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RESEARCH AND PUBLICATION

1.1 Research Grant

1.1.1 Research Grant (as Principal Investigator)

(Project Title), (Sponsorship), (Total Grant), (Date/Duration)

1. Pengguna Malaysia dan isu Persekitaran : Satu Kajian Pilot, J/PENDEK, RM0.00, 1/11/2001-31/10/2002
2. Determining The Relationship Between 'Green Attributes and Consumer's Behavior, FRGS, RM29,000.00, 15/1/2007-15/10/2010
3. Locally Produced Food Products: Connecting Technical Quality Parameter With Consumer Preferences, USM (RU), RM59,362.00, 18/2/2008-16/6/2010
4. River Expedition And Civic Engagement Amongst Malaysian Youngsters, KEMENTERIAN PENGAJIAN TINGGI, RM50,000.00, 1/8/2011-31/1/2014
5. SOCIO-ECONOMIC COST ANALYSIS OF RIVER BANK FILTRATION (RBF) AND TREATMENT TECHNOLOGY FOR PUBLIC'S DRINKING WATER, KEMENTERIAN PENGAJIAN TINGGI, RM398,100.00, 1/8/2012-31/1/2018
- 6.* SG. SEDIM-SG. PINANG 2009 EXPEDITION: CAPACITY BUILDING FOR EARLY YOUNGSTERS - RIVER IS LIFE,SURUHANJAYA KEBANGSAAN UNESCO MALAYSIA (SKUM),20000,
- 6.* SYAFRIZAL PHD: RELATIONSHIP BANK MARKETING,USM,5000, 6/1/2009 - 31/12/2009
- 6.* SG. SEDIM-SG. PINANG 2009 EXPEDITION: CAPACITY BUILDING FOR EARLY YOUNGSTERS - RIVER IS LIFE,BAHAGIAN JARINGAN INDUSTRI DAN MASYARAKAT,20000,
- 6.* PROGRAM KEM KESEDARAN AIR MAMPAN 2009 " RIVER IS LIFE", KUALA WOH, TAPAH, PERAK,BAHAGIAN JARINGAN INDUSTRI DAN MASYARAKAT, USM,10000,
- 6.* 'River for All' Expedition 2011: Capacity Building for Early Youngsters,Suruhanjaya Kebangsaan UNESCO Malaysia (SKUM),7000, 1/6/2011 - 29/2/2012
- 6.* Domestic Water Management Workshop: Creating Change Agents,UNESCO-IHP Malaysia,10000,
- 6.* 'River for All' Expedition 2011: Capacity Building for Early Youngsters,Bahagian Jaringan Industri dan Masyarakat (BJIM),38960, 1/7/2011 - 29/2/2012

- 6.* Publication of two books Environmental Education for Sustainable Development (EEfSD) for Everyone Series 2 & 3, UNESCO-IHP Malaysia, 4500, 1/2/2012 - 1/1/2013

1.1.2 Research Grant (as Co-Researcher)

(Project Title), (Sponsorship), (Total Grant), (Project Leader), (Date/Duration)

1. Permodelan Berkomputer : Alternatif Pengurusan Sistem Saliran Bandar, J/PENDEK, RM0.00, Ismail Bin Abustan , 1/3/2002-28/2/2003
2. Determination of Rainfall-Runoff Coefficients for Urban Catchments to Validate/Develop the Design Chart 14.3 of Urban Stormwater Management Manual (MSMA; DID 2000), FRGS, RM73,297.00, Ismail Bin Abustan , 15/11/2002-14/4/2005
3. Development Of Stormwater Management Model (SWMM) Integrated With GIS As Decision Support System In Urban Drainage Management., RM8 - KATEGORI EA, RM163,000.00, Ismail Bin Abustan , 1/11/2003-28/2/2007
4. Development of Hydraulic Modeling for Pump House Sump using Physical Model, USM JANGKA PENDEK, RM0.00, Ismail Bin Abustan , 15/10/2006-14/10/2008
5. Physical Modelling for Design Enhancement of Tenom Hydropower Station Trash Diverter, TNB RESEARCH SDN. BHD., RM149,800.00, Ismail Bin Abustan , 1/1/2007-31/8/2009
6. Environmental Management Audit Of Hotel Industry in Malaysia, USM (RU), RM183,600.00, Siti Nabiha Binti Abdul Khalid , 9/11/2007-31/10/2011
7. Developing a Higher Education Brand Index for Malaysia, TOP-DOWN UPM, KEMENTERIAN PENGAJIAN TINGGI, RM147,100.00, Mahmod Sabri Bin Haron , 1/1/2009-30/6/2012
8. Model Testing of Pump Sump Model Test for 'Kerja Penaikan Taraf Skim Pengairan Sg. Yong, Kelantan', HYDRO-TRENT (M) SDN. BHD., RM108,720.00, Ismail Bin Abustan , 8/7/2010-7/7/2012
9. Heritage Awareness & Interpretation, USM (RU), RM1,166,454.09, Mastura Binti Jaafar @ Mustapha , 1/6/2011-31/8/2016
10. Libatsama dan Pendidikan Anak Yatim dan Pelajar Sek Ren dalam Kesedaran serta Pemantauan Air dan Sisa Air di Pulau Pinang, APEX, RM28,427.00, Chan Ngai Weng , 1/9/2012-31/8/2015
11. Physical Hydraulic Model Study on Labyrinth Spillway, SWEE SENDIRIAN BERHAD BANDAR SERI BEGAWAN, BRUNEI, RM76,643.73, Ismail Bin Abustan , 1/12/2014-30/6/2017
12. Flood and Flood Disaster : Flood Hazard Map Utilizing Public Domain Inundation Hydrological (FRM) and Hydraulic (HEC-RAS) Models and GIS, KEMENTERIAN PENGAJIAN TINGGI, RM99,700.00, Ismail Bin Abustan , 1/4/2015-30/4/2016
13. The "Business" of Architecture - Effects of Globalization and Liberalization to Local Architects and to Architectural Education, USM (RU), RM92,500.00, Sharifah Fairuz Binti Syed Fadzil , 1/3/2016-28/2/2019

1.2 Research Publication

Conference Proceeding

(Author), (Year), (Title), (Publisher), (Name Of Proceeding), (Venue), (Number Of Pages)

1. , 0 , , , , ,
2. Wan Omar, Maznah and Ismail, Ishak and Abd Wahid, Nabsiah, 2007, The influence of cognitive satisfaction on the relationship between salesperson presentation skills and customer's intention to repurchase, , International Economic Conference on Trade and Industry (IECTI), Bayview Hotel Georgetown, Penang, 17
3. SYAFRIZAL NABSI AH ABDUL WAHID ISHAK ISMAIL, 2009, Antecedents and Consequences of Relationship Quality in Retail Banking from Customers Perspective: A Proposed Model, , 8TH AAM INTERNATIONAL CONFERENCE, HYATT HOTEL, KUANTAN, PAHANG, 10
4. GOH YEN NEE NABSI AH ABDUL WAHID, 2009, FACTORS INFLUENCING ISO 14001 ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS) IMPLEMENTATION IN THE MALAYSIAN SMALL AND MEDIUM ENTERPRISES (SMEs): A PROPOSED MODEL , , 8TH INTERNATIONAL AAM CONFERENCE, HYATT HOTEL, KUANTAN, PAHANG, 10

5. ZUHAL HUSSEIN NABSIAH ABDUL WAHID NORIZAN SAAD, 2009, Case of advergame: Factors affecting the differences of the players→ experiences and intentions to product purchase, , 8TH INTERNATIONAL AAM CONFERENCE, HYATT HOTEL, KUANTAN, PAHANG, 10
6. Siti Nabiha Abdul Khalid, Noor Shallizan Kamalul Ariffin & Nabsiah Abdul Wahid, 2009, The pressure & benefits of environmental management practices for the hotel industry, , Proceedings of: 2nd National Symposium Tourism Research Theories and Applications; eds: Badaruddin Mohamed & Morshidi Sirat; ISBN: 978-983-3986-63-7, USM, Penang, 7
7. Nabsiah Abdul Wahid, 2009, Heritage Food Tourism: Bahulu Attracts?, , Proceedings of: 2nd National Symposium Tourism Research Theories and Applications; eds: Badaruddin Mohamed & Morshidi Sirat; ISBN: 978-983-3986-63-7, USM, 7
8. Siti Nabiha Khalid, Rozaidy Mahadi, Nabsiah Abdul Wahid, Azlan Amran & Ismail Abustan, 2009, Going Green: A Case Study on Environmental Management Practices of a Hotel in Malaysia, , Proceedings of: 2nd National Symposium Tourism Research Theories and Applications; eds: Badaruddin Mohamed & Morshidi Sirat; ISBN: 978-983-3986-63-7, USM, Penang, 10
9. Anees Janee Ali, Methaq Ahmed & Nabsiah Abdul Wahid, 2009, The effect of Attitudes Towards Advertisement on Attitude Towards Brand (The Role of Brand Familiarity), , Ankara University International Conference on Market, Marketing & Entrepreneurship: Creating & Capturing Value in the 21st Century (AUMEC 2009; 6-9 Ap, Antalya, Turkey, 14
10. Zuhail Hussein, Nabsiah Abdul Wahid & Norizan Saad, 2009, Behavioral study on Malaysian game player experiences: how the embedded information inside a computer game affect players→ behaviour, , Proceedings 9th Global Conference on Business & Economics, Eds. Atul Gupta & Joy Grant; 16-17 October 2009, Cambridge University, United Kingdom. ISBN, Cambridge University, UK, 14
11. Mohd. Tadza Abd. Rahman, Ismail Abustan, Nabsiah Abdul Wahid, Yuhyi Mohd. Tadza & Nik Nur Ilyani Mohamed Nazri, 2009, Integrated Technology in Remediation of Closure Landfill Site, , Proceedings of Waste Management Regional Conference 2009: "Towards Sustainable in Waste Management" Eds: Ismail Abustan, Kamar Shah Ariffin, Zainal A, Corus Hotel, Kuala Lumpur, Malaysia, 10
12. Nabsiah Abdul Wahid, Ismail Abustan & Mohd. Tadza Abd. Rahman, 2009, An Examination of Taiping Landfill Problems: From the Perspective of the Surrounding Community, , Proceedings of Waste Management Regional Conference 2009: "Towards Sustainable in Waste Management" Eds: Ismail Abustan, Kamar Shah Ariffin, Zainal A, Corus Hotel, Kuala Lumpur, Malaysia, 10
13. NABSIAH ABDUL WAHID HAMDIA MUDOR MAHMUD SABRI HARON ISHAK ISMAIL SHAHIDAN SHAFIE, 2009, An exploratory study on bahulu as local traditional snack food: objective quality perception between MSMEs and consumers in penang, , 8TH INTERNATIONAL AAM CONFERENCE, HYATT HOTEL, KUANTAN, PAHANG, 10
14. Syafrizal, Nabsiah A. Wahid & Ishak Ismail (2010) Emotional Intelligence As Antecedent of Relationship Quality in Retail Banking From Customer's Perspective: A proposed Model, I/Nat BINUS IMHA 2010, p.29, 2010, Syafrizal, Nabsiah A. Wahid & Ishak Ismail (2010) Emotional Intelligence As Antecedent of Relationship Quality in Retail Banking From Customer's Perspective: A proposed Model, I/Nat BINUS IMHA 2010, p. 29, , International BINUS IMHA 2010, Indonesia, 5
15. Siti Haslina, Nabsiah Abdul Wahid and Norizan Saad (2010) A Study of Personal-Philosophical Values and Environmental Consciousness in Purchasing Behaviour, iCAST 2010, 2010, A Study of Personal-Philosophical Values and Environmental Consciousness in Purchasing Behaviour, , iCAST2010, UiTM Kedah, UiTM Kedah, 13
16. Hamdia Mudor, Nabsiah Abdul Wahid, Mahmud Sabri Haron, Shahidan Shafie, and Ishak Ismail, 2010, QUALITY PERCEPTION ANALYSIS ON BAHULU: FROM PERSPECTIVE OF LOCAL PRODUCERS AND CONSUMERS IN PERLIS in Proceedings 2nd SME and Marketing Mini Conference 2010/Prosiding Mini Persidangan Ke 2 IKS dan Pem, , Proceedings 2nd SME and Marketing Mini Conference 2010/Prosiding Mini Persidangan Ke 2 IKS dan Pemasaran 2010, eds. Nabsiah Abdul Wahid and Mahmud Sabri, USM,
17. Nabsiah Abdul Wahid and Ismail Abustan (2011), "Sg. Sedim-Sg. Pinang Expedition: Educating Early Youngsters on Disaster Avoidance in Malaysia", 2011, Nabsiah Abdul Wahid and Ismail Abustan (2011), "Sg. Sedim-Sg. Pinang Expedition: Educating Early Youngsters on Disaster Avoidance in Malaysia", AUN SEED Net Geo Disaster Management Conference 2011, , AUN SEED Net Geo Disaster Management Conference 2011, Phuket, Thailand, 5

18. Nabsiah Abdul Wahid and Ismail Abustan (2015) Water (as a) Business in Malaysia: Really?, 2015 International Research Seminar Proceedings: Business Enabler for Profitability and Growth; Vietnam, GSB,, 2015, Nabsiah Abdul Wahid and Ismail Abustan (2015) Water (as a) Business in Malaysia: Really?, 2015 International Research Seminar Proceedings: Business Enabler for Profitability and Growth; pp. 95-101, Vietnam, GSB, USM, , 2015 International Research Seminar Proceedings: Business Enabler for Profitability and Growth; Vietnam, GSB, USM, Ton Duc Thang University; University of Economics and Law-Vietnam National University, Vietnam, 0

Journal

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1. Nabsiah Abdul Wahid, Margaret Craig-Lees (1999) Proposed Design of A Student's Evaluation of an Educational Program, Jurnal Pendidik dan Pendidikan Jilid 16 1998/99, pp. 39-60, ISSN 0126-7272, Proposed Design of A Student's Evaluation of an Educational Program, Jurnal Pendidik dan Pendidikan Jilid 16 1998/99, pp. 39-60, ISSN 0126-7272, 1999, 16, 1998/99, 10
2. Goh Eng Ann, Suhaiza Zailani, Nabsiah Abdul Wahid, A study on the impact of environmental management system (EMS) certification towards firms' performance in Malaysia, Management of Environmental Quality: An International Journal, 2006, 17, 1, 21
3. Nabsiah Abdul Wahid & Karuna a/I Kumegan, Smart Automated Teller Machine (ATM) Card: Exploring the 'Active' and 'Inactive' Card Holders' Behavior, Jurnal Teknologi, 2007, 47, E, 15
4. Suhaiza Zailani, Premkumar Rajagopal, Junaimah Jauhar, Nabsiah Abdul Wahid (2007) New product development benchmarking to enhance operation competitiveness, IJSOM, Vol 3(1), 23-40, New product development benchmarking to enhance operation competitiveness, International Journal of Services and Operations Management, Vol. 3, No. 1, pp. 23-40, 2007, 3, 1, 18
5. Suhaiza Zailani, Nabsiah Abdul Wahid, Rajagopal Premkumar, M. Sathasivam (2007) The R/ship between quality improvement and firms, I/national Journal of Productivity & Quality Management Vol2:3,347-364, The relationship between quality improvement and firms' productivity in Malaysia, International Journal of Productivity and Quality Management, 2007, 2, 3, 18
6. Nabsiah Abdul Wahid Hamdia Mudor, Evaluating The Perception on Objective Quality of Bahulu Between Local Micro Food Producers and Consumers in Penang, Journal of Agribusiness Marketing, 2009, 2, , 15
7. Elham Rahbar, Nabsiah Abdul Wahid, Ethno-Cultural Differences and Consumer Understanding of Eco-Labels: An Empirical Study in Malaysia, Journal of Sustainable Development, 2010, 3, 3, 8
8. Goh Yen Nee, Nabsiah Abdul Wahid, The Effect of ISO 14001 Environmental Management System Implementation on SMEs Performance: An Empirical Study in Malaysia, Journal of Sustainable Development, 2010, 3, 2, 6
9. Elham Rahbar, Nabsiah Abdul Wahid, The Malaysian Consumer and the Environment: Purchase Behaviour, Global Business and Management Research - An International Journal, 2010, 2, 4, 8
10. A. K. Siti Nabiha Nabsiah Abdul Wahid Noor Shairullizan Kamarul Arrifin, Drivers for The Adoption of Environmental Management Practices in The Hotel Industry: An Institutional Perspective, Academy of Taiwan Business Management Review, 2010, 6, 3, 9
11. A.K. Siti Nabiha, R.A. George, N. Abdul Wahid, A. Amran, I. Abustan and R. Mahdi, A Field Survey of Environmental Initiatives at Selected Resorts in Malaysia, World Applied Sciences Journal 12 (Special Issue on Toursim & Hospitality): 56-63, 2011, 2011, 12, 12, 8 pages
12. Nabsiah Abdul Wahid, Elham Rahbar*, Tan Shwu Shyan and T. Ramayah (2011), Relationship between environmental volunteersâ→ demographic characteristics and their green purchase behaviour: evidence from Penang (Malaysia), Int. J. Global Environmental Issues, Vol. 11, Nos 3/4, 2011, Int. J. Global Environmental Issues, Vol. 11, Nos. 3/4, 2011, 2011, Vol 11, Nos 3/4, 2011, 10
13. Syafrizal, Nabsiah Abdul Wahid, Ishak Ismail, Modelling relationship quality of retail banking: proposing its antecedents and consequences, Elixir Marketing, 2011, 40, , 8

Non-citation Indexed Journal

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1. Osman Mohamad, Nabsiah Abdul Wahid & Taizoon H. Tybekhan (2001) An examination of Consumers' Product Pref: is COO Pref Based on Age, Occupation, Marital Status & Gender?, pp. 127-136, Jurnal Manajemen, Osman Mohamad, Nabsiah Abdul Wahid & Taizoon H. Tybekhan (2001) An examination of Consumers' Product Pref: is COO Pref Based on Age, Occupation, Marital Status & Gender?, pp. 127-136, Jurnal Manajemen & Bisnis, Program Magister Manajemen Universitas Syiah Kuala, Vol. 3, No. 2, Mei 2001, pp. 127-136, Jurnal Manajemen & Bisnis, Program Magister Manajemen Universitas Syiah Kuala, Vol. 3, No. 2, Mei 2001, pp. 127-136, 2001, 3 no 2 (2001), 2001, 11
2. Suhaiza Hanim Zailani, Zainal Ariffin Ahmad, Nabsiah Abdul Wahid, Rosly Othman, Yudi Fernando (2010), Recommendations to Strengthen Halal Food Supply Chain for Food Industry in Malaysia,, Recommendations to Strengthen Halal Food Supply Chain for Food Industry in Malaysia, Journal of Agribusiness Mktg special Edition, 91-105, Journal of Agribusiness Marketing Special Edition (2010); pp. 91-105, 2010, 2010 special edition, 2010, 15
3. Nik Salehah Nik Abdul Aziz and Nabsiah Abdul Wahid (2015)A Review on Consumer Purchase Intention of Solar Panel in Malaysia, Elixir Marketing Mgmt 82 (2015) 32462-32468, ISSN: 2229-712X, Nik Salehah Nik Abdul Aziz and Nabsiah Abdul Wahid (2015)A Review on Consumer Purchase Intention of Solar Panel in Malaysia, Elixir Marketing Mgmt 82 (2015) 32462-32468, ISSN: 2229-712X, Elixir Marketing Mgmt 82 (2015) 32462-32468, ISSN: 2229-712X, 2015, 82 (2015), 2015, 7

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1. Ismail Abustan and Nabsiah Abdul Wahid (2002) Towards New Ecological Drainage System in Malaysia, International Journal of Ecohydrology & Hydrobiology Vol. 4, No. 1-4 Year 2002; pp. 249-259, Ismail Abustan and Nabsiah Abdul Wahid (2002) Towards New Ecological Drainage System in Malaysia, International Journal of Ecohydrology & Hydrobiology Vol. 4, No. 1-4 Year 2002; pp. 249-259, International Journal of Ecohydrology & Hydrobiology Vol. 4, No. 1-4 Year 2002; pp. 249-259, Elsevier, 2002, 4 No 1-4 2002, 2002, 10
2. Sondoh Jr.S.L., Wan Omar M., Abdul Wahid N., Ismail I. Harun A. (2007)The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in the Context of Color Cosmetic, AAMJ, pp. 83-108, The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in the Context of Color Cosmetic, Asian Academy of Management Journal, 2007, 2007, 12, 1, 25
3. Siti Nabiha AK, N. Abdul Wahid, A.Amran, H.Che Haat, I. Abustan (2008) Towards A Sustainable Tourism Management in Malaysia, Lex ET Scientia International Journal - Juridical Series-2-2008, pp. 301-312, Siti Nabiha AK, N. Abdul Wahid, A.Amran, H.Che Haat, I. Abustan (2008) Towards A Sustainable Tourism Management in Malaysia, Lex ET Scientia International Journal - Juridical Series-2-2008, pp. 301-312, Lex ET Scientia International Journal - Juridical Series - 2 - 2008, ISSN 1583-039x, e-ISSN 2066-1886; pp. 301-312; EBSCO-CEEAS, INDEX COPERNICUS, DOAJ, 2008, 2 (2008) Juridical series, 2008, 12
4. Suhaiza Zailani, Nabsiah A Wahid, Rajagopal Premkumar, M.Sathasivam(2007) The R/ship b/w quality improvement & firms' productivity in m'sia, IntJ of Productivity and Quality Management, Vol2, no.3, 347-, Suhaiza Zailani, Nabsiah Abdul Wahid, Rajagopal Premkumar, M. Sathasivam (2007) The R/ship between quality improvement and firms' productivity in m'sia, International Journal of Productivity and Quality Management 2007 Vol. 2, No. 3, pp. 347-364; DOI <http://dx.doi.org/10.1504/IJPQM.2007.012454>, International Journal of Productivity and Quality Management 2007 Vol. 2, No. 3, pp. 347-364; DOI <http://dx.doi.org/10.1504/IJPQM.2007.012454>, 2008, 2007 Vol. 2, No. 3, 2007 Vol. 2, No. 3, 14
5. Suhaiza Z, Zainal A., N.A. Wahid, Rosly O, Yudi F.(2010) Halal traceability and halal tracking systems in strengthening halal food supply chain for food industry in Malaysia (a review), Journal of Food, Suhaiza Z, Zainal A., N.A. Wahid, Rosly O, Yudi F.(2010) Halal traceability and halal tracking systems in strengthening halal food supply chain for food industry in Malaysia (a review), Journal of Food, Journal of Food Technology, Vol. 8, Issue 3, pp. 74-81, Publisher Medwell Online, 2010, Vol. 8 Issue 3, 2010, 8
6. ELHAM RAHBAR AND NABSIAH ABDUL WAHID, INVESTIGATION OF GREEN MARKETING TOOLS' EFFECT ON CONSUMERS' PURCHASE BEHAVIOR, BUSINESS STRATEGY SERIES, VOL. 12, NO. 2, 2011, PP. 73-83, 2011, 12, 2, 10
7. Nabsiah Abdul Wahid and Methaq Ahmed, Nabsiah Abdul Wahid and Methaq Ahmed (2011), The Effect of Attitude toward Advertisement on Yemeni Female Consumers' Attitude toward Brand and Purchase Intention, GBMR Vol 3 No 1, pp 21-29, Global Business and Management Research: An International Journal (2011), 2011, Vol 3 No 1 2011, , 9

8. AbdulWahid, N. Rahbar, E., Tan, S.S., Ramayah, T (2011) Relationship between environmental Volunteers' Demographic Characteristics and their Green Purchase Behavior: Evidence from Penang (Malaysia), I/, AbdulWahid, N. Rahbar, E., Tan, S.S., Ramayah, T (2011) Relationship between environmental Volunteers' Demographic Characteristics and their Green Purchase Behavior: Evidence from Penang (Malaysia), I/Nat Journal of Global Environmental Issues Vol. 11, No. 3/4: 299-309, International Journal of Global Environmental Issues 2011 - Vol. 11, No. 3/4, pp. 299-309; DOI 10.1504/IJGENVI.2011.044554, 2011, 11 no. 3/4 2011, 2011, 11
9. Methaq Ahmed Abdulmajid Sallam and Nabsiah Abdul Wahid (2012) , Endorser Credibility Effects on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand , International Business Research Vol. 5, No. 4; April 2012, 2012, Vol. 5, No. 4; April 2012, 2012 Vol. 5 No. 4, 11
10. Chai Har Lee, Nabsiah Abdul Wahid, Yen Nee Goh (2013) Perceived Drivers Of Green Practices Adoption: A Conceptual Framework, The Journal of Applied Business Research → → March/April 2013, pp. 351-360, Chai Har Lee, Nabsiah Abdul Wahid, Yen Nee Goh (2013) Perceived Drivers Of Green Practices Adoption: A Conceptual Framework, The Journal of Applied Business Research → → March/April 2013, pp. 351-360, The Journal of Applied Business Research → → March/April 2013; ISSN 0892-7626 (print); ISSN 2157-8834 (online), 2013, Vol. 29 No. 2, 2013 (March/April), 10
11. Siti Haslina Md Harizan, Mahmod Sabri Haron & Nabsiah Abdul Wahid (2013) ISLAM, ECO-LITERACY, AND GREEN PURCHASE: EVIDENCE FROM MALAYSIA, Journal of Islamic Business Management, Vol.3, Issue 1,133-149, Siti Haslina Md Harizan, Mahmod Sabri Haron & Nabsiah Abdul Wahid (2013) ISLAM, ECO-LITERACY, AND GREEN PURCHASE: EVIDENCE FROM MALAYSIA, Journal of Islamic Business and Management, Vol. 3, Issue 1,, Journal of Islamic Business and Management, Vol. 3, Issue 1, ISSN: 2075-6091, 2013, Vol 3, Issue 1 2013, 2013, 17
12. Musdiana Salleh, Nabsiah Abdul Wahid and Malliga Marimuthu (2013 Corporate Social Responsibility to Reflect Corporate Organization's Identity: A Content Analysis, Musdiana Salleh, Nabsiah Abdul Wahid and Malliga Marimuthu (2013 Corporate Social Responsibility to Reflect Corporate Organization's Identity: A Content Analysis, Journal of Economics, Business and Management Vol. 1, No. 1, February 2013, 2013, Vol. 1, No. 1, 2013, 8
13. NORAZIRAH AYOB, NABSIHA ABDUL WAHID AND AZIZAH OMAR (2013)MEDIATING EFFECT OF VISITORS' → → EVENT EXPERIENCES IN RELATION TO EVENT FEATURES AND POST-CONSUMPTION BEHAVIORS, Journal of Convention & Event To, MEDIATING EFFECT OF VISITORS' → → EVENT EXPERIENCES IN RELATION TO EVENT FEATURES AND POST-CONSUMPTION BEHAVIORS, Journal of Convention & Event Tourism - Decision on Manuscript ID WCET-2013-0004.R2 , 2013, , 2013, 10
14. NOOR SHALIZAN, SITI NABIHA KHALID AND NABSIHA ABDUL WAHID (2013), BSS Vol 14 No 4 - THE BARRIERS TO THE ADOPTION OF ENVIRONMENTAL MANAGEMENT PRACTICES IN THE HOTEL INDUSTRY: A Study of Malaysian Hot, BSS Vol 14 No 4 2013 - THE BARRIERS TO THE ADOPTION OF ENVIRONMENTAL MANAGEMENT PRACTICES IN THE HOTEL INDUSTRY: A Study of Malaysian Hotels, BUSINESS STRATEGY SERIES Vol 14 No 4 2013 (Emerald), 2013, 14 No. 4 2013, 2013, 21
15. Nabsiah Abdul Wahid, Syafrizal & Ishak Ismail (2013), The Importance of Priority Banking Services in Indonesia, Elixir Marketing Management 60(2013), 16312-16317, Nabsiah Abdul Wahid, Syafrizal & Ishak Ismail (2013), The Importance of Priority Banking Services in Indonesia, Elixir Marketing Management 60(2013), 16312-16317, Elixir Marketing Management 60(2013) 16312-16317, ISSN 2229-712X, 2013, 60 (2013), 2013, 6
16. Almohammad, Asaad, H, Nabsiah Abdul Wahid, and Mahmod, Sabri Haron. 2013. → → From Political Cynics to Loyal Partisan Rebels: The Syrian Case. → → Academy of Marketing Studies Journal 17 (1): 79-107, Almohammad, Asaad, H, Nabsiah Abdul Wahid, and Mahmod, Sabri Haron. 2013. → → From Political Cynics to Loyal Partisan Rebels: The Syrian Case. → → Academy of Marketing Studies Journal 17 (1): 79-107, Academy of Marketing Studies Journal, 2013, 17 (1), 2013, 39
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18. Nabsiah Abdul Wahid, Zainal Ariffin Ahmad and Rozita Arshad (2014) Water Services Reform in Malaysia: legislative Issue, Journal of Natural Resources and Development; 04:p.64-64., Nabsiah Abdul Wahid, Zainal Ariffin Ahmad and Rozita Arshad (2014) Water Services Reform

in Malaysia: legislative Issue, Journal of Natural Resources and Development; 04:p.64-64., Journal of Natural Resources and Development, 2014, 2014:4, 2014, 1

19. Gurdeep Singh and Nabsiah Abdul Wahid (2014) Supply Chain Risk Management: A Review, International Journal of Supply Chain Vol. 3, No. 3, September 2014, pp. 59-67, Gurdeep Singh and Nabsiah Abdul Wahid (2014) Supply Chain Risk Management: A Review, International Journal of Supply Chain Vol. 3, No. 3, September 2014, pp. 59-67, International Journal of Supply Chain Vol. 3, No. 3, September 2014, 2014, Vol 3 No. 3, Vol 3, No 3 September 2014, 8
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2. Nabsiah Abdul Wahid (ed): Nabsiah Abdul Wahid, Ishak Ismail, Mahmud Sabri Haron, Shahidan Shafie, Hamdia Mudor & Edzham Armin, Bahulu sebagai makanan snek tradisional tempatan di tiga negeri utara Malaysia (P.Pinang, Kedah dan Perlis): Analisa Jurang Kualiti Objektif di antara Pengusaha Bahulu Mikro (PBM) dengan Pengguna, Locally Produced Food Product Perception Analysis: Connecting Technical Quality Parameters with Consumer Preferences. Bahulu Sebagai Makanan Snek Trad, USM-FAMA, 2010, 1-24
3. Nabsiah Abdul Wahid, Mahmud Sabri Haron, Shahidan Shafie, Ishak Ismail, Edzham Armin dan Hamdia Mudor, Bahulu dari Perspektif Pengusaha Bahulu Mikro (PBM) di Kedah, Pulau Pinang dan Perlis: Analisa Kualitatif, Locally Produced Food Product Perception Analysis: Connecting Technical Quality Parameters with Consumer Preferences. Bahulu Sebagai Makanan Snek Trad, USM-FAMA, 2010, 25-43
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1.3 Publication Related to Teaching

Teaching Modules

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1. UNESCO-IHP Malaysia and UNESCO-IHP Malaysia Friends (Nabsiah Abdul Wahid, Ismail Abustan, Bibi Zarina Omar and Hafiz), 2013, 3 Modules (editing process still going on) on the following topics: i. BioIndicator (DID-USM) ii. Water cycle (USM-DID) iii. Domestic Water Management (Household) Behavior (USM-DID), UNESCO-IHP Malaysia, 0

1.4 Other Publication

Video/ Audio

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1. SG. SEDIM-SG.PINANG 2009 EXPEDITION GROUP, 2009, SG. SEDIM-SG. PINANG 2009 EXPEDITION: CAPACITY BUILDING FOR EARLY YOUNGSTERS - A VIDEO, ,

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1.5 Book

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(Authors), (Year), (Title), (Publisher), (Number Of Pages)

1. Nabsiah Abdul Wahid, Ismail Abustan and Muhammad Aminur Rashid Amiruddin Arumugam, , Application of Simple and Effective Domestic Water Management for Household Consumers, UNESCO-MIHP, 27
2. Nabsiah Abdul Wahid, Ismail Abustan and Muhammad Aminur Rashid Amiruddin Arumugam (2012) Application of Simple and Effective Domestic Water Management for Household Consumers, published by UNESCO-IHP Malaysia., 2012, Nabsiah Abdul Wahid, Ismail Abustan and Muhammad Aminur Rashid Amiruddin Arumugam (2012) Application of Simple and Effective Domestic Water Management for Household Consumers, EEfSD2, UNESCO-IHP M'sia, UNESCO-IHP Malaysia, 27
3. Nabsiah Abdul Wahid, Ismail Abustan and Azamuddin Arsad (2012), Family Recreational Activity: Learning River Water Quality Estimation Using Biological Indicator, EEfSD Series 3, published by UNESCO-MIHP, 2012, Nabsiah Abdul Wahid, Ismail Abustan and Azamuddin Arsad (2012), Family Recreational Activity: Learning River Water Quality Estimation Using Biological Indicator, EEfSD Series 3, published by UNESCO-MIH, UNESCO-IHP Malaysia, 48

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(Authors), (Year), (Title), (Publisher), (Number Of Pages)

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3. NABSI AH ABDUL WAHID & ISMAIL ABUSTAN, 2011, INDEXING RIVER QUALITY USING BIOINDICATOR -an experiential learning approach (ENVIRONMENTAL EDUCATION FOR SUSTAINABLE DEVELOPMENT FOR EVERYONE SERIES 1) , UNESCO-INTERNATIONAL HYDROLOGICAL PROGRAMME MALAYSIA, 28

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1. Nabsiah Abdul Wahid Ismail Abustan, 2010, SUNGAI SEDIM-SUNGAI PINANG EXPEDITION 2008. Capacity Building for Early Youngsters, Penerbit Universiti Sains Malaysia, 57

TEACHING AND SUPERVISION

2.1 Graduate Teaching

(Course Title), (Semester), (Year), (Number of Lecturers), (Number of Students)

1. MARKETING MANAGEMENT, ADC602
2. INTERNATIONAL MARKETING, ADE617
3. MARKETING MANAGEMENT, ADW618

4. MARKETING MANAGEMENT,AGC602
5. INTERNATIONAL MARKETING,AGE617
6. INTELLECTUAL CAPITAL DEVELOPMENT,AGW655
7. CUSTOMER RELATIONSHIP MANAGEMENT,AGW659
8. ADVANCED MARKETING SEMINAR,AGW705
9. DISSERTATION AND VIVA VOCE,AGW715
10. SEMINAR IN MARKETING AND GLOBAL BUSINESS,AGW725
11. CONSULTATION AND TRAINING,AGW727

2.2 Undergraduate Teaching

(Course Title), (Semester), (Year), (Number of Lecturers), (Number of Students)

1. SEMINAR ON MARKETING ISSUES,AMP351
12. CONSULTANCY AND TRAINING, 2, 2011, 2, 10

2.3 Graduate Supervision

(Student Name), (Category), (Thesis Title), (Year Graduated)

1. SYAFRIZAL,PhD, Drivers And Consequences Of Relationship Quality In Retail Banking: Indonesian Priority Banking Customers' Perspective, 2015
2. IDRIS GAUTAMA SO,PhD, The Mental Accounting Process of Indonesians - A Study of Trade-In Intention with JND as the Mediating and Culture as the Moderating Factors, 2012
3. METHAQ AHMED ABDULMAJID SALLAM,PhD, The Impact of Source Credibility on Yemeni Male Consumer's Attitude Toward Print Advertisement, Brand Attitude and Purchase Intention of Head Cover Product: The Moderating Role of Brand Familiarity, 2009
4. ARIEF BOWO PRAYOGA KASMO,PhD, The Analysis Of Social Media Influences Toward Word Of Mouth And Brand Awareness In Attracting Online Media Visitors, 2009
5. WIDODO ARRY,PhD, Enhancing green purchase intentions The roles of green perceived value, green perceived risk, and green trust, 2009
6. MACHALI RAHUTAMI NUGRAHANI,PhD, CUSTOMER BUYING INTENTION ON SHOPPING ONLINE, 2009
7. HASANAH RATIH,PhD, WOMEN#&39S PERCEPTION TOWARD DEODORANT COMMERCIALS AND HAIRY ARMPIT WOMEN MOVEMENT, 2009
8. OJATTA DOMINIC OTEINO,PhD, POST-PURCHASE DISSONANCE AND REPEAT PURCHASE OF CONSUMER PRODUCTS/BRANDS IN NIGERIA, 2009
9. ELHAM RAHBAR,PhD, Willingness To Pay Premium For Green Brand Extension Product: Moderating Effects Of The Green Extension Strategies, 2014
10. ASAAD ALMOHAMMAD,PhD, Investigating Consumer→ s Sophistication, Cynicism And Efficacy On Emotion-Based Political Brand Equity Using Anes Panel Data: Moderating Role Of Partisanship, 2017
11. STEPHEN LAISON SONDOH JR,PhD, Brand image, Satisfaction, and Loyalty Among Malaysian Female Consumers: The Moderating Effects of Personality and Dwelling Area, 2009
12. NORAZIRAH BT HAJI AYOB,PhD, Perceived Causes and Consequent Behaviors of Visitors' Total Event Experience in Public Community Event, 2015
13. AMRAN BIN HARUN,PhD, Culture of Brand Origin (COBO) and Brand Name Linguistics. Their influences on attitude and purchase intention of a brand name : A cross Cultural Study, 2010
14. SANTHI A/P GOVINDAN,PhD, Public Universities' Performance via Market Orientation, 2010
15. ZUHAL BIN HUSSEIN,PhD, In-Game Advertising: The Effects of Telepresence on the Attitude and Purchase Intention, 2012
16. AMILY BINTI FIKRY @ AZIZ,PhD, Family Purchase Decisions: An Examination of Teenagers' Resources and Influence Strategies., 2009
17. SITI NORBILAH BINTI ABDUL MANAFF,PhD, BUSINESS STRATEGY FOR THE NANOTECHNOLOGY REVOLUTION IN HALAL FOOD MAUNUFACTURER, 2009
18. SITI HASLINA BINTI MD HARIZAN,PhD, The Effect Of Institutional Support, Eco-Literacy And Spirituality On Willingness To Purchase Energy-Efficient Electrical Appliances Among Low Middle Income Consumers, 2014
19. CHANDRA SEGAR A/L RAMA CHANDERAM,PhD, Research on Water Management and Willingness to Pay, 2014

20. NOOR SHAIRULLIZAN BINTI KAMALULARIFFIN, Master (Research), Adoption Of Environmental Management Practices (EMPs) In The Malaysian Hotel Industry: An Investigation On EMPs Drivers And Market Performance Outcomes, 2013
21. KEW SOOK LING, PhD, Immobilized Biomass In Polymeric Gels For The Bioregeneration of Granular Activated Carbon Loaded With Isomeric Cresol Compounds, 2015
22. NADZIRAH BTE ARIFAN, PhD, Key Determinants of Employee Loyalty in Oil and Gas Industry in Malaysia, 2015
23. NUR HANI BINTI ALIAS, PhD, Citizen Willingness to Pay for Improved Sustainability of Water Supply in Malaysia, 2015
24. HAMDIA MUDOR, Master (Dissertation - Mixed Mode), LOCALLY PRODUCED FOOD PRODUCTS: PERCEPTION ANALYSIS, 2010
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29. Vita Briliana, Doctoral (Dissertation - Mixed Mode), A Study on the Antecedents and Outcome of C2C Online Know-how Exchange,
30. Nedumaran a/I Nadarajan, Master (Dissertation - Course Work), Nedumaran a/I Nadarajan (2014) A study on Malaysian Purchase Intention of Water Purifier,
31. Tan Hui Huang, Master (Dissertation - Course Work), Tan Hui Huang (2014) CY-Handee Rubber Mouldings Sdn Bhd: The Fluctuating Company's Profit Margin - A Case Study,
32. Shalini a/p Sivadalan, Master (Dissertation - Course Work), Shalini a/p Sivadasan (2014) A Study on Factors Influencing Consumer's Willingness to Pay for Electricity Tariff in Malaysia,
33. Chew kah Hooi, Master (Dissertation - Course Work), Factors influencing household's willingness to pay for water,
34. Cheong Yon Khan, Master (Dissertation - Course Work), NATIONAL WATER SERVICES COMMISSION (SPAN) AND FULL COST RECOVERY OF DRINKING WATER ISSUE,
35. nik salehah, Master (Dissertation - Course Work), factors influencing consumer's intention to purchase solar panel,
36. ooi chew hooi, Master (Dissertation - Course Work), Ooi Chew Hooi (2015), Factors influencing physician's drug prescription practices in Penang, MBA thesis, GSB, USM, May 2015,
37. tuqa haitam, Master (Dissertation - Course Work), factors influencing satisfaction and consumer's willingness to pay,
38. patrick tan, Master (Dissertation - Course Work), factors influencing consumer's purchase of bottled water: Spritzer,
39. Lim Wen Jenn, Master (Dissertation - Course Work), Factors Influencing Consumer's Hotel Online Reservation Behavior, 2016
40. Lee Lean Hua, Master (Dissertation - Course Work), Factors influencing Consumer's Behavior on Misleading Mobile Advertising Content, 2016
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43. Yeoh Keat Leong (Alvin), Doctoral (Dissertation - Mixed Mode), Yeoh Keat Leong, DBA candidate (AGW728 and AGW 729, and viva voce) of GSB Investigating Factors on Social marketing on consumer behavior: water consumption of households in malaysia, 2017
44. Chan Sai Mun, Master (Dissertation - Course Work), Factors Influencing Consumers Purchase of Healthy Vending Machine Food, 2016
45. siaw fong fong, Master (Dissertation - Course Work), Determinants of Smartphone adoption: A study among smartphone users in Malaysia,
46. Fariza Yusoff, Master (Dissertation - Course Work), Online clothing and accessories purchase: Factors influencing consumers intention to purchase in Malaysia,

47. Eo Shyan Ling, Master(Dissertation - Course Work), Is it from Korea? Impact of the Korean Wave towards consumer's buying behavior in Malaysia,
48. Fitriyah Ghazali, Master(Dissertation - Course Work), Consumer Behavior: Restaurants and Fastfood Values in Malaysia,
49. Mohammed Shahir bin Mohammed Ayob, Master(Dissertation - Course Work), An Investigation of Determinants on Effectiveness of E-Complaint System,
50. Mohd. Saiful Mohd. Yusoff, Doctoral(Dissertation - Mixed Mode), DBA thesis - Determinants of Customer Loyalty and the Effect of Complaint handling on Prepaid Mobile Cellular Services in Malaysia,
51. Sabariah Omer Bt Omer Farrouk, Master(Dissertation - Course Work), Determining cognitive and affective influences on international students behaviour in Malaysia's private higher learning institutions,

2.4 Undergraduate Supervision

(Student Name), (Year Graduated), (Thesis/Project Title)

2.5 Professional Service

(Category), (Description), (Place/location), (Frequency), (Year)

PAPERWORK PRESENTATION

(Title), (Venue), (Duration), (Level)

1. NABSIAH ABDUL WAHID and ISMAIL ABUSTAN (2009); COMMUNITY ENGAGEMENT FOR SUSTAINABILITY IN MALAYSIA: THE SG. SEDIM-SG.PINANG EXPEDITION 2008 to be presented at University-Community Engagement Conferenc, BAYVIEW HOTEL, PENANG, 23/11/2009- 26/11/2009,
2. WRITING MADE EASY, CINTA SAYANG GOLF AND RESORT SG. PETANI, 10/8/2009- 10/10/2009,
3. Nabsiah Abdul Wahid (2009), Green Marketing and Consumer Behavior; invited speaker for Marketing Seminar Series at Universiti Malaysia Sabah, 10 April 2009 , LABUAN, SABAH, 4/10/2009- 4/10/2009,
4. Writing Made Easy - modul (1-6) hari pada pensyarah Kolej MARA Kulim di Sg. Petani Golf & Resort, Sg. Petani dari 8-10 Oktober 2009, CINTA SAYANG GOLF & RESORT, SG. PETANI, KEDAH, 10/8/2009- 10/10/2009,
5. Nabsiah Abdul Wahid (2009), A Report on Visualisation in Participatory Programme (VIPP) Workshop Global Agenda & Future Relevance (GAFR)→ Planning of the Consultation Process to Collect Ideas for the M, EQUATORIAL PENANG, 3/10/2009- 3/11/2009,
6. Nabsiah Abdul Wahid (2009), SOME FACTS ON DBA PROGRAM SURVEY SENT OUT TO STUDENTS: POINTS TO PONDER, presented at ONE DAY WORKSHOP ON EFFECTIVE TEACHING & LEARNING: GSB@USM STYLE, 11 JUNE 2009, SCHOOL OF MANAGEMENT, 6/11/2009- 6/11/2009,
7. Nabsiah Abdul Wahid (2009), Air dan Pengguna; talk presented at Sg. Sedim-Sg. Pinang 2009 Expedition, 22 June 2009, Kampus Kejuruteraan USM, Transkrian, Penang., USM ENGINEERING CAMPUS, PENANG, 23/6/2009- 23/6/2009,
8. Nabsiah Abdul Wahid (2009), Understanding Consumer Behavior: An Investigation of Comprehensive Consumer Decisions Model (CCDM); draft professorial talk presented at PTK 6 exercise (2 July 2009), USM., USM, 7/2/2009- 7/2/2009,
9. Nabsiah Abdul Wahid, Azizi Bahaiddin, Muna Hanim Abdul Samad, and Irfan Naufal Umar (2009)PROMOTING ENVIRONMENTAL EDUCATION VIA

COMMUNITY OUTREACH PROGRAMS; presentation for PTK 6 exercise (2 August 2, USM, 7/2/2009- 7/2/2009,

10. Nabsiah Abdul Wahid (2009), Masalaah Air: Sikap Pengguna?; invited by UNESCO-MIHP; talk presented at Sg. Kuala Woh 2009 Expedition, 14-16 August 2009, Tapak Perkemahan Kuala Woh, Tapah, Perak., TAPAK PERKHEMAHAN HUTAN REKREASI KUALA WOH, 15/8/2009- 15/8/2009,
11. DOMESTIC WATER MANAGEMENT: THE ROLE OF HOUSEHOLD USERS, VISTANA HOTEL, KUANTAN, PAHANG, 11/3/2011- 11/3/2011, National
12. Nabsiah Abdul Wahid and Ismail Abustan (2011), 'River for All': Capacity Building for Early Youngsters, presentation for Bengkel Perancangan Strategik Timbalan Dekan (JIM), USM, Penang, 31 March 2011, Bilik Auditorium, Institut Penyelidikan Perubatan Molekul (INFORMM), USM, 31/3/2011- 31/3/2011, University
13. Nabsiah Abdul Wahid, â→ Research Proposal (Quantitative Method)â→ , GSB Business Seminar 2011 (for PhD students), 20-21 October 2011, Viva Room, School of Management, USM, Penang, Viva Room, School of Management, USM, 20/10/2011- 21/10/2011, University
14. Nabsiah Abdul Wahid (2011), "An Introduction to Businesses in Penang", presentation for '2011 Malaysia Study Programme: Nihon-Fukushi University, Japan' organised by USM International Office, 17 February, 2011, Seminar Room, International Office, USM, 10.30am-12.30pm., Seminar Room, International Office, USM, 17/2/2011- 17/2/2011, University
15. ppt presentation entitled "Keusahawanan dan Pemasaran" (Entrepreneurship and Marketing) for Program Keusahawanan Pelajar Kolej MARA Kuala Nerang (KMKN), organised by KMKN, 3 February 2012, Jerejak Rainforest Resort, Penang., Jerejak Rainforest Resort, Penang, 3/2/2012- 3/2/2012, University
16. Nabsiah Abdul Wahid, Junaimah Jauhar, Noor Azlina Khalid, Zetty (2012), A Glance on Industry and Community Network Section at GSB, poster for GSB Research and Publication 2012, 21 March 2012, Universiti Sains Malaysia., USM, 21/3/2012- 21/3/2012, University
17. Nabsiah Abdul Wahid and Ismail Abustan (2012), River Expedition and Civic Engagement Amongst Malaysian Youngsters, poster presentation in GSB Research and Publication Exhibition in line with GSB Sustainability Seminar Series for Business and Community 2012; 21 March 2012., Universiti Sains Malaysia, 21/3/2012- 21/3/2012, University
18. Nabsiah Abdul Wahid (2012), penceramah jemputan Kursus "Questionnaire Design and Sampling" untuk pelajar pasca siswazah bukan sains, Universiti Malaysia Sabah, Universiti Malaysia Sabah, 2/5/2012- 3/5/2012, University
19. Nabsiah Abdul Wahid (2012), "An Introduction to the World of Supervisor", "Postgraduate Supervision Training/Workshop for UTP Lecturers", Undercroft Chancellory Complex, Universiti Teknologi Petronas Tronoh, Perak, 20 June 2012., Undercroft Chancellory Complex, Universiti Teknologi Petronas Tronoh, Perak, 20/6/2012- 20/6/2012, University
20. Nabsiah Abdul Wahid (2013) "How to Effectively Read and Article Journal", invited presentation, Bilik Seminar, Pasca Siswazah, Universiti Malaysia Sabah, Kota Kinabalu, 4 March, 2013, Malaysia Sabah, Kota Kinabalu, 4/3/2013- 4/3/2013, University

21. Nabsiah Abdul Wahid (2013), Realiti dan Cabaran Pengurusan Sumber Air Bersepadu, Kem Pemimpin Muda Prihatin Air Peringkat Kebangsaan 2013, Kem Modal Insan, Parit Penghulu, Sg. Rambai, Jasin, Melaka, 21 Mei, 2013., Kem Modal Insan, Parit Penghulu, Sg. Rambai, Jasin, Melaka, 21/5/2013- 21/5/2013, National
22. Nabsiah Abdul Wahid (2013) Questionnaire Design and Sampling Workshop for Postgraduate Students, Universiti Malaysia Sabah (4-5 July 2013), Bilik Seminar 5 & 6, School of Postgraduate Studies, Universiti Malaysia Sabah, 4/7/2013- 5/7/2013, University
23. 1. Bio-indicator module and 2. Integrated Water Management Presentation, Kem Pengakap Tengku Muhammad Ismail, Kuala Trengganu, Malaysia, 20/8/2013- 22/8/2013, National
24. Nabsiah Abdul Wahid (2013) Turning Community Work into Research - A Case of 'River for All' Program, 20 December 2013, Hatyai University, Thailand., Hatyai University, Thailand, 20/12/2013- 20/12/2013, International
25. Nabsiah Abdul Wahid and Ismail Abustan (2014), Integrated Water Resources Management: Introduction to UNESCO-IHP Malaysia and Water Watch for Young Leaders Camp Program (North Zone), DID Gerik, Perak and Pulau Talikail, Banding, Perak, 21/1/2014- 23/1/2014, National
26. Nabsiah Abdul Wahid (2014), Evaluation of Water Watch for Young Leaders Camp Program (North Zone)- Survey Analysis, closing ceremony, Water Watch for Young Leaders Camp Program (North Zone), Pulau Talikail, Banding, Perak; 23 January 2014., Pulau Talikail, Banding, Perak, 21/1/2014- 23/1/2014, National
27. Nabsiah Abdul Wahid, Ismail Abustan, Zainal Ariffin Ahmad, Mohd. Nordin Adlan (2015), Water Security in Malaysia: Exploring Malaysian Household's Expectations and Perceptions on Water Provided to their Homes, poster presentation, 12th Annual Meeting Asia Oceania Geosciences Society AOGS together with 7th APHW, 2-7th August, 2015, Singapore; ISBN 978-981-09-5216-7, Singapore, 2/8/2015- 7/8/2015, International
28. Nabsiah Abdul Wahid, Ismail Abustan, Kaoru Takara (2015), Why Disaster Happen and how government react to it: The Case of Malaysia, paper presentation and abstract proceedings, 12th Annual Meeting Asia Oceania Geosciences Society AOGS together with 7th APHW, 2-7th August, 2015, Singapore; ISBN 978-981-09-5216-7, Singapore, 2/8/2015- 7/8/2015, International
29. Ismail Abustan, Nabsiah Abdul Wahid, Kaoru Takara (2015), The Implementation of the Environmental Friendly Urban Stormwater Management Manual for Malaysia (MSMA) in Helping Urban Flood, paper presentation and abstract proceedings, 12th Annual Meeting Asia Oceania Geosciences Society AOGS together with 7th APHW, 2-7th August, 2015, Singapore; ISBN 978-981-09-5216-7, Singapore, 2/8/2015- 7/8/2015, International
30. Ismail Abustan, Mohd. Nordin Adlan, Zulkifli Yusof, Nabsiah Abdul Wahid (2015), Water Security: Application of Artificial Barriers in Riverbank Filtration Abstraction, paper presentation and abstract proceedings, 12th Annual Meeting Asia Oceania Geosciences Society AOGS together with 7th APHW, 2-7th August, 2015, Singapore; ISBN 978-981-09-5216-7, Singapore, 2/8/2015- 7/8/2015, International
31. Ismail Abustan, Kaoru Takara and Nabsiah Abdul Wahid(2015) Urban Flooding and Extreme Weather in South East Asia, paper presentation and abstract

- proceedings, 12th Annual Meeting Asia Oceania Geosciences Society AOGS together with 7th APHW, 2-7th August, 2015, Singapore; ISBN 978-981-09-5216-7, Singapore, 2/8/2015- 7/8/2015, International
32. Pengurusan Air Domestik Bijak dan Lestari, Modul Universiti Sains Malaysia untuk Bengkel Komuniti Saya Prihatin Air Peringkat Kebangsaan 2016, Sek. Men. Keb. Pauh Jaya, Perai, Penang, 2-3 August, 2016, Sek. Men. Keb. Pauh Jaya, Perai, Penang, 2/8/2016- 2/8/2016, National
 33. Instruktur Modul Kem Pemimpin Muda: Modul bengkel komuniti saya prihatin air siri 4, Putrajaya Wetland, 22/3/2016- 24/3/2016, National
 34. Instruktur Modul Kem Pemimpin Muda Khas (Golongan Istimewa) Kebangsaan 2016: bio indicator (aktiviti luar), Pusat Kecemerlangan Paralimpik Jalan Perwira, Kampung Pandan 55100 Kuala Lumpur, 26/10/2016- 27/10/2016, National
 35. Determinants of Public's Trust on Water Services Operators in Water Security Conference 2016, SERC, Engineering Campus, USM., 12/5/2016- 13/5/2016, National
 36. Investigating consumers' objective and subjective knowledge on perceived household water issues IPN-MTA CONFERENCE KUALA LUMPUR 2016, IPN - MTA CONFERENCES KUALA LUMPUR , MALAYSIA KUALA LUMPUR, MALAYSIA, 23/9/2016- 24/9/2016, National
 37. SWOT Analysis on SPAN's Strategic Regulatory Role of Malaysia's Water Services Industry Reform in Water Security 2016, Serc USM nibong Tebal, 12/5/2016- 13/5/2016, National
 38. Population and Sampling: PhD Off-shore Telkom University, Telkom University, Bandung, Indonesia, 12/5/2016- 14/5/2016, International
 39. The 'philosophy of research' topic, GSB, USM, 6/12/2016- 6/12/2016, University
 40. Sharing PRME the USM way: GSB@USM, KL sentral, 17/6/2016- 17/6/2016, International
 41. Various Way of Business Research: a sharing session, GSB Meeting room, D05, 22/4/2016- 22/4/2016, University
 42. career talk dan ceramah motivasi: Kolej Vokasional Pengkalan Chepa Kebanggaan saya , Kolej Vokasional Pengkalan Chep, 22/8/2016- 22/8/2016, State
 43. Pembentangan Bagi Pemantauan laporan prestasi dan kewangan program penyelidikan di bawah skim geran penyelidikan jangka panjang (LRGS), bilik mesyuarat abu marwan 1, kementerian pendidikan tinggi Putrajaya, 16/8/2016- 17/8/2016, National
 44. Pembentangan laporan akhir program penyelidikan di bawah skim geran penyelidikan jangka panjang (LRGS), bilik mesyuarat Marwa1, kementerian pendidikan tinggi, Putrajaya, 21/9/2016- 22/9/2016, National

ACADEMIC RECOGNITION AND LEADERSHIP

Academic Awards

(Name of Award), (Awarding Institution), (Year), (Level)

1. BEST PAPER AWARD FOR SMES AND MARKETING CONFERENCE 2006, PENANG SMIS AND SCHOOL OF MANAGEMENT, 2006, National
2. Staff of the Month Award (September) 2015 Graduate School of Business, USM, Graduate School of Business, USM, 2015, University

3. Excellence Award for Teaching and Learning Team 2015 Graduate School of Business, USM, Graduate School of Business, USM, 2015, University

Board of Director/Board of Trustees

(Title), (Event), (Organiser), (Year), (Level)

1. Marketing Trackchair, AAM International Conference 2009, Asian Academy of Management International Conference 2009, Regency Hyatt, Kuantan, Pahang, 18-20 Dec 2009, Asian Academy of Management, 2009, International
2. Pengerusi Jawatankuasa Kerja UNESCO-IHP Malaysia (Pendidikan, Latihan & Penerangan Awam) sesi 2012-2014, Program Hidrologi Antarabangsa Malaysia, UNESCO-IHP Malaysia, 2012, International
3. Chairman pembentangan 'project management' AGW 728: BusinessSeminar@gsb 25 April 2012(Arumugam a/I Subermaniyam & Sebastian a/I Susay), Business Seminar@gsb 25 April 2012 (Conference Room, Pusat Pengajian Pengurusan), Graduate School of Business, 2012, University
4. Pengerusi AGW 729: Dissertation & Viva Voce, Sem 2, Sidang 2012/2013, Dissertation & Viva Voce, Sem 2, Sidang 2012/2013, Graduate School of Business, 2012, University
5. Pengerusi Jawatankuasa Kerja UNESCO-IHP Malaysia (Pendidikan, Latihan & Penerangan Awam) sesi 2014-2016, Pengerusi Jawatankuasa Kerja UNESCO-IHP Malaysia (Pendidikan, Latihan & Penerangan Awam) sesi 2014-2017, UNESCO-IHP Malaysia, 2014, National
6. Pengerusi/penganjur Utama bagi Program Kem Pemimpin Muda Prihatin Air Kebangsaan Zon Utara 2016: dibawah jawatankuasa Kerja UNESCO-IHP Malaysia (Pendidikan, Latihan & Penerangan Awam), Program Kem Pemimpin Muda Prihatin Air Kebangsaan Zon Utara 2016, UNESCO IHP dan USM, 2016, National

Invited Speaker

(Title), (Event), (Organiser), (Organiser), (Year), (Level)

1. Writing Made Easy Bengkel Persediaan & Pembentangan Kertaskerja Kajian Penyelidikan Pendidikan (R&D), Bengkel Persediaan & Pembentangan Kertaskerja Kajian Penyelidikan Pendidikan (R&D), Kolej MARA Kulim, 2009, International
2. UCAPAN YDP MUAFAKAT KOLEJ MARA KULIM BAGI MAJLIS KONFERENSI WARIS KMK, MAJLIS KONFERENSI WARIS KOLEJ MARA KULIM, KOLEJ MARA KULIM (KMK), 2009, International
3. invited speaker for "bengkel intensif penulisan tesis pelajar pascasiswazah (bukan sains)" (workshop on intensive thesis writing for postgraduate students (non-science)", universiti malaysia sabah, bengkel intensif penulisan tesis pelajar pascasiswazah (bukan sains) universiti malaysia sabah, universiti malaysia sabah, 2011, University
4. invited speaker for "Business Seminar@gsb" 2011 for PhD and DBA students entitled "Research Proposal (quantitative method)", "Business Seminar@gsb" 2011, graduate school of business, usm, 2011, University
5. Tun Azizan Circles for Young Professionals (Institut Integriti M'sia): Information Sharing by GSB - Libatsama Komuniti & Industri GSB, Tun Azizan Circles for Young Professionals (Institut Integriti M'sia): Information Sharing by GSB, Institut Integriti Malaysia & GSB, 2012, University
6. Professional Talk for Danus Managers - Strategic Marketing Applications for Banks, Bank Perkreditan Rakyat Dana Nusantara, Batam, Indonesia, Professional Talk for Danus Managers for Bank Perkreditan Rakyat Dana Nusantara, Batam, Indonesia, 25 March 2013, Bank Perkreditan Rakyat Dana Nusantara, Batam, Indonesia, 2013, International
7. Nabsiah Abdul Wahid (2013) Questionnaire Design and Sampling Workshop for Postgraduate Students, Universiti Malaysia Sabah (4-5 July 2013), Nabsiah Abdul Wahid (2013) Questionnaire Design and Sampling Workshop for Postgraduate Students, Universiti Malaysia Sabah (4-5 July 2013), Universiti Malaysia Sabah, 2013, University
8. Nabsiah Abdul Wahid (2013) "How to Effectively Read and Article Journal", invited speaker, Bilik Seminar, Pasca Siswazah, Universiti Malaysia Sabah, Kota Kinabalu, 4 March, 2013, Postgraduate Students Workshop, Bilik Seminar, Pasca Siswazah, Universiti Malaysia Sabah, Kota Kinabalu, 4 March, 2013, Universiti Malaysia Sabah, 2013,
9. Invited Speaker for Seminar for Postgraduate and Final Year Students (Research) - Getting the Most Out of a Journal Article: Understanding Made Easy, Seminar for Postgraduate and Final Year Students (Research), Universiti Malaysia Sarawak (UNIMAS), 2013, University
10. Nabsiah Abdul Wahid (2014) "Realizing Kinta Valley's Potential as a Centre of Excellence for Hydraulic Testing" 1st IDR Seminar 2014: Transforming Perak into Developed State, organized by Institut Darul Ridzuan, Casuarina Hotel, Ipoh, 18-19 March 2014, Nabsiah Abdul Wahid (2014) "Realizing Kinta Valley's Potential as a Centre of Excellence for Hydraulic

Testing" 1st IDR Seminar 2014: Transforming Perak into Developed State, organized by Institut Dar, Institut Darul Ridzuan, 2014, State

11. Nabsiah Abdul Wahid (2014) "Making Perak an Attractive Tourist Destination" 1st IDR Seminar 2014: Transforming Perak into Developed State, organized by Institut Darul Ridzuan, Casuarina Hotel, Ipoh, 18-19 March 2014, Nabsiah Abdul Wahid (2014) "Making Perak an Attractive Tourist Destination" 1st IDR Seminar 2014: Transforming Perak into Developed State, organized by Institut Darul Ridzuan, Casuarina Hotel, Ipoh, 18, Institut Darul Ridzuan, 2014, State
12. Nabsiah Abdul Wahid (2014) Entrepreneurship in Global Perspective, Guest Lecturer, Magister Manajemen Program, Universiti Mercu Buana, Jakarta, Indonesia, 19 April, 2014, Program Magister Manajemen - International Experience 2014, Universiti Mercu Buana, Jakarta, Indonesia, Universiti Mercu Buana, Jakarta, Indonesia, 2014, International
13. Nabsiah Abdul Wahid (2014) How to write article for journal publication, Special writing workshop for staff, Universiti Mercu Buana, Jakarta, Indonesia, 21 April 2014, Writing Workshop for Staff, Universiti Mercu Buana, Jakarta, Indonesia, 21 April 2014, Universiti Mercu Buana, Jakarta, Indonesia, 2014,
14. Nabsiah Abdul Wahid (2014), Local Go Global, Binus University, Jakarta, Indonesia, 22 April 2014, Special Workshop for Business and Entrepreneurs, organised by Binus University and Business Society, Jakarta, Indonesia, 22 April 2014, Binus University and Business Society, Jakarta, Indonesia, 2014, International
15. Nabsiah Abdul Wahid (2014) How to write an article and publish in an international journal, Writing Workshop for Staff, Binus University, Jakarta, Indonesia, 23 April 2014, Writing Workshop for Staff, organised by Deputy Rector (Research) Office, Binus University, Jakarta, Indonesia, 23 April 2014, Deputy Rector (Research) Office, Binus University, Jakarta, Indonesia, 23 April 2014, 2014, International
16. Nabsiah Abdul Wahid (2014), Introduction to business research, guest lecture, Binus Online Learning Program, 23 April 2014, Binus University, Jakarta, Indonesia, International Experience - Guest Lecture for Binus Online Learning Program, 23 April 2014, Binus University, Jakarta, Indonesia, Binus Online Learning Program, Binus University, Jakarta, Indonesia, 2014, International
17. Nabsiah Abdul Wahid (2014), Sustainable Marketing: Theory and Practice, Invited/Guest Speaker, Sekolah Tinggi Ilmu Ekonomi (STIE), Dharma Andalas, Padang, Indonesia, 9 September, 2014., Marketing Seminar for Staff, Sekolah Tinggi Ilmu Ekonomi (STIE), Dharma Andalas, Padang, Indonesia, Sekolah Tinggi Ilmu Ekonomi (STIE), Dharma Andalas, Padang, Indonesia, 2014, International
18. Nabsiah Abdul Wahid (2014), Creating Long Term Customer Relationship & Loyalty Marketing Strategy & Planning, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 10 September, 2014, International Guest Lecture, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 2014, International
19. Nabsiah Abdul Wahid (2014), Marketing Information System & Marketing Research, Guest Lecture for Global Marketing Class, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 12 September, 2014., International Guest Lecture for Global Marketing Class, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 2014,
20. Nabsiah Abdul Wahid (2014), Sustainable Marketing: From Theory and Global Practice, Invited/Guest Speaker for Marketing Seminar for Staff Faculty, Dekanat, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 17 September, 2014., Marketing Seminar for Staff Faculty, Dekanat, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 2014,
21. Nabsiah Abdul Wahid (2014), Marketing Strategy & Planning, Guest Lecture for Global Marketing Class, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 18 September 2014, International Guest Lecture for Global Marketing Class, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, Fakultas Ekonomi, Universitas Andalas, Padang, Indonesia, 2014, International
22. Nabsiah Abdul Wahid (2014), From Conventional to Sustainable Marketing â→ → People, Planet and Profit, Global Survivability Studies Seminar, Inter-Graduate School Program for Sustainable Development and Survivable Societies, Kyoto University, Japan, Global Survivability Studies Seminar, Inter-Graduate School Program for Sustainable Development and Survivable Societies, Kyoto University, Japan, Inter-Graduate School Prog for Sust. Dev & Survival Societies, Kyoto University, Japan, 2014, International
23. 14. Nabsiah Abdul Wahid, Ismail Abustan & Muhammad Hafiz Azizan (2014), Consumers and Water Issues â→ → Creating Change Agents among Youth, presentation for Innovative

- Disaster Prevention Technology and Policy Research Lab Seminar @ 26th. December 2, Innovative Disaster Prevention Technology and Policy Research Lab Seminar, DPRI, Kyoto University, Innovative Disaster Prevention Technology and Policy Research Lab, DPRI, Kyoto University, Japan, 2014, International
24. Nabsiah Abdul Wahid & Chew Kah Hooi (2014), Factors Influencing Malaysian Householdsâ→ → Willingness to Pay for Water Consumption, Innovative Disaster Prevention Technology and Policy Research Lab Seminar @ 4th. Dec 2014, DPRI, Kyoto University, Japan, Innovative Disaster Prevention Technology and Policy Research Lab Seminar, DPRI, Kyoto University, Japan, DPRI, Kyoto University, Japan, 2014, International
 25. invited speaker for 9th Business Seminar, 15-17 December 2015 Nabsiah Abdul Wahid (2015), 'How to prepare for Viva Voce examination', 16 December, 2015, 9-10.40am, Conference Room, CenPris, USM, 9th Business Seminar, 15-17 December 2015, Graduate School of Business, USM, 2015, University
 26. Nabsiah Abdul Wahid (2015) How to Conduct Quantitative Research, Telkom University, Bandung, Indonesia (2-6 November 2015), PhD Program Telkom University-USM Workshop, 2-6 November 2015, Telkom University, Indonesia, Telkom University, Bandung, Indonesia and USM, 2015, International
 27. Invited speaker for 'Journal Writing Workshop', Andalas University, Padang, Indonesia 2015, Journal Writing Workshop', organised by Faculty of Economics, Andalas University, Padang, Indonesia for Staff and PhD students, Andalas University, Padang, Indonesia 2015, Faculty of Economics, Andalas University, Padang, Indonesia, 2015, International
 28. Nabsiah Abdul Wahid (2015), To Consume or Not to Consume â→ → Linking Attitude, Consumption and Sustainability, GSS Inter-disciplinary Seminar, Kyoto University @ 10 February 2015, 12.30pm â→ → 2.00pm, Faculty of Civil Engineering, Department of Civil Engineering, Historic Building (Building 37), 2nd Floor, Room 207, Yoshida Campus, Kyoto University, Kyoto, Japan, Global Sustainability and Survivability (GSS) Programme Interdisciplinary Seminar, Kyoto University, GSS Programme, Kyoto University, 2015, International
 29. Nabsiah Abdul Wahid (2015), Why Malaysian Households Have Intention to Purchase Water Purifier for their Homes?, presentation for DPRI Laboratory Seminar, Disaster Prevention Research Institute, Kyoto University @ 4 February 2015, 5.00pm, Room S519D, Uji Campus, Kyoto University, Kyoto, Japan, Research Meetings (Collaborative Research), Takara Laboratory, Disaster Prevention Research Institute, Kyoto University, Japan, Takara Laboratory, Disaster Prevention Research Institute, Kyoto University, Japan, 2015, International
 30. Nabsiah Abdul Wahid (2016) Water and Education: Advocating Youth, MyWMForum 2016, 29-30 Nov 2016, Auditorium JPS, Ampang, Selangor, Malaysia Water Resources Management (MyWMForum 2016), 29-30th November 2016, Ampang, Selangor., Ministry of Natural Resources, and Environment (NRE) & Malaysia Water Resources Management MyWM Forum, 2016, National
 31. Title: If Pos Malaysia is a Person..., PosMalaysia workshop, PosMalaysia, 2016, National
 32. Nabsiah Abdul Wahid (2016) 'The Philosophy Behind Research', invited lecture for 10th Business Seminar@GSB, 6-7th December, Conference Room -School of Management, USM, 11.30am - 1pm., 10th Business Seminar@GSB, 6-7th December, Conference Room -School of Management, USM, Graduate School of Business, USM, 2016, University

Assessor

(Activity), (Organisation), (Role), (From)-(Until), (Level)

1. MARKETING TRACK CHAIR FOR 8TH INTERNATIONAL AAM CONFERENCE 2009, HYATT HOTEL, KUANTAN, 18-20 DECEMBER 2009, , 2009, -, University
2. REVIEWER FOR 6 ARTICLES FOR AMERICAN ASSOCIATION ON MANAGEMENT (AOM) CONFERENCE 2009, , 2009, -, University
3. HOUSEHOLD EXPENDITURE ON FOOD AT HOME AND AWAY FROM HOME: EVIDENCE FROM HOUSEHOLD SURVEY IN MALAYSIA, , 2009, -, National
4. 5 Papers that compete for Best Paper Seminar Penyelidikan Pendidikan Program Matrikulasi Pelajaran Malaysia - Penyertaan Kolej MARA Kulim, , 2009, -, National
5. JAWATANKUASA PASUKAN PETUGAS KHAS PROGRAM 1 NEGERI 1 SUNGAI BAGI MERANGKA STRATEGI PELAKSANAAN DAN MENYIAPKAN KERTASKERJA BAGI MAJLIS SUMBER AIR SENGARA (MSAN)., , 2009, -, National
6. JAWATANKUASA TEKNIKAL PROGRAM 1 NEGERI 1 SUNGAI, JABATAN PENGAIIRAN DAN SALIRAN, , 2009, -, National

7. Ahli Jawatankuasa Tourism Research for USM oleh Pelantar Transformasi Sosial, , 2009, -, International
8. Ahli Jawatankuasa Pendidikan Latihan dan Penerangan Awam (JKPLPA) bagi UNESCO-IHP Malaysia, , 2009, -, National
9. Ketua Biro Pendidikan IPT J/Kuasa Pendidikan, Latihan dan Penerangan Awam (JKPLPA), , 2009, -, National
10. Panel Penilai Luar bagi Professorial Lecture Series Kali Ke 10 Universiti Tenaga Nasional (UNITEN), , 2012, -, , University
11. The role of social marketing in promotion of nutrition for pregnant women in pattani, thailand, research project Prince of Songkla University (Faculty of Communication Sciences), , 2012, -, , International
12. Ahli Jawatankuasa Penilai untuk Program KTP Fasa 1 (Kemajuan Laporan Berkala - KTP (peringkat USM))12 JULAI 2012, , 2012, -, , University
13. Ahli Panel Penilai Bengkel Pemantauan/Penilaian Kemajuan Projek Libatsama Universiti-Komuniti/Flagship USM, , 2012, -, , University
14. AJK Penilai Program KTP Fasa 1 Bengkel Kajian Impak KTP (peringkat USM) Sekim Geran Knowledge Transfer Programme Kategori Industri-KTP Fasa 1, , 2012, -, , University
15. Ahli Jawatankuasa Penilai Bengkel Pemantauan KTP (Peringkat USM) Skim Geran "Knowledge Transfer Programme" - KTP Fasa 1 (2 Oktober 2012), , 2012, -, , University
16. Panel Penilai Bengkel Pemantauan/Penilaian Kemajuan Projek Libatsama Universiti-Komuniti/Flagship USM (24 April, 2012, INFORMM), , 2012, -, , University
17. MOHE KTP Application Evaluation Workshop (Rolling 3 2012)USM, , 2012, -, , University
18. Review Panel for University-Community/University-Industry/Flagship Grants 2013 (letter 10th May 2013), , 2013, -, , University
19. Reviewer for University-Community/Flagship 2013 Grant Application: Tree Mapping, Monitoring and Management System (TReMS), , 2013, -, , University
20. Panel assessor for project's progress under university-community/flagship grant 2013 (28 August 2013, INFORMM, USM), , 2013, -, , University
21. PANEL PENILAI BAGI PERMOHONAN GERAN PENYELIDIKAN JANGKA PENDEK BIL.2/ 2013 KLUSTER: SAINS SOSIAL , , 2013, -, , University
22. external assessor for bachelor of management programme for UNITAR International University, , 2013, -, , National
23. USM's panel assessor for Knowledge Transfer Programme Scheme (Community Category) - KTP Phase 1 (appointment letter dated 15 July 2013), , 2013, -, , University
24. Panel assessor for Bengkel Pemantauan/Penilaian Kemajuan Projek Libatsama Universiti-Komuniti/Flagship, Kump. 1, 24 April 2013,Bilik Seminar 1, INFORMM, USM, , 2013, -, , University
25. Ahli Panel Pemantauan Skim Geran Knowledge Transfer Programme (KTP) USM, 25 June 2014; BJIM meeting room, H25 Building, , 2014, -, , University
26. Ahli Panel Pemantauan Skim Geran Knowledge Transfer Programme (KTP) USM, 30 June 2014; Pendaftar Meeting Room, Level 5, Chancellory Building, , 2014, -, , University
27. EXTERNAL ASSESSOR FOR DOCTORAL COLLOQUIUM, UNIVERSITY OF MALAYA; 14 August 2014, Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, , 2014, -, , University
28. Panel Penilai Permohonan Geran Jangka Pendek bil. 2/2014 USM, 11-12 June 2014, 9am-5pm, Blk Mesy, Pej Pendaftar Aras 5, Bangunan Canselori, USM, , 2014, -, , University
29. Panel Assessor for Progress Monitoring of Projects under Knowledge Transfer Programme (KTP) Grant Scheme, USM, 13 March, 2014, BJIM, Building HG25, Lorong Cahaya, 9am-1pm., , 2014, -, , University
30. Panel Assessor for Bengkel Penilaian Projek Libatsama Universiti-Komuniti/Universiti-Komuniti 2014, 26 March 2014, 8.30am-2.00pm, Bilik Auditorium, INFORMM, USM, , 2014, -, , University
31. External Reviewer/Assessor for Progress Update Research Project "The Role of Social Marketing in Nutrition for Pregnant Women in Pattani, Thailand" - research grantfrom Prince of Songkla University, Pattani Campus, , 2014, -, , International
32. Malaysian Halal Certification and Malaysia as Global Halal Hub: aamc2015_OHE19: The Awareness and Acceptance by the OIC Members Food Manufacturers for 10th Asian Academy of Management 2015 Conference , , 2015, -, , International

33. Influential Factors in Adoption of code aamc2015-MCB3: Green Practices by Airline Passengers in Malaysia: A Proposed Framework for 10th Asian Academy of Management 2015 Conference, , 2015, -, , International
34. Knowledge Transfer Programme (KTP) Rolling 2 - Periodic Monitoring of Grants, 8 June 2015, 10 am, Bilik Mesyuarat BJIM, USM. Appointed panel evaluator for USM's KTP grant holders (community based programmes), , 2015, -, , University
35. Panel evaluation for USM RU grant Social Science and Arts 2015 - Dec 2015, , 2015, -, , University
36. KTP Grant USM Panel Reviewer 19 April 2016, , 2016, -, , University
37. Panel penilai geran penyelidikan FRGS USM Fasa 1 2016, , 2016, -, , University
38. Panel penilai geran penyelidikan RUI USM Bidang Sains Sosial dan Sastera 2016, , 2016, -, , University
39. Panel penilai untuk KTP Rolling Phase 1 & 3 2016 peringkat USM, 18 Oktober 2016., , 2016, -, , University
40. The Regional Humid Tropics Hydrology and Water Resources Center for Southeast Asia and The Pacific (Humid Tropics Center Kuala Lumpur â→ HTCKL), Jabatan Pengairan dan Saliran Malaysia dengan kerjasama UNESCO Jakarta, , 2016, -, , International
41. EXCO UNESCO IHP MALAYSIA, , 2016, -, , National
42. Panel Penilai untuk Bengkel Penilaian Permohonan Geran TRGS (Bil.1/2016), , 2016, -, , University

Editorial Board

(Title), (Jurnal), (Year), (Level)

1. CHIEF EDITOR, ASIAN ACADEMY OF MANAGEMENT JOURNAL (AAMJ), 2009, University
2. DEPUTY CHIEF EDITOR, ASIAN ACADEMY OF MANAGEMENT JOURNAL (AAMJ), 2009, University
3. Associate Editor, Journal of Agrobusiness Marketing, 2009, National
4. EDITORIAL BOARD COMMITTEE, JOURNAL OF AGROBUSINESS MARKETING, 1/1/2010-31/12/2011, National
5. Associate Editor, Journal of Agrobusiness Marketing, 2/1/2012- 31/12/2012, National

Member of a Panel Discussion / Forum

(Activity), (Organisation), (Role), (From)-(Until), (Level)

1. Session Chair for Asian Academy of Management 2009 (18-20 December 2009, Hyatt Hotel, Kuantan, Pahang), , 2009, -, , University
2. Discussant Business Seminar @ GSB 2013 (paper presentation by Evi Silvana Muchsinati, DBA) 23 April 2013, Graduate School of Business, USM, , 2013, -, , University
3. Discussant Business Seminar @ GSB 2013 (paper presentation by Mulia Pamadi, DBA), 23 April 2013, Graduate School of Business, USM, , 2013, -, , University
4. Pasukan Petugas Pelaksanaan Dasar Sumber Air Negara (PPDSAN) - Working Group 5 (WG5) - Pembangunan Keupayaan dan Kesedaran, , 2013, -, , National
5. Jawatankuasa Teknikal Program Living River (Program 1 Negeri 1 Sungai), Jabatan Pengairan dan Saliran, Ministry of Natural Resources and Environment, , 2014, -, , National
6. ACADEMIA â→ MARKETING ROUNDTABLE DISCUSSION THEME: RELEVANCY OF PENANG AS A TOURISM DESTINATION Date: 7th May 2014 (Wednesday) Time: 8.30 am â→ 1.00 pm Venue: Meeting Room, Graduate School of Business (GSB) Organiser: GSB, , 2014, -, , University
7. Discussant for conceptual paper presentation: Maisarah Ahmad, PhD candidate, GSB - Determinants of Sustainable Tourism Indicators and Practices for Tour Operators and the Application in Malaysia, 3rd September 2015, 9.30-10.30am, Graduate School of Business, USM, , 2015, -, , University
8. Discussant for conceptual paper presentation: Aida Azlina Mansor, PhD candidate, GSB - Developing and Evaluating Neuromarketing Model on Green Product Selection in Fast Moving Consumer Goods (FMCG) Sector, 14 September 2015, 12 noon-1.00pm, Graduate School of Business, USM, , 2015, -, , University
9. Working Group Committee Member (Kump. Kerja 5/WG5) for Dasar Sumber Air Negara (DSAN): Pembinaan Keupayaan dan Kesedaran 2015, , 2015, -, , National
10. Appointment as member for Working Group 5 Dasar Sumber Air Negara (DSAN) 2016 -, , 2016, -, , National

11. Panelist Water Security Conclusion - from source to supply in Water Security Conference 2016, 12 May 2016, SERC, Engineering Campus, USM., , 2016, -, , National
12. team of experts to review the water curriculum, , 2016, -, , International

Member in Professional / Academic Associations

(Organisation), (Membership), (Year), (Level)

1. ASIAN ACADEMY OF MANAGEMENT, , 2009, University
2. MALAYSIAN HYDROLOGICAL SOCIETY, , 2009, National
3. UNESCO-IHP Malaysia, EXCO, 2012, International
4. RCE Penang-RCE GWS-SOPA, Committee Members(Conference/Seminar/Workshop), 2013, International
5. The Malaysia TRIZ Innovation Association, Members, 2013, National
6. Malaysian Hydrological Society, Members, 2014,
7. Asian Academy of Management (AAM), Members, 2014, International
8. Asian Academy of Management (AAM), Members, 2016, International
9. Malaysian Hydrological Society, Members, 2016, National

Reviewing Articles in Academic Journals / Assessor of Working Papers / Reviewing Books

(Title of Journal), (Name of Journal), (Editor), (Year)

1. Can instrumental and aesthetic online cues compensate for the lack of touch in the context of apparel online shopping?, Journal of Computer-Mediated Communication, Dr. Maria Bakardjieva, 2011
2. Asian Case Research Journal Article 2120233: Customers and Marketing Performance Indicators at Medical Device Company, Asian Case Research Journal, Assoc. Prof. Lau Geok Theng, 2012
3. Asian Academy of Management Journal - Reviewing Paper No. 2550: â→ The knowledge creation and green entrepreneurship: A study of two Vietnamese green firmsâ→ , Asian Academy of Management Journal, Prof. Fauziah Md. Taib, 2012
4. The Effect of Service Antecedents on Student Perceived Satisfaction: A Case in Malaysia., Asian Academy of Management AAMJ â→ → Invitation to Review an Article Paper No. 2728: â→ → The Effect of Service Antecedents on Student Perceived Satisfaction: A Case in Malaysiaâ→ , Assoc. Prof. Zamri Ahmad, 2013
5. Surveillance and Charitable Donation Behaviour, 10th Asian Academy of Management International Conference 2013, , 2013
6. BRJASR-86-13: A strategy of organic vegetable production with a farmer-based premium price, Basic Research Journal of Agricultural Science and Review, Ruth Eyaghe Editorial Assistant, Basic Research Journal of Agricultural Science Review (BRJASR) E-mail: jasr@basicresearchjournals.org, 2013
7. BRJSPS-55-13: Investigating Equity in Islamic Jurisprudence, Basic Research Journal of Social and Political Science, Ikutu blessed Editorial Assistant, Basic Research Journal of Social and Political Sciences (BRJSPS) Email: jsps@basicresearchjournals.org, 2013
8. â→ → A Qualitative Study on Fruits and Vegetables' Consumption Behaviour of Malay Adults in the State of Selangor.â→ , Journal of Agribusiness Marketing, En. Mohd Riduwan Mohd Hussin, Executive Editor Journal of Agribusiness Marketing, 2013
9. Article: Ethnic Differences Associated with Materialism and its Correlates: A Perspective on Malaysia, Asian Journal of Business and Accounting The Journal of the Faculty of Business and Accountancy, University of Malaya , Prof. Susila Devi, 2013
10. M'sian Case Study of the Impact of Event Quality on Game Attendance from Fan's Point of View - reviewer of conference papers ppr ID AAMC2013-MKT-11 for, the 10th Asian Academy of Management International Conference 2013 - Marketing track, , 2013
11. paper no. 67960_128726,"Antecedents and Consequences of Consumers' Participation in Virtual Communities" submitted to the International Journal of Electronic Marketing and Retailing (IJEMR), International Journal of Electronic Marketing and Retailing (IJEMR); Journal URL: <http://www.inderscience.com/ijemr>, M.A. Dorgham, On-line Submissions Team submissions@inderscience.com, 2014
12. Paper 2805:The Effectiveness of Integrated Advertisement Message Strategy in Developing Audience-Based Brand Equity and Purchase Intention (A Pilot Study), Asian Academy of Management Journal, Assoc. Prof. Dr. Zamri Ahmad, School of Management, USM., 2014

13. Expert Review of Textbook on Digital Marketing published by Oxford Fajar Sdn. Bhd., Book - Digital Marketing published by Oxford Fajar Sdn. Bhd., Terence Chiew, Commissioning Editor, Higher Education, Oxford Fajar Sdn. Bhd., 2014
14. reviewer for journal Advancement in Science and Technology Research (ASTR) (June 2015), manuscript ASTR 2015-016: The Role of information Technology on Terrorism and its impact in Nigeria; Chief editor: Prof. Peng Yang; www.netjournals.org, Advancement in Science and Technology Research (ASTR), Prof. Peng Yang, 2015
15. reviewing journal article 2. Atlantic Journal of Education and Humanities Studies (AJEHS) (June 2015), manuscript: AJEHS-15-004; → Effects of computer based instructional strategy on students → academic achievement in senior secondary school biology in ogun state Nigeria → , www.atlanticrj.org/journals/ajeHS/index.html, Atlantic Journal of Education and Humanities Studies (AJEHS), Rose Areh, Editorial Assistant., 2015
16. reviewr for AAMJ paper no 2945: Brand personality toward customer purchase intention: the intyermediate role of electronic WOM and brand equity, asian academy of management journal, asian academy of management, 2015
17. Manuscript no. 2016/JGEESI/27973: Problems in Domestic Water Supply in Dutsen Kura Gwari,Chancaga Local Government Area of Niger State, Nigeria, Journal of Geography, Environment and Earth Science International, Dr. M. Basu, 2016
18. Paper 2945 - BRAND PERSONALITY TOWARD CUSTOMER PURCHASE INTENTION: THE INTERMEDIATE ROLE OF ELECTRONIC WORD-OF-MOUTH AND BRAND EQUITY, Asian Academy of Management Journal (AAMJ), Asian Academy of Management - Assoc. Prof. Dr. Zamri Ahmad, 2016
19. Book Reviewer for Strategic Marketing textbook, Strategic Marketing textbook manuscript by Higher Education, Oxford Fajar Sdn. Bhd., Terence Chiew, editorial manager, higher education oxford fajar sdn bhd., 2016
20. Appointed reviewer to IJEPRR,Prof. Naseer Ahmad Al-Khawaldeh Editor for manuscript entitled CONSUMER REACTION TO THE EXPANSION OF THEIR RELATIONSHIP WITH THE BRAND IMAGE (BRAND COMPONENTS, SERVICES AND SUITABILITY) SPORTS COMPANIES IN THE IRANIAN CITY OF ARDABIL. International Journal of Educational Policy Research and Review, International Journal of Educational Policy Research and Review (IJEPRR); editor Prof. Naseer Ahmad Al-Khawaldeh , Prof. Naseer Ahmad Al-Khawaldeh, 2016
21. given a certificate (SDI/HQ/PR/2016/ACRI/30803 for reviewing Manuscript no 2016/ACRI/30803: Informal water vending and its impact on household water poverty and family expenditure in an urban slum in Nigeria for Archives of Current Research International journal, Archives of Current Research International journal, Dr. M. Basu, 2016
22. Invitation to review a journal article; manuscript BMRJ 17; 0027 → Statistical analysis of customers → experience at service touch points of the telecommunication industry in Ghana → An analysis of Platinum Queue at MTN call centre → , Business and Management Research Journal (BMRJ), 30 May 2017, Business and Management Research Journal (BMRJ), 30 May 2017, Margaret Blankson Editorial Assistant, 2017

Awards

(Name of Award), (Product), (Organiser), (Event), (Venue), (Date), (Level)

1. Anugerah Perkhidmatan Cemerlang 2012 (Service Excellence Award 2012), , , , 2012, University

Awards for Innovation

(Name of Award), (Awarding Institution), (Event), (Year), (Level)

1. Bronze Medal -- Open Category Theme: Resilient Technology for Development at i-STEEEx 2016 International Science, Technology and Engineering Expo 2016, 26th October 2016, Riverside Majestic Hotel, Kuching, Sarawak Title: Remover of E.coli Via Low-Frequency Electromagnetic Field in Riverbank Filtration Innovation Competition (open cateogorie): "International Science, Technology & engineering Expo" (i-SEEx 2016) Venu : Riverside Majestic Hotel, Sarawak, Malaysia. Date : 26th October 2016. Award : Bronze Medal, i-STEEEX 2016: UNIMAS-MOHE-CIDB-CREAM, i-STEEEx 2016 International Science, Technology and Engineering Expo 2016, 26th October 2016, Riverside Majestic Hotel, Kuching, Sarawak, 2016, International

Keynote Speaker

1. THE IMPORTANCE OF INCLUDING SOCIAL ASPECTS IN WATER SECURITY RESEARCH AGENDA IN MALAYSIA, WATER SECURITY CONFERENCE 2016, ORGANIZED BY UNIVERSITI SAINS MALAYSIA-UNIVERSITI TEKNOLOGI MALAYSIA-MINISTRY OF HIGHER EDUCATION, 10-12 MAY 2016, SERC, USM ENGINEERING CAMPUS, NIBONG TEBAL, MALAYSIA, WATER SECURITY

Assessor/Examiner

Internal Examiner

(Title), (Student), (University), (Duration)

1. URBAN ADOLESCENTS' ROLE IN PARENTS' CONSUMER SOCIALIZATION, MAISARAH AHMAD, UNIVERSITI PUTRA MALAYSIA (UPM), -
2. Internal Marketing, Internal Service Quality, Empowerment, and Business Performance: An Empirical Study of Private Higher Education Institutions in Malaysia, Ng Peng Long, USM, -
3. CONSUMERS' RESPONSE TO CAUSE-RELATED MARKETING (CRM), PhD, School of Management, USM, USM, -
4. QUALITY OF INTERNAL CONTROL SYSTEM SERVICE QUALITY PATIENT SATISFACTION: AN ANALYSIS IN OBSTETRIC WARDS OF MALAYSIAN PUBLIC HOSPITALS, PhD, USM, -
5. THE EFFECT OF MARKET ORIENTATION ON NEW PRODUCT PERFORMANCE, THE MODERATING EFFECT OF SUPPLIER INVOLVEMENT, AND THE MEDIATING ROLE OF PROFICIENCY OF NEW PRODUCT DEVELOPMENT, PhD, school of management, USM, USM, -
6. , Lee Pey Mey, Universiti Sains Malaysia (USM), 1/10/2010- 31/1/2011
7. Goh Hsiao Yee (2011), "Factors Affecting Adoption of e-Learning by Institutions in Malaysia Higher Learning Institutions", MBA dissertation, Goh Hsiao Yee (2011), Universiti Sains Malaysia (USM), 21/11/2011- 21/11/2011
8. Mohd. Najib Mansor (2011) with thesis entitled "Entrepreneurial Behavior & Performance: A Study on Malay Small-Scale Individual Entrepreneurs (SIEs) at Bukit Kayu Hitam & Padang Besar", Mohd. Najib Mansor (2011), Universiti Sains Malaysia (USM), 26/9/2011- 26/9/2011
9. Ch'ing Jia Cai (2011), MBA Project Management (AGW 622), Ch'ing Jia Cai, Universiti Sains Malaysia, 4/4/2011- 4/12/2011
10. Manjeet Dashini Kaur (2011), MBA AGW 622 - Project Management thesis, Manjeet Dashini Kaur (2011), Universiti Sains Malaysia, 22/11/2011- 22/11/2011
11. Rozialina Mat Zain (2011), MBA thesis AGW 622 - Project Management, Rozialina Mat Zain (2011), Universiti Sains Malaysia, 4/4/2011- 4/4/2011
12. Lee Lai Meng (2011), MBA thesis ADW 622 - Project Management, Lee Lai Meng (2011), Universiti Sains Malaysia, 6/4/2011- 6/4/2011
13. Teh Ting Lee (2011), MBA thesis AGW 622 - Project Management, Teh Ting Lee (2011), Universiti Sains Malaysia, 4/4/2011- 4/4/2011
14. appointed internal examiner reviva for Marhana Mohamed(2011), "Consumers' Response to Cause Related Marketing" on 19 October 2011, 9.30am, Bilik Latihan, School of Management, Universiti Sains Malaysia, Marhana Mohamed (2011), Universiti Sains Malaysia, 19/10/2011- 19/10/2011
15. Chutima Wangbenmad (2011), "The Effect of Market Orientation on New Product Performance: The Moderating Effect of Supplier Involvement and Mediating Role of Proficiency of New Product Development", Chutima Wangbenmad (2011), Universiti Sains Malaysia, 23/11/2010- 11/5/2011
16. Chong Yee Ling (2011), "Quality of Internal Control System, Service Quality and Patient Satisfaction: An Analysis in Obstetric Wards of Malaysian Public Hospitals", Chong Yee Ling (2011), Universiti Sains Malaysia, 29/10/2010- 14/4/2011
17. Siddiq Balal Ibrahim Balal (2011), "Societal Marketing Orientation and Marketing Performance: The Mediating Role of Key Market-Based Capabilities and the Moderating Effect of Institutional Context", Siddiq Balal Ibrahim Balal (2011), Universiti Sains Malaysia, 30/6/2011- 30/6/2011
18. Lau Pei Mey (2011), "Service Quality, Visitor Satisfaction and Behavioral Intentions towards the Cultural Heritage Sites: A Study of the Museums in Malaysia", Lau Pei Mey (2011), Universiti Sains Malaysia, 31/1/2011- 31/1/2011
19. Internal examiner for Suria Sulaiman's PhD proposal defense, Suria Sulaiman, Universiti Sains Malaysia, 30/1/2012- 30/1/2012
20. Internal examiner for PhD candidate, Md. Shariff, Md. Shariff, Universiti Sains Malaysia, Penang, Malaysia, 6/1/2012- 6/1/2012
21. Pemeriksa Dalam AGW729: Dissertation & Viva Voce, Sem 2, sesi 2012/2013 for Mohammad Falahat Nejad (DBA): An Investigation of the critical success factors of Born Global's

- Internationalization Approach Among the Malaysian SME's towards foreign market Expansion (10 Mei 2012), Mohammad Falahat Nejad, Universiti Sains Malaysia, 10/5/2012- 10/5/2012
22. Investigation of Green Healthcare Product Purchas Intention, Chew Yew Ling, USM, 20/11/2012- 20/11/2012
 23. Effect of Background Music on Duration Consumer Stay in Store: An Experience of Shopping, Choo Li Ping, USM, 20/11/2012- 21/11/2012
 24. Brand, Marhana, Universiti Sains Malaysia, -
 25. SME in Pakistan, Ejaz, Universiti Sains Malaysia, -
 26. Factors that Triggering Brand's Country of Origin Information, Teo Poh Chuin, Phd, Universiti Sains Malaysia, -
 27. Emmeline Loke Siau Wei, MBA (2013) An Empirical Study on the Factors Influencing Brand Choice of Insurance Among Generation Y in Penang, Malaysia, 19 nov 2013, Discussant Room, GSB, Emmeline Loke Siau Wei, Universiti Sains Malaysia, 19/11/2013- 19/11/2013
 28. Evi Silvana Muchsinati, DBA candidate, GSB (2013), Factors Influencing Innovative Performance: lens in Hotel Industry in Indonesia, 28 Oct 2013, Meeting Room, Cenpris, USM, Evi Silvana Muchsinati, DBA, Universiti Sains Malaysia, 28/10/2013- 28/10/2013
 29. Mulia Pamadi, Enterprise Agility, Network Structure and Government Support on Firm's Performance: A Study of SME Housing Developers in Indonesia, 26 September 2013, Discussant Room, GSB, USM, Mulia Pamadi, Universiti Sains Malaysia, 26/9/2013- 26/9/2013
 30. Teo Poh Chuin, School of Management (2014), Factors Triggering Brand's Country of Origin Information, Teo Poh Chuin, Universiti Sains Malaysia, -
 31. internal examiner for phd candidate Ejaz Ahmed Mian (2014), Entrepreneurial Orientation, Entrepreneurial Marketing and Small Firm Performance in Pakistan, School of Management, USM, Penang, Ejaz Ahmed Mian, Universiti Sains Malaysia, -
 32. Wilawan Jansri, PhD - THE INFLUENCE OF PERCEIVED VALUE, PERSONAL VALUES AND SALESPEOPLE TOWARDS REPURCHASE INTENTION: A STUDY ON LUXURY NATURAL PRODUCT, School of Management, Universiti Sains Malaysia, Wilawan Jansri, Universiti Sains Malaysia, 13/11/2014- 13/11/2014
 33. retno dewanti - A STUDY OF THE EFFECT OF HYPERMARKETSâ→ → SOCIAL MEDIA USAGE ON INDONESIAN CUSTOMERSâ→ → LOYALTY, School of Management, Universiti Sains Malaysia , retno dewanti, Universiti Sains Malaysia, 8/9/2014- 8/9/2014
 34. KAVEH ABHARI- A PROPOSED MODEL FOR CUSTOMER EXPERIENCE MANAGEMENT: TOPOLOGY, ANTECEDENTS, AND OUTCOME, SCHOOL OF MANAGEMENT, Universiti Sains Malaysia, Penang., KAVEH ABHARI, , 30/5/2014- 31/12/2014
 35. Khairol Anuar bin Ishak, Franchisor-Franchisee Relationship Quality: Its Precedents Impacts, Khairol Anuar bin Ishak, Universiti Sains Malaysia, 2/9/2014- 30/1/2015
 36. Shaizatulaqma 2015 Examining r/ship of value proposition to purchase intention with attitude towards advertising as an antecedent and religiosity as moderator: a case of muslim consumers in malaysia, Shaizatulaqma Kamalul Ariffin, Universiti Sains Malaysia, 18/11/2014- 1/2/2015
 37. Solihaton Hanim binti Halim (2015) The Impact of Frontline Desk Service Quality on the Customer Loyalty: The Mediating Effect of Customer Satisfaction and Role of Trust, MBA thesis, GSB, Solihaton Hanim binti Halim (2015), Universiti Sains Malaysia, 26/5/2015- 26/5/2015
 38. Tan Wei Lynn (2015) The Impact of Service Quality, Customer Satisfaction and Brand Image of Guest House, Penang, MBA thesis, Graduate School of Business, USM, Tan Wei Lynn (2015), Universiti Sains Malaysia, 26/5/2015- 26/5/2015
 39. Sujata Muniandy (2015) Extended Theory of Planned Behavior- The Role of Social Media on Recycling Behavior Among Malaysian Public in Penang, MBA thesis, Graduate School of Business, USM, Penang, Sujata Muniandy (2015), Universiti Sains Malaysia, 27/5/2015- 27/5/2015
 40. Sani bin Abdul Rahman (2015) Factors that Influence Purchasing Behavior towards Islamic Product Based Information, MBA thesis, Graduate School of Business, USM, Penang, Sani bin Abdul Rahman (2015), Universiti Sains Malaysia, 27/5/2015- 27/5/2015
 41. Seyedeh Khadijah Taghizadeh (2015) Service Innovation Management Practices on Performance for New Service Development: Experience from malaysian Telecommunications Industry, School of management, USM, Seyedeh Khadijah Taghizadeh, Universiti Sains Malaysia, 23/3/2015- 23/3/2015
 42. Sharifah Sofiah binti Syed Omar (2015) Relationship between Supply Chain and Turnover Stock, Case Study: Bernas Gas Petronas, Sharifah Sofiah binti Syed Omar (2015), Universiti Sains Malaysia, 16/11/2015- 16/11/2015

43. Sofiah bt Ibrahim (2015) SME Market Diversification: The Case of DFN JITU Enterprise, Sofiah bt Ibrahim (2015), Universiti Sains Malaysia, 16/11/2015- 16/11/2015
44. Nor Hayati binti Yusof (2015) The Level of Customers' Expectation on local chocolate product - the case study of Inang Suri Enterprise, Nor Hayati binti Yusof (2015), Universiti Sains Malaysia, 16/11/2015- 16/11/2015
45. Wan Normila binti Mohamad (2015) Role of Medical Travel Facilitator on Service Quality and Behavioral Intention in Malaysia Private Hospitals: Mediating Effects of Companion's Delight and Satisfaction,, Wan Normila binti Mohamad (2015), Universiti Sains Malaysia, 14/4/2015- 27/10/2015
46. Nadia Farhana - The effects of Customer Experience and Customer Equity Drivers in Building Service Loyalty of Private Hospitals of Bangladesh: Mixed Method Approach, Nadia Farhana, Universiti Sains Malaysia, 23/12/2015- 1/7/2016
47. Investigation on Relational Factors, Trust, Commitment and Information Exchange in the Content of Service Firm Supplier Relationship in Malaysia, Mohd Adan Omar, Universiti Sains Malaysia, 12/1/2016- 30/9/2016
48. Lim Sing Yong (2016) An Empirical Study of Second Hand Consumer Purchase Intention in Penang, Malaysia, MBA thesis, Lim Sing Yong (2016), USM, 15/11/2016- 15/11/2016
49. Idola Per dini Putri (2016), Construction of Indonesia National Identity: An Analysis of Indonesia Independent Film During 2009-2015; 25 Oct 2016, 2-4pm, Discussion Room, GSB, Idola Per dini Putri (2016), USM, 25/10/2016- 25/10/2016
50. Nurafni Rubiyanti (2016) Halal Cosmetics Purchasing Behaviour: The Role Of Brand Personality And Halal Labelling: Case Of Wardah Indonesia, 26 Oct, 2016, 9-11am, Nurafni Rubiyanti (2016), USM, 26/10/2016- 26/10/2016
51. Citra Kusuma Dewi (2016) An Empirical Study Of Consumer Switching From Offline To Online Purchasing: A Push Pull Mooring Perspective (The Indonesian Experience), 11am-1pm GSB Meeting Room, Citra Kusuma Dewi (2016), USM, 26/10/2016- 26/10/2016
52. Siti Aishah Chu binti Abdullah(2016) Integrated Marketing Communication: A study of Malaysian Public and Private Institutions of Higher Education; to send report by 6 Jan 2017, Siti Aishah Chu binti Abdullah(2016), USM, 27/9/2016- 6/1/2017
53. Yeoh Siew Ching (2016) Service Quality, Satisfaction and Behavioral Intention for Sport Outdoor Event in Malaysia, MBA thesis., Yeoh Siew Ching (2016), USM, 21/3/2016- 31/5/2016
54. Masyitah Razali (2016) Preference of International Tourism Shopping for Craft Souvenirs, MBA thesis, Masyitah Razali (2016), USM, 21/3/2016- 31/5/2016
55. Aida Azlina Mansor (2016) Conceptualization of neuromarketing: understanding consumers' decision making in purchasing FMCG towards building strong green brand equity, gsb, 21 April 2016, Aida Azlina Mansor (2016), Universiti Sains Malaysia, 21/4/2016- 21/4/2016
56. Maisarah Abdul Hamid (2016) The development of practices and intention to adopt sustainable tourism for tour operators in Malaysia, Maisarah Abdul Hamid (2016), Universiti Sains Malaysia, 21/4/2016- 21/4/2016
57. Norzehan Abu Bakar (2016), The influence of brand name linguistic, brand logo, package design, health claims and brand experience on chocolate malt drink preferences, phd thesis, Norzehan Abu Bakar (2016), Universiti Sains Malaysia, 3/11/2016- 6/1/2017
58. Sharifah Sabrina Syed Ali: Green Innovation Practices and Performances: From the Perspective of Stakeholder's Theory, GSB meeting room, 7th April 2016, 10.30-11.00am., Sharifah Sabrina Syed Ali, Universiti Sains Malaysia, 7/4/2016- 7/4/2016

External Examiner

(Title), (Student), (University), (Duration)

1. FOREIGN STUDENTS→ SATISFACTION AND ITS IMPACT ON THEIR RETENTION AMONG PUBLIC UNIVERSITIES IN MALAYSIA (MS proposal by MOHAMMAD BAGHER NAGHDI) , Master of Science, UPM, -
2. Malvern Abdullah (2011), Organisational Resources and Product Innovation Performance: An Empirical Study on Malaysian Electronic and Electrical Industry, Malvern Abdullah, Universiti Teknologi MARA (UiTM), 1/11/2010- 19/1/2011
3. Hasliza binti Hassan - Ph.D., Multimedia University Thesis Title: â→ → Corporate Brand Extension Value and the Mediating Effect of Experience and Brand Personalityâ→ , Hasliza binti Hassan - Ph.D., Multimedia University, 27/6/2014- 27/6/2014
4. Appointed external examiner for PhD candidate Noorasikin Mohd. Mandak (2015) (ZP01030), Role of Perceived Value in Sustaining Recycling Behavior: A Processual Case Study of Recycling Experience in Put, Noorasikin Mohd. Mandak (2015), Universiti Kebangsaan Malaysia, 21/10/2015- 21/10/2015

5. Shahid Rasool (2016) UNIMAS Self-cocept, Self congruence and plate of food waste: towards socially responsible consumption behavior in Malaysia, PhD thesis, Shahid Rasool (2016), UNIMAS, 2/11/2016- 5/1/2017

Academic Assessor

(Title), (Student), (University), (Duration)

1. Mohd. Najib Mansor (2011) "Cross Border Studies on Entrepreneur Behavior and Performance", Mohd. Najib Mansor, Universiti Sains Malaysia, 17/3/2011- 17/3/2011
2. Khanungnit Hnucheck (2011), "Performance of Franchisor in Food and Drinks Industry of Thailand: Perception of Franchisee", Khanungnit Hnucheck (2011), Universiti Sains Malaysia, 17/3/2011- 17/3/2011
3. Mohammad Falahat Nejad (2011), "An Investigation of the Critical Success Factors of Born Global's Internationalization Approach Among the Malaysian SMEs towards Foreign Market Expansion", Mohammad Falahat Nejad (2011), Universiti Sains Malaysia, 17/3/2011- 17/3/2011

Others

(Authors), (Year), (Title), (Duration)

1. 2008, Journal of Agrobusiness Marketing; ISBN 1985-3890, -
2. 2009, Asian Academy of Management Journal (AAMJ), 7/1/2008- 8/1/2009
3. 2009, Asian Academy of Management Journal (AAMJ), -

Ahli Lembaga Pengajian

(Authors), (Year), (Title), (Duration)

1. 2009, Ahli Majlis, 15/1/2009- 31/12/2009
2. 2009, Ahli Majlis GSB, -
3. 2014, Tan Ooi Leng Choo - The Use Of WebQLM To Enhance Motivation, Collaboration And Writing Performance In Argumentative Writing, 11/4/2014- 11/4/2014

Jurnal

(Authors), (Year), (Title), (Duration)

1. 2011, Manuscript reviewer for Journal of Agribusiness Marketing for manuscript entitled "Consumers' Perspective toward Malaysia Traditional Food: Sambal Belacan (Chili Shrimp Paste)", 9/6/2011- 23/6/2011

Pensyarah/Saintis/Felo/Professor Kunjungan

(Authors), (Year), (Title), (Duration)

1. 2015, Visiting Professor, 1/7/2014- 2/3/2015
2. 2015, adjunct associate professor, Disaster Prevention Research Institute (DPRI), kyoto university, 31/10/2014- 27/2/2015

CONSULTANCY

Consultancy With Monetary Reward (University / School / Personal)

(Title Of Project), (Sponsor), (Value), (Main Researchers), (Duration)

1. Speakers for Program Latihan Skim Usahawan Siswazah (INSKEN). Series 5/2012: 10-14 December 2012, Vistana Hotel, Penang. , Institut Keusahawanan Negara (INSKEN), RM900,000.00, Assoc. Prof. Nabsiah Abdul Wahid, Assoc. Prof. Zamri Ahmad, Dr. Haslindar Ibrahim, Dr. Fathyah Hashim, 1/12/2010- 1/12/2015
2. Introduction to Research and Research Methodology(I2RRM) for Institut Latihan Kecemerlangan MARA, Institut Latihan Kecemerlangan MARA, RM8,000.00, AP Dr. Nabsiah Abdul Wahid & AP Dr. Siti Nabiha Khalid, 7/3/2011- 9/3/2011
3. Speakers for Program Latihan Skim Usahawan Siswazah (INSKEN). Series 4/2011: 14-18 November 2011, Swiss-Inn Sg. Petani, Kedah., Institut Keusahawanan Negara (INSKEN), RM40,000.00, AP Dr. Nabsiah Abdul Wahid, AP Dr. Zamri Ahmad, Dr. Haslindar & Dr. Fathyah Hashim, 14/11/2011- 18/11/2011
4. Speakers/facilitator for Program Latihan Skim Usahawan Siswazah (INSKEN). Series 3/2012: 8-12 October 2012, Kuching, Sarawak., Institut Keusahawanan Negara (INSKEN), RM0.00, , 1/12/2010- 31/12/2015
5. Mini MBA-ITD World, ITD World, RM16,000.00, Azlan Amran, Nabsiah Abdul Wahid, Rajendran Muthuveloo, Tan Cheng Ling, Teoh Ai Ping, Chu, Sofri Yahya, 1/8/2016- 1/9/2016

Review of Grant Proposal - Short Term/RU

(Title Of Project), (Sponsor), (Value), (Main Researchers), (Duration)

1. Reviewer for RU grant proposal for December 2010 Cycle for USM on 2 March 2011, Bilik Seminar, Pejabat Pelantar Penyelidikan, Pejabat Pelantar Penyelidikan USM, RM0.00, AP Dr. Nabsiah Abdul Wahid, 2/3/2011- 2/3/2011

Consultation Without Monetary Rewards (with appointment letter / consultation report)

(Title Of Project), (Sponsor), (Value), (Main Researchers), (Duration)

1. Facilitating Domestic Water Management Workshop, a programme by UNESCO-International Hydrological Programme Malaysia on 10-11 March 2011, UNESCO-International Hydrological Programme Malaysia, RM0.00, AP Dr. Nabsiah Abdul Wahid, AP Dr. Ismail Abustan, 10/3/2011- 11/3/2011
2. Bengkel Penilaian Projek Libatsama Universiti-Komuniti/Flagship 2011, 17-18 April 2011, Hotel Flamingo, Penang., Bahagian Jaringan Industri & Masyarakat, RM0.00, Bahagian Jaringan Industri & Masyarakat committee, 17/4/2011- 18/4/2011

SERVICE TO THE UNIVERSITY AND COMMUNITY

(Position), (Duration)

1. Session Chair (Track: Issues in Consumer Behavior) for 9th Asian Academy of Management Conference, 9th Asian Academy of Management Conference, 14/10/2011- 14/10/2011, National
2. Invited speaker, Kursus Kecemerlangan Diri & Organisasi Koperasi USM Berhad, 30/7/2011- 30/7/2011, National
3. Invited speaker/motivator, Kursus Kecemerlangan Diri & Organisasi Koperasi USM Berhad (KUSMB), 30/7/2011- 30/7/2011, National
4. Invited speaker, Introduction to Research & Research Methodology Workshop for Researchers Support Group, 12/5/2011- 13/5/2011, National
5. Invited speaker, How to Make the Most Out of Journal Articles Workshop for Researchers Support Group, 17/2/2011- 18/2/2011, National
6. Ketua Penyelidik (Impact Study Leader), AJK Kajian Impak Skim Geran "Knowledge Transfer Programme" KTP MOHE, 10/10/2011- 31/12/2012, National
7. Co-Chairman, River for All 2011 Expedition for Early Youngsters, 28/10/2011- 31/10/2011, National
8. Co-Chairman, Environmental Education Workshop for 'River for All' Expedition 2011, 3/11/2011- 3/11/2011, National
9. AJK Teknikal, Jawatankuasa Teknikal Satu Negeri Satu Sungai, Jab. Pengairan dan Saliran Malaysia, 2/1/2012- 31/12/2012, National
10. Exco, UNESCO-IHP Malaysia, Exco, UNESCO-IHP Malaysia, 1/10/2012- 1/10/2014, National
11. Advisor for Toyota Eco Youth Challenge Team, SM Sains Tun Syed Sheikh Shahabudin, Advisor for Toyota Eco Youth Challenge Team, SM Sains Tun Syed Sheikh Shahabudin, 25/2/2013- 31/12/2013, National
12. Chairman, J/K Pendidikan, Latihan dan Penerangan Awam, UNESCO-IHP Malaysia (Organizer), World Water Day Celebration - Kem Pemimpin Muda Prihatin Air Peringkat Kebangsaan, 1/2/2013- 29/5/2013, National
13. Chairman, J/K Pendidikan, Latihan dan Penerangan Awam UNESCO-IHP Malaysia, Kem Pemimpin Muda Prihatin Air Zon Borneo 2013, 1/1/2013- 29/3/2013, National
14. Ahli Jawatankuasa Kumpulan Kerja River Care Sungai Pinang 2013, Jawatankuasa Kumpulan Kerja River Care Sungai Pinang 2013, 1/1/2013- 31/12/2013, National
15. Program Advisor, Kem Pemimpin Muda Prihatin Air Kebangsaan (Zon Selatan) 2013, Kem Pemimpin Muda Prihatin Air Kebangsaan (Zon Selatan) 2013, 21/5/2013- 23/5/2013, National
16. Pengerusi Jawatankuasa Pendidikan, Latihan, dan Penerangan Awam (JKPLPA) dan fasilitator modul USM, Kem Pemimpin Muda Prihatin Air Anjuran Kolej Komuniti, Kementerian Pendidikan Ma UNESCO-IHP Malaysia, 27/10/2013- 30/10/2013, National
17. Chairman, JK Pendidikan, Latihan dan Penerangan Awam as well as facilitator for USM-JPS module, Kem Pemimpin Muda prihatin Air Zon Utara UNESCO-IHP Malaysia 21-23 January 2014, 21/1/2014- 23/1/2014, National
18. Motivator, Site visit and motivation talk to ex-lepers Sitanala society, Jakarta, Indonesia, 22 April 2014, 22/4/2014- 22/4/2014, National

19. Chairman, JK Pendidikan, Latihan dan Penerangan Awam as well as facilitator for USM-JPS module,Kem Pemimpin Muda prihatin Air Zon Tengah UNESCO-IHP Malaysia 21-23 August 2014,19/8/2014- 21/8/2014, National
20. Inetrnational Advisory Board,International Advisory Board Member for 2nd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT an,1/10/2014- 31/10/2014, National
21. Chairman, JKPLPA, Penasihat dan Fasilitator Modul Bio-Indicator,Kem Pemimpin Muda Prihatin Air Peringkat Kebangsaan Zon Utara,21/7/2015- 23/7/2015, National
22. chairman JKPLPA, Facilitator bioindicator module,kem Pemimpin Muda Prihatin Air Peringkat Kebangsaan Zon Borneo 2015,18/8/2015- 20/8/2015, National
23. Chairman, JKPLPA, Penasihat dan Fasilitator Modul Bio-Indicator,kem Pemimpin Muda Prihatin Air Peringkat Kebangsaan Zon Selatan 2015,3/11/2015- 7/11/2015, National
24. chairman JKPLPA, Facilitator bioindicator module,kem Pemimpin Muda Prihatin Air Peringkat Kebangsaan ESD 2015,28/7/2015- 30/7/2015, National
25. Facilitator for Kem Khas Pemimpin Muda Prihatin Air 2016 (for Anak-anak Kurang Upaya),Facilitator for Kem Khas Pemimpin Muda Prihatin Air 2016 (for Anak-anak Kurang Upaya) ,,26/10/2016- 27/10/2016, National
26. Facilitator Kem Pemimpin Muda Prihatin Air Zon Tengah Peringkat Kebangsaan 2016, Putrajaya, 22-24 Mac 2016; Wetland,Kem Pemimpin Muda Prihatin Air Zon Tengah Peringkat Kebangsaan 2016, Putrajaya, 22-24 Mac 2016; Wetl,22/3/2016- 24/3/2016, National
27. committee for food and beverage in,committee Water security conference 2016,10/5/2016- 12/5/2016, National
28. University CommitteeUniversity Committee,J/Kuasa Garis Panduan, Kriteria & Syarat Pemilihan Anugerah Tokoh Industri/Komuniti USM,24/8/2011- 31/12/2011, National
29. University CommitteeUniversity Committee,AJKK Majlis Perasmian/Penutup & Pelancaran APUCEN Summit,28/4/2011- 31/7/2011, National
30. University CommitteeUniversity Committee,Leader - Champion for Liason with Non Government Organisations (NGO) and International Agencies (IA),1/11/2011- 31/12/2012, National
31. University CommitteeUniversity Committee,Domestic Water Management Workshop Committee,2/1/2012- 30/3/2012, National
32. University CommitteeUniversity Committee,AJK Pemantauan Projek KTP Roling Kedua (10 Disember 2012),3/12/2012- 10/12/2012, National
33. University CommitteeUniversity Committee,Hari Bersama BJIM - Community-Unjiversity-Community 27-28 September 2012,27/9/2012- 28/9/2012, National
34. University CommitteeUniversity Committee,committee member 7th. asia pacific rce meeting, rce penang,21/1/2014- 25/8/2014, National
35. University CommitteeUniversity Committee,AJK Skim Geran 'Knowledge Transfer Programme" KTP,5/4/2016- 31/1/2017, National
36. Chairman of School CommitteeChairman of School Committee,Committee for GSB 3rd Anniversary Celebration,19/1/2012- 6/3/2012, National
37. Chairman of School CommitteeChairman of School Committee,Valuing Human Dimension: Roundtable Session (CIMA-GSB-SOM), 5th November 2012,5/11/2012- 5/11/2012, National
38. Chairman of School CommitteeChairman of School Committee,Phd off-shore telkom University,13/5/2016- 13/5/2016, National
39. Chairman of the Review GroupChairman of the Review Group,Mesyuarat Jemaah Pemeriksaan Tesis,12/10/2011- 12/10/2011, National
40. Programme ChairpersonProgramme Chairperson,CHAIRMAN/PROJECT LEADER, GSB 2ND ANNIVERSARY 2011 WORKING COMMITTEE,1/1/2011- 31/3/2011, National
41. Programme ChairpersonProgramme Chairperson,Chairman for AGW622/623/630 Management Project, Semester 1, Academic Session 2011/2012,22/11/2011- 22/11/2011, National
42. Programme ChairpersonProgramme Chairperson,Domestic Water Management Workshop 2012,2/1/2012- 30/3/2012, National
43. Programme ChairpersonProgramme Chairperson,Bengkel Komuniti Saya Prihatin Air Zon Utara Peringkat Kebangsaan 2016,2/8/2016- 3/8/2016, National
44. Programme ChairpersonProgramme Chairperson,session chair for IPN conference 2016,23/9/2016- 24/9/2016, National
45. School CommitteeSchool Committee,JK Kecil Penasihat Industri & Akademik,16/9/2009- 31/12/2009, National

46. School CommitteeSchool Committee,JWK Usahasama Industri (Penyelidikan, Perundingan & Latihan),16/9/2009- 31/12/2009, National
47. School CommitteeSchool Committee,JWK Kerja Perlantikan Syarahan Umum Y.Bhg. Prof. Datin Hasnah Haron,9/1/2009- 14/12/2009, National
48. School CommitteeSchool Committee,JK KPI, KIP & Pelan Strategik,16/9/2009- 31/12/2009, National
49. School CommitteeSchool Committee,JWK Exco Dekan,16/9/2009- 31/12/2009, National
50. School CommitteeSchool Committee,JWK Pemeriksaan & Pemantauan,8/4/2009- 31/12/2009, National
51. School CommitteeSchool Committee,JWK Kualiti Program DBA,16/9/2009- 31/12/2009, National
52. School CommitteeSchool Committee,JWK MBA/DBA Conference,16/9/2009- 31/12/2009, National
53. School CommitteeSchool Committee,JWK Sambutan Pelajar Baru,16/9/2009- 31/12/2009, National
54. School CommitteeSchool Committee,JWK Usahasama Akademik,16/9/2009- 31/12/2009, National
55. School CommitteeSchool Committee,JWK Penerbitan Jurnal, Buku, Majalah & Brosur,16/9/2009- 31/12/2009, National
56. School CommitteeSchool Committee,Organising Committee for 3rd. Business Seminar @ GSB,20/10/2011- 21/10/2011, National
57. School CommitteeSchool Committee,Green Technology Financing Forum - Leadership Challenges & Experiences,20/4/2011- 20/4/2011, National
58. School CommitteeSchool Committee,Ahli Jawatankuasa Penyelidikan dan Penerbitan Pusat Pengajian Siswazah Perniagaan,1/1/2012- 31/12/2012, National
59. School CommitteeSchool Committee,Self-Evaluation Report (SER) ABEST21 Workshop, 9th Nov 2012, GSB meeting room,9/11/2012- 9/11/2012, National
60. School CommitteeSchool Committee,AJK Akademik PPSP,1/1/2012- 31/12/2012, National
61. School CommitteeSchool Committee,AJK Jaringan Industri dan Masyarakat GSB,1/1/2012- 31/12/2012, National
62. School CommitteeSchool Committee,Sustainable Enterprise Research & Value Enhancement Unit (SERVE-U), GSB,4/1/2012- 31/12/2012, National
63. School CommitteeSchool Committee,Juruaudit Kualiti Dalam PPSP 2012,1/3/2012- 20/3/2012, National
64. School CommitteeSchool Committee,Ahli JK Akademik dan Hal Ehwal Pelajar/Academic and Students affairs Committee member GSB,2/1/2016- 31/12/2016, National
65. School CommitteeSchool Committee,AJK Buku Laporan Tahunan GSB /Committee member for GSB Annual Report GSB,2/1/2016- 31/12/2016, National
66. School CommitteeSchool Committee,AJK Jaringan Industri dan Komuniti / Committee member for GSB's Industry and Community Network,2/1/2016- 31/12/2016, National
67. School CommitteeSchool Committee,Wakil Kelestarian & CSR PTJ/ PRME / GSB's representative on sustainability and CSR/PRME,2/1/2016- 31/12/2016, National
68. Deputy DeanDeputy Dean,Deputy Dean, Industry and Community Network,19/1/2010- 31/12/2013, National
69. Deputy DeanDeputy Dean,Community Education Programme - Entrepreneurship,3/2/2012- 3/2/2012, National
70. Programme ManagerProgramme Manager,DBA Program Manager,15/1/2009- 31/12/2009, National
71. CommitteeCommittee,Asian Academy of Management International Conference 2009 Committee Member,1/1/2009- 20/12/2009, National
72. CommitteeCommittee,Ahli Majlis Pusat Pengajian Pengurusn,15/1/2009- 31/12/2009, National
73. CommitteeCommittee,Ahli Majlis Pusat pengajian Siswazah Perniagaan,15/1/2009- 31/12/2009, National
74. CommitteeCommittee,BADAN PERMUAFAKATAN PENDIDIKAN MARA (MUFAKAT) MALAYSIA CAW. KOLEJ MARA KULIM,15/4/2010- 15/12/2011, National
75. CommitteeCommittee,GSB Industry Partners Meeting with SPJIMR and SERVE U 2012,16/1/2012- 16/1/2012, National

76. CommitteeCommittee,GSB Academic Meeting with SPJIMR, India, 17th January 2012,17/1/2012- 17/1/2012, National
77. CommitteeCommittee,Bengkel perancangan strategik, kluster, champion dan committee BJIM,15/5/2013- 15/5/2013, National
78. CommitteeCommittee,scientific committee member for i/national conference on tourism development 2013,23/4/2012- 5/1/2013, National
79. CommitteeCommittee,Committee member, Kem Pemimpin Muda Prihatin Air - ESD 2015, Taiping, Perak,21/7/2015- 24/7/2015, National
80. CommitteeCommittee,11th Asian Academy of Management International Conference 2015, penang, malaysia,2/1/2015- 4/10/2015, National
81. OthersOthers,GSB Interviewee Panel (Technician FT17/Sambilan & ICT Officer F41/Sambilan),24/2/2011- 24/2/2011, National
82. OthersOthers,Group Leader for Internal Audit 2011 for GSB/Ketua Kumpulan Audit Kualiti Dalam PPSP 2011,10/3/2011- 11/3/2011, National
83. OthersOthers,Chairman AGW 715: Dissertation & Viva Voce, Academic Session 2011/2012,26/9/2011- 26/9/2011, National
84. OthersOthers,Petugas Pengiraan Undi Pemilihan MPP 2010/2011,21/2/2011- 21/2/2011, National
85. OthersOthers,Pengiraan Undi Pilihanraya Majlis perwakilan pelajar USM 2012,25/9/2012- 25/9/2012, National
86. OthersOthers,Chairman, Jawatankuasa Pendidikan, Latihan dan Penerangan Awam UNESCO-IHP Malaysia,1/9/2012- 1/10/2014, National
87. OthersOthers,committee member rce great western sydney-rce penang sustainable business forum 2013,1/8/2013- 19/9/2013, National
88. OthersOthers,committee member i/nat youth eco summit 2013 (australia-germany-malaysia),19/9/2013- 24/10/2013, National
89. OthersOthers,Chairman for AGW 728 - DBA proposal (correction) session 28 Oct, 2013,28/10/2013- 28/10/2013, National
90. OthersOthers,conference session chairman - marketing,2/10/2015- 2/10/2015, National
91. University Representative (Sports and Non-Academic Activities)University Representative (Sports and Non-Academic Activities), ,20/12/2015- 22/12/2015, National
92. PENERUSI RANCANGAN, PUSAT PENGAJIAN PENGURUSAN, 26/3/2005- 25/3/2007
93. PENERUSI RANCANGAN, PUSAT PENGAJIAN PENGURUSAN, 26/3/2007- 5/10/2008
94. PENGURUS PROGRAM, PUSAT PENGAJIAN SISWAZAH PERNIAGAAN, 15/1/2009- 31/12/2009
95. TIMBALAN DEKAN, PUSAT PENGAJIAN SISWAZAH PERNIAGAAN, 1/1/2010- 31/12/2012