

PROF MADYA DR. CHE ANIZA BINTI CHE WEL
Pusat Kajian Penciptaan Nilai dan Kesejahteraan Insan (INSAN),
Fakulti Ekonomi dan Pengurusan, Universiti Kebangsaan Malaysia
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• Date of birth: 28 April 1975



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** – Consumer Behavior Theory & Research (PhD), Marketing for SMEs (MEI), Marketing Management (MBA),
- **Undergraduate** • Pengantar Pemasaran • Pengurusan dan Strategi Pemasaran • Penyelidikan Pemasaran • Kelakuan Pengguna
 - Pengurusan Peruncitan • Pemasaran Perkhidmatan • Komunikasi Perniagaan • Asas Keusahawanan dan Inovasi • Keusahawanan

PENYELIAAN

- PhD (8 students; 4 completed) • Master (10 students) • Bachelor (More than 50 students) • Industrial Training (more than 100 students)

PENYELIDIKAN (Terpilih dengan Biaya)

1. EP-2019-011 Exploring Customer Perception Towards Palm Oil Based Products and its 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 Rahimy Khalid, [Che Aniza Che Wel](#), Suraya Akmar Mokhtaruddin (2020), Product Positioning as a Moderator for Halal Cosmetics Purchase Intention, Iranian Journal of Management Studies, In-Press.
2. 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.
3. 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.
4. [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.

5. 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.
6. 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.
7. 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*
8. 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.
9. 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.
10. 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
11. Zaleha Yazid, [Che Aniza Che Wel](#), Nor Asiah Omar, (2016) , Persepsi Mahasiswa Terhadap Urusan Pembelian Atas Talian , *Jurnal Personalia Pelajar* 19(2), 17-25.
12. 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.
13. 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
14. 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.
15. [Che Aniza Che Wel](#), Nor Asiah Omar, Syed Shah Alam, (2015), Credit Card Usage Behavior Among Students, *Jurnal Personalia Pelajar*, Vol 18(2), 130139.
16. 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.
17. 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
18. 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.
19. 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.
20. 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***
21. 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***
22. [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***
23. [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*)
24. Syed Shah Alam, Hawati Janor, Zanariah, [Che Aniza Che Wel](#), Mst. Nalufir Ahsan (2012) Is Religiosity and Important Factor in Influencing 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***
25. 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***
26. [Che Aniza Che Wel](#), Syed Shah Alam, Sallehuddin Mohd Nor, (2011) Factors Affecting 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***
27. 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***
28. 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***
29. [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***
30. 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.

31. 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
32. 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*.
33. Azhar Ahmad, Ishak Abd Rahman, Sallehuddin Mohd. Nor, Jumaat Moen, [Che Aniza Che Wel](#), Ahmad Rafli 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*
34. [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*,
35. 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 Entrepreneurs. *The Journal of Global Business Management*, 2(3) (Dec). *Index Cabell's and Ulrich's Directories: Cited by 9*
36. 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/BENGGKEL

- Academy of Marketing Conference 2019, London; Academy of Marketing Conference 2018, Stirling, UK; Academy of Marketing Conference , 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).