

## CURRICULUM VITAE

**NAME** : Dr. Norfarah binti Nordin  
**NATIONALITY** : Malaysia  
**GENDER** : Female  
**ADDRESS (OFFICE)** Pusat Pengajian Siswazah Perniagaan  
: Universiti Sains Malaysia,  
11800 Pulau Pinang  
**E-MAIL ADDRESS** : norfarah@usm.my



## RESEARCH AND PUBLICATION

### 1.1 Research Grant

#### 1.1.1 Research Grant (as Principal Investigator)

1. Memupuk Kemahiran Keusahawanan dalam kalangan Sekolah Menengah Luar Bandar melalui Program Pemikiran Ekonomi Kreatif, Bahagian Jaringan Industri & Masyarakat (BJIM, USM), 8420, 26/8/2016 - 2/12/2016
2. Using Value Structure Model and Theory of Planned Behaviour to Test the Model of Factors Influencing Entrepreneurial Intention among Malaysian Higher Education Institution Students (STG, USM), RM19,644.20

#### 1.1.2 Research Grant (as Co-Researcher)

1. Neuromarketing: A Study of Consumer Subconscious Mind to Sustainable Green Brand Advertising , USM (RU) , RM70,000.00, P.I: Salmi Binti Mohd Isa , 1/1/2018-30/6/2020

### 1.2 Research Publication

#### Citation Indexed Journal

1. **Norfarah Nordin**, Mohd Ali Samsudin & Ahmad Nurulazam Md. Zain, Measurement model invariant assessment of the Malaysian undergraduates innovation orientation instrument scale across genders, *European Journal of Social Science*, 2015, 50, 2, 11
2. **Norfarah Nordin**, Mohd Ali Samsudin & Ahmad Nurulazam Md Zain, Gender Moderated Model of Innovation Orientation among Malaysian Undergraduates, *The Social Science*, 2015, 10, 7, 9
3. **Norfarah Nordin**, Mohd Ali Samsudin & Ahmad Nurulazam Md Zain, A Delphi Study to Determine Innovation Orientation Survey Items for Undergraduates in Malaysian Public University, *Asian Social Science*, 2015, 11, 27
4. Mohd Ali Samsudin, Abdul Hadi Harun, **Norfarah Nordin**, Noor Hasyimah Haniza and Corrienna Abdul-Talib, The Effect of Online Project-Based Learning on Students Attitudes towards Renewable Energy, *Malaysian Journal of Distance Education*, 2015, 16, 2, 19
5. **Norfarah, N.**, Samsudin, M.A. & Harun, A.H. Teaching renewable energy using online PBL in investigating its effect on behaviour towards energy conservation

among Malaysian students: ANOVA repeated measures approach, *Physics Education*, 2017, 52/1.

6. **Norfarah, N.** Mohd-Ali, S. Professional Identity Formation in Globalization Era: Case of Malaysian Novice Teachers, *Global Business and Management Research: An International Journal*, 2017, 9/4s, ,
7. **Norfarah, N.**, Mohd Ali, S., Siti Nabiha, A.K. & Nader Ale Ebrahim. Firms' sustainable practice research in developing countries: Mapping the cited literature by Bibliometric analysis approach, *International Journal of Sustainable Strategic Management*, 2018.
8. **Norfarah, N.**, P.M. Koo & Siti-Nabiha, A.K. Private Label Brand Purchase Intention: A Malaysian Study, *Global Business and Management Research: An International Journal*, 2018, 10,1(2018, Special Issue)

#### **Non-citation Indexed Journal**

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

1. **Norfarah Nordin**, Mohd Ali Samsudin & Ahmad Nurulazam Md Zain, Developing Malaysian Undergraduates Innovation Orientation: The mediating Role of Entrepreneurial Self-Efficacy, *International Journal of Education and Research*, 2015, 3, 9, 0
2. Corrienna Abd Talib, Mohd Ali Samsudin, **Norfarah Nordin** & Moses Irekpita Simeon, Questionnaire Validation to Measure Teacher Readiness towards Integrated STEM Education, *Malaysian Education Deans Council Journal*, 2016, 12, Special Edition Sc. Tech. Engineering Mathematics, 13
3. Khairul Azhar Mat Daud, Mohd Ali Samsudin & **Norfarah Nordin**, Perception of East Coast Malaysia Science Teachers on the Feasibility of using STEM Approach in Teaching and Learning, *Malaysian Education Deans Council Journal*, 2016, 12, Special Theme STEM, 10
4. **Norfarah, N.**, Daniel, H.S. & Mohd Ali, S. (2017). Addressing Scientific Literacy Through Virtual Science Centre Is Better Communicated Through Free Choice Compared To Problem Based Learning? *The Online Journal of New Horizons in Education*, 2017, 7/2.

#### **Refereed Proceeding**

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

1. **Norfarah, N.**, Muhammad Qhutam Akif, M.S. & Siti-Nabiha, A.K. (2018) The mediation of knowledge accumulation absorption on the effect of e-business adoption to business performance, *The European Proceedings of Social & Behavioural Sciences*, Olive Tree Hotel, Penang, Malaysia.

### **1.3 Publication Related to Teaching**

#### **Teaching Modules**

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

1. Mohd Ali Samsudin & **Norfarah Nordin**, 2015, *Structural Equation Modeling Beginner Level*, Professional and Personal Development for Postgraduates: Institute of Postgraduate Studies, Universiti Sains Malaysia, 27
2. Mohd Ali Samsudin & **Norfarah Nordin**, 2015, *Structural Equation Modeling*:

*Intermediate Level, Professional and Personal Development for Postgraduates:*  
Institute of Postgraduate Studies, Universiti Sains Malaysia, 60

#### **1.4 Other Publication**

##### **Mass Media (Main Stream)**

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

1. **Norfarah Nordin**, 2017, *Graduan Usahawan - Keperluan Terdesak atau Peka Peluang?*, *Majalah Dewan Ekonomi* Bil.10, Dewan Bahasa & Pustaka, 3

#### **1.5 Book**

##### **Research Book**

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

1. Mohd Ali, S. & **Norfarah, N.**, 2015, *Structural Equation Modeling Beginner Level*, Professional Development, Institute of Post Graduate Studies, USM.
2. Mohd Ali, S. & **Norfarah, N.**, 2015, *Structural Equation Modeling Intermediate Level*, Professional Development, Institute of Post Graduate Studies, USM.

### **TEACHING AND SUPERVISION**

#### **2.1 Graduate Teaching**

*(Course Title), (Semester), (Year)*

1. Decision Analysis, ADC607, Sem1 & 2, 2016/2017
2. Advanced Business Statistics, ADW615, Sem 1 & 2, 2016/2017
3. Decision Analysis, AGC607, Sem 1 & 2, 2017/2018
4. Advanced Business Statistics, AGW615, Sem 1&2, 2017/2018
5. Decision Analysis, AGC607, Sem 1, 2018/2019
6. Advanced Business Statistics, ADW615, Sem 1, 2018/2019

#### **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. Hussaini Bin Zaini, PhD, Relationship between Organisation Development and Knowledge Management: Moderating effect of entrepreneur mindset toward bumiputera entrepreneur.
2. Muhamad Ali Imran Bin Kamarudin, PhD, Critical Success Factors In Education And Training And Its Influence On Family Business Sustainability In Malaysia.
3. Bunes A/P Balakrishnan, MBA (Dissertation - Course Work), Inclination towards entrepreneurship among the secondary school students in Malaysia., 2017
4. Kantharuban A/L Rajoo, MBA (Dissertation - Course Work), Tourist's Perception on the Royal Malaysia Police Service Quality - Factors Influencing International Tourists' Confidence, 2017
5. Jenny Koo Pui Mun, MBA (Dissertation - Course Work), Factors affecting purchase intention towards private label brands among Northern Malaysia consumers, 2017
6. Chee Wei Loon, DBA (Dissertation - Mixed Mode), Examining the relationship

between green entrepreneurial intention and its enablers among Malaysian university students, 2019

7. King Siok Kuan, MBA (Dissertation - Course Work), A Study on Lean Initiatives™ Factors to Predict Shop-Floor Employee Work Efficiency and the moderating effect of firm size, 2018
8. Yeong Kai Jun, MBA (Dissertation - Course Work), The effect of Information Technology on Company Performance among Building Material Manufacturing Industry in Malaysia, 2018
9. Muhammad Qutham 'Akif Bin Mohd Sakri@Shukri, MBA (Dissertation - Course Work), Factors Influencing Communication Technology Adoption and its impact on Malaysian SME entrepreneur business performance: Moderating effects of entrepreneurship knowledge accumulation, 2018
10. Meor Ahmad Hariz Bin Meor Ahmad Tajudin, MBA (Dissertation - Course Work), Sustainable Practice Adoption : Case of manufacturing Company In Penang, 2018

## **2.4 Undergraduate Supervision**

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

## **2.5 Professional Service**

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

1. Penceramah, Program Transformasi Minda Siri 5/2018 (Kumpulan Pelaksana), Design Thinking, Pusat Transformasi Insan, Canselor 2, USM, 12 Nov 2018
2. Penceramah, Program Transformasi Minda Siri 4/2018 (Akademik), Design Thinking, Pusat Transformasi Insan, 23 Jul 2018
3. Penceramah, Program Transformasi Minda Siri 3/2018, Design Thinking, Pusat Transformasi Insan, 18 April 2018
4. Penceramah, Program Transformasi Minda Kump. P&P Gred 41 – 51, Design Thinking, Pusat Transformasi Insan, 26 Mac 2018

## **PAPERWORK PRESENTATION**

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

1. Gender Moderated Model of Innovation Orientation among Malaysian Undergraduates, Universiti Sains Malaysia, Penang, 19/8/2015-21/8/2015, International Conference
2. Innovation Ecosphere in Higher Education Institutions: An Exploratory Study, Penang, Malaysia, 5/4/2016- 7/4/2016, International Conference
3. Green Entrepreneurship Education After-School Program For Less Affluent Secondary School Students, Universiti Sains Malaysia, 29/11/2017- 30/11/2017, International Conference
4. Investigating the determinants of green entrepreneurial intention: a conceptual model, Conrad Bali, Indonesia, 8/11/2018- 9/11/2018, International
5. The mediation of knowledge accumulation absorption on the effect of e-business adoption to business performance, Olive Tree Hotel, Penang, Malaysia, 17/10/2018- 19/10/2018, International Conference

## ACADEMIC RECOGNITION AND LEADERSHIP

### Board of Director/Board of Trustees

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

1. Vice Chairperson for International Conference on Business Sustainability and Innovation, Graduate School of Business, 2018, University
2. Chairperson for PhD. Proposal defence, Proposal defence session for PhD candidates from Telkom University Bandung Indonesia., Graduate School of Business, Universiti Sains Malaysia, 2016, University
3. Chairperson for Correction Presentation of DBA thesis., DBA thesis Correction Presentation 2016, Graduate School of Business, Universiti Sains Malaysia, 2016, University

### Editorial Board

*(Title), (Journal), (Year), (Level)*

1. Editorial Board Member/ Paper Reviewer, International Education Studies Journal, 1/10/2015- 31/12/2016, International

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

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

1. The impact of marketing strategies and satisfaction on student loyalty: A structural equation model approach, International Education Studies, Volume 9, Number 8, , 2016
2. The Effect of Faculty Mentoring on Career Success and Career Satisfaction, International Education Studies, Volume 9, Number 6, , 2016
3. The Effect of Peer Teaching on Mathematics Academic Achievement of the Undergraduate Students in Oman, International Educational Studies Journal, Vol.9, No.5,, , 2016
4. Improving Technological Pedagogical Content Knowledge (TPACK) of Pre-Service English Language Teachers, International Educational Studies Journal, Vol.9, No.5, , 2016
5. Investigating the Relationship between Effective Communication of Spouse and Father - Child Relationship (Test Pattern Causes to Education Parents), International Educational Studies Journal, Vol.9, No.7, 2016
6. Entrepreneurial Learning as a Mediator between Entrepreneurial Orientation and SME Performance: A Conceptual Model and Research Propositions, Social Sciences Postgraduate International Seminar Proceedings, 2018

### Assessor/Examiner

#### Internal Examiner

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

1. Factors of work environment influencing GLC employees' job satisfaction and job performance in Malaysia., Anna Alisa Ahmad Tajuddin, Universiti Sains Malaysia, 20/10/2016- 20/10/2016
2. The impact of inflow foreign workers on Malaysia productivity: A case study of Kamunting Industrial Park., Che Norhani Ab Hamid, Universiti Sains Malaysia,

20/10/2016- 20/10/2016

3. Muslim consumer attitude towards the advertisement of controversial product in Penang., Mahfuzah binti Mat Salleh, Universiti Sains Malaysia, 20/10/2016-20/10/2016
4. The effects of cyber supply chain risk management on financial performance - mediating effects of cyber resilience and service performance, David Yeoh Beng Tatt (AGW729), GSB, USM, 12/5/2017- 30/5/2017
5. Gamification effect on engagement, loyalty and purchasing experience in online Malaysia Business to Consumer (B2C) sector, Mohd Rusydi Abdul Talib, GSB, USM, 20/10/2017- 7/11/2017
6. The impact of service quality on consumer satisfaction of banking sector - a case study at Bank Simpanan Nasional, Nur Arisya Natasya Abdullah, GSB, USM, 20/10/2017- 7/11/2017
7. Best practices of surgical room management, Yap Wai Ken, GSB, USM, 17/4/2017- 1/5/2017
8. The effects of cyber supply chain risk management on financial performance - mediating effects of cyber resilience and service performance, David Yeoh Beng Tatt (AGW728), GSB, USM, 24/7/2017- 11/8/2017
9. Cross culture conflict in workplace after an international joint venture- the case of bishap, a Malaysia and Japanese JV company, Boo Miin Miin, GSB, USM, 17/4/2017- 1/5/2017

#### **Others**

#### **Ahli**

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

1. 2017, Conference Committee, International Conference on Internet Studies, 1/12/2016- 16/7/2017
2. 2017, Paper Reviewer, International Education Studies, 1/1/2017- 31/12/2017
3. 2017, Paper Reviewer, Asian Academy of Management Journal, 1/10/2017- 1/11/2017

#### **SERVICE TO THE UNIVERSITY AND COMMUNITY**

*(Position), (Duration)*

1. University Committee, Ahli Majlis Pusat Pengajian Siswazah Perniagaan, 7/6/2016- 27/8/2039, School
2. University Committee, Global Higher Education Forum 2016, 1/1/2016- 7/4/2016, International Conference
3. University Committee, Ketua Pengawas Peperiksaan, Semester 2, Sidang Akademik 2016/2017, 17/6/2017- 17/6/2017, University
4. University Committee, Ahli Majlis Pusat Pengajian, 1/1/2017- 31/1/2018, School
5. University Committee, Wakil Dekan, Viva Voce DBA, 12/10/2017- 12/10/2017, School
6. University Committee, Pengerusi, AGW729 Viva Voce DBA, 10/10/2017- 10/10/2017, International

7. University Committee, Pengerusi, Viva Voce DBA 22-Mac-2017,22/3/2017-22/3/2017, International
8. School Committee,10th Business Seminar @ GSB,6/12/2016- 7/12/2016, International
9. School Committee, AJK Key Performance Indicator,1/8/2016- 31/12/2018, International
10. School Committee, AJK Kerja 'Assurance of Learning' AOL.,1/9/2016- 31/12/2018, International
11. School Committee, Chief Invigilator, Semester 1, Academic Session 2016/2017,7/1/2017- 7/1/2017, International
12. School Committee, Chief Invigilator, Semester 1, Academic Session 2016/2017,4/1/2017- 4/1/2017, International
13. School Committee, Chief Invigilator, Semester 1, Academic Session 2016/2017, 16-6-17,16/6/2017- 16/6/2017, International
14. School Committee, Ahli Jawatankuasa Penyelidikan GSB,1/1/2017- 31/12/2017, International
15. School Committee, Pengerusi, AGW729 Findings Defense, Nor Bahiyah Omar,26/4/2017- 26/4/2017, International
16. School Committee, Pengerusi, Proposal Defense (PhD),12/5/2017- 12/5/2017, International
17. School Committee, AJK Kerja Mobility Programmes,1/3/2017- 31/12/2018, International
18. School Committee, Pengerusi, Pembentangan Kertas Konsep (PhD) Goh Hsiao Yee,28/9/2017- 28/9/2017, International
19. School Committee, Pengerusi Pembentangan Kertas Konsep PhD 23-3-17,23/3/2017- 23/3/2017, International
20. School Committee, Chairman Management Project Viva Voce 9-5-17,9/5/2017- 9/5/2017, International
21. School Committee, AJK Penyediaan Dokumentasi ISER-AACSB,1/8/2017- 31/12/2017, International
22. School Committee, Penyelia Utama Viva Voce DBA AGW728,9/8/2017- 9/8/2017, International
23. Vice Chairman/International Conference on Business Sustainability & Innovation/Academic Conference,1/1/2018- 19/11/2018, International
24. Project Leader/Project Leader/PI, Memupuk kemahiran keusahawanan dalam kalangan pelajar sekolah menengah luar bandar,26/8/2016- 1/12/2016, Community
25. Project Committee, AJK Kelab i@GSB,1/4/2017- 31/12/2018, International
26. International Membership, International Society for Business and Industrial Statistics,1/1/2017- 31/12/2017, International