

SHAIZATULAQMA KAMALUL ARIFFIN
CURRICULUM VITAE
January 2021



PERSONAL DETAILS

Citizenship	Malaysian
Office Address	Cabin B, No. 17, Universiti Sains Malaysia, 11800 USM, Penang
Phone	+60125228462
Email	shaizatulaqma@usm.my
Current Position	Senior Lecturer at Graduate School of Business, Universiti Sains Malaysia, Coordinator Double Degree Programme (MBA-MSc)
Field of specialization	International Marketing

EDUCATION

2011-2015	PhD in International Marketing from Universiti Sains Malaysia, Penang, Malaysia
2008-2009	Master of Science in Marketing from Texas A&M University-Commerce, Texas, USA
2005-2007	Bachelor of Management (Honors) (Marketing) from Universiti Sains Malaysia, Penang, Malaysia

POSITION HELD

2020 – 2021	Liaison Industry USM-NI
2019 - 2021	Fellow, Apex Young Scholar (APEX YS) 2019
2019 - 2021	Focal-point staff for AIxchange CEO Faculty Program
2019	Chairperson AIxchange Forum
2019 - 2020	External Academic Assessor for Diploma in Marketing Communication, Equator College
2018 - 2020	Coordinator Double Degree programme (MBA-MSc) USM and University of Glasgow
2018	Head of Promotion Team for International Conference on Business and Sustainability 2017
2018	School Committee for Academic
2017	Coordinator GSB Summer Programme
2017	School Committee for Research
2017	School Committee Assurance of Learning' (AOL)
2017	School Committee (AACSB dan AOL)
2016	Committee of AACSB – Accredited School
2016	Internal Auditor of Quality Graduate School of Business, USM
2016	Assistant Manager of Quality Standard ISO MS 9001:2015
2010	Committee member of Grand Scholarly Debate, Graduate School of Business, Universiti Sains Malaysia
2010	Committee member of Malaysian Qualifications Agency (MQA),

2010	Graduate School of Business, Universiti Sains Malaysia Committee member of Top Business School (TBS), Graduate School of Business, Universiti Sains Malaysia
2009	Graduate Assistant (Research) of Marketing and Management Department, Texas A&M University-Commerce
2008-2015	ASTS Fellowship of Universiti Sains Malaysia
2007	Research Assistant of School of Management, Universiti Sains Malaysia
2006	Trainee of IOI Corporation Sdn. Bhd

EDITORIAL BOARD AND MEMBERSHIP IN PROFESIONAL BODIES

2019-2020	Scientific Committee Members, International Conference on Business Sustainability and Innovation (ICBSI2018)
2019	Technical Reviewer, 3rd International Conference on Education, Business, Islamic and Technology, - (International)
2019	Steering Committee, The 1st Asean Business, Engineering & Technology Symposium, - (International)
2019	Conference Committee, The 13th Asian Academy of Management International Conference 2019, - (International)
2019	International Committee Board, 34th IBIMA International Conference, 13/09/2019 - 14/09/2019 (International)
2018	International Scientific Committee, New Training Development Center of Iran (METANA)
2018 - 2020	Editorial Board of International Journal of Accounting, Finance, and Business (IJAFB) - eISSN: 0128-1844
2018 - 2020	Committee member of Asian Academy of Management
2017	Committee member of Asian Academy of Management
2017	Committee Member of Asian Academy of Management Conference 2017
2016	Committee member of Asian Academy of Management
2015	Committee member of Asian Academy of Management
2015	Committee Member of the 4th Asian Management Research and Case (AMRC) Conference 2015
2015	Committee Member of the Conference on Green Human Resource Management 2015 (ISBN: 978-967-394-215-2)
2015	Chair Person of the 4th Asian Management Research and Case (AMRC) Conference 2015
2015	Chair Person of the Conference on Green Human Resource Management 2015 (ISBN: 978-967-394-215-2)

REVIEWING ARTICLE IN ACADEMIC JOURNAL AND CONFERENCE

2019	Unethical Sales Practices under the Islamic Marketing Framework: A Narrative Analysis, 2019, The 13th Asian Academy of Management International Conference 2019
2019	Ubiquitous Role of Social Networking in Driving M-commerce: Evaluating the Use of Mobile Phones for Online Shopping and Payment in the Context of Trust, 2019, SAGE Open

- 2019 Enhancing Consumers' Trust, Satisfaction and Purchase Intention on Social Commerce Websites: A Psychological Contract Perspective, 2019, Emerging Markets Finance and Trade
- 2019 Impact of Informativeness Gratification toward Consumer Emotions in Online Purchase, 2019, The 13th Asian Academy of Management International Conference 2019
- 2019 Impact of Informativeness Gratification toward Consumer Emotions in Online Purchase, 2019, The 13th Asian Academy of Management International Conference 2019
- 2018 Male and female acceptance of on-demand services, 2018, Global Business and Management Research: An International Journal
- 2018 Antecedents of consumer based electronic retail brand equity: A holistic model, 2018, Asian Academy of Management Journal
- 2018 Antecedents of consumer based electronic retail brand equity: An integrated model, 2018, Asian Academy of Management Journal
- 2018 Cross-Cultural Evaluation of the Mediation of Attitudes in Relationship of Cultural Values and Behavioral Reactions toward Web Based Advertising, 2018, South Asian Journal of Management Sciences
- 2018 Antecedents of consumer based electronic retail brand equity: A holistic model, 2018, Asian Academy of Management Journal
- 2018 Religiously permissible consumption: The influence of the halal label on product perceptions depending on the centrality of religiosity, 2018, Journal of Islamic Marketing
- 2018 The Mediating Role of Incumbent System Habit in the Relationship between Customers Perceived Value and Repurchase Intention in Smartphone Industry in Malaysia. 2017 Social sciences postgraduate international seminar.
- 2017 Antecedents and consequence of job satisfaction, 2017, Cogent Business & Management
- 2017 Consumer behaviour towards organized retail formats - literature review and gap analysis, 2017, Journal of Islamic Marketing
- 2017 Attitude of Muslim Minority in Spain towards Islamic finance, 2017, International Journal of Islamic and Middle Eastern Finance and Management
- 2017 Attitude of Muslim Minority in Spain towards Islamic finance, 2017, International Journal of Islamic and Middle Eastern Finance and Management
- 2017 Cross-Cultural Evaluation of the Mediation of Attitudes in Relationship of Cultural Values and Behavioral Reactions toward Web Based Advertising, 2017, South Asian Journal of Management Sciences
- 2017 Article for Proceedings of Social Sciences Postgraduate International Seminar (SSPIS 2016). Antecedents of Resource Orchestration for Youth Entrepreneur Success: The Proposed Model
- 2016 Article for Jurnal Ekonomi Malaysia (JEM)-Scopus Indexed
Internationalization Promotion Policies in the Halal Food Industry: Comparison of China (Ningxia) and Malaysia
- 2015 Articles for Conference on Green Human Resource Management 2015 (ISBN: 978-967-394-215-2)
- 2015 Mapping the Change Theory to Cultivate Green Work Culture: A Case Study as MNC Manufacturing Firms in Penang, Proceedings for Conference on Green Human Resource Management
- 2015 Green Training and Development: A Strategic Approach for Organizational Sustainability, Proceedings for Conference on Green Human Resource Management,
- 2015 Factors that Help in Retention of Gen-Ys in Service Industry, Proceedings for Conference on Green Human Resource Management, 2015

SUBJECTS TAUGHT

1. Marketing Management
2. International Marketing

PUBLICATIONS (INDEXED JOURNAL, INDEXED PROCEEDINGS)

1. Sulaiman yahya & **SK Ariffin**, 2020, determinants of consumer purchase intention of halal meat in kano-nigeria: a conceptual paper, international journal of industrial management (ijim), 6/1:, 40-48
2. Dominic ojatta* , n. abdul wahid* , **SK Ariffin**, 2020, determinants of bottled water continuance-use intention in high-inequality and low access contexts, test engineering and management, 83:, 4068-4076 (impact factor : 0)
3. Xin ying chua* , n. abdul wahid* , **SK Ariffin**, 2020, consumers' purchase intention towards green energy: the role of green perceived value and government's legislation, test engineering & management, 83:, 4035-4043
4. **SK Ariffin**, Y Choo Kah, NA Wahid, 2020, The Influence of Perceived Prior Experience, Attitude and Subjective Norms toward Consumers' Online Purchase Intention of Cosmetics Products, Test Engineering and Management 83 (May-June)
5. A Malenee, **SK Ariffin**, T Ramayah, NA Wahid, 2020, The Influencing Factors on Consumption Intention towards Beauty Supplements: A Proposed Model, Test Engineering and Management 83 (May-June)
6. **SK Ariffin**, LS Ooi, NA Wahid, 2020, A Proposed Model for Understanding the Influencing Factors of Consumer's Purchase Intention towards Online Grocery Shopping, Test Engineering and Management 83 (May-June)
7. **SK Ariffin**, NA Choo, Kah Yee: 2020, Wahid, The Influence of Perceived Ease of Use, Perceived Usefulness and Perceived Product Information on Consumers' Attitude toward Online Purchase Intention, Test Engineering and Management 83 (May-June)
8. NA Wahid, **SK Ariffin**, A Haron, 2020, Influences of conditional, environmental and social values, risk and cost on consumers' willingness to pay for water tariff, Journal of Critical Reviews 7 (8), 1148-1153
9. **SK Ariffin**, KT Lim, 2020, Investigating Factors Affecting Intention to Use Mobile Payment Among Young Professionals in Malaysia, First ASEAN Business, Environment, and Technology Symposium (ABEATS 2019), 6-11
10. Chai Hooi Ching, **Shaizatulaqma Kamalul Ariffin**, 2019, Consumer purchase intention towards online group buying website in Malaysia The European Proceedings of Social & Behavioural Sciences EpSBS
11. **Shaizatulaqma Kamalul Ariffin**, 2019, Noor Naser Kader Ali, Siti Nur Atiqah Kamsan, The Influences of Crisis Management on Customer Purchase Intention The European Proceedings of Social & Behavioural Sciences EpSBS
12. **Shaizatulaqma binti kamalul ariffin** , Tan lok aun , yashar salamzadeh, 2018, How Personal Beliefs Influence Consumer Attitude towards Online Advertising in Malaysia: To Trust or Not to Trust?, Global Business and Management Research: An International Journal, 30-47
13. **Shaizatulaqma binti kamalul ariffin** , Noor nasir kader ali , siti nur atiqah kamsan, 2018, The Influence of Crisis Management on Customer Purchase Intention toward Cosmetic and Healthcare Products., Global Business and Management Research: An International Journal, 12-29
14. **Shaizatulaqma binti kamalul ariffin** , nur najihah dihanan , nabsiah binti abdul wahid, 2019, Investigating the Factors Affecting Consumer Purchase Intention towards Halal Organic Food, Journal of Entrepreneurship, Business and Economics, 162-188

15. **Shaizatulaqma binti kamalul ariffin** , wihdatul fadhilah azra , nabsiah binti abdul wahid, goh yen nee, 2019, investigating the factors affecting purchase intention of muslim women towards halal cosmetics, Journal of Entrepreneurship, Business and Economics, 7/2
16. **Shaizatulaqma Kamalul Ariffin**, Thenmoli Mohan, Goh Yen-Nee. Influence of Consumers' Perceived Risk on Consumers' Online Purchase Intention. Journal of Research in Interactive Marketing -2018
17. **Shaizatulaqma Kamalul Ariffin**, Christopher Richardson, Nabsiah Abdul Wahid, Yusliza Mohd Yusoff (2018). Effects of money attitudes and credit card usage on young Malaysians' compulsive buying. Proceedings of the 31st International Business Information Management Association Conference, SCOPUS and ISI Proceedings-2018
18. Nabsiah Abdul Wahid, Dominic Oteino Ojatta and **Shaizatulaqma Kamalul Ariffin** (2018). The Effect of Risk-Level Exposure on the Risk Perception and Attitudinal Loyalty among Bottled Water Consumers: An Experiment. Proceedings of the 31st International Business Information Management Association Conference, SCOPUS and ISI Proceedings-2018
19. Ainul Mohsein Abdul Mohsin, **Shaizatulaqma Kamalul Ariffin**. Academic challenges with reimaging education structure: The Z-Generation digital era. 24th EBES Conference Proceedings, SCOPUS and ISI Proceedings-2018
20. **Shaizatulaqma Kamalul Ariffin** (2017). The effect of attitude toward advertising in the relationship between value-expressive function and purchase intention toward kopitiam (coffee shop), International Journal of Applied Business and Economic Research, 15 (SCOPUS)
21. Mahmoud Altawalbeh, **Shaizatulaqma Kamalul Ariffin** and Zurina Mohaidin (2017). Export Pricing Toward Developing Countries: A proposed model in the MNEs context Evidence from Malaysia. Global Business and Management Research: An International Journal, 9, 4. (ERA Indexed)
22. Ng Lee Yong, **Shaizatulaqma Kamalul Ariffin**, Goh Yen Nee, Nabsiah Abdul Wahid (2017). A Study of Factors influencing Consumer's Purchase Intention toward Green Vehicles: Evidence from Malaysia. Global Business and Management Research: An International Journal, 9, 4. (ERA Indexed)
23. **Shaizatulaqma Kamalul Ariffin** and Nabsiah Abdul Wahid (2017). Confidence in Halal Logo Strengthens the Relationship Between Consumer's Value-Expressive Function and Attitude Toward Kopitiam (Coffee Shop), Advance Science Letters (SCOPUS)
24. Yusliza Mohd Yusoff and **Shaizatulaqma Kamalul Ariffin** (2017). Safety Performance in the Workplace: A Proposed Model for Understanding the Influencing Factors on Safety Climate? Advance Science Letters. (SCOPUS)
25. Nabsiah Abdul Wahid and **Shaizatulaqma Kamalul Ariffin** (2017). Factors Influencing Malaysian Consumers' Intention to Purchase Green Energy: The Case of Solar Panel. Global Business and Management Research: An International Journal, 9, 4. (ERA Indexed).
26. Pui-Pui Thong, Goh Yen Nee, Cheng-Ling Tan and **Shaizatulaqma Kamalul Ariffin** (2017). An Investigation On Residential Solar Power Systems (SPS) Install Intention: View from an Emerging Market. Global Business and Management Research: An International Journal, 9, 4. (ERA Indexed)
27. Abdul Wahid, Alias, Takara, **Kamalul Ariffin, S.** 2017. Water (as a) Business: Should Water Tariff Remain? Descriptive Analyses on Malaysian Households' Socio-Economic Background, International Journal of Economic Research, 14
28. **Shaizatulaqma Kamalul Ariffin**, Boon Tee Kai, Yusliza Mohd Yusoff. The impact of trust in the relationship between m-commerce website quality and online purchase intention: a study among Malaysian consumers'. ISI Proceedings (IBIMA)
29. **Shaizatulaqma Kamalul Ariffin**, Ishak Ismail, Khairul Anuar Mohammad Shah, Religiosity moderates the relationship between ego-defensive function and attitude towards advertising DOI 10.1108/JIMA-11-2014-0074, JOURNAL OF ISLAMIC MARKETING, 2016, 7, , 22 3. 4. 5. 6. 7 8 9. 10

30. **Shaizatulaqma Kamalul Ariffin**, Khairul Anuar Mohammad Shah, Ishak Ismail, Muslim Consumers Attitudes toward the Advertisement of Non-certified Coffee Shops, *UKM Journal of Management*, 2016, 48, 20
31. Nik salehah nik abdul aziz , nabsiah binti abdul wahid , methaq ahmed sallam, **Shaizatulaqma binti kamalul ariffin**, 2017, Factors Influencing Malaysian Consumers' Intention to Purchase Green Energy: The Case of Solar Panel, *Global Business and Management Research: An International Journal*, 9/4s:, 328-346 (Impact Factor : 5.74)
32. Pui pui thong , goh yen nee , tan cheng ling , **shaizatulaqma binti kamalul ariffin**, 2017, An investigation on residential solar power systems (SPS) install intention: view from an emerging market, *Global Business and Management Research: An International Journal*,
33. Wan-har goh , goh yen nee , **shaizatulaqma binti kamalul ariffin** , yashar salamzadeh, 2018, How Green Marketing Mix Strategies affect the firm performance: A Malaysian Perspective, *International Journal of Sustainable Strategic Management*.
34. Goh yen nee , ghazanfar ali abbasi , **shaizatulaqma binti kamalul ariffin**, 2019, Stimulating Online Buying Behaviour Among Millennials in Pakistan: A Conceptual Model and Research Propositions, *Journal of Entrepreneurship, Business and Economics*.
35. Christopher johann roland richardson , **shaizatulaqma binti kamalul ariffin**, 2019, A Leap of Faith? Managerial Religiosity And Market Entry Decisions, *Management International Review Journal of International Business*.

CONFERENCE PROCEEDINGS

1. **Shaizatulaqma Kamalul Ariffin**, Chai Hooi Ching & Nabsiah Abdul Wahid 244 33A Proposed Model for Understanding the Influencing Factors on Purchase Intention Towards Online Group Buying Website Authors: The Asian Academy of Management Conference Iran Chapter 2018, Shiraz-Iran 5th-6th March 2018
2. **Shaizatulaqma Kamalul Ariffin** & Poh Yi Ming A Proposed Model for Understanding the Influencing Factors on Customer Satisfaction Towards Online Shopping Authors: The Asian Academy of Management Conference Iran Chapter 2018, Shiraz-Iran 5th-6th March 2018
3. Mohd Saiful Rizal Yusoff, Nabsiah Abdul Wahid & **Shaizatulaqma Kamalul Ariffin** Determining Students' Loyalty for Prepaid Mobile Services Authors: The Asian Academy of Management Conference Iran Chapter 2018, Shiraz-Iran 5th-6th March 2018
4. **Shaizatulaqma Kamalul Ariffin**, Ishak Ismail and Khairul Anuar Mohammad Shah, 2015, The relationship of value proposition, attitude towards advertising and purchase intention amongst Muslim postgraduates in Malaysia, , The 11th Asian Academy of Management International Conference 2015. Embracing Innovation and Creativity: Towards Sustainability and Inclusive Growth, Parkroyal Hotel, Penang, 617-628
5. **Shaizatulaqma Kamalul Ariffin**, Boon Tee Kai, Yusliza Mohd Yusoff. The impact of trust in the relationship between m-commerce website quality and online purchase intention: a study among Malaysian consumers'. *ISI Proceedings*
6. **Shaizatulaqma Kamalul Ariffin**, Ishak Ismail and Khairul Anuar Mohammad Shah, (2016), "Attitude towards advertising mediates the relationship between consumer value proposition and consumer purchase intention", Presented of the 11th ISDEV International Islamic Development Management Conferences 2016 (IDMAC2016), December 6-7, 2016, Penang.
7. **Shaizatulaqma Kamalul Ariffin** and Goh Yen Nee, (2017), "Investigating Consumer's Perceived Risk toward Online Apparel Shopping: Evidence from Malaysia", Presented of the 12th Asian Academy of Management International Conference 2017., Parkroyal Hotel, Penang,
8. Ganavel Dorai Rethinam, Chan Tze Haw and **Shaizatulaqma Kamalul Ariffin**, (2017), "Graduate Working Adults' Intention to Pursue a Postgraduate Course: A Look at Planned

- Behaviour and Information Satisfaction”, Presented of the 12th Asian Academy of Management International Conference 2017., Parkroyal Hotel, Penang,
9. Myers, Chris A. and **Shaizatulaqma Kamalul Ariffin**, "An exploratory investigation of emotion in advertising: understanding excitement and social approval for controversial ads", Proceedings of the 2009 International Academy of Business and Public Administration (IABPAD) Conference, April 23-26, 2009, Dallas, Texas (ISBN: 1547-4836).
 10. **Shaizatulaqma Kamalul Ariffin**, Nabsiah Abdul Wahid (2017), “Confidence in Halal Logo Strengthens the Relationship Between Consumer's Value-Expressive Function and Attitude Toward Kopitiam (Coffee Shop), Abstract compilation of the 2017 2nd International Conference on Information in Business and Technology (I2BM), April 18-20, Penang

CHAPTER IN BOOK

1. **Shaizatulaqma binti kamalul ariffin** , ainul mohsein binti abdul mohsin , yashar salamzadeh, 2019, Muslim Consumers’ Attitude Toward Non-Muslim’s Halal Food Operators: Evidence from Malaysia, in (Eurasian Business Perspectives), Springer
2. **Shaizatulaqma Kamalul Ariffin**, Ishak Ismail and Khairul Anuar Mohammad Shah, (2016), “Attitude towards advertising mediates the relationship between consumer value proposition and consumer purchase intention”, Islamic Perspectives on Sustainable Development: Centre for Islamic Development Management Studies (ISDEV) & Islamic Relief Academy: ISBN 9789673942749

PRESENTATIONS

1. **SK Ariffin**, 2020, Consuming Halal Cosmetics and Personal Care Products: The dynamics of Brand Awareness, Religiosity and Purchase Intention.,21/12/2020 - 21/12/2020, *8th International Conference on Applied Science and Technology, Virtual Conference(International)*
2. **SK Ariffin**, 2020, Factors Affecting Consumer’s Intention to Continuous Use of E-wallet Among Young Consumers in Malaysia,02/12/2020 - 03/12/2020, *2 N D A S E A N B U S I N E S S , E N G I N E E R I N G A N D T E C H N O L O G Y S Y M P O S I U M A B E A T S 2 0 2 0*,Universiti Sains Malaysia, Penang(International)
3. **SK Ariffin**, 2020, The relationship between trustworthiness, self-efficacy and purchase intention toward halal products,07/10/2020 - 08/10/2020,*The 2nd international conference on business sustainability and innovation, Universiti Sains Malaysia, Penang(International)*
4. **SK Ariffin**, Y Choo Kah, NA Wahid, The Influence of Perceived Prior Experience, Attitude and Subjective Norms toward Consumers’ Online Purchase Intention of Cosmetics Products, *The 7th International Conference on Applied Science and Technology (ICAST 2020) , 13th– 14th July 2020 at Malacca, Malaysia*
5. A Malenee, **SK Ariffin**, T Ramayah, NA Wahid, The Influencing Factors on Consumption Intention towards Beauty Supplements: A Proposed Model, *The 7th International Conference on Applied Science and Technology (ICAST 2020) , 13th– 14th July 2020 at Malacca, Malaysia*
6. **SK Ariffin**, LS Ooi, NA Wahid, A Proposed Model for Understanding the Influencing Factors of Consumer’s Purchase Intention towards Online Grocery Shopping, *The 7th International Conference on Applied Science and Technology (ICAST 2020) , 13th– 14th July 2020 at Malacca, Malaysia*

7. **SK Ariffin**, NA Choo, Kah Yee: Wahid, The Influence of Perceived Ease of Use, Perceived Usefulness and Perceived Product Information on Consumers' Attitude toward Online Purchase Intention, *The 7th International Conference on Applied Science and Technology (ICAST 2020)* , 13th– 14th July 2020 at Malacca, Malaysia
8. **Shaizatulaqma Kamalul Ariffin** & Khor Teik Lim, Using Mobile Payment to aid innovation: Factors influencing young professional acceptance, 02/12/2019 - 03/12/2019, *The 1st Asean Business, Engineering & Technology Symposium, IPB University Bogor, Indonesia*
9. Khor Teik Lim & **Shaizatulaqma Kamalul Ariffin**, Factors Influencing the Acceptance of Mobile Payment Among Young Professional In Malaysia , 08/10/2019 - 10/10/2019, *The 13th Asian Academy Management Conference, Penang, Malaysia*
10. **Shaizatulaqma Kamalul Ariffin**, Ishak Ismail and Khairul Anuar Mohammad Shah, "The relationship of value proposition, attitude towards advertising and purchase intention amongst Muslim postgraduates in Malaysia", *Presented of the 11th Asian Academy of Management International Conference 2015, October 2-4, 2015, Parkroyal Hotel, Penang* (ISBN: 978-967-394-227-5)
11. Myers, Chris A. and **Shaizatulaqma Kamalul Ariffin**, "An exploratory investigation of emotion in advertising: understanding excitement and social approval for controversial ads", *Presented of the 2009 International Academy of Business and Public Administration (IABPAD) Conference, April 23-26, 2009, Dallas, Texas* (ISBN: 1547-4836).
12. **Shaizatulaqma Kamalul Ariffin**, "The moderating role of religiosity in the relationship between ego-defensive function and attitude toward advertising", *Presented of the GSB Research Seminar, May 27, 2016, USM, Penang*.
13. **Shaizatulaqma Kamalul Ariffin**, Ishak Ismail and Khairul Anuar Mohammad Shah, (2016), "Attitude towards advertising mediates the relationship between consumer value proposition and consumer purchase intention", *Presented in the 11th ISDEV International Islamic Development Management Conferences 2016 (IDMAC2016), December 6-7, 2016, Penang*.
14. **Shaizatulaqma Kamalul Ariffin** (2017), "The effect of attitude toward advertising in the relationship between value-expressive function and purchase intention toward kopitiam (coffee shop)", *2017-The 5th International Conference on Applied Business and Economics Research, May 20-21, Bali Indonesia*
15. **Shaizatulaqma Kamalul Ariffin**, Nabsiah Abdul Wahid (2017), "Confidence in Halal Logo Strengthens the Relationship Between Consumer's Value-Expressive Function and Attitude Toward Kopitiam (Coffee Shop)", *Presented in the 2017 2nd International Conference on Information in Business and Technology (I2BM), April 18-20, Penang*

OTHERS

1. **Shaizatulaqma Kamalul Ariffin**, (2016), "Why it is important to understand the culture in which you advertise?" *Asian Management Brief*

RESEARCH GRANT

Internal grant

Active

Shaizatulaqma Kamalul Ariffin, Nabsiah Abdul Wahid, Hong Meen Chee, Azreen Hamiza Abdul Aziz, Internationalization of Halal SMEs in Malaysia, RM14,000, 2019-2021, Principle Investigator, Short-term grant

Salmi Binti Mohd Isa, Goh Yen Nee, Jafri Malin Abdullah, Mohammed Faruque Reza, Norfarah Binti Nordin, **Shaizatulaqma Binti Kamalul Ariffin**, Neuromarketing: A Study of Consumer Subconscious Mind to Sustainable Green Brand Advertising , RM70,000.00, 01/01/2018-30/06/2020 (RUI Individu, co-investigator, USM)

Completed

Shaizatulaqma Binti Kamalul Ariffin, Christopher Johann Roland Richardson, ISHAK ISMAIL , Salmi Binti Mohd Isa, SYAFRIZAL , The Relationship of Psychological Needs, Attitude, Religiosity, Confidence Level in Halal Certification, Awareness of Halal Logo, Purchase Intention Amongst Muslim Consumers' in Malaysia and Indonesia, RM10,000.00, 15/08/2018-14/02/2020 (Bridging Khas, Principle Investigator, USM)2018-2020

Shaizatulaqma Binti Kamalul Ariffin, Khairul Anuar Bin Mohammad Shah, Salmi Binti Mohd Isa, Muslim Consumers Attitude Toward Non-Certified Kopitiam in Urban Areas ,USM (JANGKA PENDEK) , RM24,135.00, 15/05/2016-14/05/2018, (Completed (With Report)) (Short-term Grant, Principle Investigator, USM)

Christopher Johann Roland Richardson, MOHD HANIFF JEDIN , **Shaizatulaqma Binti Kamalul Ariffin**, Religiosity and Firm Internationalisation ,USM (JANGKA PENDEK) , RM28,949.40, 15/09/2014-14/03/2017, (Completed (With Report))(Short-term Grants, co-investigator, USM)

External grant

Active

Shaizatulaqma Kamalul Ariffin, Factors influencing Muslim women purchase intention toward Halal cosmetics in Indonesia, TEKUN National Industry Grant, RM5000, 2018-2020, Principle Investigator, TEKUN

Shaizatulaqma Binti Kamalul Ariffin, Nabsiah Binti Abdul Wahid, Zurina Binti Mohaidin, Understanding factors influencing consumer choice of mobile phone network service provider: a case of university students and government servant,WEBE DIGITAL SDN BHD , RM39,000.00, 01/01/2020-31/12/2022

Zurina Binti Mohaidin, **Shaizatulaqma Binti Kamalul Ariffin**, Research on switching behaviour among consumers in telecommunication service provider: an empirical study of malaysia,WEBE DIGITAL SDN BHD , RM39,000.00, 01/01/2020-31/12/2022

Nabsiah Binti Abdul Wahid, **Shaizatulaqma Binti Kamalul Ariffin**, Depression, anxiety and smartphone addiction: a social impact study on malaysia's young generation,WEBE DIGITAL SDN BHD, RM36,100.00, 01/01/2020-31/12/2022

SUPERVISION (Main Supervisor)

PHD Students

1. Sulaiman Bin Yahya , 2020, Doctor of Philosophy, Research - Full Time, CONSUMER PERCEPTION OF THE EFFECTIVENESS OF SERVICE QUALITY DELIVERY OF ISLAMIC BANKS IN NIGERIA: An Evaluation of Jaiz Bank Plc,
2. Shanorfizah Binti Mohd Safar, 2019, Doctor of Philosophy, Research - Full Time, Customer Expectation on Halal Cosmetic, Main Supervisor
3. Alharbi Ali Hawas T , 2019, Doctor of Philosophy, Research - Full Time, The Influence of Marketing Communication and Attitude on Customer Loyalty: The Role of E-Marketing., Main Supervisor
4. AL TAWALBEH MAHMOUD ATA MOHAMMAD,PhD, Marketing orientation Impact on pricing strategies **(Graduated)**
5. AUDREY MALENEE A/P MARIADASS ,PhD, Beauty from Within: Oral Consumption of Beauty Supplements in Malaysia
6. Qi Zhang, 2020, PhD, Customer engagement with mobile payment **(PhD Co-Supervisor)**
7. NABEEL NISAR PATHAN,PhD, Romancing with University Brands; Antecedents and Consequences,
8. ABBASI GHAZANFER ALI ,PhD, The Influence of Culture and Life Style on Impulse Buying Behaviour- Study on Malaysian University Teachers, **(Graduated)**

DBA Students (Main Supervisor)

1. Khor Teik Lim, 2019, Doctoral(Dissertation - Mixed Mode), Factors influencing the acceptance of mobile payment among young professional in Malaysia (Graduated)

MBA Students (Research Projects) (Main Supervisor)

1. Muhammad Aiman Bin Mohamad Najid, 2019, Master(Dissertation - Course Work), Intention to purchase Islamic banking Product
2. Zairina Binti Bahjam, 2019, Master(Dissertation - Course Work), Purchase intention towards Halal food: East and West of Malaysia consumers
3. Nur Qistina Binti Ihsannuddin, 2019, Master(Dissertation - Course Work), Muslim attitude toward advertising: A case of Bubble Tea
4. Raja Sulaiman Bin Raja Haji Mat Isa, 2019, Master(Dissertation - Course Work), Intention to prescribe Halal Medicine among medical officer in Malaysia
5. Tan Mee Lee, 2019, Master(Dissertation - Course Work), Effects of Emotion in Advertising
6. Choo Kah Yee, 2018, Master(Dissertation - Course Work), Factors affecting consumer online purchase intention towards cosmetics
7. Ahmad Kamil Bin Azizan, 2018, Master(Dissertation - Course Work), The use of nudging to promote sustainable consumer attitude
8. Jamilah Binti Nazir Ahamed, 2018, Master(Dissertation - Course Work), Determinants of customer satisfaction towards islamic banking in malaysia: From the perspective of non-Muslim customer

9. MAHFUZH BINTI MAT SALEH, Master(Dissertation - Course Work), MUSLIM CONSUMER ATTITUDE TOWARDS THE ADVERTISEMENT OF CONTROVERSIAL PRODUCT IN PENANG, 2017
10. THENMOLI A/P MOHAN, Master(Dissertation - Course Work), THE INFLUENCE OF PERCEIVED RISK ON PURCHASE INTENTION: A STUDY TOWARDS ONLINE APPAREL SHOPPING IN KLANG VALLEY, 2017
11. LEE YAAN SIN, Master(Dissertation - Course Work), YOUNGSTER BEHAVIOR TOWARD CREDIT CARD USAGE,
12. BOON TEE KAI, Master(Dissertation - Course Work), THE EFFECT OF WEBSITE QUALITY ON ONLINE PURCHASE INTENTION IN THE M-COMMERCE ENVIRONMENT IN MALAYSIA,
13. NG LEE YONG, Master(Dissertation - Course Work), FACTORS INFLUENCE PURCHASE INTENTION TOWARDS GREEN VEHICLES AMONGST POSTGRADUATES IN NORTHERN REGION MALAYSIA,
14. POH YI MING, Master(Dissertation - Course Work), An empirical study of E-service quality towards customer satisfaction and loyalty on online shopping in Penang, Malaysia,
15. KHOR TEIK LIM, Doctoral(Dissertation - Mixed Mode), Factor Influencing The Acceptance of Mobile Wallet Among Young Professional/Consumers in Malaysia,
16. CHAI HOOI CHING, Master(Dissertation - Course Work), Consumer Purchase Intention towards online group buying website,
17. TAN LOK AUN, Master(Dissertation - Course Work), Consumers's™ attitude towards online advertising in Malaysia: with moderating role of trust.,
18. FIFIANA, Master(Dissertation - Course Work), Factors influencing purchase intention towards fast food in Penang with health concern as moderator,
19. YEOH KAH PIN, Master(Dissertation - Course Work), The acceptance rate of Internet of Things (IOT),
20. OOI LING SHUANG, Master(Dissertation - Course Work), Factors influencing consumer purchase intention towards online grocery in Malaysia,
21. MUHAMMAD ANWAR HIZAM BIN NAJI MUDIN, Master(Dissertation - Course Work), Consumer attitude toward non-Muslim food operators,

INTERNAL EXAMINER (PhD, DBA, MBA)

PhD Thesis

1. Ma Athirah Binti Meor Aznam, 2016, Ph.D Thesis , Universiti Sains Malaysia, The effectiveness of Flexible Working Arrangement in Malaysia
2. Nur Zalikha Othman, 2017, Ph.D Thesis , Universiti Sains Malaysia, An empirical study of Shariah Compliant Hotel (SHC) Practices, Guest Acceptance and Behavioural Intention at Five Star Rated Hotel in Malaysia
3. Puvanishvaran Murukasan, 2017, Ph.D Thesis , Universiti Sains Malaysia, A study of the determinants on trust in internet shopping and its relationship with online purchasing intention in Malaysia 2/27/2020
4. Ting Mao Seng, 2019, Ph.D Thesis , Universiti Sains Malaysia, Determinants of Purchase Intention for Subtle Luxury Fashion Brands among Malaysian Consumers: A Longitudinal Approach
5. NURDIYANA NAZIHAN BINTI ZAINAL, 2019, Ph.D Thesis , Universiti Sains Malaysia, Price closure and the effects on consumer behaviour.

DBA Thesis

1. Chee wei loon, 2017, Ph.D Thesis - Mixed Mode , Universiti Sains Malaysia, Examining the relationship between
2. Calvin Chan Yee Yuen, 2018, Ph.D Thesis - Mixed Mode , Universiti Sains Malaysia, Examining push and pull factors of the student's choice of Malaysian Higher Learning Institutions
3. Ahmad Shahir Abdul Aziz, 2019, Ph.D Thesis - Mixed Mode , Universiti Sains Malaysia, Factors influencing adoption intention of CPS among manufacturing firms towards industry 4.0
4. Darunee Sinom, 2019, Ph.D Thesis - Mixed Mode , Universiti Sains Malaysia, Role of experiential quality factors and price perception in building cruise passengers' experiential satisfaction, brand loyalty and experiential sharing intention

MBA Thesis

1. Lee Ami, 2015, Master Thesis - Course Work , Universiti Sains Malaysia, Intention to revisit in Medical Tourism
2. Loo Chun Hou, 2015, Master Thesis - Course Work , Universiti Sains Malaysia, Factors that influencing the brand loyalty of cellphone in Malaysia
3. Tang Shin Chze, 2015, Master Thesis - Course Work , Universiti Sains Malaysia, Improving social media marketing performance of medium sized hotel: The case of Glow Penang hotel in Malaysia
4. Choong Wen Nie, 2015, Master Thesis - Course Work , Universiti Sains Malaysia, Factors of online to offline (O2O) E -commerce influencing the purchase intention of consumers in Malaysia's food and beverages.
5. Veskneswaran Kerisnasamy, 2016, Master Thesis - Course Work , Universiti Sains Malaysia, Consequences of Greenwash and its Effect on Green Brand Equity
6. Jayaseela A/P Vejayon, 2016, Master Thesis - Course Work , Universiti Sains Malaysia, Antecedent and outcome of integrated solid waste management in Malaysia and its consequences
7. Ahmad Fauzi Bin Haji Ali, 2016, Master Thesis - Course Work , Universiti Sains Malaysia, The effectiveness of promotion strategy influencing consumer buying behavior Menara optometry franchise stores
8. Kaiyethire A/P Bupalan, 2016, Master Thesis - Course Work , Universiti Sains Malaysia, Consumer Repurchase Intention Towards Counterfeit Product
9. Eddick Cheah Tat Dick, 2017, Master Thesis - Course Work , Universiti Sains Malaysia, Factors affecting consumers' intention to purchase electronic goods online: A survey in the Penang Metropolis
10. Ong Yung Kang, 2017, Master Thesis - Course Work , Universiti Sains Malaysia, Factors influence consumer purchase intentions towards electric vehicles in Malaysia
11. Chew Kun Lim, 2017, Master Thesis - Course Work , Universiti Sains Malaysia, Understanding the impact of green advertisement on gender gap and customer green satisfaction towards green buying behaviour
12. Khoo Darren, 2017, Master Thesis - Course Work , Universiti Sains Malaysia, The Factors Influencing Consumer Behaviours Towards Deman for High Rise Properties in Penang

13. Yasmin Bt Alodin, 2017, Master Thesis - Course Work , Universiti Sains Malaysia, An examination of the endorsement credibility and brand credibility towards purchase intention of local brand apparel in Malaysia
14. Nurul Amirah binti Ameruddin, 2018, Master Thesis - Course Work , Universiti Sains Malaysia, Consumer acceptance on Qpay system among usm community
15. Solehah binti Abu Kasim, 2018, Master Thesis - Course Work , Universiti Sains Malaysia, Examining the effectiveness of viral marketing using facebook towards beauty product
16. Stephanie chua quee nee, 2018, Master Thesis - Course Work , Universiti Sains Malaysia, Factors influencing consumer's intention to purchase via internet or online-shopping
17. Siti Nur Atiqah Binti Kamsan, 2018, Master Thesis - Course Work , Universiti Sains Malaysia, Crisis management and consumer purchase intention for cosmetic and healthcare product
18. Tan Kai Hong, 2018, Master Thesis - Course Work , Universiti Sains Malaysia, The influence of customer positive emotion, customer satisfaction and customer revisit intention toward ethnic restaurant in penang, malaysia
19. Lau Chuan Hoe, 2018, Master Thesis - Course Work , Universiti Sains Malaysia, Assessing consumer's receptiveness towards mobile wallet in malaysia
20. Fazlinda binti ahmad hussin, 2018, Master Thesis - Course Work , Universiti Sains Malaysia, Factors influencing consumers' online grocery shopping behaviour in malaysia
21. Lim Zi Lain, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, Factor Influencing customers' online purchase intention of halal drugs
22. Mahavithya Jagaveeran, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, Perceived Stress, Anxiety and Depression Influencing the smartphone addiction in Penang
23. Zaidatul Akma Sulaiman, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, The impact of Muslim Satisfaction with Attributes of Shariah-Compliant Hotel on Revisit Intention: Religiosity as Moderator
24. Riduan Kamarulzaman, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, A study on customers satisfaction of service quality at Kuala Lumpur International Airport 2
25. Yaser Abdulrahman Lutf Abdullah Alwasly, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, Factors Influencing Customer Loyalty on Food Ordering apps: An empirical investigation
26. Hana Alesha Teoh Sing Yee, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, Non-muslim Consumer's Purchase Intention on Halal Food Product in Penang
27. Ng Kean Chun, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, Mobile Game in-app Purchase Intention in Malaysia
28. Ng Cyi Jiun, 2019, Master Thesis - Course Work , Universiti Sains Malaysia, Understanding the effect of Personalization on Consumers' responses toward social media advertising in food and beverage industry

AWARDS AND RECOGNITIONS

2019	Emerald Literati Award 2019
2019	Moderator at The 1st Asean Business, Engineering & Technology Symposium, School of Business, IPB University Bogor, Indonesia,
2019	Professional Status Granted, 2019, Recognition receiving external grant,
2009	Graduate Assistanship, Texas A&M University-Commerce, USA
2008-2015	ASTS Fellowship, Universiti Sains Malaysia
2008-2015	Ministry of Higher Education Scheme Award, Malaysia
2006	POSCO Asia Fellowship, POSCO TJ Park Foundation
2006	Excellent Student Award under MARA sponsorship
2006	President's Award
2003-2005	Dean's List Awards

AREAS OF INTEREST

Halal Marketing, International Marketing, Attitude towards Advertising, Purchase Intention, Consumer Religiosity, Emotion in Advertising, Digital Marketing

REFERENCES

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