

**Personal Details**

Full Name: Shaian Kiumarsi

Marital Status: Single

Email Address: shaian@usm.my

Nationality: Iranian

Contact Number: +6017 499 4018

Date of Birth: 28<sup>th</sup> August 1978

Passport Number: Z96224472

Languages: English and Persian

Current Address: Graduate School of Business (GSB), Universiti Sains Malaysia, 11800 USM, Penang, Malaysia



**Current position:** Teaching fellow at Graduate School of Business (GSB), Universiti Sains Malaysia (USM), Penang, Malaysia (05/12/2017 till 04/12/2018). In addition, appointed as a Postdoctoral fellow at Graduate School of Business (05/12/2018 till 4/12/2019).

**Professional Summary**

My name is Shaian Kiumarsi, and I hold a Ph.D. from Graduate School of Business (GSB), Universiti Sains Malaysia (USM). My research areas of interests are Business Information Technology, Service Innovation, Marketing and Tourism, albeit my current research focuses on Innovation-Business IT. I have published several papers in reputable journals and presented many papers in several national and international conferences. Some of my recent researches are currently undergoing review for journal publication. In my Bachelor Degree, my field of study was Computer Software Engineering, while I obtained Masters in Business Administration with specialty in Service Science, Management and Engineering (SSME). I have 8 years of educational experience, as well as sufficient work experience. I can meet your academic and research needs appropriately.

**Educational Qualifications**Universiti Sains Malaysia (USM), Graduate School of Business (GSB) **2013-2017**

Qualification Obtained: Ph.D. (Innovation - Business Information Technology)

Title of Thesis: The Effect of Customer Perceived Service Quality and Service Innovation on Service Loyalty within Post Office in Malaysia

Universiti Sains Malaysia (USM), Graduate School of Business (GSB) **2010-2012**

Qualification Obtained: Masters in Business Administration (Service Science, Management and Engineering) (SSME)

Title of Thesis: Strategies to Improve Marketing of Bakery Products of Medium Sized Companies in Malaysia.

LIAU, Iran, Computer Engineering Faculty

**2001-2006**

Qualification Obtained: B.Sc. (Computer Software Engineering)

Title of Thesis: Designing Programs for Technical and Professional Organizations.

**Professional Experiences****Work Experiences**Cooperative Company of Personnel Organization of Technical and Vocational Education, Iran **2003-2006**

Post Held: Teacher

Gilan Province General Administration for Technical &amp; Vocational Education, Iran

**2006-2009**

Post Held: Teacher

Technical and Vocational Education Institute, Iran  
Post Held: Director of Sepano

**2004-2006**

Elmerooz-e-Talesh Cooperative Company, Iran  
Post Held: Managing Director

**2006-2009**

### **Technical Experiences and Qualifications**

Possesses a certificate of teaching for private technical and vocational institutes, Information Technology (IT) and computer operator for internet network in Iran

Possesses Management Card for Private Technical and Vocational Institute in Iran

### **Information Technology and Software Skills**

Windows and Office tools (MS Word, Excel, PowerPoint and Access)

Provided Computer training and consultancy on HTML, Network Principles, SPSS, AMOS, Smart-PLS 2.0, 3.0 and Warp PLS 5.0, 6.0

### **Workshops**

Conducted two workshops on Quantitative Research and Data analysis using SPSS 22 for undergraduate and postgraduate students of the Faculty of Maritime at Universiti Malaysia Terengganu (UMT), 2018.

AGC631/ADC631-Data Analysis Workshop for MBA students, Partial Least Squares Structural Equations Modeling (PLS-SEM) Using Smart PLS and SPSS, 23 February 2018. Building E47, 2nd Floor, Graduate School of Business (GSB), Universiti Sains Malaysia (USM).

AGC631/ADC631/ADW621/AGW621- Article Writing Workshop, 10 March 2018. Meeting Room, Graduate School of Business (GSB), Universiti Sains Malaysia (USM).

Data Analysis Workshop for PhD students, Partial Least Squares Structural Equations Modeling (PLS-SEM) Using Smart PLS and SPSS, 3 July 2018. Building E47, 2nd Floor, Graduate School of Business (GSB), Universiti Sains Malaysia (USM) (Telkom students).

### **Scientific Committee Member in conferences**

- 1) 2<sup>nd</sup> international and 4<sup>th</sup> national conference on management and humanistic science research, 21 December 2017, Tehran University, **Iran**.
- 2) International Conference on Sustainable Energy and Environment Sensing (SEES 2018) Venue: Cambridge city, 02-03 April 2018, **United Kingdom**.
- 3) International Conference on Green Nanotechnology and Computational Fluid Dynamics (GCFD 2018), Venue: Wolfson College, University of Cambridge March 22 – 23, 2018, Cambridge city, **United Kingdom**.
- 4) The Third International Conference on Green Communications, Computing and Technologies, GREEN 2018, September 16, 2018 to September 20, 2018 - Venice, **Italy**.
- 5) International Conference on Business Sustainability and Innovation (ICBSI), Graduate School of Business Universiti Sains Malaysia, 11800, USM, 17 - 19 October 2018, Pulau Pinang, **Malaysia**.

- 6) 3<sup>rd</sup> international conference on management and humanistic science research, 3-5 July 2018, <http://www.3icmhsr.com/en/index.php>, **Georgia**.

### **Reviewer**

Reviewer member of Journal of Hospitality and Tourism Technology (JHTT) (SCOPUS, ESCI), Emerald.

### **Additional Professional Certificates**

Teacher Training Center: Certificate on training course in Job Creation, Iran.

Certificate for participation in Seminar on International standard of Education process ISO 10015, Iran

Technical and Vocational Skill Certification training course in general pedagogy, Iran.

Technical & Vocational Skill Certification training course on Administration of Institute, Iran.

Technical and Vocational Skill Certification training course on construction planning, Iran

### **Teaching Skills**

- Research Methodology
- Quantitative Methods for Business
- Project Management and Consultancy
- Helping postgraduate students throughout their researches from the early stage of literature review and setting objectives to developing framework.

### **Scientific and Academic Responsibilities**

#### **Position: Research Assistant**

The content of this research emerges from the Fundamental Research Grant Scheme (FRGS) /2/2013/SS05/USM03/1 of Ministry of Higher Education (MOHE). Malaysia

**Duration:** 01/12/2013- 01/06/2016

**Duty:** Assisting research project in Construction of SQIBIT for dynamic business model in POS Malaysia

#### **Position: Graduate Assistant (GA) (2 years)**

**Duration:** (30/05/2015 till 30/5/2017)

**Duties:** Assist undergraduate and postgraduate students in their researches.

Assist in organizing the 4th Asian Management Research and Case (AMRC) Conference, 10-11th January 2015.

**List of the Journal Article Publications**

No.	Details
1	Kiumarsi, S., Jayaraman, K., Isa, S. M., & Varastegani, A. (2014). Marketing strategies to improve the sales of bakery products of small-medium enterprise (SMEs) in Malaysia. <i>International Food Research Journal</i> , 21(6), 2101-2107. <b>Scopus, Published.</b>
2	Kiumarsi, S., Jayaraman, K., & Mohd Isa, S. (2014). The Determinants of Perceived Service Quality on Customer Loyalty in Post Office: Mediating Role of Service Innovation, <i>International Journal of Organizational Innovation</i> , 77-88, <b>Index: ERA, Published.</b>
3	Subramaniam Velu, Jayaraman, K., Sofri Yahya, Kiumarsi, S. (2014). An alarming signal in mobile Telecommunication industry: A Study in Malaysia, <i>International Journal of Mobile Network Communications &amp; Telematics</i> , 4(4), 53-62. <b>Published.</b>
4	Jayaraman, K., Tabandehhaghighi, A., Yahya, S., & Kiumarsi, S. (2014). Does poultry industry manage sustainable production of chicken meat? An empirical study in Malaysia, <i>International Journal of Agriculture Innovations and Research</i> , 3(2), 632-639. <b>Published.</b>
5	Gopakumar, Jayaraman, K., Kiumarsi, S. (2014). Reduction in shipment delinquencies and product lead time on enhancing customer service: A case study, <i>The International Journal of Accounting and Business Society</i> , 22 (1), 123-143. <b>Published.</b>
6	Shahlaei L., Shahizan H., Kiumarsi, S. (2014). The application of cognitive behaviour therapy (CBT) for depression: a case study of Iranian female, <i>International Journal on New Trends in Educations</i> , 5(4), 85-92. <b>Published.</b>
7	Shahlaei L., Shahizan H., Kiumarsi, S. (2014). Review on assessment of depression by beck depression inventory (BDI) and Hamilton depression rating scale (HDRS), <i>International Journal of Research Granthaalayah</i> , 2(2), 99-107. <b>Published.</b>
8	Soh, K. L., Jayaraman, K., Choo Li Peng and Kiumarsi, S. (2015). The impact of background music on the duration of consumer stay at stores: An empirical study in Malaysia. <i>International Journal of Business and Society (IJBS)</i> , 16(2), 247-260. <b>Scopus, IF=0.04, Published.</b>
9	Hashemi, S.M., Jusoh, J., Kiumarsi, S., Mohammadi, S. (2015) Exploring the Role of Stress on Organizational Commitment among Employees in Hospitality Industry: The Mediating Role of Job Satisfaction, <i>International Journal of Information Research and Review</i> , 2(9), 1144-1150. <b>Published.</b>
10	Hashemi, S. M., Jusoh, J., Kiumarsi, S., & Mohammadi, S. (2015) Influence Factors of Spa and Wellness Tourism on Revisit Intention: The Mediating Role of International Tourist Motivation and Tourist Satisfaction. <i>International Journal of Research – Granthaalayah A Knowledge Repository</i> , 3(7), 1-11. <b>Published.</b>
11	Kiumarsi, S., Isa, S. M., & Navi, R. R. (2015). The Influence of Organizational Culture on Creativity and Innovation: A Review, <i>International Journal of Business and Innovation</i> , 2(2), 47-58. <b>Published.</b>

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- 12 Kiumarsi, S., Jayaraman, K., & Mohd Isa, S. (2015). Service Quality and Innovation in Malaysian Post Offices: An Empirical Study. *Global Business and Organizational Excellence*, 35(1), 55-66, **Index: Scopus (Elsevier) IF= 0.366. Published.**

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  - 13 Kiumarsi, S., Mohd Isa, S., & Jayaraman, K. (2015). Determinants of Customer Perceived Service Quality on Service Loyalty: The Mediating Role of Customer Satisfaction and Brand Equity, *Problems and Perspectives in Management*, 13(2), 347-356, **Index: Scopus, Published.**

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  - 14 Jayaraman, K., Ng, C. H., Stocker, K., & Kiumarsi, S. (2016). Environmental Concerns Motivate Intention to Utilize Free Bus Services: An Empirical Study in Malaysia. *Indian Journal of Marketing*, 46(1), 8-23. **Scopus, Published.**

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  - 15 Soh, K. L., Jayaraman, K., Yen, T. S., & Kiumarsi, S. (2016). The role of suppliers in establishing buyer-supplier relationship towards better supplier performance. *International Journal of Productivity and Quality Management*, 17(2), 183-197. **Scopus, Published.**

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  - 16 Mohammadi, S., Kiumarsi, S., Hashemi, S. M., Niksima, B. (2016). An Investigation of influential Factors on the Quality of Work Life and Its Relationship with Employee Performance: A Case Study in Iran, *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 21(2), 73-78. **Published.**

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  - 17 Mohammadi, S., Kiumarsi, S., Hashemi, S. M. (2016). Quality of Work Life and Organizational Citizenship Behavior among the Employees in Private Universities in Malaysia, *International Journal of Business and Innovation (IJBI)*, 2(6), 48-58. **Published.**

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  - 18 Azeema, N., Jayaraman, K., & Kiumarsi, S. (2016). Factors Influencing the Purchase Decision of Perfumes with Habit as a Mediating Variable: An Empirical Study in Malaysia. *Indian Journal of Marketing*, 46(7), 7-22. **Scopus, Published.**

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  - 19 Kiumarsi, S., Gopakumar, Hashemi, S.M., Navi, R. R. (2016). The Effects of Downsizing Stifles on Organizational Innovation Propensity, *International Journal of Business and Innovation (IJBI)*, 2(6), 1-16. **Published.**

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  - 20 Hashemi, S., Marzuki, A., & Kiumarsi, S. (2016). Determinants of Conference Service Quality as Perceived by International Attendees. World Academy of Science, Engineering and Technology, *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 10(8), 2766-2769. **Published.**

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  - 21 Hashemi, S., Marzuki A., Kiumarsi, S. (2017) Psychological Motivations on the Revisit Intention of International Student Travels to Malaysia's Neighbouring Countries, *International Journal of Knowledge Management in Tourism and Hospitality*, 1(3), 360-376. **Published.**

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  - 22 Hashemi, S., Kiumarsi, S., Marzuki A. (2017). Tourist's Motivation and Behavioural Intention between Sun and Sand Destinations, *International Journal of Leisure and Tourism Marketing*, 5(4), 319-337. **Excellence in Research for Australia (ERA), Published.**

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  - 23 Salmi M Isa, Kiong Lee Lu, Shaian Kiumarsi (2017). Consumer Responses towards Corporate Social Responsibility Electronic Brands in Malaysia, *Global Business and*
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*Management Research: An International Journal*, **GBMR-indexed in ERA, Published.**

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- 24 K. Jayaraman, Lavinsaa Paramasivan, Shaian Kiumarsi (2017). Reasons for Low Penetration on the Purchase of Photovoltaic (PV) Panel System among Malaysian Landed Property Owners, *Renewable and Sustainable Energy Reviews*, Volume 80, December 2017, 562-571. **ISI, IF=9.184, Published.**

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- 25 Hashemi. S., Marzuki, A., Kiumarsi, S., Ghasemi, V. and Kuhzady, S. (2017) Knowledge Sharing Behaviour: Empirical Findings from International Conventions in Malaysia, *International Journal of Advanced Biotechnology and Research (IJBR)*, Vol-8, Special Issue-3, pp241-249. Thomson Reuters-ESCI. **Published.**

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- 26 K. Jayaraman, Sathish Arumugam, Kavightha Mohan Kumar, Shaian Kiumarsi (2018) More Demand for Non-National cars in Malaysia-An Empirical Study, *Global Business and Management Research: An International Journal*, Vol. 9, No. 4 (2018, Special Issue). **Published.**

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- 27 Jayaraman, K., Khu, S. Y., Kiumarsi, S. (2018). Emigrants' motivation business model for intention to participate in the Malaysia My Second Home program (MM2H''), *International Journal of Services and Operations Management*. **Scopus, Published.**

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- 28 Hashemi, S., Jusoh, j., Marzuki A. Kiumarsi, S. (2018). Determinants of female employees' job satisfaction in hotels in Malaysia: an empirical study, *International Journal of Services and Operations Management*. **Scopus (Elsevier), Accepted, In Press.**

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- 29 Md Shamim Hossain, Sofri Yahya, Shaian Kiumarsi (2018) Islamic Marketing: Linking the gap between research and practices, *Journal of Islamic Marketing*, **Scopus, Published.**

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- 30 Christopher Richardson, Moon Tan, Kiumarsi, S. (2018). Personality traits and expatriate adjustment in a multicultural society, *Journal of Asia Business Studies*, **Scopus (Elsevier), Published.**

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- 31 Mohd Isa, S. & Kiumarsi, S. (2018). The impact of service quality in postal services: The mediating role of self-service technology, *Int. J. of Services and Operations Management (IJSOM)*. **Scopus (Elsevier), Accepted, In Press.**

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- 32 Salmi Mohd Isa, Lai Kelly, Shaian Kiumarsi (2018). Brand switching through marketing mix: the role of brand effect on smartphone users, *International Journal of Process Management and Benchmarking*, **Scopus (Elsevier), Accepted, In Press.**

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- 33 Joshua Teck Khun Loo, Rajendran Muthuvelo, Shaian Kiumarsi, Fadzil Ali (2018) The effect of scenario is planning on non-financial performance in Malaysia Hotel Industry, *International Journal of Services and Operations Management*. **Scopus. Accepted, In Press.**

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- 34 Shaian Kiumarsi, Salmi Mohd Isa, K. Jayaraman, Shiva Hashemi (2018). Service Innovation on Service Loyalty in Post Offices, *International Journal of Business Innovation and Research (IJBIR)*, **Scopus (Elsevier), Accepted, In Press.**

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- 35 Lubna A. Hussein, Ahmad Suhaimi Baharudin., & Shaian Kiumarsi (2019) B2B E-commerce Technology Factors with Mediating Effect Perceived Usefulness in Jordanian manufacturing SMEs, *Journal of Engineering Science and Technology*, Index: **Scopus, Accepted.**

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**Book Chapter**

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No.	Details
1	Hashemi, S., Marzuki A., Kiumarsi, S. (2018). PERCEIVED CONFERENCE QUALITY: Evidence from Malaysia, the book series Bridging Tourism Theory and Practice, Emerald, <i>Quality Service and Experience in Hospitality and Tourism</i> , <b>Accepted, Publication Date: 21 Sep 2018. Publisher:</b> Emerald Publishing Limited, <b>index Scopus. Published.</b>
2	Hashemi, S., Kiumarsi, S., Marzuki A., Behnaz Babaei Anarestani (2019).Factors Influencing Tourist Satisfaction and Destination Loyalty in Heritage Settings of Shiraz, Iran, the book series Bridging Tourism Theory and Practice, Emerald, Experiencing Persian Heritage, perspectives and challenges. Accepted. Publisher: Emerald Publishing Limited, <b>(Book Chapter), index Scopus.</b>

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**Manuscripts under Review**

- 1 Ling, T. P., Noor, S. M., Mustafa, H., Kiumarsi S. (2018). Factors Enhancing Heritage Visitors' Mindfulness in George Town, Penang, UNESCO World Heritage City, *Tourism Review*, **Scopus, Under review.**
- 2 Salmi Mohd Isa, Hepy H. Ariyanto, Shaian Kiumarsi, Phaik Nie Chin (2018). Effect of place attachment on revisit intentions of visitors to Batam, *Tourism geographies*, **ISI, IF=2.068, Revising.**
- 3 Salmi Mohd Isa, Ng Yi Wen, Shaian Kiumarsi (2018) Examination of the Determining Factors of Food Security in Malaysia, *British Food Journal*, **Impact Factor: 1.206, Under review.**
- 4 Salmi Mohd Isa, Ng Houi Houi, Shaian Kiumarsi (2018) Factors influencing the green purchase intention of fast moving consumer goods in Malaysia, *Resources, Conservation and Recycling*, **ISI, IF=5.120, Under Review.**
- 5 Kiumarsi, S., Mohd Isa, S., & Jayaraman, K. (2018). Linking of Customer Perceived Value and service Innovation on Service Loyalty: The Mediating role of Customer Satisfaction, *Industrial Management & Data Systems*, **Scopus, IF: 1.278, Submitted.**
- 6 K. Jayaraman, Lee Yee Ling, Azlan Amran, Shaian Kiumarsi (2018). Exploring Malaysian Landed Property Owners' Intention to Purchase Solar Water Heating System (SWHS), *Energy Policy*, **ISI, IF=4.039, Submitted.**
- 7 Mahendran Kirubakaran, Azlan Amran, Shaian Kiumarsi (2018) ADOPTING BIG DATA: SMEs Path to Success, *Strategic Direction*. **Index: Scopus, Submitted.**
- 8 Md Shamim Hossain, Sofri Yahya, Shaian Kiumarsi (2018) CSR Pyramid, CSR in Education Development and Stakeholder's Satisfaction: Evidence from Banking Industry in Bangladesh, *International Journal of Quantitative Research in Education*, **Index: Excellence in Research for Australia (ERA), Under Review.**
- 9 Md Shamim Hossain, Sofri Yahya, Shaian Kiumarsi (2018) The Effect of Healthcare Management on Satisfaction and Loyalty: Evidence from Bangladesh, *Social Work in Health Care*, **ISI, Impact Factor: 1.097, Under Review.**
- 10 Md Shamim Hossain, Sofri Yahya, Shaian Kiumarsi (2018) Gap between Research and Practice of Design Thinking: A Critical Survey, *Thinking Skills and Creativity*, **ISI, Impact Factor: 1.333, Submitted.**
- 11 K. Jayaraman, Logeswari Arikrisnan, Kavightha Mohan Kumar, Shaian Kiumarsi (2018) Key supplier retention for electrical and electronic industry: Determinant factors, *International Journal of sustainable strategic management*, special issue (ERA), **Under Review.**
- 12 Mana Khoshkam, Azizan Marzuki, Shaian Kiumarsi (2018) Determinants of the Perception of Beach Quality: Chenang Beach, Malaysia, *Tourism Planning & Development*, 2015 Impact per Publication = 0.892, **ISI (Scopus). Under review.**
- 13 Shiva Hashemi, Shaian Kiumarsi, Lubna A. Hussein, Joshua Teck Khun Loo (2018) Does Service quality predict revisit intention in tourist beaches? *International Journal of Tourism Policy*, Scopus. Under review, **Scopus (Q4), Submitted.**
- 14 Fatimah Banu Jahan Khir, Mardhiah Shaari, Aziah Ismail, Shaian Kiumarsi (2018) The Influence of Self-Leadership and Emotional Intelligence on Motivated Strategies for Learning among Undergraduate Students in a Public Higher Education, *Taylor's Business Review (TBR) Journal*. **Submitted.**
- 15 Rajendran Muthuveloo, Soon Eng Leong, Teoh Ai Ping, Shaian Kiumarsi (2018) Promoting Innovation Practices in Taiwan: The Role of Government Policy and Research Institutes, *Taylor's Business Review (TBR) Journal*. **Submitted.**



**Conference Proceedings & Presentations**

- 1** Kiumarsi, S., Mohd Isa, S., & Jayaraman, K. (2015). The Determinants of Service Quality on Service Innovation in Post Offices: An Empirical Study. 4th Asian Management Research and Case (AMRC) Conference, 10th-11th January, Graduate School of Business, USM.
- 2** Jayaraman, K., Azeema, N., Kiumarsi, S. (2015). Consumer reflections on the purchase of perfumes with habit as a mediating variable: An Empirical study in Malaysia, Business Enabler for Profitability and Growth, Proceeding of International Research Seminar 2015, 13-16TH August 2015, Ho Chi Minh City, Vietnam, 81-94. **Published.**
- 3** Leili shahlaei, Shahizan Hasan, Mohd Ali Samsudin, Kiumarsi, S., Azlina Mohd Yusoff (2015) Review paper on Assessing of depression by Beck Depression Inventory (BDI), Social Sciences Post Graduate International Seminar (SSPIS), e-ISBN 978-967-11473-2-0. **Published.**
- 4** Tuyen Thanh Kim, Shuki Bin Osman, Kiumarsi, S. (2016). The Effects of Process Genre Approach on Upper Secondary Students' Writing Ability: A Case Study in a Specialized Upper Secondary School in Vietnam, International Journal of English Language, Literature and Translation Studies (IJELR), Vol. 3. Issue.3., 2016 (July-Sept.). **Published.**
- 5** Hashemi, S. M., Marzuki, A., Kiumarsi, S. (2016). Analysing the Factors Influencing Participants' Knowledge Sharing Behaviour in International Conference, International Conference on Business, Information, and Tourism (ICBIT), 3-5 August 2016, University Kuala Lumpur Business School.
- 6** Hashemi, S. M., Marzuki, A., & Kiumarsi, S. (2016). Determinants of Conference Service Quality as Perceived by International Attendees. World Academy of Science, Engineering and Technology, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering, 2016.
- 7** Hashemi, S. M., Marzuki, A., Kiumarsi, S. (2016). Determinant of Conference Service Quality as Perceived by International Attendees: The Case of Academic Association Conference in Malaysia. service quality in hospitality tourism: experiencing Persian heritage, 16, 17 July, 2016.
- 8** Kiumarsi, S., Salmi M. I., Jayaraman, K. (2016). Service Quality and Service Innovation on Service Loyalty: An Empirical Study in Malaysia. Osaka 8th International Conference on "Business, Economics, Social Science & Humanities-BESSH-2016" Volume 309, Issue 8, September 29-30, 2016, Osaka Japan.
- 9** Salmi M. I., Tan Siew Fang, Kiumarsi, S. (2016). The Impact of Service Quality in Postal Service: A mediating Role of Self-Service Technologies. The BAM 2016 Conference takes place at the Newcastle University, 6-8, September 2016.
- 10** Isa, S. M., & Ping, N. B., Kiumarsi, S. (2017). The Effect of Innovations to Brand Equity: The Role of Customers Satisfaction on Postal Service. In 5th International Conference on Innovation and Entrepreneurship ICIE 2017 (p. 42), citation and indexing bodies including **Thomson ISI Web of Science and Elsevier Scopus, Published.**
- 11** Isa, S. M., Kiumarsi, S., & Ping, N. B. (2017). The Effect of Innovations to Brand Equity: The Role of Customers Satisfaction on Postal Service. In ICIE 2017-Proceedings of the 5th International Conference on Innovation and Entrepreneurship (p. 42). Academic Conferences and publishing limited. Citation and indexing bodies including **Thomson ISI Web of Science and Elsevier Scopus, Ebook Published.**
- 12** Kiumarsi, S., Salmi M. I., Jayaraman, K. (2017). Service Innovation Matters than Service Quality on Service Loyalty in Post Offices, International Conference on Social Media Marketing'17, being held in August on 21 & 22 2017 at University of Twente 7522 NB Enschede, **Netherlands.**

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- 13** Kiumarsi, S., Salmi Mohd Isa, K. Jayaraman (2018) Service innovation in postal services influences service loyalty, International Conference on Science, Innovation and Management (ICSIM), 9th - 10th August 2018 at Amsterdam, **Netherlands. Accepted.**
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- 14** Phnuah Su Ling, Christopher Richardson; Shaian Kiumarsi (2018) The effect of emotional intelligence on expatriate adjustment: An empirical study, ICBSI2018: 058-047, International Conference on Business Sustainability and Innovation 2018 (ICBSI2018), **ISI proceeding. Accepted.**
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**Assist the following postgraduate students in their researches and data analysis recently:**

1. Yasmin BT Alodin (MBA) (Associate Prof. Salmi)
2. Ang Wei Jian (MBA) (Associate Prof. Salmi)
3. Lim Jin Wei (MBA) (Associate Prof. Salmi)
4. Noor Azam Bin Noor Jamil (MBA) (Associate Prof. Salmi)
5. Lim Seow Fun (MBA) (Dr.Fathyah Hashim)
6. Aufa Ilham Binti Shakir (MBA) (Associate Prof. Nabsiah Abdul Wahid)
7. Fazlinda (MBA) (Associate Prof. Nabsiah Abdul Wahid)
8. Stephanie Chua Quee Nee (MBA) (Associate Prof. Nabsiah Abdul Wahid)
9. Xiang Ying (MBA) (Dr Goh Yen Nee)
10. Mahendran Kirubakaran (DBA) (Prof. Azlan Amran)
11. Maisarah Abd Hamid (PhD) (Associate Prof. Salmi)
12. Arry Widodo (PhD) (Associate Prof. Nabsiah Abdul Wahid)
13. Npok Ratih (PhD) (Associate Prof. Nabsiah Abdul Wahid)
14. Shashaa (PhD) (Prof. Hasnah)
15. Md Shamim Hossain (PhD) (Associate Prof. Sofri Yahya)
16. Chua Xin Ying (Associate Prof. Nabsiah Abdul Wahid)
17. Diow Yinyi (Associate Prof. Nabsiah Abdul Wahid)
18. Aasim Ali Bukhari (PhD Student)
19. Anita Silvianita (Telkom Student)
20. Reni Nuraeni (Telkom Student)
21. Citra Kusuma Dewi (Telkom Student)
22. Nurafni Rubiyanti (Telkom Student)
23. Khairani Ratnasari Siregar (Telkom Student)
24. Arry Widodo (Telkom student)
25. Rah Utami Nugrahani (Telkom Student)
26. Ratih Hasanah (Telkom Student)
27. Nur Zalikha Othman (PhD) (Associate Prof. Salmi)
28. Samuel Yang (PhD) (Associate Prof. Salmi)
29. Samim Yousafzai (MBA Student)
30. Naqeeb Ullah (MBA Student)

### **Awards Received and FRGS Project**

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| <b>1</b> | Received professional teaching <b>award</b> from the Central Organization of Technical and Vocational Education, Iran, to implement the project for promotion of teacher's productivity. |
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| <b>2</b> | Special Award Journal Publication (2014 & 2015). Outstanding Journal Publication, Graduate School of Business (GSB), Universiti Sains Malaysia (USM). |
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| <b>3</b> | Fundamental Research Grant Scheme ( <b>FRGS</b> ). The PhD research was supported by Ministry of Education Malaysia under the Fundamental Research Grant Scheme (FRGS). Title of research Project: Construction of SQIBIT for Dynamic Business Model in POS Malaysia. |
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| <b>4</b> | Certificate of appreciation has served as a <b>moderator</b> at the 9th Business Seminar at GSB, December 15 <sup>th</sup> -17 <sup>th</sup> , 2015, Organized by Graduate School of Business, USM. |
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| <b>5</b> | Certificate <b>Awarded</b> to Kiumarsi, S. (2016) In recognition of contribution to serve as session chair on International Conference on Business, Information, and Tourism, 3-5 August 2016, Kuala Lumpur, Malaysia. |
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| <b>6</b> | Hashemi, S.M., Azizan Marzuki, Kiumarsi, S. (2016) <b>Awarded</b> The Valene L. Smith Prize for best paper presented at the service quality in hospitality and tourism: Experiencing Persian heritage conference held in Isfahan, Iran, 16-17 July 2016. |
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| <b>7</b> | <b>Graduate Assistant (GA)</b> , USM, University Science Malaysia (USM) Graduate School of Business (GSB), 30/05/2015- 30/05/2017. |
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## **References**

### **1) Professor Dr. Azlan Amran**

#### **Dean**

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