psychology Contract on the Relationship between High Performance Human Resource Practice and Work Engagement           | 18 Jan 2023   |
| 3  | Asst. Chairman | Ahmed H. M. Alsharif              | Using Neuromarketing to Better Understand the Role of Cognitive and Emotional Process in Advertising   | 8 Dec 2022    |
| 4. | Asst. Chairman | Essam Hussain Ali                 | Factors affecting the Entrepreneurial Intention of Students at the University of Technology and Applied Science in Oman                      | 29 nov 2021   |
| 5  | Asst. Chairman | Hamid Ghazi H Sulaimany           | Impact og Corporate Governance and Financial Sustainability on Shareholders Value Across Saudi – Non-Financial Listed Companies              | 15 march 2022 |
| 6  | Asst. Chairman | Asfandyar Khan                    | The Influence of Tourism Police Service Quality Destination Image and Tourist Satisfaction on Revest Intention to Post Conflict Destination. | 6 Oct 2022    |
| 7  | Asst. Chairman | Almetera Eman Safar A             | Factors Affecting the Internet of Things Usge in Saudi Private Universities  | 30 may 2022   |
| 8  | Asst. Chairman | Mohamed Ali Ahmad Morsy Salem     | Factors Leading To Buyers' Continuous Usage Of Social Commerce In The Kingdom of Saudi Arabia  | 2 Nov 2021    |
| 9  | Asst. Chairman | Syed Muhammad Afraz Hassan gilani | The Influence of Business Simulation Game and Business Incubation Center on Entrepreneurial Intention of Students                            | 15 march 2022 |
| 10 | Asst. Chairman | Naseer Salim Mihammed Alsadi      | The Impact of Project Risk management and Skills of Project Manager on Project Performance in Omani Construction Industry                    | 23 Aug 2021   |
| 11 | Asst. Chairman | Kuma Francis Kwaku                | Crowdfunding as an Alternative Financing for University Spinoff Formation in Ghana   | 7 Sept 2021   |
| 12 | Asst. Chairman | Muhib Ullah                       | The Effect of Tourist Perceived Value, Tourist   | 14 Jun 2020   |

|    |                 |                         |  |              |
|----|-----------------|-------------------------|--|--------------|
|    |                 |                         | Perceived Trust and Experience Influence on Religious Tourist Delight of Religious, Historical Sites in Pakistan   |              |
| 13 | Asst. Chairman  | Jawaria Shakeel         | Moderating Role of the Stakeholder Engagement in the Sustainable Business Model Innovation Implementation and Sustainable Performance  | 14 jun 2021  |
| 14 | Asst. Chairman  | Suhana Mohammed         | The Effect of Idiosyncratic Risk Towards the Performance Efficiency of Malaysian REITs   | 13 June 2021 |
|    | Asst. Chairman  | Abdul Kahar Adam        | Supportive Work Culture , Good Governance and Job Satisfaction in the State-Owned Bus Company in Ghana   | 5 May 2021   |
|    | Asst. Chairman  | Wong Chiet Bing         |  | 7 Dec 2020   |
|    | Asst. Chairman  | Mohammad Farajnezhad    | Credit Chanel of Monetary Policy Transmission in the Emerging Economies  | 28 Sept 2020 |
|    | Asst. Chairman  | Chaudry Kashif Mahmood  | Influence of Non-Functional Cues on Consumer Purchase Decision in Islamic Banking Perspective of Pakistan  | 21 Jun 2020  |
|    | Asst. Chairman  | Ragheed Ibrahim Esmaeel | Mediating Role of Overall Equipment Effectiveness on the Relationship between Fit Manufacturing Strategies and business Performance  | 10 may 2020  |
|    | Main Supervisor | 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 Word of Mouth and Government Initiatives. | 27 feb 2023  |
|    | Main Supervisor | Geligah Bernice Korkor  | Knowledge Acquisition and Peoduct Innovation on Performance of Manufacturing SMEs in Ghana, The Role Government Support  | 24 Apr 2022  |

|  |               |                                  |  |                |
|--|---------------|----------------------------------|--|----------------|
|  | Co-Supervisor | Pengeran Auzae<br>Pg Mohd Arshad | Effect of Gamification on<br>mobile Fitness Application<br>Engagement Using Goal<br>Setting Theory | 13 May<br>2020 |
|--|---------------|----------------------------------|--|----------------|

#### MASTER BY RESEARCH

| NO | ROLE       | NAME OF STUDENT                | TITLE  | YEAR        |
|----|------------|--------------------------------|--|-------------|
| 1  | Examiner 1 | Mohamad<br>Saufee Bin<br>Anuar | Karakter Perunding Unit Amanah<br>Sebagai Penyederhana ke atas<br>Faktor-Faktor yang Mempengaruhi<br>Niat Pelabur dalam Unit Amanah<br>Islam dalam kalangan Pelabur PMB<br>Investment Berhad | 14 Aug 2022 |

#### MASTER BY MIXED-MODE

| NO | ROLE       | NAME OF STUDENT                     | TITLE  | YEAR         |
|----|------------|-------------------------------------|--|--------------|
| 1  | Supervisor | Muhammad<br>Izzat Faiz<br>Kamarudin | Will Incentive Policies Drives<br>Widespread Adoption of<br>Electric Vehicles In Malaysia: The Effect<br>of Incentive Policies on Perception of<br>Electric Vehicles among Conventional<br>Drivers | 19 Nov 2019  |
| 2  | Supervisor | Muhammad<br>Tariq Jamil             | The Influence of Facebook on Purchase<br>Intention amoMalaysian users  | 17 Sept 2020 |

**PUBLICATIONS**

**JOURNAL**

| NO | ARTICLE TITLE   | JOURNAL TITLE  | ISSN | Vol. | Issues | Page    | Publication year | IF    | Type of Publication | Category of Publication | Quartile Ranking | Category Author  |
|----|---|--|------|------|--------|---------|------------------|-------|---------------------|-------------------------|------------------|------------------|
| 1  | How Do E-Brand Experience and In-Store Experience Influence the Brand Loyalty of Novel Coffee Brands in China? Exploring the Roles of Customer Satisfaction and Self-Brand Congruity. | Sustainability   |      | 15   | 2      | 1096    | 2023             | 3.889 | Indexed             | WoS                     | Q2               | UTM First Author |
| 2  | Local Residents Becoming Local Tourists: Value Co-Creation in Chinese Wetland Parks during the COVID-19 Pandemic.   | Sustainability   |      | 14   | 19     | 12577   | 2022             | 3.889 | Indexed             | WoS                     | Q2               | UTM First Author |
| 3  | The Impact of Market Knowledge Acquisition on Product Innovation Performance in Small and Medium Scale Enterprises  | International Journal of Academic Research in Business and Social Sciences |      | 11   | 10     | 80-90   | 2021             |       | Indexed             | ERA                     |                  | UTM First Author |
| 4  | The Linkage Between Knowledge Acquisition, Learning Flexibility, and Product Innovation in Small and Medium Enterprises   | <i>Journal of Academic Research in Economics and</i>                       |      | 10.  | 3      | 340-358 | 2021             |       | Indexed             | ERA                     |                  | UTM First Author |

|   |   |  |  |   |    |           |      |  |         |                          |  |                  |
|---|---|--|--|---|----|-----------|------|--|---------|--------------------------|--|------------------|
|   |   | <i>Management and Sciences</i>                               |  |   |    |           |      |  |         |                          |  |                  |
| 5 | A Systematic Literature Review on Customers' Behavioral Intention for Islamic Finance and Insurance   | Journal of Critical Review                                   |  | 7 | 15 | 2375-2391 | 2020 |  | Indexed | Scopus                   |  | Co-Author        |
| 6 | Antecedents of Knowledge Acquisition in Micro, Small and Medium Enterprises   | Journal of Management Info                                   |  | 7 | 2  | 76-91     | 2020 |  | Indexed | ERA                      |  | UTM First Author |
| 7 | Goal-setting Theory (GST) and Gamification Relationship in Increasing Mobile Fitness Apps Engagement: A Conceptual Discussion                             | Journal of Business and Social Review in Emerging Economies, |  | 5 | 1  | 155-164.  | 2019 |  | Indexed | Scopus                   |  | Co-Author        |
| 8 | Entrepreneurship Education For Industrial Professional: The Influence of Communication, Teamwork, Leadership and Innovative Soft Skill on Job Performance | International Journal of Recent Technology and Engineering   |  |   |    | 93-99     | 2019 |  | Indexed | Scopus<br>ARTICLE REVIEW |  | Co-Author        |
| 9 | Assessing Viral Advertising Pass-on Behavior of Online Consumers; the   | SERVE 2018   |  |   |    | 48-54     | 2018 |  | Indexed | Scopus                   |  | Co-Author        |

|    |  |  |  |    |    |           |       |  |         |        |  |                      |
|----|--|--|--|----|----|-----------|-------|--|---------|--------|--|----------------------|
|    | Consumer Attitude Perspective  |  |  |    |    |           |       |  |         |        |  |                      |
| 10 | The Effect Of The Quality Management Principles Of Iso 9001 On Innovation Performance In Teaching And Learning Processes | SERVE 2018                             |  |    |    | 32-43     | 2018  |  | Indexed | Scopus |  | Co-Author            |
| 11 | Goal-Setting Theory And Gamification In Mobile Fitness App Engagement  | SERVE 2018                             |  |    |    | 83-88     | 2018  |  | Indexed | Scopus |  | Co-Author            |
| 12 | Website quality and consu attitude of online shopping The Y-generation perspec   | Advanced Science Letters               |  | 21 | 10 | 3417–3420 | 2015, |  | Indexed | Scopus |  | Co-Author            |
| 13 | Understanding attitude of online shoppers: Integratir technology and trust factor  | Advanced Science Letters               |  | 21 | 10 | 3399–3403 | 2015  |  | Indexed | Scopus |  | Co-Author            |
| 14 | Market segmentation in Malaysia by using psychographic dimensions for unit trust products                                | African Journal of Business Management |  | 5  | 13 | 5040-5047 | 2011  |  | Indexed | WoS    |  | Corresponding Author |

## H INDEX :3

### PROCEEDINGS/CONFERENCE

- i) [Zaidin, N.](#), [Baharun, R.](#), [Zakuan, N.](#) (2105), A development of satisfaction-loyalty and reputation relationship model using performance measurement approach of the Private Medical Clinics' services: A literature review, ***IEOM 2015 - 5th International Conference on Industrial Engineering and Operations Management, Proceeding***, 2015, 7093785
- ii) [Rahim, R.A.](#), [Sulaiman, Z.](#), [Chin, T.A.](#), [Zaidin, N.](#), [Zakuan, N.](#) (2015), E-WOM review adoption and green purchase intention: The application of source credibility Theory (SCT), ***Advanced Science Letters***, 2015, 21(6), pp. 2150–2154
- iii) [Setapa, M.](#), [Zakuan, N.](#), [Saman, M.Z.M.](#), ...[Zaidin, N.](#), [Sulaiman, Z.](#) (2015), The impact of Enterprise Risk Management practices on Malaysian Public Higher Educational Institution performance: A literature review ***IEOM 2015 - 5th International Conference on Industrial Engineering and Operations Management, Proceeding***, 2015, 7093782
- iv) [Noor Aslinda, A.S.](#), [Norhayati, Z.](#), [Jusoh, A.](#), ...[Zaidin, N.](#), [Saman, M.Z.M.](#) (2014), The development of green innovation measurement based on inter rater agreement approach: A preliminary study ***Advanced Materials Research***, 2014, 903, pp. 347–352

### SEMINARS/WORKSHOPS

1. Bengkel Strategic Planning Pejabat Penyelidikan Dan Inovasi, 14 Mar 2023
2. Bengkel Csi Dan Eso Bersama Ptj, 8 Mar 2023 – BPO Utm
3. Bengkel Perancangan Strategik Fasa 3, 9 Mar 2023
4. Bengkel Pemurnian Piagam Pelanggan Utm, 26 Dec 2022, Bpo Utm
5. Bengkel Pelan Tindakan Fakulti Pengurusan Untuk Perancangan 27 DEC 2022
6. Pra-Bengkel Pembangunan Piagam Pelanggan, 21 September 2022, BPO UTM

7. Bengkel Perancangan Strategik Penyelidikan AHIBS, 29 MAR 2022
8. Brngkel Perancangan Strategik Sekolah Kejuruteraan BioPerubatan dan Sains Kesihatan, Fakulti Kejuruteraan, UTM, 3 Mar 2020
9. Bengkel Semakan AACSB dan perancangan Strategik Penyelidikan dan Pemetaan Industri 27-29 Nobember 2019
10. Bengkel Perancangan Strategik Penyelidikan 2018, 1 Nov 2018

#### **THESIS**

- i) N. Zaidin, Antecedents of Service Outcome Among Malaysian Private Medical Clinics, Ph.D. Thesis, Universit Teknologi Malaysia, Malaysia (2017).
- ii) N. Zaidin, EDI Implementation in Export Marketing, MSc Dissertation, University of Strathclyde, Scotland, UK (1998)
- iii) N. Zaidin, Databases Effect on Relationship Maketing at Travel Agents' Businesses, MSc Dissertation, University of Strathclyde, Scotland, UK (1997)

#### **ORIGINAL BOOK**

- i) Norzaidahwati, Z. *et. al* (2004) *Marketing Cases: Malaysia Perspective*, McGraw-Hill: Singapore

#### **EDITED BOOK**

Nil

#### **BOOK CHAPTER**

- i) **N. Zaidin**, (2021). Travelo Vlog Impact Towards Potential Tourists Behavioural Intention Factors To Vist Destination, *Essential of Research Methods In Marketing Management*, Pp 58-71, Isbn 978-967-19645-0-7
- ii) **N. Zaidin**, (2021), The Influence Of Online Review On Purchase Intention In Tokopedia, *Essential of Research Methods In Marketing Management*, Pp 69-82, Isbn 978-967-19645-0-7
- iii) N. Zaidin, (2021), Determinants Of Continuanges Intention To Use TheE-Wallet Among Generation X In Malaysia, *Essential of Research Methods In Marketing Management*, Pp 69-82, Isbn 978-967-19645-0-7, 86-103
- iv) M.S.M. Ariff, **N. Zaidin**, N.Z. Salleh, R. Md. Nor, M.N. Som, N. Ishak (2020), Risk-management practices for effective management of risk in research universities, [Inclusive Development of Society](#) (1st Edition), Imprint CRC Press Pp. 8, eBook ISBN 9780429445118

- v) N.N.A. Mahat, M.S.M. Ariff, **N. Zaidin**, N.Z. Salleh, R. Md. Nor, N. Ishak (2020), Assessing viral-advertising pass-on behaviour of online consumers: The consumer attitude perspective, [Inclusive Development of Society](#) (1st Edition), Imprint CRC Press, pp.7, eBook ISBN 9780429445118
- vi) N. Zainal Abidin, M.S.M. Ariff, **N. Zaidin**, N.Z. Salleh, R.Md. Nor, N. Ishak (2020), Integrating risk-management practices and risk behaviour to sustain R&D project performance, [Inclusive Development of Society](#) (1st Edition), Imprint CRC Press, pp. 7, eBook ISBN 9780429445118
- vii) P.G.M.A. Pg Arshad, **N. Zaidin**, R. Baharun, M.S.M. Ariff, N.Z. Salleh, F.S. Ahmad (2020), **Goal-setting theory and gamification in mobile fitness app engagement**, [Inclusive Development of Society](#) (1<sup>st</sup> Edition), Imprint CRC Press Pp. 6, eBook ISBN 9780429445118
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- x) **N. Zaidin**, (2008), Private Health Care Service an Application of SERV QUAL Model: Views of Malay Ethnic Groups, Customer Satisfaction And Service Quality: Challenges And Issues In Malaysia 978-983-52-0697-9, Pp. 101-124,

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NIL

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1. *Example:*
  - i) A. F. Ismail, S. J. Shilton, I. R. Dunkin and S. L. Gallivan, Molecular orientation and the performance of hollow fiber membranes for gas separation, Proc. International Membrane Science and Technology Conference, Sydney Australia, 12 – 14 November 1996, Vol. 1, pp. 104 – 106 (ISBN 0 7334 1457 5).

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

| NO | ROLE | TITLE OF PROGRAMME | DATE | LOCATION |
|----|------|--------------------|------|----------|
|    | NIL  |                    |      |          |
|    |      |                    |      |          |
|    |      |                    |      |          |

PROFESSIONAL SERVICES

Consultation and Training

| NO | ROLE                        | TITLE OF PROGRAMME  | DATE  | LOCATION   | TOTAL INCOME GENERATED (RM) |
|----|-----------------------------|---|---|--|-----------------------------|
| 1  | Leader                      | Profiling Tangkak as the Hub of Vegetables and Fruits Supplies ( <i>Projek Kajian Bekalan dan Pasaran Setempat - Profiling</i> ), Daerah Tangkak) | July 2021 – October 2021                    | Tangkak District                                       | 40,000.00                   |
| 2  | Member / GTM Module Trainer | Entrepreneurial for Commercialization of Innovation   | 27 August – 2 <sup>nd</sup> September 2018. | Fatimah Jinnah Women University, Rawalpindi, Pakistan. | 24,600.00                   |
| 3. | Member                      | Developing the KPI: Using balanced Score Card Model   | 2006-2008                                   | Pertubuhan Peladang Negeri Johor                       | 100,000.00                  |
| 4. | Member                      | Structure Reengineering   | 2008-2009                                   | Pertubuhan Peladang Negeri Johor                       | 50,000.00                   |
| 5. | Leader                      | KPI and Training  | 2006  | Perpustakaan Negara Malaysia                           |                             |
| 6. | Leader                      | KPI and Training  | 2006-2007                                   | Perpustakaan Awam Negeri Johor                         | 45,000.00                   |
| 7. | Leader                      | Customer Service Skills   | 2006  | Perpustakaan Awam Negeri Johor                         | 5,000.00                    |
| 8. | Member                      | KPI and Training  | 2005  | Badan Pencegah Rasuah Malaysia                         | FOC                         |

|    |        |   |           |  |             |
|----|--------|---|-----------|--|-------------|
| 9  | Member | Impact Study on the Opening of Cold Storage Superstore to Retailers in the Mont Kiara, Kuala Lumpur   | 2006      | Cold Storage Kuala Lumpur                                | 26,500.00   |
| 10 | Member | Impact Study on the Opening of GIANT Superstore to Retailers  | 2005      | Taman Bachang Utama, Melaka Tengah, Melaka               | 26,000.00   |
| 11 | Member | Impact Study on the Opening of TESCO Hypermarket to Retailers   | 2005      | Muar & Kluang Business District                          | 34,000.00   |
| 12 | Member | Commercialization of University R&D: Market Study: Mathematic CD - Universiti Teknologi Malaysia  | 2004      | Universiti Teknologi Malaysia                            | 10,000.00   |
| 13 | Member | Managing the Promotion and Participant Program for the Knowledge Economy Workshop   | 1999      | Central Bank of Malaysia and MIMOS Berhad                | (Allowance) |
| 14 | Leader | International Market Research: The Internationalization of Sybrig Ltd., Scottish Water & Wastewater Monitoring & Controlling Equipment and Services Company, UK (Top five winner of Scottish Trade International Prize) | 1997-1998 | University of Strathclyde & Scottish Trade International |             |

### Commercialisation

| NO | ROLE   | NAME OF PRODUCT COMMERCIALISATION   | DATE | TOTAL INCOME GENERATED (RM) |
|----|--------|---|------|-----------------------------|
| 1. | Member | Pengkomersilan:<br>Kolaborasi Penyelidikan -<br>Syarikat Bio Pro Resources<br>Sdn Bhd.                                  | 2016 | 250,000.00                  |
| 3. | Member | Geran High Impact<br>Programme 2 (HIP2)<br>anjuran Agensi Inovasi<br>Malaysia (AIM) -<br>pembangunan produk<br>De'Hair. | 2016 | 309,000.00                  |
|    | Member | Geran SUPERB Teraju,<br>Pengkomersilan<br>DERMAGs Bio-Pro<br>Resources Sdn. Bhd.  | 2016 | 500,000.00                  |

### Entrepreneuership

| NO | SPIN OFF COMPANY (UTM) | TOTAL INCOME GENERATED (RM)<br>(individual equity value based on audited<br>company account in 3 years) |
|----|------------------------|---|
|    | NIL                    |   |
|    |                        |   |
|    |                        |   |

|    |  |                                 |
|----|--|---------------------------------|
| NO | 1.HICOE management/agency<br>2. Board of Director or<br>3. Management for Corporation Entity | Average acquisition in 3 years. |
|    | NIL  |                                 |

Grant based on innovation and University Commercialisation Product

| BIL | NAME OF GRANT   | ROLE   | CATEGORY OF GRANT(UTM/OTHERS) | TYPE OF GRANT                     | AMOUNT (RM) | STARTING DATE | ENDING DATE | VOTE NO       |
|-----|---|--------|-------------------------------|-----------------------------------|-------------|---------------|-------------|---------------|
| 1   | The Impact of Intellectual Capital, Business Model Innovation and Environmental Turbulence on Brand Performance of Sme Food Outlets in Malaysia | Member | Govt                          | Fundamental Research Grant Scheme | 60,500.00   | 01/11/2020    | 31/10/2023  | PY/2020/05125 |
| 2   | Low-Cost Prosthetic Leg (Lo-Pleg)   | Member | UTM                           | Prototype Development Fund        | 20,000.00   | 01/12/2020    | 31/05/2022  | PY/2020/05596 |
| 3   | Development of Three-Dimensional Printed Hand Cast For Treating Broken Bone   | MEMBER | UTM                           | TIER II                           | 30,000.00   | 01/08/2019    | 31/01/2022  | PY/2019/00387 |
| 4   | Synthesis And Characterization Of Polyurethane Material For The Development Of Synthetic Bone   | Member | OTHERS                        | Inno Fund MESTECC                 | 42,000.00   | 01/01/2019    | 31/12/2020  | PY/2019/00737 |

|   |                                      |        |     |                            |           |            |            |               |
|---|--------------------------------------|--------|-----|----------------------------|-----------|------------|------------|---------------|
| 5 | Custom-Made Design of Synthetic Bone | Member | UTM | Prototype Development Fund | 20,000.00 | 01/09/2018 | 31/08/2019 | PY/2018/03057 |
|---|--------------------------------------|--------|-----|----------------------------|-----------|------------|------------|---------------|

Community Project

| NO | ROLE   | NAME OF PROJECT  | DATE                           | TOTAL VALUE OF PROJECT (RM) |
|----|--------|--|--------------------------------|-----------------------------|
| 1  | Leader | Increasing Patient Adherence towards medical appointment among the NCDs patients st Klinik kesihatan Felda Aur Taewar 2.   | February 2022-<br>January 2023 | 20,000                      |
| 3  | Member | Home-Based Retailer for Unemployed Graduates and B40 Groups Communities Collaboration Project Knowledge Transfer from MyMilk Manufacturing & Distribution Sdn Bhd CCIN-STAR RATING | 15/03/2021<br>15/12/2022       | 12,000.00                   |
| 4  | Member | Pengurusan Sisa Mampan ke Arah Kesejahteraan Komuniti Taman Impian Emas (Knowledge Transfer Program – RMC)   | 01/10/2021<br>08/02/2022       | 10,000.00                   |

|   |        |   |                          |           |
|---|--------|---|--------------------------|-----------|
| 5 | Member | J.Sains@SMK Tan Sri Mohamed Rahmat<br>CCIN - STAR RATING  | 16/06/2021<br>25/09/2021 | 20,000.00 |
| 6 | Member | Mempertingkatkan Keyakinan Diri di Kalangan Pelajar Sekolah melalui program Free Being Me<br>CCIN - STAR RATING | 22/05/2021<br>27/05/2021 | 9450.00   |
|   | Member | Strengthening awareness on tooth brushing behaviour among students of Tadika Genius Sinar Bakat.                | 01/10/2017<br>06/04/2018 | 4403.00   |

Community and University Services

| NO | ROLE    | TITLE OF PROGRAMME  | DATE             | LEVEL    | LOCATION |
|----|---------|---|------------------|----------|----------|
| 1  | Advisor | Health Promotion – Using Publicity Strategi to Increase the Adherence towards Medical Appointment Among the Klinik Kesihatan Felda Air Tawar 2, Kota Tinggi | 15 December 2022 | District |          |
| 2  | Advisor | Health Promotion – Using Personal Selling Strategi to Increase the Adherence towards Medical Appointment  | 22 December 2022 | District |          |

|   |             |   |                   |     |  |
|---|-------------|---|-------------------|-----|--|
|   |             | Among the NCDss Patients at Klinik Kesihatan Felda Air Tawar 2, Kota Tinggi   |                   |     |  |
| 3 | Leader      | Redevelopment of the Customer Charter for PTJs at UTM, Project HQD by BPO UTM | 27 Dec 2022       | UTM |  |
| 4 | Facilitator | CSI Instrument Development and ESI for PTJs                                   | 8 Mar 2023        | UTM |  |
| 5 | Leader      | Pre-Workshop on Development of Customer Charter, HQD By BPO                   | 29 September 2022 | UTM |  |
| 6 | Speaker     | Webinar on Pricing for Innovative products - ICC                              | 1 Mar 2023        | UTM |  |
| 7 | Speaker     | Kursus BC4DCP Formulation of Business strategy                                | 16 Aug 2022       | UTM |  |

#### Endowment and Wakaf to University

| NO | NAME OF ENDOWMENT AND WAKAF | TOTAL CONTRIBUTION (RM) |
|----|-----------------------------|-------------------------|
| 1  | Wakaf Pendidikan            | RM 50 Monthly           |

#### Patent Granted and Filing

| NO | NAME OF PATENT | STATUS OF PATENT |
|----|----------------|------------------|
|    | NIL            |                  |

Copyright

| NO | NAME OF COPYRIGHT | STATUS OF COPYRIGHT |  |
|----|-------------------|---------------------|--|
|    | NIL               |                     |  |