

CURRICULUM VITAE (DRAFT) 2017

NAME : DR. GOH YEN NEE
NATIONALITY : MALAYSIA
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 PERNIAGAAN
 UNIVERSITI SAINS MALAYSIA,
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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. Spearheading Malaysia As Medical Tourism Hub In Global Region: A Cross Cultural Study Of Perceptions On Medical Tourist From Indonesia, India, Japan And China, USM (RU), RM169,752.00, 1/3/2015-28/2/2017

1.1.2 Research Grant (as Co-Researcher)

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

1.2 Research Publication

Citation Indexed Journal

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

1. Chin-Seang Tan, Hooi-Yin Ooi, Yen-Nee Goh, A moral extension of the theory of planned behavior to predict consumers' purchase intention for energy-efficient household appliances in Malaysia, Energy Policy, 2017, , , 13

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. MANAGING PEOPLE AND ORGANIZATION,ADC601
2. MARKETING MANAGEMENT,ADC602
3. BUSINESS INTELLIGENCE FOR SERVICE EXCELLENCE,ADE623
4. MANAGEMENT AND ORGANISATIONAL BEHAVIOUR,ADW613
5. MARKETING MANAGEMENT,ADW618
6. MANAGING PEOPLE AND ORGANIZATION,AGC601
7. BUSINESS INTELLIGENCE FOR SERVICE EXCELLENCE,AGE623
8. STRATEGIC MARKETING MANAGEMENT,AGU643
9. MANAGEMENT AND ORGANISATIONAL BEHAVIOUR,AGW613
10. MARKETING MANAGEMENT,AGW618
11. SERVICE MANAGEMENT,AGW651

12. SERVICE SYSTEM PROCESS AND DEVELOPMENT,AGW654
13. CUSTOMER RELATIONSHIP MANAGEMENT,AGW659
14. LEADERSHIP FOR TRANSFORMATION,AGW663

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. MOHSEN ALI AHMED MURSHID,PhD, Influence of Marketing Mix Strategies of Yemen Pharmaceutical Industry on Physician Prescription Behavior,
2. OMNIYA MOHAMED MOHARAM MOHAMED ALY,PhD, Strategic Philanthropy vs. Cause Related Marketing (C-RM). An Empirical Investigation.,
3. SYEDA NAZISH ZAHRA BUKHARI,PhD, Islamic Branding Vs. Corporate Social Responsibility. Tools for Building Brand Equity and Brand Promotion.,
4. YEO SOOK FERN,PhD, Exploring The Influence Of Knowledge Management Infrastructure And Intellectual Capital On The Service Quality, and Firm Performance; A Study In The Human Capital Outsourcing Firms,
5. SITI NOORMALA BINTI JAILANI,PhD, CONSUMERS PERSPECTIVE ON PURCHASE INTENTION TOWARDS SERVICE STAFF WITH DISABILITIES IN HOSPITALITY INDUSTRY,
6. TING MAO SENG,PhD, Toward Inconspicuous Consumption: The Future of Luxury Fashion Branding,
7. AIDA AZLINA BINTI MANSOR,PhD, THE EFFECT OF CUSTOMER EQUITY on CUSTOMER SATISFACTION and CUSTOMER LOYALTY:,,
8. JANIFER ANAK LUNYAI,PhD, E-Word of Mouth (eWOM) in Online Social Networking,
9. 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,
10. ShaidatulAkhmar Abdullah, Master(Dissertation - Course Work), Consumer Online Purchase Intention, 2012
11. Tang Yee Hooi, Master(Dissertation - Course Work), Environmental Management Practice for Hotel in Malaysia: A Stakeholder Perspective, 2012
12. Chan Hon Seng, Master(Dissertation - Course Work), Environmental Practices in Private Higher Education Institutions in Malaysia, 2012
13. Amanda Lim Sze Wei, Master(Dissertation - Course Work), Online Social Network, 2012
14. Huang Lip Chin, Master(Dissertation - Course Work), Factors influencing intention to take precautions to avoid broiler chicken meat and products in Malaysia, 2013
15. Ng Gen Yi, Master(Dissertation - Course Work), Consumers' purchase intention towards locally produced food: a study in Malaysia, 2013
16. Leong Xin Jian, Master(Dissertation - Course Work), A study on influence of sport athletes endorsement towards consumer behavioral in Malaysia, 2013
17. Pavitra A/P Ramakrishnan, Master(Dissertation - Course Work), Factors influencing green purchasing adoptions for small and medium enterprise (SMEs) in Malaysia, 2013
18. Soo Sze Huey, Master(Dissertation - Course Work), Marketing Strategy and Strategy Formulation Adopted by Used Book Store: A Case Study on Mollie Used Book Store in Taiwan, 2013
19. Ting Mao Seng, Master(Dissertation - Course Work), A Study of Why Do Consumers Purchase Counterfeit Luxury Goods in Penang, 2014
20. Emmeline Loke Siau Wei, Master(Dissertation - Course Work), An Empirical Study on the Factors Influencing Brand Choice of Insurance among Generation Y in Penang, Malaysia, 2014
21. Saw Sue Lynn, Master(Dissertation - Course Work), Factors Influencing The Consumers Online Purchasing Intention towards Hotel Reservations in Penang, Malaysia, 2014
22. Goh Jia Haur, Master(Dissertation - Course Work), Re-examining College Students Loyalty of Private Higher Education Institution in Penang, 2014

23. Fong Cheng Hun, Master(Dissertation - Course Work), An Empirical Study On Antecedents And Outcome Of Brand Equity In Penang Private Healthcare Organizations, 2014
24. Yow Bee Charn, Master(Dissertation - Course Work), Factors Influencing Consumer Purchase Intention for Milk Powder in Penang, 2014
25. See Guat Tham, Master(Dissertation - Course Work), Tourist Intention to Visit Heritage Hotel: George Town World Heritage Site, 2014
26. Pow Lay Hooi, Master(Dissertation - Course Work), Marketing Strategy in a Homestay Industry: A case Study of Nihao Taipei Guesthouse in Taiwan, 2014
27. Goh Kai Ning, Master(Dissertation - Course Work), The Determinants For Purchase Intention Of Hybrid Cars In Penang, Malaysia, 2015
28. Ooi Seow Chin, Master(Dissertation - Course Work), An Exploratory Study Of Brand Equity And Malaysian Consumer Purchase Intention Towards Hotel Accommodation, 2015
29. Tan Chin Seang, Master(Dissertation - Course Work), A Moral Extension Of The Theory Of Planned Behaviour To Predict Consumersâ Purchase Intention For Energy-Efficient Household Appliances, 2015
30. Ooi Hooi Yin, Master(Dissertation - Course Work), A Study On Householdersâ Recycling Behaviour And The Factors That Determine Their Recycling Intention, 2015
31. Sea Su Yee, Master(Dissertation - Course Work), Factors Of Consumer Attitude Toward Mobile Advertising, 2015
32. Chin Siew Lee, Master(Dissertation - Course Work), Consumer purchase intention of online grocery shopping in Penang, 2015
33. Thong Pui Pui, Master(Dissertation - Course Work), Factors influencing residents install intention towards solar power system in Penang, 2015
34. Tan Sook Fang, Master(Dissertation - Course Work), The factors that influence green consumer behaviour among household on green products in Penang, Malaysia, 2015
35. Cheah Hun Kean, Master(Dissertation - Course Work), Factors influencing customersâ behavioural intention to visit heritage cafÃ© in George Town WHS Penang, Malaysia, 2015
36. Goh Wan Har, Master(Dissertation - Course Work), The effect of green marketing mix program on firmâs performance, 2015
37. Tan Wee Lee, Master(Dissertation - Course Work), Factors influencing consumersâ purchase intention and willingness to pay towards green residential buildings in Malaysia, 2015
38. Loh Chia Sin, Master(Dissertation - Course Work), A Study on the Influence of Resident's Support toward Penang Sustainable Tourism Development, 2016
39. Ken Ong Kean Teik, Master(Dissertation - Course Work), Factors influencing consumer purchase intention of critical insurance in Malaysia, 2016
40. Chuar Pei Ling, Master(Dissertation - Course Work), Factors influencing consumer purchase intention on environmental friendly lighting products in Malaysia, 2016
41. Lee Ami, Master(Dissertation - Course Work), Revisit Intention in Medical Tourism of Private Hospitals in Penang, 2016
42. H'ng Won Jiun, Master(Dissertation - Course Work), The Factor of Customer Loyalty Towards Wearable Technology Smartwatch, 2016
43. Yeoh Siew Ching, Master(Dissertation - Course Work), Service quality, satisfaction and behavioral intention to re-attend for outdoor sports event in Malaysia, 2016
44. Lai Woet Jian, Master(Dissertation - Course Work), Preferred Synthetic pesticide among Farmers in Malaysia, 2017
45. Ho Gaik Fhei, Master(Dissertation - Course Work), Factors influencing Young Generation towards purchase intention of affordable house in Penang, 2017
46. Ong Yung Kang, Master(Dissertation - Course Work), Factors influencing consumer purchase intentions towards electric vehicle in Malaysia, 2017
47. Edward Cheng Woon Heng, Master(Dissertation - Course Work), Examining the impact of blog marketing toward purchase intention in beauty and cosmetic industry, 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

Member in Professional / Academic Associations

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

1. Academy of Marketing Science, Members, 2014, International

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

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

1. Online shopping behavior and logistics competencies, 12th Asian Academy of Management International Conference 2017, , 2017
2. A dyadic analysis of salespersons and customers in banking sector: humor usage, word of mouth and expectation of continuity, 12th Asian Academy of Management International Conference 2017, , 2017

Board of Director/Board of Trustees

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

Member of a Panel Discussion / Forum

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

Invited Speaker

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

Awards

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

Editorial Board

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

Assessor/Examiner

Internal Examiner

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

1. Green Supply Chain: A Strategic Role for Purchasing in Delivery of Product Focus on Environmental, Loh Chun Yean, Universiti Sains Malaysia, 5/4/2011- 5/4/2011
2. The Capability Criteria of Market Expansion of a Logistic Company Based in Taiwan, Megawati Tanjung, Universiti Sains Malaysia, 4/4/2011- 4/4/2011
3. Service quality of sponsorship unit, student affair department of Universiti Sains Malaysia: Student Perception, Hafizani bt Hj Ariffin, Universiti Sains Malaysia, 28/5/2012- 28/5/2012
4. The effect of purchase characteristics and malaysian consumer internal evaluation on sales promotion under volume discount scheme, Mohammad Iranmanesh, Universiti Sains Malaysia, 1/10/2012- 1/10/2012
5. Consumer perception toward extend usage of internet banking in Malaysia, Ho Wan Shin, Universiti Sains Malaysia, 19/11/2012- 19/11/2012
6. The mediating role of buyer-supplier relationship in supplier performance, Teoh Su Yen, , 21/11/2012- 21/11/2012
7. Consumer purchase intention of green products: an investigation of the drivers and moderating variable, Chan Yew Ling, , 21/11/2012- 21/11/2012
8. Push and Pull Factor for Women Entrepreneurship in Online Business, Wong Ai Ying (OMBA), Universiti Sains Malaysia, 18/2/2013- 18/2/2013

9. Factors Influencing Adoption of Accounting Information System and ITs Impact on Firm Performance A Study of Small Medium Enterprises in Perak, Malaysia., V.Shyamaladevi D/O Visvanathan, Universiti Sains Malaysia, 18/2/2013- 18/2/2013
10. The Role of Service Culture on New Product Development in National Automotive Manufacturer: A Case of PT. Solo Manufacturer, Muhammad Shabir bin Shahharudin, Universiti Sains Malaysia, 18/2/2013- 18/2/2013
11. The Role of Place Attachment in Building Travellers - Brand Relations in Multiple Stakeholders Perspective, Hepy Hefri Ariyanto, Universiti Sains Malaysia, 21/5/2013- 11/6/2013
12. The Impact of Innovative HRM Practices on Innovation Performance: From the Lens of Manufacturing Industry in Batam, Evi Silvana Muchsinati, Universiti Sains Malaysia, 21/5/2013- 11/6/2013
13. Motivations and Expectations of Tourist Volunteer on Marketing Promotion in Malaysia, Wan Pei Pei, Universiti Sains Malaysia, -
14. The Effects of Purchase Characteristics and Malaysian Consumer Internal Evaluation on Intention to Purchase Products Under Volume Discount Scheme, Mohammad Iranmanesh, Universiti Sains Malaysia, 27/3/2013- 27/3/2013
15. A study on Malaysian Households' Purchase Intention of Water Purifier, Nedumaaran A/L Nadarajan, Universiti Sains Malaysia, 5/11/2014- 5/11/2014
16. An Impact Of Service Quality Towards Customer Satisfaction In Pos Malaysia: The Mediating Role Of Self-Service Technologies , Tan Siew Fang, Universiti Sains Malaysia, 5/11/2014- 5/11/2014
17. The effect of Marketing Mix to Brand Switch: The Role of Brand Affect, Lai Kelly, Universiti Sains Malaysia, 20/5/2014- 20/5/2014
18. Nse User Expectations in a Rest Area: Is the Developer Providing What is Required by the Users, Deepa A/P Vadovelu, Universiti Sains Malaysia, 20/5/2014- 20/5/2014
19. A Model Linking Perceived Attractiveness Aspects, Experience of Stay, Customer loyalty and Homestay Business Sustainability in Taiwan, Steven Toh Teong Jin, Universiti Sains Malaysia, 20/5/2014- 20/5/2014
20. The Impact of Innovative HRM Practices and Innovative Performance: From the Lens of Manufacturing Industry in Batam, Evi Silvana Muhsinati, Universiti Sains Malaysia, 30/4/2014- 30/4/2014
21. The Impact of Innovative HRM Practices and Innovative Performance: From the Lens of Manufacturing Industry in Batam, Evi Silvana Muhsinati, Universiti Sains Malaysia, 30/4/2014- 30/4/2014
22. Development of Place Attachment and Patronage Intention: Lessons learned from Batam Island, Hepy Hefri Ariyanto, Universiti Sains Malaysia, 30/4/2014- 30/4/2014
23. Development of Place Attachment and Patronage Intention: Lessons learned from Batam Island, Hepy Hefri Ariyanto, Universiti Sains Malaysia, 28/10/2014- 28/10/2014
24. The Impact of High Involvement Work System on Employee Engagement: Psychological Contact as the Mediator, Khairul Annuar Bin Yunus, Universiti Sains Malaysia, 25/6/2014- 25/6/2014
25. Push and Pull Factors influencing the intention of japanese nationals to consider Malaysia as their second home, Ramya Ranee a/p Konna Segaran, Universiti Sains Malaysia, 21/5/2015- 21/5/2015
26. Factors influencing consumers' consumption behavior of drinking water in Malaysia, Patrick Tan Foon Cheng, Universiti Sains Malaysia, 21/5/2015- 21/5/2015
27. Factors influencing physician's behavior for drug prescription practices in Malaysia, Ooi Chew Hooi, Universiti Sains Malaysia, 21/5/2015- 21/5/2015
28. Examining the influence of ethical leadership on employee related outcomes in Malaysian context, Siti Nur Laily Abdul Rahman, Universiti Sains Malaysia, 21/5/2015- 21/5/2015
29. Conceptualizing Customer Loyalty model for mobile communication industry, Mohd Saiful Rizal Yusoff, Universiti Sains Malaysia, 1/6/2015- 1/6/2015
30. Intention of healthy vending at Train station, Chan Sai Mun, , 21/3/2016- 21/3/2016
31. From Clinicians to Managers: Learning Management through practice, Wan Mariam binti Wan Abdul Rahman, , 21/3/2016- 21/3/2016
32. Length of stay is a major challenge for Malaysia Tourism Revenue, Yogitha A/P R. Antharen, , 21/3/2016- 21/3/2016
33. A Guanxi and Marketing Performance model in Gender Perspectives, Teoh Siau Teng, , 24/5/2016- 9/6/2016

34. Brand equity in men's grooming: the perception and the construction of brand equity amongst Malaysian youth, Choong Jian Ming, , 24/5/2016- 8/6/2016
35. A study of social marketing factors influencing Malaysian Householders Consumption Behavior of Water, Yeoh Keat Leong, , 24/5/2016- 8/6/2016
36. Improving information and communication technology (ICT) towards self innovation in rural areas, a case study POS Malaysia Berhad, Kanagavalli A/P Maniam, Universiti Sains Malaysia, 14/11/2016- 15/11/2016
37. Determinants of smartphone adoption: a study among smartphone users in Malaysia, Siaw Fong Fong, Universiti Sains Malaysia, 14/11/2016- 15/11/2016
38. Online clothing and accessories purchase: actors influencing to purchase in Malaysia, Fariza Yusoff, Universiti Sains Malaysia, 14/11/2016- 15/11/2016
39. Halal cosmetics purchasing behavior: the role of brand personality and halal labelling: case of Wardah Indonesia, Nurafni Rubiyanti, Universiti Sains Malaysia, 26/10/2016- 26/10/2016
40. An empirical study of consumer switching from offline to online purchasing: a push pull mooring perspective (The Indonesia Experience), Citra Kusuma Dewi, Universiti Sains Malaysia, 26/10/2016- 26/10/2016

Others

Pensyarah/Saintis/Felo/Professor Kunjungan

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

1. 2015, Sabbatical leave at Technische Hochschule Nurnberg Georg Simon Ohm University, 8/7/2015- 7/4/2016

CONSULTANCY

SERVICE TO THE UNIVERSITY AND COMMUNITY

(Position),(Duration)

1. CommitteeCommittee,Administrative Task at GSB,2/1/2016- 31/12/2018,
2. CommitteeCommittee,Committee for Developing New Master Entrepreneurship and Innovation Program,1/5/2016- 31/12/2018,
3. OthersOthers,Cluster Head Marketing Research for GSB,2/1/2016- 31/12/2018,