



SALMI MOHD ISA

- Associate Professor

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| Office Address | Graduate School of Business, Universiti Sains Malaysia, 11800 Minden, Penang, Malaysia. | |
| Telephone | +0604-65327888 | |
| Mobile | +06012-3307969 | |
| Email | salmi.mohd.isa@usm.my | |
| Personal Details | Date of birth | February 28, 1977 |
| | Nationality | Malaysia |
| | Researcher ID | H-9837-2012 |
| | Scopus Author ID | 57207922591 |
| | Google Scholar | 6Ol4wgEAAAAJ |
| 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 seven 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, 13 Doctor of Philosophy (PhD) students are under her supervision. Having worked for past years on the R&D organisation, recently she has been researching on marketing surrounding tourism marketing, neuromarketing, Corporate Social Responsibility (CSR) and ethics, marketing innovation, branding and consumer behaviour. 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 | |
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| 2011 | University of Hull, United Kingdom PhD (Management) |
| 2005 | Universiti Sains Malaysia Master of Business Administration (MBA) |
| 2000 | Universiti Teknologi MARA Bachelor of Business Administration (BBA, Hons) Major: Marketing |
| WORK EXPERIENCE | |
| Present | Universiti Sains Malaysia Teaching subjects: <ul style="list-style-type: none"> 1. AGC608 Business Ethics and Governance 2. ADC608 Business Ethics and Governance 3. GCN518 Introduction to Neuromarketing and Consumer Behaviour 4. GCN509 Research Project Stage I 5. GCN520 Research Project Stage III |
| 2022- 2023 | Daffodil International University Visiting Professor Department of Business Administration |
| 2016-2021 | Universiti Sains Malaysia Deputy Dean Academic, Career and International, Graduate School of Business |
| 2014 | Universiti Sains Malaysia Program Manager-PhD, Graduate School of Business |
| 2013 | Universiti Sains Malaysia Program Coordinator - MBA MARA Offshore, Graduate School of Business |
| 2006-2007 | Universiti Teknologi MARA Lecturer |
| 2000-2006 | MIMOS Berhad Customer Service Executive |
| ACADEMIC RECOGNITION AND LEADERSHIP | |
| Academic | <p>2021: Best Paper Award, awarded by 3rd Asean Business, Engineering and Technology Symposium (ABEATS), Organised by University of Glasgow, Scotland.</p> <p>2021: Best Paper Award, awarded by 14th National and International Conference. Organised by Suan Sunandha Rajabhat University, Thailand.</p> <p>2021: Best Paper Award, awarded by 12th National and International Conference. Organised by SRRU, Bangkok, Thailand.</p> |

Leadership

**Expert
Reviewer/Programme
Examiner**

2020: Best Oral Presentation, awarded by 2nd 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 6th Interdisciplinary Tourism Research Conference. Organised by Anatolia: An International Journal of Tourism and Hospitality Research

2016: Best Paper Award, awarded by the 4th 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

2021: Session Chair, for 6th & 9th 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

2022: Panel of Fundamental Research Grant Scheme (FRGS) for Research Management Centre of DRB-Hicom University

2020: Examiner for Bachelor Management (Honours) of Han Chiang University College of Communication

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 Commission (MACC)

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

**Invited Speaker/Guest
Lecture**

Malaysia

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

2022: Speaker for PATA Malaysia Chapter & PCEB

2022: Speaker for Institut Kemahiran MARA, Seberang Perai Utara, Penang

2021: Resource Speaker for the topic Best Practices and Strategies in Delivering Digital Education, Philippine Society of Philippine (PSITE) Calabarzon, Philippine

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 Mindadan 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

**Professional
Membership/Editorial Board
Member**

**External Examiner PhD/DBA
Thesis**

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 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

- Editorial Board Member of Neuroscience Research Notes
- Editorial Advisory Board Member of Asian Journal of Accounting Perspectives
- Corporate Member of Institute Marketing Malaysia
- Member of British Academy of Management
- Member of Tun Azizan Zainul Abidin Integrity Circles for Young Professionals

2022: Wendy Wong Moo Yin, Universiti Malaysia Sabah, An Investigation of Leadership and Business Performance: A Study of Homestay Entrepreneurs in Sabah, Malaysia

2022: Firas Alomari, Putra Business School, Impact of Service Quality Financial Aspect on Medication Adherence and Patient Loyalty Mediating Role of Patient Satisfaction

2021: Megat Muzzamir Bin Megat Abu Bazar, Universiti Teknologi MARA (UiTM), The Impact of Psychological Empowerment Towards Mobile Commerce Acceptance Among Business Owners (SME) in Selangor: The Moderating Effect of Perceived Risks

2021: Kwok Kwong, Yuk, University of Wales Trinity Saint David, United Kingdom, How Unethical Practice Influences Customer Satisfaction and

**Internal Examiner PhD/DBA
Thesis**

WOM: A Study of Textile & Clothing Apparel Industry

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: Chen Zhifeng, ELM Graduate School, HELP University, Impact of Brand Attributes on Brand Satisfaction and Brand Loyalty in Masstige Branded (Coach) Handbag in China

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, 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, Australia Impact of Managerial Perceptions of Social Responsibility on Firms' Performance in India

2022: Alblooshi Tareq Abbas Ali Almandoos, School of Distance Education, Moderating Role of Online Trust on the Relationship Between Service Dynamics, Information Awareness, Citizen Satisfaction to e-Government Services and Continuance Intention: A Case of UAE

2022: Chai Cheng Chee @ Clementinie Chai, Graduate School of Business, Universiti Sains Malaysia, Aplikasi Teori Lanjutan Tingkah Laku Terancang Dalam Meramal Niat Pemberian Alumni di Universiti Awam Malaysia

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

**External Examiner Master
Thesis by Research**

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

2014: 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

2013: Rahim Mosahab, School of Management, Universiti Sains Malaysia, Internal Marketing as an Antecedent to service quality: Mediated by Affective commitment and organizational citizenship behaviour

2020: Md Jakir Hasan Talukder, University of Canberra, Australia, Conceptualising and validating

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| <p>Internal Examiner Master Thesis by Research</p> <p>Internal Examiner Master Thesis by Coursework</p> | <p>measurement scales for supplier social responsibility (SSR)</p> <p>2016: 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</p> <p>2014: Zainorfarah Binti Zainuddin, School of Management, Universiti Sains Malaysia, Factors Influencing Environmental Management Practices Towards Clean Development Mechanism Implementation in Malaysia</p> <p>More than 40 students</p> |
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| RESEARCH GRANTS | |
|-----------------------------------|--|
| <p>International Grant</p> | <p>Erasmus+ Grant International Credit Mobility, Budapest Business School, University of Applied Science, Budapest, Hungary Amount: E3460 Euro Duration: 25/04/2022- 6/5/2022</p> <p>HBB Travel Tourism, Abu Dhabi, United Arab Emirates Research Title: Understanding Digital Advertising, Information Technology Quality and Innovation Adoption on Sustainable Medical Tourism in Abu Dhabi Amount: RM 22250.00 Duration: 5/01/2022 – 6/01/2023</p> <p>Loudi Qianyuan Venture Capital Base Real Estate Co. Ltd., China Research Title: A Theoretical Model to Predict Chinese Tourists’ Travel Behaviour: An Investigation of New Zealand and Scotland Destination Amount: RM 54,308.25 Duration: 23/10/2020 – 23/10/2021</p> <p>Fujian College, Internet Innovation Research Center 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> <p>Erasmus+ Grant International Credit Mobility, University of Glasgow, Scotland Amount: GBP2516.50</p> |

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| | <p>Duration: 15/06/2019- 29/06/2019</p> |
| National Grant | <p>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</p> |
| | <p>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</p> |
| | <p>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</p> |
| | <p>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</p> |
| | <p>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</p> |
| Industry Grant | <p>1. Webe Digital Sdn Bhd</p> |
| | <p>Research Title: Managing Mobile Relationship Marketing (MCRM) Application in Malaysia Telecommunication Market Amount: RM 39,000.00 Duration: 01/01/2020-31/12/2022</p> |
| | <p>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</p> |
| | <p>3. Tenaga Nasional Berhad (TNB)</p> |

University Grant

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

Amount: RM100,000.00

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

1. Research University Grant (RU)

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

Amount: RM70,000.00

Duration: 01/01/2018-30/09/2022

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/CONTRACT RESEARCH

1. Company: Perbadanan Bekalan Air Pulau Pinang Sdn Bhd, Pulau Pinang

Project: Survey on Customer Satisfaction towards PBA's Water Services and Supply

Amount: RM67575.00

Year: 2022

2. 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

3. 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

4. Company: Koperasi Universiti Sains Malaysia Berhad

Project: Sustainable Marketing Strategies for Koperasi Universiti Sains Malaysia, Berhad

Amount: In-kind

Year: 2017

5. Company: G Fitness Sdn Bhd

Project: Social Media Marketing: A Case Study of a Newly Established Gym in Penang

Amount: In-kind

Year: 2016

6. Company: Nay@dam, Batam, Indonesia

Project: The Improvement Marketing Strategies of Pt Kreasi Putera Serayu

Amount: RM3000

Year: 2013

SUPERVISION

Graduated PhD & DBA

Graduate on Time

2022: Dalili Izni Shafie, Relationship of Entrepreneurial Leadership, Self-Efficacy, Basic Psychological Needs, and Training Effectiveness on Entrepreneur Resilience in Small and Medium-Sized Enterprises in Malaysia

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

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

Graduate on Time

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

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

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| Graduate on Time | <p>Malaysian Private Universities</p> <p>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</p> <p>2019: Maisarah Abdul Hamid, An Empirical Study on Adoption of Sustainable Tourism Practices and Factors Influencing Business Sustainability among Tour Operators in Malaysia</p> <p>2019: Aida Azlina Mansor, Exploring Consumers' Subconscious Response on Marketing Mix towards Green and Non-Green Products: A Neuromarketing Approach</p> <p>2019: Nur Zalikha Othman, Examining Hotel Guest Acceptance and Loyalty on Shariah Compliant Hotel Practices (SCH) at Five Star Rated Hotel in Malaysia</p> <p>2017: Shaian Kiumarsi, The Effect of Customer Perceived Service Quality and Service Innovation on Service Loyalty within Post Office in Malaysia</p> <p>2016: Teoh Siau Teng, An Empirical Study of Guanxi to Business Relations that Affect Firm Performance in the Malaysia Housing Development Industry</p> <p>2016: Choong Jian Ming, Examining Corporate Social Responsibility and Brand Equity in Men's Grooming Products</p> <p>2014: Hepy Hariyanto, Development of Place Attachment and Patronage Intentions: Lessons Learned from Batam Island, Indonesia</p> |
| Ongoing PhD | 13 students |
| Ongoing DBA | 1 student |
| Graduated Master by Research | |
| Master of Science (MSc) University of Glasgow, Scotland | 2020: Akshay Badge, Exploring the Role of Environmental, Social and Economic Indicators for Development of Sustainable Transportation Policy in Penang |
| Master of Business in Emerging Market FH JOANNEUM, Austria | 2020: Tina Ruhdorfer. The Drivers of Social Entrepreneurship in Malaysia |
| Graduated Master by Coursework | |
| 46 students from Master of Business Administration | |
| Ongoing master | 13 students from Master of Business Administration |
| 1 student from Master of Neurocognitive | |
| Post-Doctoral | |
| | 2021: Shaohua Yang, A theoretical Model to Predict Chinese Tourists' Travel Behaviour: An Investigation of New Zealand and Scotland Destination |
| | 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

JCR Q1, IF 6.95

Does uncertainty avoidance moderate the effect of self-congruity on revisit intention? A two-city (Auckland and Glasgow) investigation

Yang, S., Isa, S.M. and Ramayah, T., *Journal of Destination Marketing & Management*, 2022, 24, 100703

JCR Q2, IF 2.9

Self-Perception or Objective State: A Further Study of Effects of Retirement on Health

Tang, Y., Liu, D., Mou, S., Isa, S.M., Gui, S. and Wan, Q., *Frontiers in Psychology*, 2022, 13, 1-11

JCR Q2, IF 2.9

Effects of stores' environmental components on Chinese consumers' emotions and intentions to purchase luxury brands: Integrating PLS -SEM and fsQCA approaches

Yang, S., Isa, S.M, Wu, H., Thurasamy, R., Fang, X., Fan, Y. and Liu, D., *Frontiers in Psychology*, 2022

Corporate Social Responsibility and Customer Loyalty: Exploring the Roles of Customer Satisfaction and Brand Image of Company

Isa, S. M, and Mohamed, K. *Global Journal Al-Thaqafah*, 2022, 35-44

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*, 2022, 26(1) 80-89

P300 and Decision Making in Neuromarketing

Mansor, A.A., Isa, S.M. and Noor, S.S.M. *Neuroscience Research Notes*, 2021, 4(3), 21-26

Integrating Innovation and Sustainability into Tour Operator Business

Isa, S.M., Hamid, M.A., Kumarsi, S. and Jaafar, A.H. *International Journal Innovation and Sustainable Development*, 2021, 15(4), 458-474

The Developing an Extended Model of Self-Congruity to Predict Chinese Tourists' Revisit Intentions to New Zealand: The Moderating Role of Gender

Yang, S., Isa, S.M, Ramayah, T., Wen, J. and Goh, E. *Asia Pacific Journal of Marketing and Logistics*, DOI 10.1108/APJML-05-2021-0346

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, 2021, 20(2), 113-135

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, 2021, 12(4), 670-689

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, 2021, 9 (2), 1-38

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

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

Anatolia, 2021, 32(1), 23-32

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

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), 1-10

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, 109-119

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), 896-912

Islamic branding: insights from a conceptual perspective

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

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

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), 435–452

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), 291–307

Fundamentals of neuromarketing: What is it all about?

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

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

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), 1-12

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), 419–438

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), 68–80

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), 108–127

JCR Q2, IF 3.53

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), 51–82

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), 140–159

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), 395–419

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), 402–420

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), 205–222

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, 42–51

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), 2849–2852

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), 219–230

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

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, 601–606

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), 55–66

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

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