

SHAIZATULAQMA KAMALUL ARIFFIN
CURRICULUM VITAE
November 2024



PERSONAL DETAILS

Citizenship	Malaysian
Office Address	Industry Network Office, Universiti Sains Malaysia, 11800 USM, Penang
Phone	+60125228462
Email	shaizatulaqma@usm.my
Current Position	Associate Professor at Graduate School of Business, Universiti Sains Malaysia, Director of Industry Network Office, BJIM USM
Field of specialization	Halal Marketing, International Marketing

EDUCATION

2011-2015	PhD in International Marketing from Universiti Sains Malaysia, Penang, Malaysia (Thesis Title: Examining the Relationship of Value Proposition, Attitude Towards Advertising, Purchase Intention and Religiosity Amongst Muslim Postgraduates in 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

2024	Program Coordinator, Dialogue Session with Minister of Higher Education, Ministry of Higher Education Malaysia
2024	Program Coordinator, The 2024 Medical Devices Bootcamp
2024	Program Coordinator, Finishing School Program
2024	Focal Point, MOHE Research & Industry-Infused Incubator (MRI3)
2024	University Committee, MOHE Research & Industry-Infused Incubator (MRI3)
2024	Assessor, USM Postgraduate Fellowship
2024	Assessor, Best Thesis Award
2024	Assessor, Industry Award 2023
2024	Panel Assessor, Higher Centre of Excellence Assessment
2023	Chairperson, Halal Symposium & Research Conference 2023
2023	University Committee, IC Substrates AT&S Establishment
2023	Section Chair, Malaysian Research Assessment (MyRA) for Research Universities
2023	Associate Professorship
2023	Coordinator, SEMI University Program
2022	Coordinator, SEMI University Program

2022	Director, Industry Network Office, BJIM USM
2022	Vice-Chairperson The 3 rd International Conference on Business Sustainability and Innovation
2021	Vice-Chairperson The 1st International Business Case Competition 2021
2020 - 2025	External Academic Assessor for Diploma in Marketing Communication, Equator College
2020 – 2021	Committee USM-Industry collaboration
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
2020	Trainer of Trainer UNESCO-IHP
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), Graduate School of Business, Universiti Sains Malaysia
2010	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

2020	Editor, The Changing Marketing Landscape in Malaysia, Opportunities ad Challenges for Consumers and Marketers
2020	Editor, Proceedings of the First ASEAN Business, Environment, and Technology Symposium (ABEATS 2019)
2020	Editor, Proceedings of The 2 nd International Conference on Business Sustainability & Innovation (ICBSI) 2020)
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 Chairperson of the 4th Asian Management Research and Case (AMRC) Conference 2015
- 2015 Chairperson of the Conference on Green Human Resource Management 2015 (ISBN: 978-967-394-215-2)

RESEARCH GRANT

Internal grant

Active

Salmi Mohd Isa, Goh Yen Nee, Jafri Malin Abdullah, Mohammed Faruque Reza, Norfarah Nordin, **Shaizatulaqma Kamalul Ariffin 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 Kamalul Ariffin, Nabsiah Abdul Wahid, Hong Meen Chee, Azreen Hamiza Abdul Aziz, Internationalization of Halal SMEs in Malaysia, RM14,000, 2019-2021, Principal Investigator, Short-term grant

Shaizatulaqma Kamalul Ariffin, Christopher Johann Roland Richardson, Ishak Ismail, Salmi 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 Kamalul Ariffin, Khairul Anuar Mohammad Shah, Salmi 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 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, Suhaiza Hanim Dato Zailani, Marhana Mohamed Anuar, Fadzila Azni Ahmad, Nabsiah Abdul Wahid. Modeling Muslim consumers on Halal online food delivery, RM72,910, 07/09/2021-06/09/2023 (FRGS, KPT, Principal Investigator)

Shaizatulaqma Kamalul Ariffin, Nabsiah Abdul Wahid, Zurina 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

Completed

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

Zurina Mohaidin, **Shaizatulaqma 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 Abdul Wahid, **Shaizatulaqma 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

PUBLICATIONS (INDEXED JOURNAL, INDEXED PROCEEDINGS)

1. Fifiana, **SK Ariffin** (2024). Consumer Consumption Values, Confidence and Purchase Intention Toward Halal Online Food Delivery, *Library Progress International* 44(3).
2. CY Ting, **SK Ariffin** (2024). Influencing Factor of Malaysian Consumer Attitude toward Halal Online Food Delivery and Their Intention to Use, *Library Progress International* 44(3), 6116-6131.
3. NMM Halmi, **SK Ariffin**, SMS Fifiana (2024). Muslim and non-Muslim consumers' attitude toward Halal Logo Placement in Media Impacting Purchase Intention, *Library Progress International* 44(3), 3655-3672.
4. EM Krishnan, **SK Ariffin**, QZ Fifiana (2024). Factor Influencing Customer Choice towards Telecommunication Provider. *Library Progress International* 44(3), 3635-3649.
5. Zhang, Qi, Y Wang, **SK Ariffin** (2024). Keep scrolling: An investigation of short video users' continuous watching behavior, *Information & Management* 61(6).

6. Zhang, Qi, Wang Yuling, **SK Ariffin** (2024). Consumers purchase intention in live-streaming e-commerce: A consumption value perspective and the role of streamer popularity, *PLOS ONE*, 19.
7. Zhang, Qi, **SK Ariffin**, Christopher Johann Roland Richardson, Wang Y. (2023). Influencing factors of customer loyalty in mobile payment: A consumption value perspective and the role of alternative attractiveness, *Journal of Retailing And Consumer Services*, 73.
8. **SK Ariffin**, Zhang Qi (2023). Examining the Influencing Factors of Customer Loyalty in Mobile Payment: A Conceptual Model and Research Propositions, *International Journal Of Business And Technology Management*, 5,143 – 158.
9. **SK Ariffin**, Hadi Hilmawan, Qi Zhang (2023). Consumers Consumption Values and Consumer Satisfaction toward Continuous Intention to View Digital Video Content, *Journal of Entrepreneurship, Business and Economics*, 11,81 – 129.
10. **SK Ariffin**, Naviin A/L Thayalan (2023). Examining factors influencing consumer acceptance towards autonomous vehicle in Malaysia, *International Journal of Sustainable Strategic Management*.
11. Alharbi Ali Hawas T, **SK Ariffin** (2023). The influence of 4Cs factors on consumers' attitudes towards digital advertising of Dairy Products in Saudi Arabia, in *Tuijin Jishu/Journal of Propulsion Technology*, 44,5306 – 5312.
12. **SK Ariffin**, TM Lee, AMA Mohsin (2022). The Effects of Malaysian Consumer's Emotions on Attitude Towards Mobile Advertising of Cosmetic Products. *Malaysian journal of consumer and family economics (MACJAFE)* 28, 378-404
13. **SK Ariffin**, K Teik Lim (2022). The influence of consumer trust in consumer behaviour toward mobile payment applications amongst young professionals. *International Journal of Technology Marketing* 12(1/2).
14. NA Wahid, Zebedeus, Henry Bakim, **SK Ariffin** (2022). Motives Behind Active Facebook, Instagram, and Other Social Media Users. *Global Journal Al-Thaqafah (GJAT)*
15. Z Bahjam, **SK Ariffin**, NA Wahid (2022). Consuming Halal Products: The Dynamics of Trustworthiness, Self-Efficacy, and Purchase Intention. *Global Journal Al-Thaqafah (GJAT)*
16. S Yahya, **SK Ariffin** (2021). Influencing factors of 7ps on consumer purchase intention of halal tourism in Kano-Nigeria. *BIMP-EAGA Journal for Sustainable Tourism Development* 10(1), 59-74.
17. **SK Ariffin**, MFR Abd Rahman, AM Muhammad, Q Zhang (2021). Understanding the consumer's intention to use the e-wallet services. *Spanish Journal of Marketing-ESIC* 25(3), 446-461.
18. **SK Ariffin**, F Ng, AMA Mohsin (2021). Examining the influencing factors of consumer purchase intention toward fast food with health concerns as a moderator. *Journal of Entrepreneurship, Business and Economics* 9(2), 39-71.
19. **SK Ariffin**, NQ Ihsannuddin, AMA Mohsin (2021). The influence of attitude functions on Muslim consumer attitude towards social media advertising: a case of bubble tea. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-01-2021-0015>
20. N Farhana, AMA Mohsin, **SK Ariffin** (2021). Examining the Relationship between Customer Experience and Customer Equity in South Asia's Health Sector. *Journal of Entrepreneurship, Business and Economics* 9(1), 275-301
21. S Yahya & **SK Ariffin** (2020). Determinants of consumer purchase intention of halal meat in Kano-Nigeria: A conceptual paper. *International Journal of Industrial Management*, 6(1), 40-48
22. D Ojatta, NA 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.
23. XY Chua, NA 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

24. **SK Ariffin**, YC 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)
25. 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)
26. **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)
27. **SK Ariffin**, NA Wahid, & CK Yee (2020). 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)
28. 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
29. **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
30. CH Ching, & **SK Ariffin** (2019). Consumer purchase intention towards online group buying website in Malaysia. *The European Proceedings of Social & Behavioural Sciences EpSBS*
31. **SK Ariffin**, NNK Ali, & SNA Kamsan (2019). The Influences of Crisis Management on Customer Purchase Intention *The European Proceedings of Social & Behavioural Sciences EpSBS*
32. **SK Ariffin**, TL Aun, & Y 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
33. **SK Ariffin**, NNK Ali, & SNA 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
34. **SK Ariffin**, NN Dihanan, & NA Wahid (2019). Investigating the Factors Affecting Consumer Purchase Intention towards Halal Organic Food. *Journal of Entrepreneurship, Business and Economics*, 162-188
35. **SK Ariffin**, WF Azra, NA Wahid, & YN Goh (2019). Investigating the factors affecting purchase intention of Muslim women towards halal cosmetics. *Journal of Entrepreneurship, Business and Economics*, 7/2
36. **SK Ariffin**, T Mohan, & YN Goh (2018). Influence of Consumers' Perceived Risk on Consumers' Online Purchase Intention. *Journal of Research in Interactive Marketing*, 12(3), 309-327
37. **SK Ariffin**, C Richardson, NA Wahid, & YM 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*.
38. NA Wahid, DO Ojatta, **SK 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*.
39. AMA Mohsin, & **SK Ariffin** (2018). Academic challenges with reimagining education structure: The Z-Generation digital era. *24th EBES Conference Proceedings*.
40. **SK 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
41. M Altawalbeh, **SK Ariffin**, & Z 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)

42. NL Yong, **SK Ariffin**, YN Goh, & NA 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)
43. **SK Ariffin**, & NA Wahid (2017). Confidence in Halal Logo Strengthens the Relationship Between Consumer's Value-Expressive Function and Attitude Toward Kopitiam (Coffee Shop). *Advance Science Letters*.
44. YM Yusoff, & **SK Ariffin** (2017). Safety Performance in the Workplace: A Proposed Model for Understanding the Influencing Factors on Safety Climate? *Advance Science Letters*.
45. NA Wahid, & **SK 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)
46. PP Thong, YN Goh, CL Tan, & **SK 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)
47. NA Wahid, A Takara, & **SK Ariffin** (2017). Water (as a) Business: Should Water Tariff Remain? Descriptive Analyses on Malaysian Households' Socio-Economic Background. *International Journal of Economic Research*, 14
48. **SK Ariffin**, BT Kai, & YM Yusoff. The impact of trust in the relationship between m-commerce website quality and online purchase intention: a study among Malaysian consumers. *IBIMA*
49. **SK Ariffin**, I Ismail, KAM Shah (2016). Religiosity moderates the relationship between ego-defensive function and attitude towards advertising. *Journal of Islamic Marketing*, 7
50. **SK Ariffin**, KAM Shah, & I Ismail (2016). Muslim Consumers Attitudes toward the Advertisement of Non-certified Coffee Shops, *UKM Journal of Management*, 48
51. NSNA Aziz, NA Wahid, MA Sallam, & **SK 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
52. PP Thong, YN Goh, CL Tan, & **SK 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*.
53. WH Goh, YN Goh, **SK Ariffin**, & Y Salamzadeh (2018). How Green Marketing Mix Strategies affect the firm performance: A Malaysian Perspective. *International Journal of Sustainable Strategic Management*.
54. YN Goh, GA Abbasi, & **SK Ariffin** (2019). Stimulating Online Buying Behaviour Among Millennials in Pakistan: A Conceptual Model and Research Propositions. *Journal of Entrepreneurship, Business and Economics*.
55. CJR Richardson, & **SK Ariffin** (2019). A Leap of Faith? Managerial Religiosity and Market Entry Decisions. *Management International Review Journal of International Business*.

CONFERENCE PROCEEDINGS

1. S Yahya, **SK Ariffin**, 2021. Influencing factors of 7ps on consumer purchase intention of halal tourism in Kano-Nigeria, Universiti Malaysia Terengganu, Universiti Malaysia Terengganu
2. **SK Ariffin**, KT Lim, 2020. Investigating Factors Affecting Intention to Use Mobile Payment Among Young Professionals in Malaysia, Institut Pertanian Bogor, Indonesia, Bogor, Indonesia
3. MF Reza, **SK Ariffin**, 2020, Factors affecting consumer's intention to continue to use of e-wallet among young consumers in Malaysia, ABEATS2020, Universiti Sains Malaysia, Malaysia
4. W Tan, **SK Ariffin**, NA Wahid, 2020. Factors influencing consumers buying decision

5. towards “Made in Malaysia” product, ABEATS2020, Universiti Sains Malaysia, Malaysia
6. S Yahya, **SK Ariffin**, 2020, Determinants of Consumer Purchase Intention of Halal Meat in Kano, Nigeria: A Conceptual Paper, ICBSI2020, Universiti Sains Malaysia, Malaysia
7. KT Lim, **SK Ariffin**, 2020, Factors influencing the m-payment acceptance among young professional in Malaysia, AAMC2020, Universiti Sains Malaysia, Penang, Malaysia
8. NA Wahid, ZH Bakim, **SK Ariffin**, 2020, Motives Behind Active Facebook, Instagram and Other Social Media Users, ICBSI 2020, Universiti Sains Malaysia, Malaysia
9. Z Bahjam, **SK Ariffin**, NA Wahid, 2020, The Relationship Between Trustworthiness, Self-Efficacy and Purchase Intention Toward Halal Products, ICBSI2020, Universiti Sains Malaysia, Malaysia
10. **SK Ariffin**, AMA Mohsin, Y Salamzadeh, 2019, Proceedings of the 24th Eurasia Business and Economics Society Conference, EBES, Bangkok, Thailand
11. **SK Ariffin**, KT Lim, 2019, 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 (International), Institut Pertanian Bogor, Indonesia, Bogor, Indonesia
12. **SK Ariffin**, NNK Ali, SNA Kamsan, 2019, The influence of crisis management on customer purchase intention, ICBSI2020, Universiti Sains Malaysia, Penang, Malaysia
13. CH Ching, **SK Ariffin**, 2019, Consumer purchase intention towards online
14. group buying website in Malaysia, ICBSI2020, Universiti Sains Malaysia, Penang, Malaysia
15. **SK Ariffin**, AMA Mohsin, 2018, Muslim consumers’ attitude toward non-muslim’s halal food operators: evidence from Malaysia, EBES, Bangkok, Thailand
16. **SK Ariffin**, CJR Richardson, NA Wahid, YM Yusoff (2018). Effects of money attitudes and credit card usage on young Malaysians' compulsive buying, IBIMA, Millan, Italy
17. NA Wahid, DO Ojatta, **SK Ariffin** (2018), The Effect of risk-level exposure on the risk perception and attitudinal loyalty among bottled water consumers: An experiment, IBIMA, Millan, Italy
18. **SK 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
19. **SK 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
20. Mohd Saiful Rizal Yusoff, Nabsiah Abdul Wahid & **SK Ariffin** Determining Students’ Loyalty for Prepaid Mobile Services Authors: The Asian Academy of Management Conference Iran Chapter 2018, Shiraz-Iran 5th-6th March 2018
21. **SK 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
22. **SK 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
23. **SK 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.
24. **SK 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,

25. Ganavel Dorai Rethinam, Chan Tze Haw and **SK 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,
26. Myers, Chris A. and **SK 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).
27. **SK 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. SK Ariffin (2020). Halal Marketing Landscape in Malaysia, in (The changing marketing landscape in Malaysia), Penerbit UniMAP (Universiti Malaysia Perlis) , 65-86
2. **SK Ariffin**, AMA Mohsin, & Y Salamzadeh (2019). Muslim Consumers' Attitude Toward Non-Muslim's Halal Food Operators: Evidence from Malaysia, in (Eurasian Business Perspectives). Springer
3. **SK Ariffin**, I Ismail, & KAM 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**, 2022, Examining Factors Influencing Export Performance Among Halal SMEs in Malaysia, 19/10/2022 - 20/10/2022, The 3rd International Conference on Business Sustainability and Innovation , Virtual Conference (National)
2. **SK Ariffin**, 2021, Religiosity Strengthens the Relationship Between Brand Recognition And Buying Intention Toward Halal Personal Care And Cosmetic Products, 08/06/2021 - 08/06/2021, International Conference on Contemporary Islamic Studies (ICIS2021), Universiti Teknologi MARA (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**, 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)
5. **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)
6. **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)

7. **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
8. 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
9. **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
10. **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
11. **SK Ariffin** & Khor Teik Lim, Using Mobile Payment to aid innovation: Factors influencing young professional acceptanc,02/12/2019 - 03/12/2019, *The 1st Asean Business, Engineering & Technology Symposium,IPB University Bogor, Indonesia*
12. Khor Teik Lim & **SK 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
13. **SK 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)
14. Myers, Chris A. and **SK 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).
15. **SK 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.*
16. **SK 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.*
17. **SK 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*
18. **SK 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. **SK Ariffin**, (2016), "Why it is important to understand the culture in which you advertise?" Asian Management Brief

SUPERVISION (Main Supervisor)

PhD

1. Sulaiman Bin Yahya, 2020, Doctor of Philosophy, Research - Full Time, Determinants of Muslim Consumers' Purchase Intention Towards Halal Meat Product in Kano-Nigeria, Active
2. Shanorfizah Binti Mohd Safar, 2019, Doctor of Philosophy, Research - Full Time, Customer Expectation on Halal Cosmetic, Active
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, Active
4. Al-Tawalbeh Mahmoud Ata Mohammad, PhD, Marketing orientation Impact on pricing strategies **(Graduated)**
5. Qi Zhang, 2020, PhD, Examining the Influencing Factors of Customer Loyalty in Mobile Payment: A Consumption Values Perspective, **(Graduated)**
6. Abbasi Ghazanfer Ali, PhD, The Influence of Culture and Lifestyle on Impulse Buying Behaviour- Study on Malaysian University Teachers, **(Graduated) (co-supervisor)**

Doctor of Business Administration (DBA)

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

Master of Business Administration (MBA/E-MBA)

2. Muhammad Aiman Bin Mohamad Najid, 2019, Master (Dissertation - Course Work), Intention to purchase Islamic banking Product, Graduated.
3. Zairina Binti Bahjam, 2019, Master (Dissertation - Course Work), Purchase intention towards Halal food: East and West of Malaysia consumers, Graduated.
4. Nur Qistina Binti Ihsannuddin, 2019, Master (Dissertation - Course Work), Muslim attitude toward advertising: A case of Bubble Tea, Graduated.
5. Raja Sulaiman Bin Raja Haji Mat Isa, 2019, Master (Dissertation - Course Work), Intention to prescribe Halal Medicine among medical officer in Malaysia, Graduated.
6. Tan Mee Lee, 2019, Master (Dissertation - Course Work), Effects of Emotion in Advertising, Graduated.
7. Choo Kah Yee, 2018, Master (Dissertation - Course Work), Factors affecting consumer online purchase intention towards cosmetics, Graduated.
8. Ahmad Kamil Bin Azizan, 2018, Master (Dissertation - Course Work), The use of nudging to promote sustainable consumer attitude, Graduated.
9. 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, Graduated.
10. Mahfuzah Binti Mat Saleh, Master (dissertation - course work), Muslim consumer attitude towards the advertisement of controversial product in Penang, 2017, Graduated.
11. 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, Graduated.

12. Lee Yaan Sin, Master (dissertation - course work), youngster behavior toward credit card usage, 2016, Graduated.
13. Boon Tee Kai, Master (dissertation - course work), the effect of website quality on online purchase intention in the m-commerce environment in Malaysia, 2016, Graduated.
14. Ng Lee Yong, Master (dissertation - course work), factors influence purchase intention towards green vehicles amongst postgraduates in Northern region Malaysia, 2016, Graduated.
15. 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, 2016, Graduated.
16. Chai Hooi Ching, Master (dissertation - course work), consumer purchase intention towards online group buying website, 2017, Graduated.
17. Tan Lok Aun, Master (dissertation - course work), Consumer's attitude towards online advertising in Malaysia: with moderating role of trust, 2017, Graduated.
18. Fifiana, Master (dissertation - course work), factors influencing purchase intention towards fast food in penang with health concern as moderator, 2017, Graduated.
19. Yeoh Kah Pin, Master (dissertation - course work), the acceptance rate of internet of things (iot), 2017, Graduated.
20. Ooi Ling Shuang, Master (dissertation - course work), factors influencing consumer purchase intention towards online grocery in Malaysia, 2017, Graduated.
21. Muhammad Anwar Hizam Najimudin, Master (Dissertation - Course Work), Consumer attitude toward non-Muslim food operators, 2017, Graduated.
22. Weillin Tan Wei Loon, 2020, Project (Coursework Mode), Factor influencing intention to buy made in Malaysia product, Graduated.
23. Mohamad Fakhrol Reza Bin Abd Rahman, 2020, Project (Coursework Mode), Factor influencing continues to use e-wallet, Graduated.
24. Teh Chun Yen, 2020, Project (Coursework Mode), Factors influencing intention to become independent MLM distributor, Active.
25. Teh Xian Wen, 2020, Project (Coursework Mode), Factor influencing acceptance RFID in self-checkout counter, Active.
26. Hadi Hilmawan, 2020, Project (Coursework Mode), Examining the relationship between consumption value, satisfaction and loyalty toward digital content, Active
27. Nur Syafiqah Binti Mukhtar, 2020, Project (Coursework Mode), Factor influencing intention to repurchase consumer electronic products, Active.

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. Nurdiana Nazihah 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. Vesknswaran 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

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

CONSULTATION

- 2021-2020 The Framework of EMGS Intervention Plan (co-consultant) Education Malaysia Global Services, Kuala Lumpur
- 2023-2023 The Supply Chain and Logistics Management Course Content In The Supply Chain E-University Module Development And Transcript Writing, Keysight Technologies Malaysia Sdn Bhd

INDUSTRIAL ENGAGEMENT

- 2024 Program Coordinator, Roundtable Session on Talent and Human Capital withing the Semiconductor Industry in Malaysia
- 2022 Program Director, Industry-Community Advisory Panel (ICAP) Engagement Series 2022
- 2019-2021 Focal-point CEO at Faculty Program
 1. Project leader CEO Forum
 2. Project leader CEO Talk/Lecture Series. CEO and Leadership of National Instruments (NI) engagement with Graduate School of Business's Master Business Administrations, PhD and Doctoral Business Administration Students
 3. Project leader Industrial Visit to National Instruments. Engagement with Doctoral Business Administration Students
- 2020-2021 Liaison Industry National Instruments-USM.
 1. Plan and monitoring the schools' projects (Computer Science, Electrical & Electronic Engineering, Graduate School of Business)

COMMUNITY ENGAGEMENT

- 2024 Program Coordinator, The 2024 Medical Devices Bootcamp
- 2024 Program Coordinator, Finishing School Program
- 2023 Coordinator, SEMI University Program
- 2022 Coordinator, SEMI University Program
- 2020 Training of Trainer Seminars with UNESCO- Intergovernmental Hydrological Program (IHP).
- 2021 Trainer, Domestic Water Management Workshop for Women UNESCO-USM

AWARDS AND RECOGNITIONS

2023	Q1 Publication Achievement 2023
2023	Anugerah Perkhidmatan Cemerlang Ketua Jabatan, APC
2022	Best Presenter Award, 3 rd International Conference on Business Sustainability and Innovation (ICBSI2022)
2019	Emerald Literati Award 2019
2019	Apex Young Scholar 2019-2021
2009	Graduate Assistantship, 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

Prof Dr Azlan Amran
Graduate School of Business,
Universiti Sains Malaysia
11800 Minden, Penang
Tel: 04-6532971
E-mail: azlan_amran@usm.my

Prof. Dr.Nabsiah Abdul Wahid
Graduate School of Business,
Universiti Sains Malaysia
11800 Minden, Penang
Tel: 04-6532971
E-mail: nabsiah@usm.my

Chris A. Myers, Ph. D.
Professor of Marketing
Marketing and Management Department
Texas A & M University- Commerce
Commerce, TX 75429-3011
Office Tel. No. (903) 886 5700
Office Fax. No. (903) 886-5702
E-mail: chris_myers@tamu-commerce.edu