

CURRICULUM VITAE (DRAFT) 2017

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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)

1.1.2 Research Grant (as Co-Researcher)

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

1. Examining Internet Addiction as a Mediating Role Towards Employee Performance Impact from the Task and Social Technology Fit Perspectives in Malaysia's ICT Industry0024, USM (JANGKA PENDEK), RM32,182.00, Yulita Hanum P Iskandar , 1/6/2015-30/11/2017
2. Impact and Responsibilities of Tour Operator Practices Towards Sustainable Tourism, USM (JANGKA PENDEK), RM23,030.00, Salmi Binti Mohd Isa , 1/12/2015-30/11/2017

1.2 Research Publication

- No Record -

1.3 Publication Related to Teaching

- No Record -

1.4 Other Publication

- No Record -

1.5 Book

- No Record -

TEACHING AND SUPERVISION

2.1 Graduate Teaching

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

1. MARKETING MANAGEMENT,ADC602
2. MARKETING MANAGEMENT,ADW618
3. MARKETING MANAGEMENT,AGC602
4. RESEARCH AND CONSULTANCY,AGC631
5. MARKETING MANAGEMENT,AGW618
6. RESEARCH METHODOLOGY,AGW621
7. MANAGEMENT PROJECT,AGW622

2.2 Undergraduate Teaching

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

2.3 Graduate Supervision

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

1. AL TAWALBEH MAHMOUD ATA MOHAMMAD, PhD, Marketing orientation Impact on pricing strategies,
2. MOHSEN ALI AHMED MURSHID, PhD, Influence of Marketing Mix Strategies of Yemen Pharmaceutical Industry on Physician Prescription Behavior,
3. SUMIRAT INDIRA RACHMAWATI, PhD, The Ethno Marketing Model in Indonesian Telco Industry,
4. RUBIYANTI NURAFNI, PhD, BRAND POSITIONING ANALYSIS AND ITS IMPACT TO BRAND CREDIBILITY, COMMITMENT, AND CONNECTION AMONG CONSUMER THE CASE OF GREEN COSMETICS,
5. DEWI CITRA KUSUMA, PhD, Social Media Adoption in SMEs : The Case of Telkom SME Digital Village Indonesia,
6. MOHAMAD M Z NEGHAIMESH, PhD, The effect of perceived organizational justice on the employees' citizenship in the Kuwait public sector organizations: The Case of Kuwait ministry of information,
7. OJATTA DOMINIC OTEINO, PhD, POST-PURCHASE DISSONANCE AND REPEAT PURCHASE OF CONSUMER PRODUCTS/BRANDS IN NIGERIA,
8. CHEAH CHEW SZE, PhD, Engaged Gold-Collar Workers Through Employer Branding Strategy,
9. JANIFER ANAK LUNYAI, PhD, E-Word of Mouth (eWOM) in Online Social Networking,
10. MAISARAH BT ABDUL HAMID, PhD, The Sustainable Tourism Development Practices from Tourism Entrepreneurs Perspectives,
11. NORHANIZA BINTI ZAINAL ABIDIN, PhD, THE INFLUENCE OF RELATIONSHIP MARKETING ON THE CREATION OF BRAND LOYALTY IN THE BANKING OR FINANCIAL SERVICES SECTOR THE ROLE OF MEDIATOR: BRAND IDENTITY,
12. MALVINDER KAUR A/P JAMIR SINGH, PhD, GENDER DIVERSITY IN MANAGEMENT: WOMEN INEQUALITY IN ORGANIZATIONS,
13. NOOR AZEEMA BINTI SAHUL HAMEED, PhD, ,
14. PUVANISVARAN A/L MURUKASAN, PhD, Factors influencing consumers repurchasing intention towards online shopping in Malaysia.,
15. Gopakumar K.V.Nair, Master(Dissertation - Mixed Mode), Reduce Shipment Delinquencies and Product Lead-Time Towards Enhancing Customer Service, 2012
16. Yoong Tuck Seong, Master(Dissertation - Mixed Mode), Improving Product's Time-To-Market: A Case Study of A Semiconductor Company's New Product Development For New Market Segments, 2012
17. Benson Tan Hoo Min, Master(Dissertation - Course Work), Factors contributing towards organization performance, 2013
18. Karen Tan Wai Enn, Master(Dissertation - Course Work), Understanding the Factors that Influence the Intention to Use Revolving Credit Card, 2013
19. Tan Hoo Min, Master(Dissertation - Course Work), A CASE STUDY ON IMPROVING ON-TIME DELIVERY PERFORMANCE OF A MANUFACTURER FROM THAILAND , 2013
20. Koat Tze Wei, Master(Dissertation - Course Work), Tourist Behaviour Towards Sustainable Tourism, 2014
21. Naginder Rajah, Master(Dissertation - Course Work), Effects of Green Marketing in Influencing Consumer Purchase Decision for Hybrid Vehicles in Malaysia , 2014
22. Gooi Li Chen, Master(Dissertation - Course Work), Factor Influencing User Acceptance of Mobile Payment Systems in Malaysia: The Case of Penang, 2014
23. Ganesan Ramasamy, Master(Dissertation - Course Work), and Turnover Intention Among R&D Engineers in MNCs in Northern Region of Malaysia, 2014
24. Falahuddin Butt, Ph.D(Thesis - Research), Romancing with University's Brands : antecedents and Outcomes, 2016
25. Ojatta, Ph.D(Thesis - Research), Post-Purchase Dissonance and Repeat Purchase of Consumer Products/Brands in Nigeria, 2016
26. Mohsen Ali Ahmed Murshid, Ph.D(Thesis - Research), Influence of Marketing Mix Strategies of Yemen Pharmaceutical Industry on Physician Prescription Behaviour, 2016
27. Noor Azeema bt Sahul Hameed, Ph.D(Thesis - Research), Outcome of purchase s of Cosmetic Products when Habit Mediates Intention,
28. Loo Chun Hou, Master(Dissertation - Course Work), Factors Affect the Customer Loyalty Towards Business Event: Book Fair Industry , 2016

29. Tang Shin Chze, Master(Dissertation - Course Work), Improving Social Media Marketing Performance of Medium Sized Hotel: The Case Of Glow Penang Hotel, 2016
30. Choong Wen Nie, Master(Dissertation - Course Work), Factors Online to Offline E-Commerce Influencing the Purchase Intention of Consumers in Malaysia's Food and Beverage Industry, 2016
31. Sharifah Sofiah by Syed Omar, Master(Dissertation - Course Work), Ps Advance Auto Strategy Marketing Influence Financial Company, 2016
32. Nor Hayati bt Yusof, Master(Dissertation - Course Work), Inang Suri Company Effective Strategy Marketing for Sales Improvement, 2016
33. Chuar Pei Ling, Master(Dissertation - Course Work), Exploring Consumer's Purchase Intention on Environmental Friendly Lighting Products: A Malaysian Perspective, 2016
34. Yeoh Wei Leong, Master(Dissertation - Course Work), An examination of the Determinants of Customer Loyalty in Medical Industry in Penang, 2017
35. Che Norhanani bt Abd Hamid, Master(Dissertation - Course Work), The Impact of Inflow foreign Workers on Malaysia's productivity: a case Study of Kamunting Industrial Park, 2017
36. Siti Nurul Shuhada bt Saad, Master(Dissertation - Course Work), Quality of Service in Ensuring Customer Satisfaction on Malaysia Banking, 2017
37. Irman b Ibrahim, Master(Dissertation - Course Work), Market Growth Strategies in Kumpulan Perubatan Johor Berhad, 2017

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)

ACADEMIC RECOGNITION AND LEADERSHIP

Invited Speaker

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

Board of Director/Board of Trustees

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

Member of a Panel Discussion / Forum

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

Assessor/Examiner

Internal Examiner

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

1. Tourists' Perception of the Homestay in Penang, Muhammad Fadzly Bin Zakaria, USM, 28/5/2012- 28/5/2012
2. Core Competencies and Success Factor of Small Medium Contractor Enterprises : The Mediating Role of Financial, Zamri B Ahmad, USM, 29/5/2012- 29/5/2012
3. Determinants of Energy Savings Program in an Organization, Oh Chiew Ling, USM, 29/5/2012- 29/5/2012
4. Customer Satisfaction Improvement for Profitability and Sustainability, Pauline Ang Hui Leng, USM, 9/6/2012- 9/6/2012
5. Marketing and Promotion Activities - A Case of Health and Beauty SME Company in Malaysia, Wan Sharinee Fitra bt Wan Yahaya, USM, 9/6/2012- 9/6/2012
6. Strategies to Improve Sales and Marketing of Bakery Products of Medium Sized Company in Malaysia, Seraj Kumarsi, USM, 9/6/2012- 9/6/2012

7. Turnover Intention: A Case Study of Small and Medium Sized Enterprise, Cheah Sau Seng, USM, 9/6/2012- 9/6/2012
8. Investigating Successful and Sustainable SME Manufacturing Business Model, Aidi Zulkarnain, USM, 26/4/2012- 26/4/2012
9. Investigating Influence of Music Therapy On Drug Compliance of Personalised Medication, Chua Chong Tat, USM, 26/4/2012- 26/4/2012
10. Consumers' Purchase Intention Towards Locally Produced Food : A Study in Malaysia, Gen Yi Ng, Universiti Sains Malaysia, 20/11/2012- 20/11/2012
11. Factors Influencing Intentions to Avoid Broiler Chicken Meat and Products in Malaysia, Huang Lip Chin, Universiti Sains Malaysia, 20/11/2012- 20/11/2012
12. Small and Medium-Sized Family Business Performance: The Influence of Knowledge Sharing Its Antecedents and the Mediating Role of Innovation Capability, Kong Lai Kuan, Universiti Sains Malaysia, 9/9/2013- 9/9/2013
13. MARKETING STRATEGY AND STRATEGY FORMULATION ADOPTED BY USE BOOK STORE: A CASE STUDY OF MOLLIE USED BOOK STORE IN TAIWAN , SOO SZE HUEY (IB), Universiti Sains Malaysia, 27/5/2013- 27/5/2013
14. Factors Influencing Adoption of 1 Malaysia Food Safety Scheme By Food Industries, Ng Hooi Huang, Universiti Sains Malaysia, 27/5/2013- 27/5/2013
15. The Impact of Know-How Exchange of Electronic word-of-mouth On Female Black Berry User's Purchase Decision, Vita Briliana, Universiti Sains Malaysia, 23/8/2013- 23/8/2013
16. Corporate Governance, Capital Structure Decisions and Shareholder Value in Indonesian Firms listed on IDX, Johny Budiman, Universiti Sains Malaysia, 23/4/2013- 23/4/2013
17. A Case Study of the Performance Measurement System in Indonesian State-Owned Enterprises, Tjhai Fung Jin, Universiti Sains Malaysia, 23/4/2013- 23/4/2013
18. Measuring Success in Place Marketing and Branding, Hepy Hefri Ariyanto, Universiti Sains Malaysia, 11/6/2013- 11/6/2013
19. Customer to Customer Online Know How Exchange - A Study on the Antecedents and Outcome, Vita Briliana, USM, 28/10/2014- 28/10/2014
20. Development of Place Attachment and Patronage Intentions Lesson Learned from Batam Island, Hepy Hefri Ariyanto, USM, 28/10/2014- 28/10/2014
21. Consumer Preference for Branded Commodities and Its Implication, Noor Azeema bt Sahul Hameed, USM, -
22. Business Challenges Faced by Independent Small Hotel After Natural Disaster: A Case Study of ABC Hotel in Yogyakarta, Jhangatini Palanivelu, USM, -
23. The Influence of Personality Factors and Attitude on the Motivation to Start a Small Business Among Generation Y in Taiwan, Ng Soo Hsien, USM, -
24. An Exploratory Study of Brand Equity and Malaysian Consumer Purchase Intention Towards Hotel Accommodation, ooi Seow Chin, USM, -
25. Determinants and Operational Outcomes of Contract Center Service Provider, Surya a/p Dharamdass, USM, 26/6/2014- 26/6/2014
26. Factors favoring Hybrid Car Purchase Intention Among Malaysian, Wong Wei Yun, USM, -
27. The Purchase Intention of Hybrid Vehicles in Malaysia Based on Consumer Expectation Perceived Risk and Country of Origin, Goh Kai Ning, USM, -
28. An Exploratory Study of Brand Equity and Malaysian Consumer Purchase Intention Towards Hotel Accommodation, Ooi Seow Chin, Universiti Sains Malaysia, 6/11/2014- 6/11/2014
29. The Antecedents and Outcomes of Contact Centre Service Excellence, Surya a/p Dharamdass, Universiti Sains Malaysia, 29/10/2015- 29/10/2015
30. The Element of Operational Efficiency and Its Relationship with Marketing Effectiveness: A Case of ABM Zulaikha Sdn Bhd Malaysia, Zety Shereen Abu bakar, Universiti Sains Malaysia, -
31. Level of Service Quality of SME Laboratory Service and Its Relationship on Customer Expectation Moderated by Work Culture, Yeow Liang Ming, Universiti Sains Malaysia, -
32. Relationship of Innovation-Related factors and Product Development, Lim Wen Jenn, Universiti Sains Malaysia, -
33. Factors Influence Customer Satisfaction Towards Broadband Services in Malaysia, Nor Azlina bt Che Mat, Universiti Sains Malaysia, 20/5/2016- 20/5/2016
34. Brand Loyalty in Men's Grooming: The Perception and the Construction of Brand Loyalty Amongst Malaysian Youth, Choong Jian Ming, Universiti Sains Malaysia, 28/3/2016- 28/3/2016

35. Brand Equity in Men's grooming: The Perception and the Construction of Brand Equity Amongst Malaysian Youth, Choong Jian Ming, Universiti Sains Malaysia, 8/6/2016- 8/6/2016
36. The Influence of Perceived Risk on Purchase Intention: a study Towards Online Apparel Shopping in Malaysia, Thenmoli a/p Mohan, Universiti Sains Malaysia, 14/11/2016- 14/11/2016
37. Factor that Influence Customer Intention Towards Visiting Green Hotel, Kartini Muniandy, Universiti Sains Malaysia, 14/11/2016- 14/11/2016
38. Indonesia Consumer's Purchase Behaviour of Green Innovative Product: an Investigation on Cognitive, Affective, Conative and demographic Variables, Arry Widodo, Universiti Sains Malaysia, 27/10/2016- 27/10/2016
39. The influences of TAM, Motivation, Opportunity and Ability on Customer to Customer Online Know How Exchange and social Identity as a Moderator in Indonesian Z Generation, Rah Utami Nugrahani, Universiti Sains Malaysia, 27/10/2016- 27/10/2016
40. The Potrayal of women Indonesian Lux Soap Advertisement in Femina Magazine 1973- 1015, Ratih Hasanah, Universiti Sains Malaysia, 27/10/2016- 27/10/2016

Others

CONSULTANCY

SERVICE TO THE UNIVERSITY AND COMMUNITY

(Position), (Duration)

1. CommitteeCommittee,Dean EXCO,1/1/2016- 31/12/2018,
2. CommitteeCommittee,AJK Akademik & Hal Ehwal Pelajar,1/1/2016- 31/12/2018,
3. CommitteeCommittee,AJK AACSB,1/1/2016- 31/12/2018,
4. CommitteeCommittee,AJK KPI,1/1/2016- 31/12/2018,
5. CommitteeCommittee,Penolong Pengurus Kualiti ISO MS 9001:2015,2/3/2016- 28/2/2017,
6. PENGURUS PROGRAM, PUSAT PENGAJIAN SISWAZAH PERNIAGAAN, 1/1/2016- 31/12/2018