**PROF MADYA DR. CHE ANIZA BINTI CHE WEL**



Pusat Kajian Penciptaan Nilai dan Kesejateraan Insan (INSAN),

Fakulti Ekonomi dan Pengurusan, Universiti Kebangsaan Malaysia

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• NRIC No: 750428-03-5072

• UKM (PER): K012192

**KELAYAKAN AKADEMIK**

•PhD in Marketing (GSM-UPM) Disertasi: *Relationship Marketing Tools (RMTs) and Their Relationship with Customer Satisfaction and Retention*

• Master of Science (Marketing) (GSM-UKM)

• Bachelor of Business Administration (Hons.)(Marketing) (UiTM)

• Diploma in Business Studies (UiTM)

**BIDANG PENYELIDIKAN**

• Pemasaran Perhubungan Pelanggan, Pengurusan Peruncitan, Gelagat Pengguna, Pemasaran Perkhidmatan

**KEAHLIAN BADAN PROFESIONAL**

• Ahli Academy of Marketing •Alumni UiTM, GSM-UPM •Ahli seumur hidup Academy of Global Business Advancement

**ANUGERAH DAN PENGHARGAAN**

• Anugerah Triple Helix (2012) • Anugerah Keserakanan (2012) • Distinguished Doctoral Dissertation Award (2011) • UKM - Excellent Service Award (2011) • Malaysian Graduate School of Management (MGSM) Scholarship for Masters’ Degree (1999) •Telekom Malaysia (TM) Scholarship for Diploma and First Degree (1995-1999) • Anugerah Rector UiTM (1999) • Anugerah Dekan bagi 6 semester berturut-turut semasa pengajian ijazah pertama (1996-1998)

**PENGAJARAN**

• **Postgraduate** – EPPK6113 Marketing for SMEs (MEI), ZCZD6703 Marketing Management (MBA)

• **Undergraduate** • Pengantar Pemasaran • Pengurusan dan Strategi Pemasaran • Penyelidikan Pemasaran • Kelakuan Pengguna

• Pengurusan Peruncitan • Pemasaran Perkhidmatan • Komunikasi Perniagaan • Asas Keusahawanan dan Innovasi • Keusahawanan

**PENYELIAAN**

•PhD (8 students; 3 completed) • Master (10 students) •Bachelor (More than 50 students) • Industrial Training (more than 50 students)

**PENYELIDIKAN** (Terpilih dengan Biaya)

1. EP-2019-011 Exploring Customer Perception Towards Palm Oil Based Products and it Effects on Purchase Intention (April 2019 – Mac 2021); RM20,000
2. FRGS/1/2012/SS05/UKM/02/12, A New Integrated Business Model of Malaysian Credit Card Delinquency (2012-2014), Ketua Penyelidik, FRGS RM30,000
3. EPGL-002-2009, Perceptions of Entrepreneurships as Career among Malaysian Students Studying in Middle East (2009-2010), Penyelidik Bersama, KPT Gran RM50,000
4. UKM-DIPM-001-2011, Modeling the Effects of Consumers’ Relationship Drivers on Their Inclination Towards a Relationship with Retailers (Loyalty Program) (2011-2012), Ketua Penyelidik UKM: DIPM Gran: RM10,000
5. UKM-GGPM-005-2010, Modeling the Effects of Consumer Relationship Drivers on Their Inclination Towards a Relationship with Retailers (Loyalty Program) (2011-2012), Ketua Penyelidik, UKM: GGPM Gran: RM18,500
6. UKM-GGPM-020-2010, Developing a Model of Explaining Loyalty Program Attributes, Store Attributes, and Loyalty of Consumers in Hypermarket/Superstore, Department Store and Specialty Store (2010-2012), Penyelidik Bersama, (UKM GGPM RM24,000.
7. PTS-2013-094, Toward Optimizing Student Knowledge Co-creation: Assessment of Presentation Slides in Marketing Courses at Economics and Management Faculty, UKM. (2013-2014), Penyelidik Bersama, PTS RM10,000
8. PTS-2013-095, Developing Structures Marketing Experiential Learning Involving Marketing Course for Business Students in FEP,UKM (2013-2014) Penyelidik Bersama, PTS RM10,000.

**PENERBITAN**

1. Nor Asiah Omar, Ahmad Sabri Kassim, Najeeb Ullah Shah, Syed Shah Alam, Che Aniza Che Wel (2020), The Influence of Customer Value Co-Creation Behavior on SMEs Brand Equity: An Empirical Analysis, Iranian Journal of Management Studies, Vol.13, No.2, Spring 2020, pp 165-196.
2. Suraya Akmar Mokhtaruddin, Che Aniza Che Wel, Nor Rahimy Khalid (2019), Employee Rhetorical Sensitivity as a Mediator in the Relationship Between Customer Orientation and Customer Retention, Vol.13No.2 (October 2019, pp170-182.
3. Che Aniza Che Wel, Syed Shah Alam, Nor Rahimy Khalid, and Suraya Akmar Mokhtaruddin. 2018. Effect of ethnocentrism and patriotism on the buying intention of Malaysian national car. Jurnal Pengurusan 52(2018): 1-17.
4. Nor Rahimy Khalid, Che Aniza Che Wel, Syed Shah Alam, and Suraya Akmar Mokhtaruddin. 2018. Cosmetic for Modern Consumer: The Impact of Self-Congruity on Purchase Intention. International Journal of Asian Social Science 8(1): 34–41.
5. Nor Rahimy Khalid, Che Aniza Che Wel, Syed Shah Alam, and Suraya Akmar Mokhtaruddin. 2018. The Influence of Self-congruity on Purchase Intention for Cosmetic Merchandises. International Journal of Academic Research in Business and Social Sciences, 8(4),933-945.
6. Suraya Akmar Mokhtaruddin, Che Aniza Che Wel, Syed Shah Alam, Nor Rahimy Khalid (2018), The influence of Relationship Marketing Orientation (RMO) on Customer Retention in Travel Agency, International Journal of Academic Research in Business and Social Sciences
7. Syed Shah Alam, Nor Ghani Md Nor, Mohd Helmi Ali, Nor Asiah Omar, Che Aniza Che Wel, 2018, Relationship between entrepreneur’s traits and cloud computing adoption among malay-owned SMEs in Malaysia, Cuadernos de Gestión Vol. 18 No 2 (2018), pp. 115-132.
8. Yusrizal Sufardi bin Mohd Yunan, Che Aniza binti Che Wel, Lokhman Hakim Osman, Zaleha Yazid, Ahmad Azmi Mohd Ariffin, (2017), Post Servie Quality as Predictor for Halal Warehouse Adopter Satisfaction, International Journal of Academic Research in Business and Social Sciences, Vol.7 (4), 999-1008.
9. Hawati Janor, Rubayah Yakob, Noor Azuan Hashim, Zanariah, Che Aniza Che Wel , (2016), Entrepreneurship and Innovation Management , The Impact of Innovation on Growth and Performance of Processed Food SMEs in Malaysia , Geografia Online 20 , 1-2 , 61-79
10. Zaleha Yazid, Che Aniza Che Wel, Nor Asiah Omar, (2016) , Persepsi Mahasiswa Terhadap Urusan Pembelian Atas Talian , Jurnal Personalia Pelajar 19(2), 17-25.
11. Julian C.C., Ahmed Z.U., Che Aniza Binti Che Wel, Bojei J. (2016), Dynamics of loyalty programs in Malaysian retailing: A strategic marketing perspective Journal of Transnational Management, 21(3), 101-114.
12. Syed Shah Alam, Abul Bashar Bhuiyan, Fauzi Mohd. Jani, Che Aniza Che Wel, (2016), The Impact of Innovation on Growth and Performance of Processed Food SMEs in Malaysia, International Journal of Entrepreneurship and Innovation Management, 20(1-2), 61-79
13. Julian, C.C., Ahmed, Z.U. Che Aniza Che Wel, Jamil Bojei (2015), Discriminant Analysis of Antecedents of Customer Retention in Malaysian Retailing. Journal of Transnational Management, Vol 20(3), 190-204.
14. Che Aniza Che Wel, Nor Asiah Omar, Syed Shah Alam, (2015), Credit Card Usage Behavior Among Students, Jurnal Personalia Pelajar, Vol 18(2), 130139.
15. Nor Asiah Omar, Che Aniza Che Wel, Syed Shah Alam, Muhamad Azrin Nazri, (2015), Understanding Students Compulsive Buying of Apparel: An Empirical Study, Jurnal Personalia Pelajar, Vol.18(2), 142-150.
16. Azhar Ahmad, Che Aniza Che Wel, Sallehudin Mohd Nor , (2014), International Journal of Economic Practices and Theories, Factors Influencing Consumers` Purchase Decision of Private Lable Brand Products , Vo.4(2), 101110
17. Nor Asiah Omar, Ruzita Abdul Rahim, Che Aniza Che Wel, Syed Shah Alam (2014), Compulsive Buying and Credit Card Misuse Among Credit Card Holders: The Roles of Self Esteem, Intangible Capital, vol. 10(1), 52-74.
18. Syed Sah Alam, Nik Hazrul Nik Hashim, Maisarah Ahmad, Che Aniza Che Wel, Sallehuddin Mohd Nor, Nor Asiah Omar (2014) Negative and Positive Impact of Internet Addiction on Young Adults: Empricial Study in Malaysia, Intangible Capital Vol. 10 (3), 619-638.
19. Jamil Bojei, Craig Julian, Che Aniza Che Wel, Zafar U. Ahmed (2013), The Empirical Link between Relationship Marketing Tools and Consumer Retention in Retail Marketing, Journal of Consumer Behavior, vol.12(3), pp. 171-181. ***Index ISI, Scopus: H Index 6***
20. Nor Asiah Omar, Che Aniza Che Wel, Norzalita Aziz, Syed Shah Alam (2013), Investigating the Structural Relationship Between Loyalty Programme Service Quality, Satisfaction and Loyalty for the Retail Loyalty Programmes: Evidence from Malaysia, Measuring Business Excellence, 17(1), 33-50. ***Index: Scopus, Emerald Management Reviews, Cabell:H Index 11***
21. Che Aniza Che Wel, Nor Asiah Omar, Sallehuddin Mohd Nor, (2012) Determining Relationship Drivers of Loyalty Card Programs, Journal of Applied Sciences Research, Vol. 8(1) pp.605-610. ***Index ISI, Scopus: H Index 8***
22. Che Aniza Che Wel, Siti Rahayu Hussin, Nor Asiah Omar, Sallehuddin Mohd Nor, (2012) Important Determinant of Consumers’ Retail Selection Decision in Malaysia, World Review of Business Research, Vol. 2(2) pp.164-175.(*Cabell*)
23. Syed Shah Alam, Hawati Janor, Zanariah, Che Aniza Che Wel, Mst. Nalufir Ahsan (2012) Is Religiosity and Important Factor in Influecning the Intention to Undertake Islamic Home Financing in Klang Valley, World Applied Science Journal, 19(7), pp.1030-1041. ***Index ISI, Scopus: H Index 6***
24. Nor Asiah Omar, Rosidah Musa, Che Aniza Che Wel, Norzalita Abdul Aziz (2012), Examining the Moderating Effects of Programme Membership Duration in the Retail Loyalty Program: A Multi Groups Causal Analysis Approach, World Applied Science Journal 19(3), pp.314-323**. *Index ISI, Scopus: H Index 6***
25. Che Aniza Che Wel, Syed Shah Alam, Sallehuddin Mohd Nor, (2011) Factors Affacting Brand Loyalty: an Empirical Study in Malaysia, Australian Journal of Basic and Applied Sciences, Vol 5(12), 2011, pp.777-783*.* ***Index ISI, Scopus: H Index 10***
26. Aliah Hanim M. Salleh, Maisarah Ahmad, Che Aniza Che Wel, Nur Sa’adah Muhamad, (2011) Service Failure, Service Recovery, and Critical Incident Outcomess in Public Transport Sector, Malaysian Journal Consumer and Family Economics, Vol. 14, 2011. pp. 42-54. ***Index Scopus***
27. Nor Asiah Omar, Che Aniza Che Wel, Rosidah Musa, Muhamad Azrin Nazri, (2010) Program Benefits, Satisfaction and Loyalty in Retail Loyalty Program: Exploring the Roles of Program Trust and Program Commitment, The UIP Journal of Marketing Management, Vol IX (4), 2010, pp.1-23. *Index SSRN: Cited by 10*
28. Che Aniza Che Wel, Jamil Bojei, (2009) Determining Relationship Marketing Instruments, The Icfai Journal of Marketing Management, Vol VIII, 2009. pp.25-4. *Index SSRN: Cited by 3*
29. Azhar Hj Ahmad, Che Aniza Che Wel, Sallehuddin Mohd Nor, (2008) Determinants of Bank Selection Decision Among Malaysian Consumers, Jurnal Pengguna Malaysia, Vol. 10, 2008, pp.16-23.
30. Azhar Ahmad, Sallehuddin Mohd Nor, Ishak Abd Rahman, Jumaat Moen, Che Aniza Che Wel (2008) Small Retailers and Entrepreneurs’ Perception on the Department Store Development: A Malaysian Che Study, International Review of Business Research Papers, Vol.4 (1) pp. 1-10. Cited by 1
31. Azhar Hj Ahmad, Sallehuddin Mohd Nor, Ishak Hj Abd Rahman, Jumaat Abd Moen, Che Aniza Che Wel, (2007) Perceptions of Small Retailers and Entrepreneur on Departmental Store Development: Case Study in Bandar Bukit Tinggi Klang, Malaysia. Journal of International Management Studies, Volume 2 Number 1 April 2007. *Index ABI/ ProQuest*.
32. Azhar Ahmad, Ishak Abd Rahman, Sallehuddin Mohd. Nor, Jumaat Moen, Che Aniza Che Wel, Ahmad Raflis Che Omar, (2007). Impact on Small Retailers and Entrepreneurs on the Departmental Store Development: Case Study in Malaysia Academy of Taiwan Business Management Review. Vol. 3(1) April 2007. *Index Cabell’s and Ulrich’s Directories*
33. Che Aniza Che Wel, Sallehudin Mohd Nor, (2003) The Personal and Sociological Factors on Consumer Bank Selection Decision. Journal of American Academy of Business, Cambridge, Vol. 3 (1&2). *Index* *Cabell’s and Ulrich’s & Proquest,*
34. Ishak Hj Abd Rahman, Muhamad Mahdi Abdul Samad, Azhad Ahmad, Sallehuddin Mohd Nor, Che Aniza Che Wel, (2006) Relationship between Business Experience, Local Area Network and Website Ownership toward the Attitudes and the usage information communication and technologies among Bumiputra Entreprenuers. The Journal of Global Business Management, 2(3) (Dec). *Index* *Cabell’s and Ulrich’s Directories: Cited by 9*
35. Jamil Bojei and Che Aniza Che Wel, The Impact of Personal, Sociological, and Institutional Influences on Relationship Commitment in Retail Banking. Academy of Management Journal, Volume 8 Number 1, 2002. ***Index Scopus: H Index 1***

**BUKU**

1. Nor Asiah Omar, Che Aniza Che Wel, Suhaily Mohd Ramly, Muhamad Azrin Nazri, Sustainable in Retail Business Through Retention Strategies, 2019

**BAB DALAM BUKU**

1. Aliah Hanim Mohd. Salleh, Che Aniza Che Wel, Anthony Pecotich, 2003: Bab 10; Malaysia:Towards Prosperity with Harmony and Diversity;Handbook of Market and Economies: M.E. Sharpe Inc, Armonk, New York. pp. 407 – 446. Cited 15
2. Contemporary Marketing (Malaysia Edition – Adaption from Kurtz and Boone – 2004 (Cengage Learning Asia Pte Ltd)

**PENERBITAN (BELUM TERBIT)**

•Social Business (Prof Muhammad Yunus) book translation English – Bahasa (Penerbit UKM)

**PERSIDANGAN/SEMINAR/BENGKEL**

•Menghadiri lebih daripada 20 persidangan antarabangsa, 1 kebangsaan, 22 seminar antarabangsa/kebangsaan dan 26 Kursus/Bengkel

**PERUNDINGAN & PEMBANGUNAN**

•**Consultation Project** • Pakar Rujuk Bidang Projek Grassroot Innovation UKM-YIM-CESMED • Impact Study on A Proposed Jaya Jusco Departmental Store Development in Balakong, Selangor, (2004); Bandar Bukit Tinggi Klang (2006); Bandar Baru Perda seberang Perai (2006); Rawang Selangor (2008); Bandar Mahkota Cheras (2009); Taman Pengkalan Jaya, Ipoh Perak (2010); Mukim Alor Setar, Sungai Petani (2010); Jalan Rozhan, Bukit Mertajam, Pulau Pinang (2011); Mukim Lot 8576 & Lot 8677, Jalan Kamunting, 34600, Perak Darul Redzuan (2011) ditaja oleh AEON Co (M) Bhd.

**PENTADBIRAN/SUMBANGAN KEPADA UNIVERSITI**

•Jawatan Pentadbiran: Ketua Program Pengurusan, Pemasaran dan Perniagaan Antarabangsa (1Julai 2011 – 30 Jun 2014) • Ahli Jawatankuasa Pakar Penilai Kemahiran Pengurusan dan Keusahawanan Kursus Kemahiran Insaniah (Pusat Akreditasi Pembelajaran, UKM) • Ahli Jawatankuasa Pakar Domain Pendidikan Liberal UKM: Kewarganegaraan & JatiDiri Kebangsaan

•Ahli Jawatankuasa Persidangan Fakulti • Ahli Jawatankuasa Pengurusan Kursi Endowmen MPOB-UKM •Editor Bersekutu Jurnal Pengurusan • Felo Bersekutu UKM-Cesmed

**JARINGAN INDUSTRI & KHIDMAT MASYARAKAT**

• MQA - Panel of Assessor (40 Programmes) • Penilai Kanan dan Pakar Rujuk Bidang . Ketua Penyelia dan Penyelaras – Feasibility Study of Setting up Passenger Vehicle Service Center in UKM Bangi (Petronas – FKAB - FEP) • Ketua Projek Kumpulan Pemasaran Perodua Eco-Challenge 2012 & 2013 (Perodua – FKAB- FEP) • Panel Penilai *Malaysian Franchise Award 2012* *& 2013* (MFA) • Penasihat Akademik Pertandingan Simulasi Perniagaan Peringkat IPTA 2012 (UUM) • Penggubal Soalan dan Pemeriksa Peperiksaan STPM (Majlis Peperiksaan Malaysia) • Pemeriksa Luar Proposal PhD OUM • Penulis Modul OUM (Marketing Research, Marketing Management and Strategy, Introduction to Relationship Marketing, Relationship Marketing).