

KAMARUL ARIFFIN MANSOR

Senior Lecturer (Assistant Professor)

I graduated from the University of Kentucky with a BSc in Mathematics with Economics in 1992. In 2010 I started working toward my MSc in Decision Sciences as a part-time student at Universiti Utara Malaysia, under the School of Quantitative Sciences, College of Art and Sciences (CAS), where I did my partial thesis paper in Structural Equation Modeling (SEM) under the advisement of Assoc. Prof. Dr. Zahayu Md Yusof and Assoc. Prof. Dr. Nazrina Aziz. I graduated from UUM at the end of 2012.

I have been serving Universiti Teknologi MARA Kedah Branch Campus since March 2002 and currently hold a position as a Senior Lecturer at the Department of Mathematical Sciences, Faculty of Computer and Mathematical Sciences.

I am also an active training instructor especially in the area of Structural Equation Modeling using software such as SmartPLS and AMOS. Other than that, I also delivers training workshops in data analysis using various statistical softwares, among them are IBM SPSS Statistics, R, JASP, jamovi, StatNotes, BlueStatistics, and also Excel.



call me **kammy**



EDUCATION

- | | | | |
|------|---|---|----------------------------|
| 1990 | ● | Indiana University - Purdue
Associate General Studies | 📍 Purdue, Indiana, USA |
| 1992 | ● | University of Kentucky
BSc. in Mathematics with Economics | 📍 Lexington, Kentucky, USA |
| 2013 | ● | Universiti Utara Malaysia
MSc. in Decision Science | 📍 Sintok, Kedah, Malaysia |
- Thesis: Structural Equation Modeling (SEM)



WORKING EXPERIENCE

- | | | | |
|--|---|--|------------------------|
| 2001

2002 | ● | Lecturer
AIMST University | 📍 Sungai Petani, Kedah |
| • Taught Mathematics for South Australian Matriculation students | | | |
| 2000

2001 | ● | Manufacturing Executive (Assembly)
Texas Instrument (Malaysia) Sdn. Bhd. | 📍 Ulu Kelang, Selangor |
| • develop and implement activities in the production area (assembly line) to meet production goals, quality and cost objectives. | | | |
| • prioritizes production schedules by effectively manage 4 shift line crew members of more than 100 line operators. | | | |
| • inventory control and optimized utilizations on direct materials such as lead frame, gold wire and epoxy. | | | |

CONTACT INFO

- ✉ ariff118@uitm.edu.my
- 🌐 [My Personal Website](#)
- 🔗 github.com/ariff118
- in [kamarul ariffin](#)
- 🐦 [kamarulariffin](#)
- 📍 [UiTM Kedah](#)
- 📞 +60 12 433 6901

For more information, please
contact me via email.

SKILLS

Experienced in statistical analysis,
specifically in regression analysis
and structural equation modeling.

Software: SPSS, AMOS,
SmartPLS, JASP, jamovi, Tableau,
Google Data Studio, R, Python.

*This resume was made with the R
package **pagedown**.*

Last updated on 2021-04-17.

- 2000**
 - Lecturer**
 SAL Group of Colleges
 - teaching Discrete Mathematics course for Bachelor of Science in Computer Science offered by Universiti Putra Malaysia (UPM)
- 1997 – 2000**
 - Science Teacher**
 Universiti Putra Malaysia (Terengganu)
 - teaching mathematics for matriculation programme.
- 1993 – 1997**
 - Tutor**
 Universiti Putra Malaysia
 - teaching undergraduate mathematics course
- 1993**
 - Lecturer**
 MARA Science College
 - teaching A-Level Mathematics
- 1993**
 - Lecturer**
 MIDAS Institute of Technology
 - teaching physics and calculus UK diploma engineering twining programme

TEACHING EXPERIENCE

- 2002**
 - UiTM Kedah Branch campus**
 Pre-Diploma, Diploma, and Bachelors degree courses Essential Mathematics, Business Mathematics, Introduction to Statistics, Statistical Methods, Regression Analysis, Introduction to Time Series Analysis, Operations Research, Spreadsheet Modeling and Decision Making, Introduction to Statistics, Operations Research, Spreadsheet Modeling and Decision Making

RESEARCH

- September 1, 2016 – August 31, 2018**
 - Integrating English Medium Mathematics Mobile Applications To Teach Low Achievers Students In tertiary Context.**
 ARAS Research Grant.
- November 1, 2015 – April 30, 2017**
 - The Effect of Gender and Religion on The Perceived Mental Health Among Youth in Kedah.**
 Dana Kecemerlangan UiTM.

- November 1, 2015 – April 30, 2017 • **Factors Influencing Purchasing Intention of Smartphone Among University Students.**
Dana Kecemerlangan UiTM. 📍 UiTM Kedah, Malaysia
Azira Rahim, Dr. Law Kuan Kheng, **Kamarul Ariffin Mansor**, and Nurliyana Abas
- August 2010 • **Factors That Contributes to the Intention to Adopt Websites as Marketing Communication Tool among SME's in Kedah: A Business Perspective.**
Internal Grant 📍 UiTM Kedah, Malaysia
Abd Rashid Ramli, **Kamarul Ariffin Mansor**, and
- May 2010 • **The Study of Technophobia among Students in UiTM Kedah.**
Internal Grant 📍 UiTM Kedah, Malaysia
Jasmin Ilyani Ahmad and **Kamarul Ariffin Mansor**
- December 2008 • **The Effectiveness and Efficiency in the Usage of Software e-MySL® in Learning Malaysian Sign Language (MySL).**
Internal Grant 📍 UiTM Kedah, Malaysia
Haziah Saa'ri, Mohd Shamsul Daud, and **Kamarul Ariffin Mansor**
- April 2007 • **Impak Pembangunan Terhadap Tahap Pendidikan dan Pendapatan Orang Asli di Tanah Tinggi Cameron.**
Internal Grant 📍 UiTM Kedah, Malaysia
Mohd Sabri Jusoh, Mahadi Mahmood, **Kamarul Ariffin Mansor**, and Azizan
- January 2007 • **A Survey on Factors Which Positively Influence Ethical Decision Making among Young Lawyers Practicing in the State of Kedah.**
Internal Grant 📍 UiTM Kedah, Malaysia
Haswira Nor Md Hashim, Anida Mahmood, and **Kamarul Ariffin Mansor**
- December 2006 • **Descriptive Analysis on The Use of ICT Among Faculties Offering Quantitative Sciences and Information Technology Courses in Northern Region IPTA.**
Internal Grant 📍 UiTM Kedah, Malaysia
- May 2006 • **Student's Perception of Service Quality: A Case Study in UiTM Kedah And Perlis Branch.**
Internal Grant 📍 UiTM Kedah, Malaysia
Jamaluddin Akbar, Muhammad Sazri Khamis, and **Kamarul Ariffin Mansor**
- December 2005 • **Perpustakaan Masjid Di Negeri Kedah: Satu Tinjauan.**
Internal Grant 📍 UiTM Kedah, Malaysia
Azree Ahmad, Mahadi Mahmood, Rosli Hassan, and **Kamarul Ariffin Mansor**

March
2005

● **Analisis Program Pembasmian Kemiskinan Dari Perspektif Penduduk Miskin Tegar di Kawasan Parlimen Merbok, Kedah.**

Internal Grant

📍 UiTM Kedah, Malaysia

Haswira Nor Md Hashim, Muhammad Sazri Khamis, and **Kamarul Ariffin Mansor**



SELECTED PUBLICATIONS AND POSTERS

2020

● **Halal Tourism: Lessons for Destination Managers of Non-Muslim Majority Countries**

International Journal of Business and Society, Vol. 21 No. 1, 473-490. Indexing: Scopus.

📍 Hatyai, Thailand

NRNA Rashid, C Wangbenmad, & **KA Mansor**

2019

● **Study on the Convergence Behavior of Expectation Maximization Algorithm for Laplace Mixture Model.**

Romanian Statistical Review, 3(2019), 35-45. Indexing: ECSI Thompson Reuters and BDI

📍 Bucharest, RO

Kalantan, Z.I., Alrewely, F., & **Mansor, K.A.**

2018

● **Performance in Industrial Training: Industry Evaluation on Business and Management Students.**

Gading Journal for the Social Sciences, 21(01)

📍 UiTM Pahang

Safin, Z., Ali, N.A., Jamalurus, H.L., Zani, R.M., & **Mansor, K.A.**

2018

● **Assessing Passengers' Satisfaction Towards The Northern Region Airlines Service Quality.**

Journal of Global Business and Social Entrepreneurship (GBSE). 4(10), 72 -86. Indexing: MyCite

📍 UiTM Pahang, Malaysia

Shamsinar Ibrahim, Hasyimah Razali, Masilah Mohamad, Siti Fairuza Hassam, & **Kamarul Ariffin Mansor**

2017

● **The Antecedents Buying Intention of New Smartphone Among University Students.**

Advanced Science Letters, 23(11), 10538-10541. Indexing: Scopus

📍 UiTM Penang, Malaysia

Rahim, A., Kheng, L.K., **Mansor, K.A.**, & Abas,N.

2017

● **Factors Influencing Students of Technology-Based Universities to Become Entrepreneurs.**

International Review of Management and Marketing, 7(1), 319-325.

📍 UTP, Malaysia

Badri-Harun, A., **Mansor, K.A.**, Shaari, Z.H., Zainol, M.R., & Amar, A.

- 2015 ● **Forecasting Tourist Arrivals to Langkawi Island Malaysia**
Cross-Cultural Management Journal, 17(7), 69-76. Romanian Foundation for Business Intelligence (FRIA), Romania. (Published June 2015). Indexing: BDI <http://cmj.bxb.ro/bdi/> and under evaluation period for ISI Web of Science Index.
📍 Iasi, RO
Mansor, K.A., & Ishak, W.I.
- 2015 ● **A Study on Factors Influencing Muslim's Consumers Preferences Towards Takaful Products In Malaysia.**
Romanian Statistical Review, 63(2), 78-89. Indexing: ECSI Thompson Reuters and BDI
📍 Bucharest, RO
Mansor, K.A., Masduki, R.M.N., Mohamad, M., Zulkarnain, N., & Aziz, N.A.
- 2014 ● **Testing Mediation Effect in Social Science Research using Microsoft(R) Excel**
Poster for Penang Invention, Innovation and Design 2014 (PIID 2014), 3 – 4 December 2014
📍 UiTM Penang, Malaysia
Kamarul Ariffin Mansor & Nor Atikah Aziz
- 2012 ● **Program Gambarajah Pokok Bayes (Bayes Tree Diagram Programme)**
Poster for Innovation Platform 2012 (IP 2012), 2 – 4 November 2012
📍 Village Mall Sungai Petani, Kedah, Malaysia
Anis Mardiana Ahmad, **Kamarul Ariffin Mansor**, Kartini Kasim, & Mahazril Aini