



## SALMI MOHD ISA

### Current Position

- Associate Professor
- Deputy Dean Academic, Career and International

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Personal Details	Date of birth	February 28, 1977
	Nationality	Malaysia
	Researcher ID	H-9837-2012
	Scopus Author ID	57207922591
	Google Scholar	<a href="#">6014wgEAAAAI</a>
	ORCID	0000-0002-8793-7626

### NARRATIVE

She teaches Master Business Administration (MBA) and Master of Cognitive Neurosciences programmes and specialises in research on marketing. Salmi has presented numerous papers in conferences and has also published several research articles in indexed journals and proceedings. She is teaching fellows and trainer of trainer (TOT) at Malaysian Institute of Integrity. Before dedicating herself to academia, Salmi gained six years' experience in industry, from 2000 to 2006, working at MIMOS Berhad, Malaysia's prime research and development (R&D) organisation. She secured several competitive research grant worth over RM 500,000 to date. She has successfully supervised 12 Doctor of Philosophy (PhD) and six Doctor of Administration (DBA), three post-doctoral students, and more than 40 Master Business Administration (MBA) students. Currently, 15 Doctor of Philosophy (PhD) students are under her supervision. Having worked for past years on the R&D organisation, recently she has been research on marketing surrounding tourism marketing, neuromarketing Corporate Social Responsibility (CSR) and ethics, marketing innovation and branding. She has received number of awards in recognition of her academic excellence including the University Service Excellence Award, Dean's Outstanding Teaching Award, Dean's Outstanding Research Award, and the Best Paper awards.

## EDUCATION

- 2011 University of Hull, United Kingdom**  
PhD (Management)  
Dissertation: Developing and Validating a CSR Model of Stakeholder Satisfaction and Loyalty: Multidimensional Constructs
- 2005 Universiti Sains Malaysia**  
Master of Business Administration (MBA)  
Dissertation: Service Quality and its Relationship with Customer Satisfaction towards Customer Loyalty: Perception of Public Listed Company
- 2000 Universiti Teknologi MARA**  
Bachelor of Business Administration (BBA, Hons) Major: Marketing  
Dissertation: Market Potential of Isuzu Rodeo Pick-up in Malaysia Automotive Industry

## WORK EXPERIENCE

- Present Universiti Sains Malaysia**  
Associate Professor  
Deputy Dean Academic, Career and International  
Teaching subjects:  
  1. AGC608 Business Ethics and Governance
  2. AGW624 Business Issues and Sustainable Development
  3. GCN518 Introduction to Neuromarketing and Consumer Behaviour
  4. GCN509 Research Project Stage I
  5. GCN520 Research Project Stage III
- 2014 Universiti Sains Malaysia**  
Program Manager-PhD
- 2013 Universiti Sains Malaysia**  
Program Coordinator - MBA MARA Offshore
- 2006 Universiti Teknologi MARA**  
Lecturer  
Teaching subjects:  
  1. Relationship Marketing
  2. Business Development
  3. Principles of Management
  4. Personal Development
- 2000 MIMOS Berhad**  
Customer Service Executive  
Responsible for counter and branch operation  
Organise marketing meets to Account Manager

**ACADEMIC RECOGNITION  
AND LEADERSHIP**

**Academic**

**2021:** Best Paper Award, awarded by 12<sup>th</sup> National and International Conference. Organised by SRRU, Bangkok, Thailand.

**2020:** Best Oral Presentation, awarded by 2<sup>nd</sup> ASEAN Business, Engineering Technology Symposium. Organised by Institute Pertanian Bogor, Indonesia.

**2019:** Best Paper Award, awarded by. Organised by Universiti Malaysia Pahang and Yayasan Pahang.

**2018:** The Tej Vir Singh Recognition Award, awarded by 6<sup>th</sup> Interdisciplinary Tourism Research Conference. Organised by Anatolia: An International Journal of Tourism and Hospitality Research

**2016:** Best Paper Award, awarded by the 4<sup>th</sup> International Conference on Quantitative Sciences and Its Application. Organised by Universiti Utara Malaysia

**2009:** Postgraduate Certificate in Research Training, awarded by The University of Hull, United Kingdom

**2007:** Academic Staff of Higher Education Scheme, to pursue a Doctoral Study at the University of Hull, United Kingdom, awarded by USM

**Leadership**

**2021:** Session Chair, for 6<sup>th</sup> & 9<sup>th</sup> ABEST21 Online Workshop

**2020:** Chairperson, for ASEAN Business, Engineering Technology Symposium (ABEATS)

**2019:** Service Excellence Award, awarded by Universiti Sains Malaysia

**2015:** Service Excellence Award, awarded by Universiti Sains Malaysia

**Panel/Expert Reviewer**

**2020:** Leader for Peer Review Team ABEST21 Program-based Accreditation System for the Master of Management, Faculty Economics and Business, Universitas Jenderal Soedirman, Indonesia

**2019:** Examiner for the Master of Business Administration & Master of Executive Management Programme at HELP University

**2017:** Review of Corporate Integrity System Malaysia (CISM) for Malaysian Anti-Corruption

**Invited Speaker/Guest  
Lecture**

Commission (MACC)

**2015:** Curriculum Review of Master Programme of Neuro Cognitive Science, P3Neuro, Universiti Sains Malaysia

**2015:** Expert review of Corporate Integrity Assessment (CIA) for Malaysian Statutory Bodies, INTEGRITI, Malaysia

**2021:** Guest Lecture for Sustainable Business Development Summer Course, Institut Pertanian Bogor, Indonesia

**2021:** Guest Lecture for Executive Master Business Administration (EMBA) at Institut Teknologi Bandung, Indonesia

**2021:** Keynote Speaker for International Joint Community Service at Universitas Mercu Buana, Jakarta Indonesia

**2020:** Guest Lecture for International Joint Community Service at Universitas Mercu Buana, Jakarta Indonesia.

**2019:** Guest Lecture for Executive Master Business Administration (EMBA) at Institut Teknologi Bandung, Indonesia

**2018:** Speaker for Integrity Week organised by RISDA, IPKP, Perak

**2018:** Speaker for Integrity Week organised by Kastam Diraja Malaysia, Perlis

**2018:** Speaker for Integrity Week organised Lembaga Pembangunan Industri Pembinaan Malaysia (CIDB)

**2018:** Speaker for Business Ethics and Integrity Workshop for Tertiary Students organised by Repsol Malaysia

**2018:** Speaker for Program Transformasi Minda dan Orientasi Kementerian organised by Kementerian Pendidikan Malaysia

**2018:** Speaker for Program Transformasi Minda organised by Jabatan Kesihatan Negeri Pulau Pinang

**2017:** Keynote Speaker for the 5th Gadjah Mada International Conference on Economics and Business organised Universitas Gadjah Mada Indonesia

**2017:** Speaker for Integrity Module organised by Jabatan Kastam Diraja Malaysia, Pulau Pinang

**2017:** Speaker for Program Transformasi Minda for Housemen, organised by Penang State Department of Health, Ministry of Health

**2017:** Guest lecture for International Week, Faculty Economic and Business, organised by

**Invited Speaker/Guest  
Lecture**

Universitas Gadjah Mada, Indonesia

**2017:** Speaker for Integrity Module for Government Agencies organised by District Council of Pengkalan Hulu, Perak

**2016:** Speaker for Integrity Module, Program Transformasi Minda for nursing trainee, organised by Penang Nursing College, Ministry of Health

**2016:** Guest lecture for International Week, Faculty Economic and Business, organised by Universitas Gadjah Mada, Indonesia

**2015:** Guest speaker for Young Leadership Workshop organised by National Institute of Public Administration (INTAN), Northern Region

**2015:** Guest lecture for Integrity Global Champions for Tertiary Students organised by Malaysian Institute Integrity

**Professional Membership**

Member of British Academy of Management

Corporate Member of Institute Marketing Malaysia

Member of Asian Academy of Management

Member of Tun Azizan Zainul Abidin Integrity Circles for Young Professionals

**External Examiner  
PhD/DBA Thesis**

**2021:** Wu Hong Yan, 2021, ELM Graduate School, HELP University, Young Adults' Intention to Receive HPV Vaccination in Guilin, China: The Mediating Role of Two Dimension Structure of Attitude

**2021:** Li Han Fang, ELM Graduate School, HELP University, Determinants of E-Commerce Adoption of agri-business firms in Longsheng, China: The moderating role of Entrepreneurial Orientation

**2019:** Cheng Bing, HELP University, Factor Influencing Household Waste Separation Intention in Nanning City

**2019:** Mohd Noor Ismawi Ismail, 2019, Universiti Teknologi MARA, Customer Acceptance & Usage of Mobile Hotel Reservation Apps (MHRA): The Influence of technology Readiness, UTAUT2 Determinants, & Trust on M-Satisfaction & Post Purchase Behaviour

**2016:** Sarangapani Nivarthi, University of Canberra, Impact of Managerial Perceptions of Social Responsibility on Firms' Performance in India

**Internal Examiner  
PhD/DBA Thesis**

**2021:** Islam Habis Mohammad Hatamleh, School of Communication, Universiti Sains Malaysia, The Effect of Cultural Restraint on Social Media Motivation, Relationship Commitment and Relationship Benefits Among Young Adults: The Case of Jordan

**2021:** Cheah Chew Sze, Graduate School of Business, Universiti Sains Malaysia, The Influence of Employer Branding on Proactive Work Behaviour among Academician in Private Higher Education Institutions: Work Engagement as a Mediator

**2020:** Ratih Hasanah, Graduate School of Business, Universiti Sains Malaysia, Tri-Source Credibility Influences on Indonesian Consumers' Attitude towards Advertising and Brand; and Purchase Intention of Beauty Soaps

**2020:** Zaher Ali Hassan Al-Sai, School of Computer Science, Universiti Sains Malaysia, Maturity Assessment Model for Big Data Based on Critical Success Factors.

**2019:** Nura Muhammad Baba, School of Computer Science, Universiti Sains Malaysia, Factors Affecting Smartwatch Adoption Among Malaysian Student with the Role of Design Aesthetics and PIIT as Moderators

**2018:** Ojatta Dominic Oteino, Graduate School of Business, Universiti Sains Malaysia, Repurchase Intention of Premium Bottled Water in Nigeria: Evaluating the Relationships amongst Consumers' Expectation

**2018:** Muhammad Fadzly Zakaria, Graduate School of Business, Universiti Sains Malaysia, UIG Collaborative Research in Malaysia: An Analysis of Strategic Partnership

**2017:** Indira Rachmawati, Graduate School of Business, Universiti Sains Malaysia, The Role of User Experience, Satisfaction and Switching Barrier Towards Loyalty in Indonesia Cellular Operators: The Moderating Role of Corporate Image

**2017:** Chen Big Kim, Graduate School of Business, University Sains Malaysia, The Influence of Service Quality and Overall Satisfaction on the Behavioural Intention

**2015:** Mohd Saiful Rizal Yusoff, Graduate School of Business, Conceptualizing Customer Loyalty Model for Mobile Communications Industry

<p><b>Internal Examiner PhD/DBA Thesis</b></p>	<p><b>2014:</b> Asaad Al Mohammad, School of Management, Universiti Sains Malaysia, The Antecedents and Consequence of Emotion-Based Political Brand Equity: The Mediating Role of Cynicism and Efficacy  <b>2013:</b> Rahim Mosahab, School of Management, Universiti Sains Malaysia, Internal Marketing as an Antecedent to service quality: Mediated by Affective commitment and organizational citizenship behaviour</p>
<p><b>External Examiner Master Thesis by Research</b></p>	<p><b>2020:</b> Md Jakir Hasan Talukder, University of Canberra, Australia, Conceptualising and validating measurement scales for supplier social responsibility (SSR)</p>
<p><b>Internal Examiner Master Thesis by Research</b></p>	<p><b>2016:</b> Loi Wai Yee, School of Management, Universiti Sains Malaysia, Personal Values and Sustainable Fashion Consumption Beliefs on Clothing Reuse Behaviour: The Moderating Roles of Facilitating Conditions and Habits  <b>2014:</b> Zainorfarah Binti Zainuddin, School of Management, Universiti Sains Malaysia, Factors Influencing Environmental Management Practices Towards Clean Development Mechanism Implementation in Malaysia</p>
<p><b>Internal Examiner Master Thesis by Coursework</b></p>	<p>More than 40 students</p>

**RESEARCH GRANTS**

<p><b>International Grant</b></p>	<p><b>1. Loudi Qianyuan Venture Capital Base Real Estate Co. Ltd., China</b>  Research Title: Influencing Factors of Consumers' Willingness to Purchase Residential Property: An Empirical Study  Amount: RM 54,308.25  Duration: 23/10/2020 – 23/10/2021</p> <p><b>2. Fujian College, Internet Innovation Research Center</b>  Research Title: The Role of Social Media and Innovation Practices in Enhancing e-Commerce performance of SME: A Tourism Sector Focus  Amount: RM7,000.00  Duration: 01/06/2019-31/05/2020</p>
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## National Grant

### **3. Erasmus+ Grant International Credit Mobility, University of Glasgow, Scotland**

Amount: GBP2516.50

Duration: 15/06/2019- 29/06/2019

#### **1. Fundamental Research Grant Scheme (FRGS)**

Ministry of Higher Education

Research Title: Formulation of Integrated Measurement Framework of Microfinance Institutions

Amount: RM78,200.00

Duration: 02/11/2015-01/05/2018

#### **2. Libatsama Komuniti dan Industri**

Ministry of Higher Education

Research Title: Memperkasa Potensi Bakat Dan Nilai Keusahawanan Golongan Orang Kurang Upaya (OKU) Melalui Teknik 'Crowdsourcing'

Amount: RM12,000.00

Duration: 24/03/2017-31/01/2018

#### **3. Fundamental Research Grant Scheme (FRGS)**

Ministry of Higher Education

Research Title: Construction of SQIBIT for Dynamic Business Model in POS Malaysia

Amount: RM93,000.00

Duration: 01/02/2013-30/11/2016

#### **4. Fundamental Research Grant Scheme (FRGS)**

Ministry of Higher Education

Research Title: Gender and Entrepreneurship Performance: Towards a Theoretical Model of the Gender Analyses of Microfinance (MFs) borrowers in Entrepreneurship

Amount: RM78,500

Duration: 01/07/2014-30/06/2016

#### **5. Exploratory Research Grant Scheme (ERGS)**

Ministry of Higher Education

Research Title: An Exploratory Study on Women's Innovativeness Using Gender Analysis Framework

Amount: RM 101,900.00

Duration: 15/06/2013- 15/06/2016



## Industry Grant

### 1. Webe Digital Sdn Bhd

Research Title: Managing Mobile Relationship Marketing (MCRM) Application in Malaysia Telecommunication Market

Amount: RM 39,000.00

Duration: 01/01/2020-31/12/2022

### 2. Majlis Amanah Rakyat (MARA)

Research Title: Data Analysis for Corporate Integrity System Assessment Questionnaire (CIAQ) for Majlis Amanah Rakyat (MARA)

Amount: RM 10,000.00

Duration: 15/06/2014 - 15/11/2014

### 3. Tenaga Nasional Berhad (TNB)

Research Title: Survey for Customer Satisfaction at Tenaga Nasional Berhad Wilayah Utara

Amount: RM100,000.00

Duration: 08/07/2013- 31/12/2013

## University Grant

### 1. Research University Grant (RU)

Research Title: Neuromarketing: A Study of Consumer Subconscious Mind to Sustainable Green Brand Advertising

Amount: RM70,000.00

Duration: 01/01/2018-31/09/2021

### 2. Bridging Grant

Research Title: Neuromarketing: Exploring and Understanding Green Consumer Behaviour in Decision Making

Amount: RM5000.00

Duration: 25/01/2018-24/07/2019

### 3. Short-term Grant

Research Title: Impact and Responsibilities of Tour Operator practices towards Sustainable Tourism

Amount: RM23030.00

Duration: 01/12/2015-28/02/2019

### 4. Incentive Grant

Research Title: Corporate Social Responsibility: What Can We Learn from the East?

Amount: RM5000.00

Duration: 21/10/2011- 22/10/2012

## CONSULTANCY GRANTS

**1. Company: Syarikat Air Darul Aman (SADA), Alor Setar Kedah**

Project: Corporate Governance for Sustainable Water Supply Management for Syarikat Air Darul Aman Sdn Bhd  
Amount: RM10600.00  
Year: 2020

**2. Company: Eastern Decorator Sdn Bhd, Ipoh, Perak**

Project: Focusing on Strengthening People's Intellectual Capital and Excellence in Eastern Decorator.  
Amount: RM5300.00  
Year: 2019

**3. Company: Koperasi Universiti Sains Malaysia Berhad**

Project: Sustainable Marketing Strategies for Koperasi Universiti Sains Malaysia, Berhad  
Amount: In-kind  
Year: 2017

**4. Company: G Fitness Sdn Bhd**

Project: Social Media Marketing: A Case Study of a Newly Established Gym in Penang  
Amount: In-kind  
Year: 2016

**5. Company: Nay@dam, Batam, Indonesia**

Project: The Improvement Marketing Strategies of Pt Kreasi Putera Serayu  
Amount: RM3000  
Year: 2013

## SUPERVISION Graduated PhD & DBA

**2021:** Syeda Nazish Zahra Bukhari, Influence of Islamic Branding on Brand Resonance of Nestle': A Comparative Study between Malaysia and Pakistan.

**2021:** Saleh O M R Alenezi, The Effect of Technological, Organizational, and Environmental Factors on Adoption of Electronic Commerce by Small and Medium Enterprises in Kuwait: The Roles of Attitude and Innovativeness

**2021:** Chong Choong Kian, Exploring the Impact of Social Media Towards Brand Building: A Case of Akemi on Facebook

Graduated PhD & DBA

**2020:** Subramaniam Govindan, Exploring Factors of International Students Intention Towards Mobility Program in Malaysian Public Universities

**2020:** Siti Noormala Jailani, The Antecedents of Consumer Attitude and Behavioural Intention Towards People with Disability: The Mediating Role of Assistive Technology

**2020:** Mohammed Ibrahim Babangida, Serial Mediation on Technology Readiness and Trust as Moderator on Students' Continuance Intention to Use Computer-Based Test System

*(Graduate on Time)*

**2020:** Santhi A/P Govindan, Market Orientation and Employee Responses: The Mediating Effect of Perceived Brand Image and Professionalism at Malaysian Private Universities

**2020:** Shaohua Yang, Effects of Destination Personality, Destination Image and Self-Congruity on Chinese Tourists' Revisit Intention to New Zealand: The Role of Uncertainty Avoidance

*(Graduate on Time)*

**2019:** Maisarah Abdul Hamid, An Empirical Study on Adoption of Sustainable Tourism Practices and Factors Influencing Business Sustainability among Tour Operators in Malaysia

**2019:** Aida Azlina Mansor, Exploring Consumers' Subconscious Response on Marketing Mix towards Green and Non-Green Products: A Neuromarketing Approach

**2019:** Nur Zalikha Othman, Examining Hotel Guest Acceptance and Loyalty on Shariah Compliant Hotel Practices (SCH) at Five Star Rated Hotel in Malaysia

**2017:** Shaian Kiumarsi, The Effect of Customer Perceived Service Quality and Service Innovation on Service Loyalty within Post Office in Malaysia

**2016:** Teoh Siau Teng, An Empirical Study of Guanxi to Business Relations that Affect Firm Performance in the Malaysia Housing Development Industry

**2016:** Choong Jian Ming, Examining Corporate Social Responsibility and Brand Equity in Men's Grooming Products

**2014:** Hepy Hariyanto, Development of Place Attachment and Patronage Intentions: Lessons Learned from Batam Island, Indonesia

12 students

**Ongoing**

### **Graduated Master by Research**

Master of Science (MSc)  
University of Glasgow, Scotland

Master of Business in Emerging  
Market  
FH JOANNEUM, Austria

### **Graduated Master by Coursework**

### **Ongoing**

### **Post-Doctoral**

**2020:** Akshay Badge, Exploring the Role of Environmental, Social and Economic Indicators for Development of Sustainable Transportation Policy in Penang

**2020:** Tina Ruhdorfer. The Drivers of Social Entrepreneurship in Malaysia.

46 students from Master of Business Administration

3 students from Master of Business Administration

2 students from Master of Neurocognitive

**2021:** Shaohua Yang, Influencing Factors of Consumers' Willingness to Purchase Residential Property: An Empirical Study

**2020:** Shaian Kiumarsi, Neuromarketing: A Study of Subconscious Mind to Sustainable Green Brand Advertising

**2016:** Chin Phaik Nie, Impact and Responsibilities of Tour Operator Practices towards Sustainable Tourism

## **RESEARCH PUBLICATIONS**

### **Selected Articles JCR and Scopus Index**

#### **1. The Relationship between Frequency of Technology Use and Electronic Commerce Adoption among Small Medium Enterprise in Kuwait**

*Isa, S.M., Alenezi, S.*

*Asian Journal of Business and Accounting*

*14(2), Forthcoming December 2021*

#### **2. Integrating Innovation and Sustainability into Tour Operator Business**

*Isa, S.M., Hamid, M.A., Kumarsi, S., Jaafar, A.H.*

*International Journal Innovation and Sustainable Development, 15(4)*

*DOI: 10.1504/IJISD.2021.10034895, Forthcoming 2021*

#### **3. Determinants of Purchase Intention of Non-Electrical and Electronic High-Value Goods via Online in Malaysia**

*Isa, S.M., Wei, L.J., Kiumarsi, S.*

*International Journal of Management and*

*Enterprise Development, 20(2) Forthcoming 2021*

**4. Halal vaccination purchase intention A comparative study between Muslim consumers in Malaysia and Pakistan**

*Bukhari, S.N.Z., Isa, S.M., Yen Nee, G.*  
*Journal of Islamic Marketing, 2020, 12(4), pp. 670–689*

**5. A Business Typology for Luxury Consumption in an Inconspicuous Way: A Proposed Model**

*Ms Ting, YN Goh and SM Isa*  
*Journal of Entrepreneurship, Business and Economics 9 (2), pp.1-38*

**6. Sustainable tourism practices and business performance from the tour operators' perspectives**

*Hamid, M.A., Isa, S.M., Kiumarsi, S.*  
*Anatolia, 2021, 32(1), pp. 23–32*

**7. Exploring sustainable transportation development in Penang: Stakeholders' perspectives of the Penang Transport Master Plan**

*Bagde, A.V., Blanes, R., Isa, S.M.*  
*Journal of Physics: Conference Series, 2021, 1779(1), 012080*

**8. Uncertainty Avoidance as a Moderating Factor to the Self-Congruity Concept: The Development of a Conceptual Framework**

*Yang, S., Isa, S.M., Ramayah, T.*  
*SAGE Open, 2021, 11(1), pp. 1-10*

**9. How Are Destination Image and Travel Intention Influenced by Misleading Media Coverage? Consequences of COVID-19 Outbreak in China**

*Yang, S., Isa, S.M., Ramayah, T.*  
*Vision, 2021, pp. 1-10*

**10. The Role of Internet of Things (IoT) in the Containment and Spread of the Novel COVID-19 Pandemic**

*Mohammed, I.B., Isa, S.M.*  
*Studies in Computational Intelligence, 2021, 923, pp. 109–119*

**11. The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility**

*Chin, P.N., Isa, S.M., Alodin, Y.*  
*Journal of Marketing Communications, 2020, 26(8), pp. 896–912*

**12. Islamic branding: insights from a conceptual perspective**

*Bukhari, S.N.Z., Isa, S.M.*

*Journal of Islamic Marketing, 2020, 11(6), pp. 1743–1760*

**13. The Effects of Destination Brand Personality on Chinese tourists' Revisit Intention to Glasgow: An Examination across Gender**

*Yang, S., Isa, S.M., Ramayah, T., Blanes, R., Kiumarsi, S.*

*Journal of International Consumer Marketing, 2020, 32(5), pp. 435–452*

**14. Exploring the role of corporate social responsibility skepticism in ethical purchase intention**

*Isa, S.M., Chin, P.N., Liew, I.*

*Social Responsibility Journal, 2020, 16(2), pp. 291–307*

**15. Fundamentals of neuromarketing: What is it all about?**

*Mansor, A.A., Isa, S.M.*

*Neuroscience Research Notes, 2020, 3(4), pp. 22–28*

**16. A Theoretical Framework to Explain the Impact of Destination Personality, Self-Congruity, and Tourists' Emotional Experience on Behavioral Intention**

*Yang, S., Mohd Isa, S., Ramayah, T.*

*SAGE Open, 2020, 10(4), pp. 1–12*

**17. Brand switching through marketing mix: The role of brand effect on smartphone users**

*Isa, S.M., Kelly, L., Kiumarsi, S.*

*International Journal of Process Management and Benchmarking, 2020, 10(3), pp. 419–438*

**18. Exploring the sustainable tourism practices among tour operators in Malaysia**

*Hamid, M.A., Isa, S.M.*

*Journal of Sustainability Science and Management, 2020, 15(1), pp. 68–80*

**19. The effect of service innovation on service loyalty in post offices**

*Kiumarsi, S., Isa, S.M., Jayaraman, K., Amran, A., Hashemi, S.*

*International Journal of Business Innovation and Research, 2020, 21(1), pp. 108–127*

**20. The effect of place attachment on visitors' revisit intentions: evidence from Batam**

*Isa, S.M., Ariyanto, H.H., Kiumarsi, S.*

*Tourism Geographies, 2020, 22(1), pp. 51–82*

**21. Patients' intent to revisit with trust as the mediating role: lessons from Penang Malaysia**

*Mohd Isa, S., Lim, G.S.S., Chin, P.N.*

*International Journal of Pharmaceutical and Healthcare Marketing, 2019, 13(2), pp. 140–159*

**22. The impact of service quality in postal services: The mediating role of self-service technology**

*Isa, S.M., Kiumarsi, S.*

*International Journal of Services and Operations Management, 2019, 33(3), pp. 395–419*

**23. Muslim tourist perceived value: a study on Malaysia Halal tourism**

*Isa, S.M., Chin, P.N., Mohammad, N.U.*

*Journal of Islamic Marketing, 2018, 9(2), pp. 402–420*

**24. Measuring social performance: Reconciling the tension between commercial and social logics**

*Siti-Nabiha, A.K., Azhar, Z., Isa, S.M., Siti-Nazariah, A.Z.*

*International Journal of Social Economics, 2018, 45(1), pp. 205–222*

**25. The effect of innovations to brand equity: The role of customers satisfaction on postal service**

*Isa, S.M., Kiumarsi, S., Ping, N.B.*

*Proceedings of the 5th International Conference on Innovation and Entrepreneurship, ICIE 2017, 2017, pp. 42–51*

**26. Exploring transparency, trust and social media towards organization's reputation risks: A conceptual framework**

*Othman, M.Z., Isa, S.M.*

*Advanced Science Letters, 2017, 23(4), pp.2849–2852*

**27. Determining consumer purchase intentions toward counterfeit luxury goods in Malaysia**

*Ting, M.-S., Goh, Y.-N., Isa, S.M.*

*Asia Pacific Management Review, 2016, 21(4), pp. 219–230*

**28. Electrophysiological quantification of underlying mechanism of decision making from auto dealer advertisement - A neuromarketing research**

*Samsuri, N., Reza, F., Begum, T., Omar, H., Isa, S.M.*  
*AIP Conference Proceedings, 2016, 1782, 040017*



**29. Measuring sustainability levels of tour operator businesses using sustainable tourism indicators: A conceptual perspective**

Hamid, M.A., Isa, S.M.

*Heritage, Culture and Society: Research agenda and best practices in the hospitality and tourism industry - Proceedings of the 3rd International Hospitality and Tourism Conference, IHTC 2016 and 2nd International Seminar on Tourism, ISOT 2016, 2016, pp. 601–606*

**30. Service Quality and Innovation in Malaysian Post Offices: An Empirical Study**

Kiumarsi, S., Jayaraman, K., Mohd Isa, S.

*Global Business and Organizational Excellence, 2015, 35(1), pp. 55–66*

**31. Age differences in behavioral intention to use internet marketing: A comparative study between Malaysian and Taiwanese**

Mohd Isa, S., Wong, K.-Y.

*International Journal of Business and Society, 2015, 16(3), pp. 386–396*

**32. Determinants of service quality on service loyalty: The mediating role of customers' satisfaction and brand equity**

Kiumarsi, S., Isa, S.M., Jayaraman, K.

*Problems and Perspectives in Management, 2015, 13(2), pp. 347–356*

**33. Exploring consumers' intention toward online hotel reservations: Insights from Malaysia**

Saw, S.-L., Goh, Y.-N., Isa, S.M.

*Problems and Perspectives in Management, 2015, 13(2), pp. 249–257*

**34. Influence of corporate social responsibility on loyalty: Perceptions of medical doctors**

Isa, S.M., Kitt, L.K.

*Problems and Perspectives in Management, 2015, 13(2), pp. 313–319*

**35. Marketing strategies to improve the sales of bakery products of small-medium enterprise (SMEs) in Malaysia**

Kiumarsi, S., Jayaraman, K., Isa, S.M., Varastegani, A.

*International Food Research Journal, 2014, 21(6), pp. 2101–2107*

**36. Operationalising corporate social responsibility (CSR) and the development debate**

Isa, S.M., Reast, J.

*Asian Academy of Management Journal*,  
2014, 19(1), pp. 169–197

**37. Factors influencing tourist visitation in marine tourism: Lessons learned from FRI Aquarium Penang, Malaysia**

*Isa, S.M., Ramli, L.*

*International Journal of Culture, Tourism, and Hospitality Research*, 2014, 8(1), pp. 103–117

**38. Service quality, client satisfaction and loyalty towards audit firms: Perceptions of Malaysian public listed companies**

*Ismail, I., Haron, H., Ibrahim, D.N., Isa, S.M.*

*Managerial Auditing Journal*, 2006, 21(7), pp. 738–756

**RESEARCH PUBLICATIONS**

**Chapter in Books**

**1. Revisit of Malaysian Private Universities' Mission and Direction, in (Higher Education: From Region to Nation for the Community)**

*Santhi Govindan, Salmi Mohd. Isa, Nabsiah Abdul Wahid*

*Penerbit USM, Universiti Sains Malaysia, Forthcoming 2021*

**2. How Have Neuromarketing Revolutionize Consumer Brain, in (The Changing Marketing Landscape in Malaysia)**

*Salmi Mohd Isa*

*Penerbit UniMAP, Universiti Malaysia Perlis, Malaysia, 2020, pp. 87-100*

**3. The Role of Internet of Things (IoT) in the Containment and Spread of the Novel COVID-19 Pandemic, in (Computational Intelligence Methods in COVID-19: Surveillance, Prevention, Prediction and Diagnosis)**

*Mohammed, Ibrahim Babangida, Salmi Mohd Isa*  
*Springer, Singapore, 2020, pp. 109-119*

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Bangkok, Thailand, 15<sup>th</sup> January, 2021*

(Best Paper Award)

**Subconscious Response on Marketing Mix for Green and Non-Green Goods: A Neuromarketing**

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