



### PERSONAL DETAILS

Name : Norasnitah Ahmad  
Nationality : Malaysia  
Correspondent Addr. : Faculty of Management, T08, Universiti Teknologi Malaysia, Johor Bahru  
E-mail | Website : [norasnitah@utm.my](mailto:norasnitah@utm.my) | <http://people.utm.my/norasnitah/>  
Expertise/Interest : Information Systems (IS), IS Adoption, IS Continuance, Gamification, Management Information Systems, eLearning & Educational Technology, Open Learner Modelling

### ACADEMIC QUALIFICATIONS

- PhD, University of Birmingham, United Kingdom, 2014.
- Master of Information Technology Management, Universiti Teknologi Malaysia, 2004.
- Bachelor of Computer Science, Universiti Teknologi Malaysia, 2001.

### ADMINISTRATIVE

- Manager of Quality & Strategy, Faculty of Management; Duration: 01/04/2024 – 31/03/2027
- Acting Manager of Quality & Strategy, Faculty of Management; Duration: 01/01/2024 – 31/03/2024
- Manager of Quality & Quality Management System, Faculty of Management; Duration: 01/01/2023 – 31/12/2025
- Assistant Dean (Quality & Strategy); Duration: 01/10/19-30/09/22
- Acting Assistant Dean (Quality & Strategy); Duration: 01/06/19-30/09/19
- Coordinator AHIBS Postgraduate Program, JB; Duration: 12/02/19-11/02/20
- Program Coordinator, Bachelor Computer Sc. (Data Engineering); Duration: 01/09/17 – 30/06/18

### APPOINTMENT/PROFESSIONAL SERVICES (SELECTED)

- Committee Members of University Internal Quality Committee (JKDU), Universiti Teknologi Malaysia, Duration: 3/01/2024 – current
- Committee Member of University Curriculum Committee (JKKU); Duration: 05/02/2024 - current
- Referral Expert (Pakar Rujuk), University Academic Program at UTM CDEX, Duration: 01/01/22-31/12/22
- Chief Auditor, Provisional Audit for Bachelor of Education (Technical and Vocational Education) Open and Distance Learning Mode; Duration: 13/03/22-13/05/22
- Chief Auditor, Adequacy Audit of the Quality Management System of UTM (SPK-UTM); Duration: 15/08/2021- 31/12/2021)
- Panel Auditor, Provisional Accreditation Audit for Master of Innovative Computing, UTM; Duration: 22/06/2021 - 12/7/2021.
- Committee Member of University Curriculum Committee (JKKU); Duration: 01/07/2019-30/06/2021

- Committee Members of University Internal Quality Committee (JKDU); Duration: 04/13/2020 - 30/09/2022
- Panel Auditor, Compliance Audit for Master of Science (Informatics), UTM; Date: 30/11/2021.

## TEACHING

- POSTGRADUATE:
  - Digital Business Project Management
  - Agile Project Management
  - IT Project Management; IT Project Management & Consultancy
  - IT for Organizational Transformation
  - Trends in IT Applications
  - System Development; Systems Development Applications
  - IT Planning & Management
  - Research Methodology / IS Research Fundamental
- UNDERGRADUATE:
  - Marketing Information Systems
  - Values & Identity
  - Introduction to Entrepreneurship
  - System Analysis and Design (WBL); System Analysis and Design
  - Database; Database Programming; Database Systems
  - Programming Technique II
  - Probability & Statistical Data Analysis
  - Technology & Information Systems

## RESEARCH

- Integrated Model for Continuance Use of Digital Platforms by Gig Workers (01/09/2024-31/08/2026), Vot 43J05 (UTM Encouragement Research). Role: Principal Investigator (PI).
- Enhancing AI Adoption in Healthcare: The Role of Explainable AI in Building Trust and Improving Decision-Making (01/11/2024 - 01/06/2026), Vot IU090 (International Grant). Role: Member.
- A Regulatory Framework for Transparent Algorithmic Management in the Digital Labour Platform (01/09/2024-31/08/2026), Vot 23H51 (UTM Encouragement Research). Role: Member.
- Integrated management Information of UTMLAB System for Managing Lab, Chemical, and Staff Management (01/01/2021-31/12/2023), Vot 4J496 (RU Grants)
- A Multiple Stakeholders Model for Industrial Linkages (01/03/2020-31/07/2022), Vot 4J439 (RU Grant), Role: Principal Investigator.
- Pembangunan Usahawan Digital Pengusaha Inap Desa, Vot 4X656 (KTP), Role: Member.
- Data-Driven Innovation for Organic and Flexible Curriculum Structure ( 01/04/2018 – 31/03/2021), Vot 04G87 (HIR). Role: Member.
- TDR 36.4 (T1) The Establishment of a Digital Economy Environment through Asset and Facilities Management Framework (01/12/2018 – 30/11/2020), Vot 07G33 (UTM-TDR). Role: Member
- User Engagement Model of Social Network Sites as An Intervention for Weight Loss Management (01/10/ 2016-31/12/2017), Vot 12J16 (RUG Tier 2), Role: Principal Investigator.
- Framework for Embedding gamification in Massive Open Online Course (15/07/2016-14/07/2018), Role: Member

- HIR 3.1: Data-Driven Innovation for Organic and Flexible Curriculum Structure (01/04/2018 - 30/09/2021), RU Grant, Role: Member
- Fast & Furious: A Holistic Computer-Assisted Problem-Based Learning Assessment Tool (04/10/2016 – 04/03/2019), Vot 4L678 (PRGS), Role: Member.
- Framework for Embedding Gamification in Massive Open Online Course (15/07/2016 – 14/07/2018), Vot 4J241 (DPP), Role: Member.
- A Model for Mobile Exergame Development To Promote Anti-Sedentary Behaviour (01/07/2017 – 30/06/2019), Vot 18H32 (RUG Tier 1). Role: Member
- The Development and Evaluation of Tweet-Biased Summarization (01/10/2016 – 31/12/2017), Vot 12J28 (RUG Tier 2). Role: Member
- Customer Relationship Management (CRM) System for Greentree Workshop (01/11/2016 – 30/4/2017), Vot 4L402 (CWGS). Role: Member
- A Framework for Embedding Gamification in Online Collaborative Learning Environment (01/06/2015 – 31/05/2017), Vot 4J161 (UTMF). Role: Member

## CONSULTANCY

- Feasibility Study on Developing an Integrated Higher Education Data Warehouse at the Ministry of Higher Education; Duration: 01/11/2024 – 30/04/2025; Role: Consultant; Vot: 2599
- Program Development And Implementation of Accelerated Leadership Program Series (ALPS) For MCMC High Potential Talents; Duration: 01/06/2020-31/12/ 2021; Role: Consultant, Leadership Learning Lab Manager; Vot: 1680
- Proposal of Kulai Municipal Council Strategic Plan (MPKU) 2021-2025, Duration 05/08/2021-31/01/2022; Role: Consultant
- 7th International Conference on Research & Innovation in Information Systems 2021 (ICRIIS2021), Role: Consultant, Secretary; Vot: 1879
- Information System Strategic Planning Plan (ISP), CICT 2019-2023, UTM; Duration: 1 Oktober 2018-31 Mac 2019; Role: Consultant

## PUBLICATION (SELECTED)

- Aljabali, R.N, **Ahmad, N.**, Chiu, W. (2025). Continuance Intention to Use Mobile Fitness Applications: The Role of Switching Cost, Guilt and Neutralization Techniques, *International Journal of Sports Marketing and Sponsorship*, 2025, Article in Press.
- Aljabali, R.N, **Ahmad, N.**, Khatib, S.F.A (2025). Holistic Framework for the Adoption Determinants of Mobile Health Applications: A Systematic Literature Review, *International Journal of Pharmaceutical and Healthcare Marketing*, 2025, Article in Press
- Ezmigna, A.A.R., **Ahmad, N.** (2024).The Role of Social CRM in Enhancing the Customer Loyalty And Satisfaction in Jordan: Theoretical Framework, *Studies in Systems, Decision and Control*, 2024, 517, pp. 659-669.
- Halim, N., **Ahmad, N.**, Abu Yazid, M.H. (2024). Exploring the Organizational Readiness for AI Automotive After-Sales Services: A Systematic Literature Review, *International Journal of Academic Research in Business and Social Sciences*, 2024, 14(12), pp. 1361-1373.
- Ezmigna, A.A.R., **Ahmad, N.** (2024). Foreseeing the Future of SMEs in Sustainable Development, *International Journal of Academic Research in Business and Social Sciences*, 2024, 14(12), pp. 1444-1453.
- Adedokun, F.O., **Ahmad, N.**, Miskon, S. (2024). Design Process in Gamifying e-Library Services in Higher Institutions, *International Journal of Academic Research in Business and Social Sciences*, 2024, 14(1), pp. 1015-1025.

- Aljabali, R.N., **Ahmad, N.** (2024). Instrument's Reliability and Validity of Continuance Intention Toward Using Mobile Fitness Apps Model, *International Journal of Academic Research in Business and Social Sciences*, 2024, 14(1), pp. 1058-1074.
- Aljabali, R.N., **Ahmad, N.** (2023). Profile of Fitness and Diet App Users in Online Wellness Social Communities in Malaysia: Cross-Sectional Pilot Study, *Lecture Notes on Data Engineering and Communications Technologies*, 2023, 179, pp. 221–232
- Tania, K.D., Syed Abdullah, N., **Ahmad, N.**, Sahmin, S. (2023). Compliance Intention for E-learning Continue Usage: Validation of Measurement Items, *Lecture Notes on Data Engineering and Communications Technologies*, 2023, 179, pp. 639–648
- Adedokun, F.O., **Ahmad, N.**, Miskon, S. (2022) Gamification Elements in E-Library Services in Higher Education: A Systematic Review, *Lecture Notes on Data Engineering and Communications Technologies*, 2022, 127, pp. 723–733.
- Tania, K.D., Abdullah, N.S., **Ahmad, N.**, Sahmin, S. (2022). Continued Usage of E-Learning: A Systematic Literature Review, *Journal of Information Technology Management*, 2022, 14, pp. 115–143.
- Adedokun, F.O., **Ahmad, N.B.**, Miskon, S.B. (2021). Gamification In E-Library Services, *Library Philosophy and Practice*, pp. 1–10.
- Azmi, L.F., **Ahmad, N.**, Iahad, N.A. (2021). Gamification Elements in E-commerce - A Review, *2021 International Congress of Advanced Technology and Engineering, ICOTEN 2021*, 9493475.
- Shahbazi, A.B., Iahad, N.A., **Ahmad, N.**, Busalim, A. (2021). The effect of social networks on student's academic group performance in a collaborative learning environment, *Journal of Theoretical and Applied Information Technology*, 99(3), pp. 746–763.
- Tania, K.D., Abdullah, N.S., **Ahmad, N.**, Sahmin, S. (2021). Student Compliance Intention Model for Continued Usage of E-Learning in University, *Lecture Notes on Data Engineering and Communications Technologies*, 72, pp. 960–974.
- Tien, E.L., Ali, N.M, Miskon, S., **Ahmad, N.**, Abdullah, N.S. (2020). Big Data Analytics Adoption Model for Malaysian SMEs, *Advances in Intelligent Systems and Computing*
- Ahmed, Y.A., Ahmad, M.N., **Ahmad, N.** & Zakaria, N. (2019). Social Media for Knowledge-Sharing: A Systematic Literature Review, *Telematics and Informatics*. Vol 37, pp. 72-112. (WOS:000460854000005)

## RESEARCH STUDENT SUPERVISION (SELECTED)

- Folashade Adedogun (2024). Gamifying E-library Services for Higher Institutions in Nigeria, PhD Thesis, UTM, (Role: Main SV) \*Recipient of PG Best Student Awards 69th Convocation, 2025.
- Rasha Najib Ahmed Abdullah Aljabali (2024). User's Continuance Intention Model In Using Mobile Fitness Applications, PhD Thesis, UTM (Role: Main SV)
- Shahdatunnaim Azmi (2024). Gamified Active Learning Model for Introductory Programming Courses in Malaysia Public Universities, PhD Thesis, UTM (Role: Main SV)
- Ken Ditha Tania (2023), Student Compliance Intention for Continued Usage of E-learning in University, PhD Thesis, Universiti Teknologi Malaysia (Role: Co-SV)
- Arash Bayat Shahbazi (2021). Technology-to-Performance Chain Model in Computer Supportive Learning Environment For Improving Performance Impact in Malaysia Environment, PhD Thesis, Universiti Teknologi Malaysia (Role: Co-SV)
- Norazizah binti Shamsudin (2025). User Intention of Mobile Payment Model Among Generation X, Master's Thesis (Mixed-Mode), UTM (Role: Main SV) \*Recipient of PG Best Student Awards 69th Convocation, 2025
- Nurul Aqilah binti Lochman Hakim (*ongoing*). Integrated Model of Continuance Use of Digital Platform by Gig Workers, MPhil

- Habibu Aminu Sani (2019). eLearning Utilization in Nigerian Polytechnics, Master's Thesis (Mixed-Mode), UTM (Role: Co-SV)
- Nura Abubakar Anka (2019). User Readiness Model of Social Media for Learning among Polytechnic Students in Nigeria, Master's Thesis (Mixed-Mode), UTM (Role: Co-SV)
- Lina Fatini binti Azmi (2019). Humanizing Business Intelligence for Accommodation, Master's Thesis (Mixed-Mode), UTM (Role: Main SV)
- Rasha Najib Ahmed Abdullah Aljabali (2018). Personalization in Gamification, Master's Thesis (Mixed-Mode), UTM (Role: Main SV)
- Adamu Yunusa Bena (2017). The Design Guidelines for User Interface of Strategic Dashboard, Master's Thesis (Mixed-Mode), UTM (Role: Main SV)
- Ajayi Irete Hope (2016). Gamification in Flipped Learning for Promoting Students' Engagement, Master's Thesis (Mixed-Mode), UTM (Role: Co-SV)
- Tahmineh Javabdeh (2014). The Relationship of Trust and Security in Developing Customer Word-of-Mouth and Loyalty in Mobile Banking, Master's Thesis (Mixed-Mode), UTM (Role: Main SV)