

CURRICULUM VITAE (DRAFT)

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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. Corporate Social Responsibility (CSR): WHAT CAN WE LEARN FROM THE EAST?, USM (INSENTIF), RM5,000.00, 21/10/2011-20/10/2012
2. Construction of SQIBIT for Dynamic Business Model in POS Malaysia, KEMENTERIAN PENGAJIAN TINGGI, RM93,000.00, 1/12/2013-30/11/2016
3. Impact and Responsibilities of Tour Operator Practices Towards Sustainable Tourism, USM (JANGKA PENDEK), RM23,030.00, 1/12/2015-30/11/2017

1.1.2 Research Grant (as Co-Researcher)

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

1. An Exploratory Study on Women's Innovativeness Using Gender Analysis Framework, KEMENTERIAN PENGAJIAN TINGGI, RM101,900.00, Rashidah Bt Shuib , 1/6/2013-31/5/2016
2. Gender and Entrepreneurship Performance: Towards a Theoretical Model of the Gender Analyses of Microfinance (MFs) borrowers in Entrepreneurship, KEMENTERIAN PENGAJIAN TINGGI, RM78,500.00, Nor Hafizah Binti Hj Selamat , 1/7/2014-31/12/2016
3. The Influencing Factor for Developing a Halal Fourth Party Logistics (4PL) Supply Chain Management in Malaysia, USM (JANGKA PENDEK), RM29,840.00, Suzari Bin Abdul Rahim , 15/8/2014-14/8/2016
4. Formulation of integrated measurement framework of microfinance institutions, KEMENTERIAN PENGAJIAN TINGGI, RM78,200.00, Siti Nabiha Binti Abdul Khalid , 2/11/2015-1/5/2018

5. Muslim Consumers' Attitude Toward Non-Certified Kopitiam in Urban Areas, USM (JANGKA PENDEK), RM24,135.00, Shaizatulaqma Binti Kamalul Ariffin , 15/5/2016-14/5/2018
- 6.* Secretariat of the Promotion of Sustainability in Postgraduate Education and Research Network (ProSPER.Net) produce the Learning Case Book., Education for Sustainable Development (ESD) Programme of the United Nations University , Institute of Advanced Studies (UNU-IAS), 4000, 1/8/2012 - 1/7/2013

1.2 Research Publication

Conference Proceeding

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

1. Isa, S.M, and Reast, J., 2011, "The Construct of Corporate Social Responsibility (CSR): Designing a Formative Measure", Presented in Responsibility Research Conference, Marseille, France (14-18 September 2010)., Marseille, France, 0
2. Isa, S.M., 2011, "Impact of Corporate Social Responsibility (CSR) in Corporate Branding towards Organisation's Competitive Advantage: Malaysian Stakeholder Perspective", In British Academy of Management (BAM) SIG-CSR Conference, York. United Kingdom (26 March 2009)., York, United Kingdom, 0
3. Salmi Mohd Isa, Christopher Johann Richardson and Zurina Mohaidin, 2013, Lyods Bank: Improving Customer Attrition, , 3rd South Asian Management Research and Case Conference 2013, Bangalore, India, 0
4. Salmi Mohd Isa and Lai Kelly, 2015, Brand Switching through Marketing Mix: The Role of Brand Affect on Smartphone, , Proceeding 11th Asian Academy of Management International Conference 2015, Penang, Malaysia, 0
5. Maisarah Abdul hamid and Salmi Mohd Isa, 2015, Tour Operators contribution towards sustainable tourism: a review from literature, , Proceeding Tropical Outlook Conference, Lombok, Indonesia, 0
6. Salmi Mohd Isa, Tan Siew Fang, Seraj Kiumarsi, 2016, Impact of Service Quality in Postal Service Industry: A Mediating Role of Self-Service Technologies, , British Academy of Management (BAM 2016), New Castle University, 0
7. Salmi Mohd Isa, Mazidah Musa, Chong Ang Gee, 2016, The Female Employees' Readiness on Flexible Working Arrangement in Malaysia, , 3rd KANITA Postgraduate International Conference on Gender Studies (KPICGS 2016), Universiti Sains Malaysia, 0
8. Mazidah Musa, Rashidah Shuib, Nor Hafizah Selamat, Salmi Mohd Isa, Intan Osman, Saridan Abu Bakar, 2016, A Study of Women Micro Entrepreneurs in Malaysia: Livelihood Strategies and Challenges, , 3rd KANITA Postgraduate International Conference on Gender Studies, Universiti Sains Malaysia (USM), 11
9. Teoh Siau Teng & Salmi Mohd Isa, 2016, 3rd KANITA Postgraduate International Conference on Gender Studies, , Guanxi and Gender: Does it Matter to Marketing Performance?, Universiti Sains Malaysia (USM), 0

Journal Proceeding

1. Salmi Mohd Isa, Corporate Social Responsibility: What Can We Learn From The Stakeholders? , Science Direct by Elsevier, 2012
2. Salmi Mohd Isa Jon Reast, Measuring Corporate Social Responsibility (CSR) with Multi-Dimensional Scales: A Caution on The Risks of Conceptual Misspecification, Academic Publishing International Limited, Reading UK, 2012

Citation Indexed Journal

(Author),(Title of Article),(Name of Journal),(Year),(Volume),(Edition),(Number Of Pages)

1. Salmi Mohd Isa, An Analysis of Corporate Social Responsibility (CSR) on Stakeholders Loyalty: Perceptions of Malaysian Organizations., International Journal of Business and Social Research, 2012, 2, 7, 1-12
2. S. Kiumarsi , Salmi Mohd Isa , Rostam Ranjbar Navi , The Influence of Organizational Culture on Creativity and Innovation: A Review , International Journal of Business Innovation , 2015, 2, , 47-58
3. Norlyiana Samsuri, Tahamina Begum, Faruque Reza, Hazim Omar, Nasir Yusoff, Badrisyah Idris, Salmi Mohd Isa, Visualization of Cognitive Response and Gaze Behavior to the Display Design of Vertex Reared and Vertex Frontal View From Auto Dealer's Advertisement, Asian Journal of Science and Technology, 2016, 07, 05, 8
4. Norlyiana Samsuri, Tahamina Begum, Faruque Reza, Hazim Omar, Nasir Yusoff, Badrisyah Idris, Salmi Mohd Isa, Left Lateral Singular (LLS) View Enhances Attention at Stimulus Discrimination during Automobile Display Setting Revealed by EEG/ ERP and Eye Tracking Technique, International Journal of Enhanced Research in Science, Technology & Engineering, 2016, 5, 5, 8
5. Mao Seng Ting, Yen Nee Goh, Salmi Mohd Isa, Determining Consumer Purchase Intentions Toward Counterfeit Luxury Goods in Malaysia, Asia Pasific Management Review, 2016, , , 12

Journal

(Author),(Title of Article),(Name of Journal),(Year),(Volume),(Edition),(Number Of Pages)

1. Salmi Mohd Isa and Lizana Ramly, Factors influencing tourist visitation in marine tourism: Lessons learned from FRI Aquarium, Malaysia, International Journal of Culture, Tourism, and Hospitality Research, 2013, , , 0
2. Salmi Mohd Isa and Jon Reast, Operationalising Corporate Social Responsibility (CSR) and Development Debate, Asian Academic Management Journal, 2013, Vol 19 (2), , 0
3. Salmi Mohd Isa and Pun Xin Yao, Investigating The Preference for Green Packaging in Consumer Product Choices: A Choice Based Conjoint Approach, Business Dynamic Management Journal, 2013, Vol. 3, No. 2, , 84-96
4. Salmi Mohd Isa & Lizana Ramli, Factors Influencing Tourist Visitation in Marine Tourism: Lessons Learned from FRI Aquarium Penang, Malaysia, International Journal of Culture, Tourism, and Hospitality Research, 2014, 1, 8, 103-117
5. Salmi Mohd Isa, Operationalising Corporate Social Responsibility (CSR) Through Formative Lense, Journal of the National Institute of Public Administration (INTAN), 2014, 12, 1, 171-189

6. Salmi Mohd Isa and Jon Reast, Operationalising Corporate Social Responsibility (CSR) and Development Debate, Asian Academy of Management Journal, 2014, 19, 1, 169-197
7. S. Kiumarsi, K. Jayaraman & Salmi Mohd Isa, The Determinants Of Perceived Service Quality On Customer Loyalty In Post Office: Mediating Role Of Service Innovation, The International Journal Of Organizational Innovation, 2014, Special Issue, , 77-88
8. Zurina Mohaidin, Tan Hoo Min & Salmi Mohd Isa, Improving On-Time Delivering Performance: A Case of Flash On (Thailand) Ltd, Asian Journal of Case Research, 2014, 7, 2, 29-41
9. Salmi Mohd Isa; Khang-Yeu Wong , AGE DIFFERENCES IN BEHAVIORAL INTENTION TO USE INTERNET MARKETING: A COMPARATIVE STUDY BETWEEN MALAYSIAN AND TAIWANESE , INTERNATIONAL OF BUSINESS AND SOCIETY , 2015, 16, , 386-396
10. Salmi Mohd Isa; Lee kok Kitt , INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON LOYALTY: PERCEPTIONS OF MEDICAL DOCTORS , PROBLEMS AND PERSPECTIVES IN MANAGEMENT , 2015, 13, , 313-319
11. S.Kiumarsi; K. Jayaraman; Salmi Mohd Isa , SERVICE QUALITY AND INNOVATION IN MALAYSIAN POST OFFICES: AN EMPIRICAL STUDY , GLOBAL BUSINESS AND ORGANIZATIONAL EXCELLENCE , 2015, 35, , 55-66
12. Maisarah Abdul Hamid; Salmi Mohd Isa , THE THEORY PLANNED BEHAVIOUR ON SUSTAINABLE TOURISM , JOURNAL OF APPLIED ENVIRONMENTAL SCIENCES , 2015, 5, , 84-88
13. S.Kiumarsi;Salmi Mohd Isa; K. Jayaraman , DETERMINANTS OF SERVICE QUALITY ON SERVICE LOYALTY: THE MEDIATING ROLE OF CUSTOMERS' SATISFACTION AND BRAND EQUITY , PROBLEMS AND PERSPECTIVES IN MANAGEMENT , 2015, 13, , 347-356
14. Sue-Lynn Saw, Yen-Nee Goh, Salmi Mohd Isa , EXPLORING CONSUMERS' INTENTION TOWARD ONLINE HOTEL RESERVATIONS: INSIGHTS FROM MALAYSIA , PROBLEMS AND PERSPECTIVES IN MANAGEMENT , 2015, , , 249-257

Article in Magazine

(Title),(Publisher),(Author),(Name of Journal),(Year)

1. Curing Malaysia's Labour Woes, Singapore Management University, Salmi Mohd Isa & Mimi Abdul Rashid, Asian Management Brief, 2016

Chapter In Research Book

(Author),(Title of Article),(Name of Book),(Publisher),(Year),(Number Of Pages)

1. Maisarah Abdul Hamid & Salmi Mohd Isa, Tour Operators Contribution towards Sustainable Tourism: A Review from the Literature, Balancing Development and Sustainability in Tourism Destinations, Springer, 2016, 12
2. Maisarah Abdul Hamid & Salmi Mohd Isa, Measuring Sustainability Levels of Tour Operator Businesses Using Sustainable Tourism Indicators: A Conceptual Perspective, Heritage, Culture and Society- Research Agenda and Best Practices in the Hospitality and Tourism Industry, Tailor and Francis Group, 2016, 5

Refereed Proceeding

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

1. Norlyiana Samsuri, Faruque Reza, Tahamina Begum, Hazim Omar, Nasir Yusoff, Badrisyah Idris, Hazim Omar, Salmi Mohd Isa, 2016, Electrophysiological Quantification of Underlying Mechanism of Decision Making from Auto Dealers Advertisement: A Neuromarketing Research, , The 4th International Conference on Quantitative Sciences and Its Applications (ICOQSIA 2016), Bangi, Malaysia, 8
2. Salmi Mohd Isa, Mazidah Musa, Rashidah Shuib, Intan Osman, Nor Hafizah Selamat, Saridan Abu Bakar, 2016, Exploring Women's Entrepreneurship and Innovation in Micro Business, , Proceeding of the 4th International Conference on Innovation and Entrepreneurship, The Ted Rogers School School of Management, Ryerson University, Toronto, Ontario, Canada, 7
3. S. Kiumarsi, Salmi Mohd Isa, K. Jayaraman, 2016, Service Quality and Service Innovation on Service Loyalty: An Empirical Study in Postal Service, , International Conference on "Business, Economic, Social Science & Humanities (BESSH 2016), Osaka, Japan, 0

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. Research Methodology (AGW621) , , 2011, 3, 57
2. Research Methodology (AGW 728), , 2011, 0, 11
3. ISU PERNIAGAAN DAN PEMBANGUNAN LESTARI, 2, 2016, 2, 0
4. BUSINESS ETHICS AND GOVERNANCE,ADC608
5. RESEARCH METHODOLOGY,ADW621
6. BUSINESS ISSUES AND SUSTAINABLE DEVELOPMENT,ADW624
7. BUSINESS ETHICS AND GOVERNANCE,AGC608
8. SUSTAINABILITY CONCEPT AND ISSUES,AGE629
9. BUSINESS ISSUES AND SUSTAINABLE DEVELOPMENT,AGW624
10. CORPORATE RESPONSIBILITY,AGW661

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. SUZAN MOHAMMAD AWAD AL NAJJAR,PhD, The Implementation of Lean Six Sigma on Health Care,
2. SALEH O M R AL ENEZI,PhD, Factors Affecting the Adoption of Electronic Commerce by Small and Medium Enterprises: An Empirical Study of SMEs in Kuwait,

3. MOHAMMED IBRAHIM BABANGIDA, PhD, Moderating Role of Facilitating Condition on E-Learning Service Quality and Students' usage: Evidence from National Open University of Nigeria,
4. SYEDA NAZISH ZAHRA BUKHARI, PhD, Islamic Branding Vs. Corporate Social Responsibility. Tools for Building Brand Equity and Brand Promotion.,
5. SYED MUHAMMAD ABDULLAH, PhD, The Effect of Religiosity on Purchase Intention for Sustainable Products in Pakistan,
6. SHAIAN KIUMARSI, PhD, The Effect of Customer Perceived Service Quality and Service Innovation on Service Loyalty Within Post Office in Malaysia, 2017
7. MOHD ZAILANI BIN OTHMAN, PhD, Organisational Strategic Management Information Systems, 2017
8. SANTHI A/P GOVINDAN, PhD, Public Universities' Performance via Market Orientation, 2017
9. SITI NOORMALA BINTI JAILANI, PhD, CONSUMERS PERSPECTIVE ON PURCHASE INTENTION TOWARDS SERVICE STAFF WITH DISABILITIES IN HOSPITALITY INDUSTRY, 2017
10. NADZRAH BINTI YUSOF, PhD, Work-life Conflict among Women in Government Hospital. , 2017
11. TING MAO SENG, PhD, Toward Inconspicuous Consumption: The Future of Luxury Fashion Branding, 2017
12. AIDA AZLINA BINTI MANSOR, PhD, THE EFFECT OF CUSTOMER EQUITY on CUSTOMER SATISFACTION and CUSTOMER LOYALTY:, 2017
13. MAISARAH BT ABDUL HAMID, PhD, The Sustainable Tourism Development Practices from Tourism Entrepreneurs Perspectives, 2017
14. NUR ZALIKHA BINTI OTHMAN, PhD, CHARACTERISTICS OF SERVICE, HOTEL BRAND IMAGE AND GUEST RETENTION AT FIVE STAR RATED HOTEL IN KUALA LUMPUR, MALAYSIA, 2017
15. MA ATHIRAH BINTI MEOR AZNAM, PhD, RELATIONSHIPS AMONG STRESSORS AND WORK-FAMILY CONFLICT OF BANK EMPLOYEES IN MALAYSIA, 2017
16. NORLYIANA BINTI SAMSURI, PhD, Brain Function Mapping, Analysing Gaze Behaviour and Detecting the N200 and P300 Event Related Potential (ERP) Components from Community Driven Neuromarketing Research on Malaysian Home-grown Honey Pr, 2017
17. Lizana Ramly (MBA -General), Master(Dissertation - Course Work), Factors Influencing Tourist Visitation Performance: The Case of A Marine Life Aquarium,
18. Chee Yin Yin (MBA-SSME), Project(Coursework Mode), Lead Time Improvement For New Product Introduction (NPI), 2012
19. Tan Kock Lim (MBA-SSME), Project(Coursework Mode), Why People Leave? A Case of Customer Attrition in Business Banking, 2012
20. Narges Hosseini, Doctoral(Dissertation - Mixed Mode), Environmental Disclosure,
21. Nur Darina binti Mahadi (MBA-SD), Master(Dissertation - Course Work), A Survey of Recycling Behaviour for Non-Biodegradable Items By SME in Malaysia.,
22. Lee Kok Kit (MBA-SD), Master(Dissertation - Course Work), Experiences of Corporate Social Responsibility Impacts the Stakeholder Relationship,
23. Xin Yao Pung (MBA-SD), Master(Dissertation - Course Work), The Potential of Solar Energy towards Sustainability Development in Malaysia.,
24. Wong Ai Yin (MBA-Online), Master(Dissertation - Course Work), Push and Pull Factors for Women Entrepreneurship in Malaysia. ,
25. Tan Hoo Min, Master(Dissertation - Course Work), Improving On-Time Delivery Performance: Case Study of A Manufacturer in Thailand, 2013
26. Teh Lean Seang, Master(Dissertation - Course Work), The market values driven for Gen Y in promoting the workforce demand., 2013
27. Chong An Gee, Master(Dissertation - Course Work), The readiness of working women towards flexible working arrangement (FWA), 2013
28. Kelly Lai, Master(Dissertation - Course Work), The effect from marketing strategies to brand switch in smartphone: The role of brand affect, 2013

29. Hepy Ariyanto, Doctoral(Dissertation - Mixed Mode), Measuring Success in Place Marketing and Branding,
30. Lee Kok Kit, Master(Dissertation - Course Work), Exploring perceptions of corporate social responsibility and corporate social irresponsibility towards prescription loyalty behaviour among medical doctors , 2013
31. Wong Ai Yin, Master(Dissertation - Course Work), Push and Pull Factors for Women Entrepreneurship in Malaysia., 2013
32. Pung Xin Yao, Master(Dissertation - Course Work), Investigating the preference for green packaging in consumer product choices: A choice-base conjoint approach., 2013
33. Narges Hosseini, Doctoral(Dissertation - Mixed Mode), Corporate Governance,
34. Tan Siew Fang, Master(Dissertation - Course Work), AN IMPACT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN POS MALAYSIA: THE MEDIATING ROLE OF SELF-SERVICE TECHNOLOGIES , 2015
35. Maheshini Rajagopal, Master(Dissertation - Course Work), THE IMPACT OF SERVICE QUALITY OFFERED BY FRONT LINERS ON CUSTOMER SATISFACTION IN LOCAL BANKS IN PENANG, 2015
36. Yusliza Md Yusoff, Master(Dissertation - Course Work), CREATING SUSTAINABLE COMPETITIVE ADVANTAGE THROUGH SERVICE INNOVATION: A CASE STUDY OF POS MALAYSIA BERHAD , 2015
37. Melanie Tham Huen Yen, Master(Dissertation - Course Work), SPORT SPONSORSHIP ADDED VALUE, 2015
38. Arshad Mehmod, Master(Dissertation - Course Work), CASE STUDY OF TRIZ ADAPTABILITY BY MALAYSIAN INDUSTRY, 2015
39. Tan Wei Lynn, Master(Dissertation - Course Work), SERVICE QUALITY OF BUDGET HOTEL, 2015
40. Solihaton Hanim Binti Halim, Master(Dissertation - Course Work), FRONT DESK SERVICE OF TNB AND ITS EFFECTS TOWARDS CUSTOMERS SATISFACTION, 2015
41. Devanthran Muniandy, Master(Dissertation - Course Work), GREEN SUSTAINABILITY IN INTERNAL SUPPLY CHAIN OF OPERATION A CASE STUDY OF MULTINATIONAL CORPORATION IN PENANG , 2015
42. Lai Kelly, Master(Dissertation - Course Work), THE EFFECT OF MARKETING MIXES TO BRAND SWITCH: THE ROLE OF BRAND AFFECT ON SMARTPHONE, 2014
43. Wong Khang Yue, Master(Dissertation - Course Work), A COMPARATIVE STUDY BETWEEN MALAYSIAN AND TAIWANESE, 2014
44. Hepy Hefri Hariyanto, Doctoral(Dissertation - Mixed Mode), DEVELOPMENT OF PLACE ATTACHMENT AND PATRONAGE INTENTIONS: LESSONS LEARNED FROM BATAM ISLAND, 2015
45. Narges Hooseoniyan, Doctoral(Dissertation - Mixed Mode), THE ROLE OF CORPORATE GOVERNANCE AND POLITICAL CONNECTIONS IN THE RELATIONSHIP BETWEEN RELATED PARTY TRANSACTIONS AND FIRM, 2015
46. Chin Mun Hoe, Master(Dissertation - Course Work), CREATING AND SUSTAINING COMPETITIVE ADVANTAGE: THE WINNING FORMULA OF AIRASIA THE THRIVING BRAND IN THE CHALLENGING AVIATION INDUSTRY , 2014
47. Maheshini Rajagopal, Master(Dissertation - Course Work), The Impact Of Service Quality Offered By Front Liners On Customer Satisfaction In Local Banks In Penang, 2015
48. Melanie Tham, Master(Dissertation - Course Work), The Effect of Sports Sponsorship Towards Brand Equity Through Athlete Endorsement, 2015
49. Arshad Mehmod, Master(Dissertation - Course Work), Case Study of Triz Adaptability By Malaysian Industry, 2015
50. Tan Wei Lynn, Master(Dissertation - Course Work), Service Quality of Budget Hotel, 2015
51. Solihaton Hanim Halim, Master(Dissertation - Course Work), Front Desk Service of TNB And Its Effects Towards Customers Satisfaction, 2015
52. Mazida Sapawi, Master(Dissertation - Course Work), Improving Sales Towards Sustainability of NS Global Marketing, 2015

53. Siti Safarah Amirnuddin, Master(Dissertation - Course Work), The Increasing Trend of The Assessment Arrears in Kulim Municipal Council, 2015
54. Nurul Ulfah, Master(Dissertation - Course Work), Perceived Value by Muslim Tourist in Malaysi, 2015
55. Hafidzoh Abdul Samad, Master(Dissertation - Course Work), THE CONTRIBUTION OF MARKETING COMMUNICATIONS TOWARDS PROFITABILITY OF MB GLOBAL MARKETING, 2015
56. Loh Chia Sin, Master(Dissertation - Course Work), RESIDENTS SUPPORT FOR PENANG HERITAGE TAURISM DEVELOPMENT: THE ROLE OF RESIDENTS PLACE IMAGE AND PERCEIVED TOURISM IMPACTS, 2015
57. Lee Ami, Master(Dissertation - Course Work), INTENTION TO REVISIT IN MEDICAL TOURISM, 2015
58. teoh siau teng, Doctoral(Dissertation - Mixed Mode), Guan Xi: A study of Perspectives for sustainability business ties in malaysia property development market, 2018
59. Choong Jian Ming, Doctoral(Dissertation - Mixed Mode), Factors that influence the brand loyalty of men's grooming industry in malaysia, 2018
60. Neoh Boon Ping, Master(Dissertation - Course Work), Customers' Perception on Business Innovation of Postal Service in Malaysia, 2016
61. Lim Pei Fang, Master(Dissertation - Course Work), The Influence of Volunting Sector Towards Organisation Sustainability: The Mediating Role of Employee Behaviours, 2016
62. Kanagavalli a/p Maniam, Master(Dissertation - Course Work), Implication of Information, Communication and Business Technology as an Innovation to Enhance the Services in POS Malaysia Berhad, 2016
63. Nadzrah binti Yusof, Master(Dissertation - Course Work), The Determinants of Work Life Conflict Among Women in Government Hospital, 2016
64. Ng Yi Wen, Master(Dissertation - Course Work), Examining the Determinants Factors of Food Security in Malaysia, 2016
65. Yeoh Wei Leong, Master(Dissertation - Course Work), A Study of the Relationship between Perceived Quality, Perceived Value, Product Attributes, Customers Relationship, Trustworthiness, Customer Satisfaction and Customers Loyalty in Medical Industry, 2016
66. Irman bin Ibrahim, Master(Dissertation - Course Work), Should the Product of MARA Entrepreneurs Reach Global Market, 2016
67. Lim Sze Sze, Master(Dissertation - Course Work), Revisit Intention Among International and Domestic Partients- An Empirical Study in Penang, Malaysia, 2016
68. Mimi Abdul Rashid, Master(Dissertation - Course Work), Walking the Talk: Insights from Employers on the Implementation of Flexible Working Arrangements in Malaysia, 2016
69. Abd Basir bin Hashim, Master(Dissertation - Course Work), Determinants of White Collar Crime: A Malaysian Case, 2016
70. Ng Houi Houi, Master(Dissertation - Course Work), Determinants of Green Purchase Intention on Brand Sustainability Towards Fast Moving Consumer Goods in Malaysia, 2016

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. Measuring Corporate Social Responsibility (CSR) with Multi-dimensional Scales: A Caution on the Risks of Conceptual Misspecification, Pafos, Cyprus., 8/11/2012- 9/11/2012, International
2. Corporate Social Responsibility: What Can We Learn From The Stakeholders?, Jakarta, Indonesia, 1/12/2012- 2/12/2012, International
3. Executive Case Lyods Bank: Improving Customer Attrition, IIM, Bangalore, India., 27/12/2013- 29/12/2013, International
4. Age Differences in Behavioral Intention to use Internet Marketing: A comparative study between Malaysian and Taiwanese, Bali, Indonesia, 1/11/2014- 2/11/2014, International
5. Brand Switching through Marketing Mix: The Role of Brand Affect on Smartphone, Penang, Malaysia, 2/10/2015- 4/10/2015, International
6. Tour Operators contribution towards sustainable tourism: a review from literature, Lombok, Indonesia, 29/7/2015- 31/7/2015, International
7. The Determinants of Service Quality on Service Innovation in Post Offices: An Empirical Study, Penang, Malaysia, 10/1/2015- 11/1/2015, International
8. Electrophysiological Quantification of Underlying Mechanism of Decision Making from Auto Dealers Advertisement: A Neuromarketing Research, Bangi, Malaysia, 16/8/2016- 18/8/2016, International
9. Exploring Women's Entrepreneurship and Innovation in Micro Business, The Ted Rogers School School of Management, Ryerson University, Toronto, Ontario, Canada, 28/4/2016- 29/4/2016, International
10. Relationship between Tour Operators and Sustainable Tourism Practices: A Preliminary Assessment for Malaysia, UniSZA, Terengganu, Malaysia, 20/4/2016- 22/4/2016, International
11. Impact of Service Quality in Postal Service Industry: A Mediating Role of Self-service Technologies, New Castle University, United Kingdom, 6/9/2016- 8/9/2016, International
12. The Female Employees' Readiness on Flexible Working Arrangements in Malaysia, Universiti Sains Malaysia, 16/11/2016- 17/11/2016, International
13. A Study of Women Micro Entrepreneurs in Malaysia: Livelihood Strategies and Challenges, Universiti Sains Malaysia, 16/11/2016- 17/11/2016, International
14. GuanXi and Gender: Does it Matter to Marketing Performance?, Universiti Sains Malaysia, 16/11/2016- 17/11/2016, International
15. Service Quality and Service Innovation on Service Loyalty: An Empirical Study in Postal Service, Osaka, Japan, 29/9/2016- 30/9/2016, International

ACADEMIC RECOGNITION AND LEADERSHIP

Invited Speaker

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

1. Jemputan Sebagai Tenaga Pengajar Program Latihan- Asas Pemasaran, Memberi latihan asas pemasaran kepada 40 peserta usahawan IKS Pulau Pinang di bawah PERDA, Prodigy Training, 2012, State
2. Academic Guest Lecture - Universitas Brawijaya, Guest lectures, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya, 2013, International
3. Effective Teaching Through Cases, Jemputan Sebagai Fasilitator untuk bengkel Effective Teaching Through Cases, Ghazali Shafie Graduate School of Government , Universiti Utara Malaysia, 2014, University
4. Fasilitator Bagi Program Integrity Global Champions 2015, Title: Leadership: Integrity in Tourism, Institut Integriti Malaysia dan Majlis Amanah Rakyat, 2015, National
5. Asian Business Environment, International Week 2016, Universitas Gadjah Mada, 2016, International
6. Pengurusan Integriti dan Keselamatan (Isu Integriti), Program Transformasi Minda, Kolej Kejururawatan Pulau Pinang, 2016, National
7. Benefits and Risks of MFI'S commercialisation, Workshop on Managing Microfinance in Dynamic Environment, Graduate School of Business, USM, 2016, University

Member of a Panel Discussion / Forum

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

1. GSB Business Seminar 2012, , 2012, -, , University
2. Academia-Marketing Roundtable Discussion: Relevancy of Penang as a Tourism Destination, , 2014, -, , University
3. Ahli Panel Bagi Seminar Kepimpinan Muda di INTAN Kampus Wilayah Utara, , 2015, -, , National
4. Discussant for Conceptual Paper, , 2016, -, , University

Member in Professional / Academic Associations

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

1. Tun Azizan Zainul Abidin Integrity Circles for Young Professionals (TAZAIC), Members, 2012, National
2. Asian Academy of Management, Members, 2013, National
3. Institute of Marketing Malaysia, Members, 2014, National
4. Institut Integriti Malaysia, Members, 2015, National
5. Institut Marketing Malaysia, Members, 2015, National

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

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

1. The Effect of Communicating Corporate Social Responsibility Through Letters to Shareholders., Journal of Business Research, Professor Patrick E. Murphy and Professor Bodo B. Schlegelmilch, 2012
2. An Analysis of Factors Affecting on Online Shopping Behavior of Consumers., Asian Academy of Management, Prof Fauziah Md Taib, 2012
3. Corporate Social Responsibility Reporting (CSRR) In Malaysia: A Research Note, Journal of Accounting Perspectives, Dr Mazni Abdullah, 2013
4. Experience of Non-Muslim Consumers on Halal as Third party Certification Mark In Malaysia , Asian Academy of Management Journal, Associate Prof. Zamri Ahmad, 2013
5. Asian Academy of Management International Conference, Asian Academy of Management International Conference Proceeding: 10th Asian Academy of Management International Conference 2013 , Associate. Professor Dr. Zamri Ahmad, 2013

6. Designing a model for the relationship between marketing activities and organization performance: Meta-analysis on the moderating role of research topic characteristic, Asian Academy of Management, Associate Prof. Dr Zamri Ahmad, 2014
7. Tourist Destination Loyalty: A Multidimensional Perspective, International Journal of Culture, Tourism and Hospitality Research, Prof. Dr. Fyall, 2014
8. Hotel Managers Perceptions of Disabled Travelers Needs, Journal of Hospitality Marketing & Management, Prof ROBIN NUNKOO, 2014
9. Investigating the relation between internal marketing and job satisfaction on market orientation firms: evidence from Darab Cement Company, AAMC2015-10th Asian Academy of Management International Conference, , 2015
10. Environmentally Friendly Consumer Behaviour: Comparison between Urban and Rural Consumers, AAMC 2015-10th Asian Academy Management International Conference, , 2015
11. Women's Involvement in Developing Waqf in Malaysia, Gender in Management: an International Journal, Dr. Adelina Broadbridge, 2015
12. The Impact of Business Exhibition Program on SMEs Marketing Innovation Malaysia, Jurnal Pengurusan, Ass . Prof. Dr. Nor Liza Abdullah, 2015
13. Are we set for electric cars? Questioning the environmental readiness of India, Asian Academy of Management, Zamri Ahmad, 2015
14. Marketing Research Tools and Techniques, Oxford, Nigel Bradley, 2016
15. The impact of consumer perception of CSR on consumer trust, Case Study: automobile industry consumers, Asian Academy of Management Journal of Accounting & Finance, Prof Ruhani Ali, 2016
16. A model linking store attributes, service quality and customer experience: A study among community pharmacies, International Journal of Economics and Management, Assoc. Prof. Dr. Abdul Rahim Abdul Samad, 2016
17. Revitalization of product features and quality of service (servqual) in Bank Nagari, Indonesia, Management and Economics Review, Prof Carmen Nadia Ciocoiu, 2016

Academic Awards

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

1. Outstanding Staff Award for Teaching, Graduate School of Business, Universiti Sains Malaysia, 2014, University
2. Most Outstanding Staff (January 2014), Graduate School of Business, Universiti Sains Malaysia, 2014, University
3. Outstanding Research Award, Graduate School of Business, 2015, University

Board of Director/Board of Trustees

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

1. Chairman for AGW622/623/625/630/ADW622 Management Project, Viva Voce, Graduate School of Business, 2014, University
2. The Effect of Marketing Strategies, Patient Characteristics and Pharmacist Factors on Physician Prescribing Decisions, PhD Conceptual Paper presentation, Graduate School of Business, 2016, University
3. The Impact to tacit knowledge management on organizational performance, with succession planning as moderating factor, Doctoral of Business Administration viva-voce, Graduate School of Business, USM, 2016, University

Awards

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

1. Outstanding Research Award, Successful on obtaining the highest number of grants as principal investigator, , , E & O Hotel, 2015, University
2. Certificate of Appreciation, Session Chair, , , Parkroyal Hotel Penang, 2015, National

3. Best Paper Award, Best Paper Award -Research Paper, , , The 4th International Conference on Quantitative Sciences and Its Applications (ICOQSIA2016), 2016, International

Assessor

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

1. Bengkel pelan Strategik Advokasi, Promosi dan Latihan Etika Perniagaan Malaysia (EPM), Kementerian Perdagangan dalam negeri, Koperasi Dan Kepenggunaan (KPDNKK), , 2015, -, , National
2. Bengkel Teknikal Corporate Integrity System Assessment Questionnaire (CIAQ), , 2015, -, , National
3. Perbincangan Meja Bulat: Penilaian Sistem Integriti Korporate Untuk Badan Berkanun, , 2015, -, , National
4. Permurnian Penilaian Integriti Korporat Untuk Badan Berkanun, , 2015, -, , National
5. Review of Textbook on Fundamentals for Marketing Research third edition by Nigel Bradley, , 2016, -, , International
6. PhD Thesis- Impact of Managerial Perceptions of Social Responsibility on Firm's Performance in India by Sarangapani Nivarthi from University of Canberra | Bruce, ACT, 2601, , 2016, -, , International

Editorial Board

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

1. Scientific Board Member, Management and Economics Review, 2016, International

Assessor/Examiner

Internal Examiner

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

1. A Study of the Relationship between Indicators of Donation Performance and Public Donation intention in Penang: A Revised Planned Behavior Perspective., Ho Eng Ling, USM, 28/5/2012- 28/5/2012
2. Investigating the Determinants of Recycling Behaviour Among Secondary School Students in Penang, Nurzairin Zahari, USM, 28/5/2012- 28/5/2012
3. Do the Awareness of Global Warming Lead to Change in Consumer Purchasing Pattern?, Oh Tze Ling, USM, 30/5/2012- 30/5/2012
4. Influencing Factors of Environmental Management Practices towards Clean Development Mechanism Implementation in Malaysia, Zainorfarah Zainuddin, USM, 25/7/2012- 25/7/2012
5. Strategies to Improve Broadband Sales in Penang , Calvin Chan Yee Yuen, USM, 9/6/2012- 9/6/2012
6. Enhance On Time Delivery Performance, Noveeta a/p Ashok, USM, 9/6/2012- 9/6/2012
7. Reduce Long Waiting Time at Customer Service, Rogini a/p Jothe Raju, USM, 9/6/2012- 9/6/2012
8. Customer Retention and Acquisition Strategy for Freight Forwarder in Penang, William Lim Chong Seng, USM, 9/6/2012- 9/6/2012
9. Factors Influencing Green Purchasing Adoption for Small and Medium Enterprises (SMEs) in Malaysia, Pavitra Ramakrishnan (USM), USM, 20/11/2012- 20/11/2012
10. A Study on the Influence of Sports Athlete Credibility on Attitude toward Advertisement and Consumer Purchase Intention in Malaysia: The Role of Attitude toward Brand as a Mediator., Leong Xin Jian, USM, 20/11/2012- 20/11/2012
11. Management Control System: A Case Study on Personnel and Cultural Controls in a Federal Statutory Body., Juwairiyah Syed Mohd Baquir, USM, 19/11/2012- 19/11/2012
12. Internal Marketing as an Antecedent to service quality: Mediated by Affective commitment and organizational citizenship behaviour, Rahim Mosahab, Universiti Sains Malaysia, -

13. Exploring and understanding value negotiation process of Muslim households in Tayyib food consumption, Haslenna Hamdan, Universiti Sains Malaysia, -
14. Service Quality in Malaysian Private Hospitals: Mediating Effect of Companion's Satisfaction and Delight in Medical Tourism., Wan Normila, Universiti Sains Malaysia, 4/2/2013- 4/2/2013
15. Government Green Procurement: The Readiness of Malaysian Companies, Johaniiffa Binti Ismail, Universiti Sains Malaysia, 23/9/2013- 23/9/2013
16. Factors Influencing The Consumers Online Purchasing Intention Towards Hotel Reservations in Penang, Malaysia., Saw Sue Lynn, Universiti Sains Malaysia, 23/9/2013- 23/9/2013
17. A Study of Why Do Consumers Purchase Counterfeit Luxury Goods in Penang, Ting Mao Sing, Universiti Sains Malaysia, 23/12/2013- 23/12/2013
18. The Effect of Trust on Repurchase Intention for Online Tourism Services: The Mediating Effect of Sharing Experience Value, Nurhanan Syafiah Abdul Razak, Universiti Sains Malaysia, 22/7/2013- 22/7/2013
19. The Determinant of Factors Influence Corporate Response to Climate Change in Malaysian Public Listed Companies, Luke Choo Ooi Tuck, Universiti Sains Malaysia, 18/2/2013- 18/2/2013
20. ASEAN Business Climate Change Strategies Towards Global Warning, Wong Cheng Yew, Universiti Sains Malaysia, 18/2/2013- 18/2/2013
21. Comparison of Ethical Accounting Among Malay and German Accounting Student's Perception, Azar Alizadeh, Universiti Sains Malaysia, 18/2/2013- 18/2/2013
22. Determinants of Sexual Harrassment among Female Employees and its Effect on Turnover Intention and Work Engagement, Jismanisa Idris, Universiti Sains Malaysia, 6/3/2014- 6/3/2014
23. Customer to Customer Online Know-How Exchange: A Study on the Antecedents and Outcome, Vita Briliana, Universiti Sains Malaysia, 28/10/2014- 28/10/2014
24. Factors Influencing Customer Loyalty in the Indonesian Banking Industry: An Application of the Investment Model, Keni, Universiti Sains Malaysia, 27/11/2014- 27/11/2014
25. The Antecedents and Consequence of Emotion-Based Political Brand Equity: The Mediating Role of Cynicism and Efficacy, Asaad Al Mohammad, Universiti Sains Malaysia, 13/1/2014- 13/1/2014
26. The Impact of Information Technology (IT) Capability, Business Intelligence Use and Information Technology (IT) Collaboration Capability on Organizational Performance, Chong Voon Chin, Universiti Sains Malaysia, -
27. Investigating CSR Loop: Role of Assurance and Reputation, Vani a/p Tanggamani, Universiti Sains Malaysia, 21/3/2014- 21/3/2014
28. The Effect of Website Quality on Repurchase Intention for Online Tourism Services: The Mediating Effect of Sharing Experience Value, Nurhanan Syafiah Abdul Razak, Universiti Sains Malaysia, 20/2/2014- 20/2/2014
29. The Internationalisation of Born Global SMES in A Small Emerging Country: A Study on Service Sector, Ooi Shir May, Universiti Sains Malaysia, 21/3/2014- 21/3/2014
30. The Issue of Traditional Trade A Case Study by Penang Heritage Trust, Preveena Balakrishnan, Universiti Sains Malaysia, -
31. Factors Influencing Environmental Management Practices Towards Clean Development Mechanism Implementation in Malaysia, Zainorfarah Binti Zainuddin, Universiti Sains Malaysia, -
32. Values and sustainable fashion consumprion beliefs on clothing reuse behaviour: the moderating role of facilitating conditions, Loi Wai Yee, Universiti Sains Malaysia, -
33. Decreasing of Student Intake in Department of Manufacturing Engineering, Aziyatun Binti Omar, , -
34. Factors Influencing Intention to Purchase Cosmetic Product: Case of Avon's, Asmawati Binti Sajari, , -
35. Factors Influencing Consumer's Decision Making Behaviour for Personal Luxury Goods, Divakar A/L Regupathi, , -
36. Conceptualizing Customer Loyalty Model for Mobile Communications Industry, Mohd Saiful Rizal Yusof, , -

37. Misleading Mobile Advertising Methods Affect Consumer Behavioural in Malaysia, Lee Lean Hua, , -
38. Factors Influencing Consumer Behavioral Intention to Choose Organic Foods, Law Bi Yuan, , -
39. Factors Influencing Customers' Behavioural Intention to Visit Heritage Cafe in Georgetown World Heritage Site, Cheah Hun Kean, , -
40. Gender Diversity in Management: Women Inequality in Organizations, Malvinder Kaur A/P Jamir Singh, , -
41. Study On Achieving Production Outputs for a manufacturing start-up company, Mickal Dass A/L Santanasamy, , -
42. Improving Delivery Lead Time in Medical Devices Supplies to Public Hospital, Kamaleswaran A/L Ramachandran, , -
43. Poor JIT Support from Packaging Suppliers, Midah Tairak, , -
44. A Paradigm Shift in Foreign Tourist Arrivals- The Imperative for Penang Hill's Sustainable Growth, Sukumaran A/L Summugam, , -
45. The Portrayal of Women Indonesia Lux Soap Advertisement in Femina Magazine 1973-2015, Ratih Hasanah, Universiti Sains Malaysia, -
46. The Role of User Experience, Satisfaction and Switching Barrier Towards Loyalty in Indonesia Cellular Operators: The Moderating Role of Corporate Image, Indira Rachmawati, Universiti Sains Malaysia, -
47. Member Overall Satisfaction Influence by Service Quality and Outcome Quality: A Proposed Empirical Study in Malaysia Health and Fitness Industry, Chen Big Kim, Universiti Sains Malaysia, -

Academic Assessor

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

1. The Development Process of Islamic Corporate Social Responsibility (ICSR), Azlan Md Thani, Universiti Sains Malaysia, 16/8/2013- 16/8/2013

External Examiner

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

1. Impact of Managerial Perceptions of Social Responsibility on Firms' Performance in India, Sarangapani Nivarthi, University of Canberra, 20/9/2016- 30/11/2016
2. Determinants of Customers Loyalty and the Effects of Complaint Handling on Prepaid Mobile Cellular Services in Malaysia, Mohd Saiful Rizal Yusoff, Universiti Sains Malaysia, -
3. Personal Values and Sustainable Fashion Consumption Beliefs on Clothing Reuse Behaviour: The Moderating Roles of Facilitating Conditions and Habits., Loi Wai Yee, Universiti Sains Malaysia, -

Others

CONSULTANCY

Consultancy With Monetary Reward (University / School / Personal)

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

1. PT. Kreasi Putera Serayu (N a y @ d a m) , , RM3,000.00, Meiliana, Teddy Jurnal, Hepy Hefri Ariyanto, Jafar Syahbuddin Ritonga, 1/10/2012- 10/5/2013

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

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

1. Panel Advisor of CLAB- for Customer Service Division, , RM0.00, , 1/1/2013- 31/12/2013
2. Consultancy and Training Project for Orient Fitness Gold , , RM0.00, , 4/1/2016- 4/1/2016

Contract Research

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

1. LEVEL OF SERVICE QUALITY ON CUSTOMER SATISFACTION FOR TENAGA NASIONAL BERHAD, PENANG., Tenaga Nasional Berhad, RM94,000.00, , 10/10/2013- 10/10/2013
2. CORPORATE INTEGRITY ASSESSMENT QUESTIONNAIRE (MARA), Majlis Amanah Rakyat, RM10,000.00, , 2/6/2014- 7/11/2014

SERVICE TO THE UNIVERSITY AND COMMUNITY

(Position),(Duration)

1. Members of TAZAIC/participants,Tun Azizan Zainul Abidin Integrity Circles (TAZAIC) For Young Professionals 2012,11/3/2012- 16/3/2012, International
2. Project Advisor,Outreach Program with Nature (Taman Negara Pulau Pinang),10/5/2015- 10/5/2015, International
3. Project Advisor,Outreach Program with Society (Maktab Rendah Sains Mara, Baling, Kedah),9/5/2015- 9/5/2015, International
4. Programme Manager,CSR Project PDK Sg Tiram with DK Foundation,2016, International
5. Programme Advisor/Course Facilitator for AGW624,Outreach Program at Taman Negara Teluk Bahang Penang,2016, International
6. Programme ChairpersonProgramme Chairperson,Academic Visit LUMSP -Executive MBA,1/7/2013- 5/7/2013, International
7. School CommitteeSchool Committee,Internal Audit Graduate School of Business,19/3/2012- 20/3/2012, International
8. School CommitteeSchool Committee,Annual Report Graduate School of Business 2011,5/9/2011- 21/3/2012, International
9. School CommitteeSchool Committee,Vice President I@GSB Club,1/2/2013- 31/12/2013, International
10. School CommitteeSchool Committee,Research Committee,1/1/2013- 31/12/2013, International
11. Programme ManagerProgramme Manager,Business Seminar Series 2012- Dr Aegean Leung Talk,24/4/2012- 24/4/2012, International
12. Course CoordinatorCourse Coordinator,Coordinator MBA MARA Offshore Programme,1/9/2013- 31/1/2016, International
13. CommitteeCommittee,Ahli Jawatankuasa Kerohanian Kelab I@GSB Pusat Pengajian Siswazah Perniagaan,1/1/2012- 31/12/2012, International
14. CommitteeCommittee,AJK Majlis Sambutan Ulangtahun Penubuhan GSB,21/3/2012- 21/3/2012, International
15. CommitteeCommittee,Committee MyUni Planner,2/9/2013- 31/12/2013, International
16. CommitteeCommittee,Representative for Library - Perpustakaan Hamzah Sendut,1/2/2013- 31/12/2013, International
17. CommitteeCommittee,Ahli Majlis Pusat Pengajian Siswazah Perniagaan,2013, International
18. CommitteeCommittee,Committee for AAMC 2013,6/2/2013- 30/8/2013, International
19. CommitteeCommittee,Ahli Jawatankuasa Penyelidikan,1/1/2014- 31/12/2015, International
20. CommitteeCommittee,Timbangan Presiden Kelab I@GSB,1/1/2014- 1/1/2014, International
21. CommitteeCommittee,Ahli Jawatankuasa Penggubal Program Kursus Sarjana Neurosains Kognitif,2/11/2015- 2/11/2015, International
22. OthersOthers,Upacara Konvokesyen ke 45 USM,21/4/2012- 21/4/2012, International
23. OthersOthers,Bengkel "USM Code of Good Practice for Post-Graduate Education",23/3/2012- 23/3/2012, International
24. OthersOthers,Wakil Perpustakaan PTJ,1/1/2014- 31/12/2015, International
25. OthersOthers,Penilai dan Juri Bagi Projek Pelajar Kursus E-Dagang,30/3/2015- 30/3/2015, International
26. OthersOthers,Ketua/Pengawas Peperiksaan,2/1/2015- 31/12/2015, International

27. OthersOthers,Upacara Konvokesyen ke 54,2016, International
28. PENERUSI PROGRAM, PUSAT PENGAJIAN SISWAZAH PERNIAGAAN, 13/5/2014- 12/8/2014
29. TIMBALAN DEKAN, PUSAT PENGAJIAN SISWAZAH PERNIAGAAN, 1/1/2016- 31/12/2018