

## CURRICULUM VITAE



### A RECORD OF PERSONAL INFORMATION

**Name :** Dr. Mohd Helmi Bin Ali CMILT  
**Email :** mohdhelmiali@ukm.edu.my / mohdhelmiali@gmail.com  
**Present Appointment:** **Senior Lecturer,**  
School of Management, Faculty of Economics and Management,  
National University of Malaysia (UKM)  
**Deputy Director (Media and Marketing)**  
Corporate Communication  
National University of Malaysia (UKM)  
**Ministry of Higher Education CEO@Faculty 2.0 Fellow**

#### Previous Appointments:

09/2010 - 07/2011 **Crewing Manager,**  
JRI Offshore Pt. Ltd.  
(Oil and Gas)  
08/2009 – 08/2010 **Human Resource Manager,**  
SPPH Pt. Ltd.  
(Construction)  
08/2008 – 08/2009 **Administrative Officer,**  
Malaysia Institute of Road Safety Research  
(Malaysian Government Agency)  
01/2005 – 05/2008 **Deck Watch keeping Officer,**  
A.P. Moller Singapore Pt. Ltd.  
(Shipping Company)

#### Qualifications:

2015-2016 **PGCHE (Postgraduate Teaching Cert.), University of Nottingham**  
2012-2016 **PhD in Business and Management**  
Nottingham University Business School (UK)  
2009 – 2011 **MBA International Business,**  
Graduate School Management, UPMalaysia  
2005 **Deck Watchkeeping Officer for 500GRT or More**  
Malaysia Marine Department (STCW, IMO)  
2001 – 2005 **BMgmt, Management Technology (Maritime Transportation),**  
Malaysian Maritime Academy – UTMalaysia

### B SUPERVISION AND FELLOWSHIP

#### 1. Professional Bodies

1. Chartered Members of Chartered Institute of Logistics and Transport
2. Advisory Board - Institute of Innovation and Circular Economy, Asia University, Taiwan
3. Research Fellow – Institut Islam Hadhari, Universiti Kebangsaan Malaysia
4. Guest Researcher – Centre for Asian Studies, Kanagawa University, Japan
5. International Advisory Board – 10<sup>th</sup> Annual EDSCI Conference, Decision Science Institute, United Kingdom

6. Managing Editor – Jurnal Pengurusan UKM
7. Board of Editors - Journal of Supply Chain Relocation (Inderscience)
8. Board of Editors – World Review of Intermodal Transportation Research Journal (Inderscience)
9. Board of Editors – International Journal of Applied Business Research

## 2. External Examination

1. External Examiner for MBA in Supply Chain and Logistic Management Program, Lincoln University College, Malaysia, 2019-2021
2. Subject Matter Expert for Change Management, Open University Malaysia, 2018-2021
3. Expert Reviewer for Newton-Ungku Omar Fund (NUOF): Panel For The Mobility Grants (Social Sciences & Humanities), Academy of Sciences Malaysia (2018)
4. Expert Reviewer for National Centre of Science and Technology Evaluation, Ministry of Education and Science of Kazakhstan (2018).
5. Peer Reviewer for Biotechnology and Biological Sciences Research, United Kingdom (2017)

## C RESEARCH

### 1 Research Grants

1. **MPOB-UKM Endowment Chair Research Grant (2019-2020)**, on Revisiting Oil Palm Supply Chain Network Transportation Cost and CO2 Emission Using Gravity Location Model
2. **Malaysia Fundamental Research Grant Scheme (2019-2020)**, on Modelling Integrated Multi-level Determinants of Student Entrepreneurship
3. **Malaysia Fundamental Research Grant Scheme (2019-2020)**, on A development of sustainable food security model for halal SMEs under belt and road initiatives
4. **Faculty Fund (2017-2018)**, on Consumer Boycott: The Influence of Severity, CSR and Psychological Contract Violation in Halal Negligence Incident
5. **Faculty Fund (2017-2018)**, on Consumer Boycott: The Influence of Severity, CSR and Psychological Contract Violation in Halal Negligence Incident
6. **Malaysia Higher Education Ministry (2017-2018)**, on Leadership Styles and Strategies Across Malaysia Universities
7. **Faculty Fund (2017-2018)**, Empowering Corporate Social Responsibility in Halal Industry – *RM10,000*
8. **Geran Galakan Penyelidik Muda (2017-2019)**, on A Supply Chain Integrity Capabilities Framework for Halal Food
9. **Faculty Fund (2017-2018)**, on Increasing Numbers of Foreign Workers in Restaurants: Their Impact on Food Safety
10. **Inisiatif Putra Muda (2017-2019)**, on Assessing the Preparedness of Halal Food Supply Chain Industry in Malaysia to Implement Lean Six Sigma: A Readiness Model Development
11. **Malaysia Fundamental Research Grant Scheme (2017-2019)**, on A Green Strategic Innovative Model for SMEs (G-SIMS)
12. **Malaysia Fundamental Research Grant Scheme (2013-2015)**, on Arc of Integration and Halal Food Integrity
13. **Malaysia Economic Transformation Programme (2013-2015)**, on 1Malaysia Endless Possibilities Food PARK (1MEPPF)
14. **Malaysia Exploratory Research Grant Scheme (2012-2014)**, on Intelligent Quality Assurance Modelling for Halal Food Integrity

### 2 Intellectual Properties

1. **Halal food supply chain integrity cumulative capability (HFSCI-CC) model** – UKM/IKB/108/2/1375
2. **Halal food supply chain integrity framework** - UKM/IKB/108/2/1377
3. **Halal food supply chain integrity measurement scale** - UKM/IKB/108/2/1379
4. **Sustainable production of halal food framework** - UKM/IKB/108/2/1386
5. **Case-study/ i-HAQAM: The SuperFood (SF) Case** - UKM/IKB/108/2/1387
6. **1Malaysia endless possibilities food park** - UKM/IKB/108/2/1412

### 3. Chapter In Books

1. **Ali, M.H.** Shahaudin, M.R., & Zailani, S. (2018) "Food Product Recall: The Case of MilkCoffee Ltd" in Reference Module in Food Science, Elsevier
2. **Ali, M.H.**, & Makhbul, Z.M. (2018) "Pengurusan rantaian bekalan" in Pembangunan Modal Insan Lestari, UKMPress
3. Makhbul, Z.M., **Ali, M.H.**, & Hizam, S.M. (2018) "Pengurusan tekanan pekerjaan dalam meningkatkan produktiviti" in Kesejahteraan Insan Seimbang dalam Organisasi Berdaya Saing, UKMPress
4. Makhbul, Z.M., Hasun, F.M., & **Ali, M.H.** (2018) "Strategi meningkatkan motivasi dan kesetiaan modal insan" in Pembangunan Modal Insan Lestari, UKMPress
5. Makhbul, Z.M., Hasun, F.M., & **Ali, M.H.** (2018) "Latihan dan pembangunan sumber manusia mendepani cabaran industri 4.0" in Keperluan Kemahiran Mendepani Revolusi Perindustrian Keempat, UKMPress

### 4. Refereed Journal Papers

1. Zailani, S., Iranmanesh, M., Sunghyup, S.H., & **Ali, M.H.**, (Accepted) "Applying Theory of Consumption Values in Explaining Drivers' Willingness to Pay for Biofuels" Sustainability
2. Zainuddin, M.N., **Ali, M.H.**, & Mukhtar, D. (Accepted) "Entrepreneurial Passion Development: The Interplay between Heuristic Thinking and Pedagogical Experience During the Entrepreneurial Learning Process" Jurnal Pengurusan
3. **Ali, M.H.**, Alam, S.S., Makhbul, Z.M., & Ismail, Azman (Accepted) "Exploring the theory of planned behaviour (TPB) in relation to a halal food scandal: the Malaysia Cadbury chocolate case" International Food Research Journal
4. Suhartanto, D., **Ali, M.H.**, Tan, K.H., Sjahroeddin, F., & Kusdiby, L. (2019) "Loyalty toward online food delivery service: the role of e-service quality and food quality" Journal of Foodservice Business Research, Vol.22, Issue 1, 81-97.
5. **Ali, M.H.** & Suleiman, N. (2018) "Eleven Shades of Halal Food Integrity : A halal supply chain perspective" Trends in Food Science and Technology, Vol. 71, Issue Jan 2018, 216-224
6. Rezali, N., **Ali, M.H.**, Idris, M.F., & Yunus, Y.M. (2018) Empowering green healthcare supply chain management practices challenges and future research" International Journal of Supply Chain Management, Vol. 7, Issue 5, 282-289
7. Alam, S.S., Senik, Z.C., Omar, N.A., **Ali, M.H.** (2018) "Consumer-based brand equity: relationship between country of origin and brand equity dimension" Jurnal Pengurusan
8. Alam, S.S., Nor, N.G.M., **Ali, M.H.**, Omar, N., & Wel, N.A.C. (2018) "Relationship between entrepreneurs traits and cloud computing adoption among Malay-owned SMEs in Malaysia" Cuadernos de Gestión, Vol.18, Issue 2, 115-132
9. Ismail, A., Mahdi, N.M.N., Mat, N., **Ali, M.H.**, & Ali, N.A.M. (2018) "Administration of the merit pay systems enhancing work outcomes" Asian Journal of Accounting and Governance, Vol 9, 113-125
10. Alam, S.S., Fie, D.Y.G., Khatibi, A., Ahsan, N., & **Ali, M.H.** "Applying an Extended Theory of Planned Behaviour to Sustainable Food Consumption" International Journal of Business and Systems Research (Accepted)
11. Omar, N.A., Nazri, M.A, Alam, S.S., & **Ali, M.H.** (2017) "Consumer Retaliation to Halal Violation Incidents: The Mediating Role of Trust Recovery" Jurnal Pengurusan, Vol. 51
12. **Ali, M.H.**, Zhan, Y., Alam, S.S., Tse, Y.K., Tan, K.H. (2017) "Food supply chain integrity: the need to go beyond certification" Industrial Management & Data Systems, Vol. 117, Issue 8, 1589-1611
13. Alam, S.S., Ismail, M.D., **Ali, M.H.**, & Zain, Z. (2017) "Factors Influencing Students' Usage Satisfaction Toward University Web Portal: A Pls-Sem Analysis" Vol. 2, Issue 2, 11-22
14. **Ali, M.H.**, Tan, K.H., Suleiman, N., & Alam, S.S. (2017) "The traction of lean production on halal food integrity" MOJ Food Science and Technology, Vol. 5, Issue 4, 000136
15. Yaacob, M.H., **Ali, M.H.**, Wahab, N.A. (2017) "Hubungan Penguasaan Bahasa Inggeris dengan Tahap Keberkesanan Kemahiran Insaniah Pelajar di Universiti Kebangsaan Malaysia" Jurnal Personalita Pelajar, Vol 20. Issue 2, 67-77
16. Alam, S.S., Nor, N.G.M., **Ali, M.H.**, Omar, N.A., Wel, C.A.C. "Relationship between entrepreneur's traits and cloud computing adoption among malay-owned SMEs in Malaysia" Cuadernos de Gestión (Accepted)

17. Tan, K.H., **Ali, M.H.**, Makhbul, Z.M., & Ismail, A. (2017) "The impact of external integration on halal food integrity" *Supply Chain Mangement: An International Journal*, Vol.22, Issue 2, pg. 186-199
18. **Ali, M.H.**, Tan, K.H., & Ismail, M.D. (2017) "A supply chain integrity framework for halal food" *British Food Journal*, Vol.119, Issue 1, pg. 20-38
19. **Ali, M.H.** & Suleiman, N. (2016) "Sustainable food production: insights of Malaysia halal small and medium sized enterprises", *International Journal of Production Economics*, Vol 181, pg.303-314
20. **Ali, M.H.**, Tan, K.H., Makhbul, Z.M., & Ngah, A.H. (2016) "Augmenting halal food integrity through supply chain integration" *Jurnal Pengurusan*, Vol. 48
21. Ismail, A., **Ali, M.H.**, Ridzuan, A.A., & Rosnan, H. (2016) "Service quality and customer loyalty in peacekeeping missions" *Jurnal Manajemen Kewirausahaan*, Vol. 18, No.1, 71-82
22. Ismail, A., **Ali, M.H.**, Rose, N.I., Abdullah, A.A., & Rosnan, H. (2016) "Exploring service quality impacts on customer satisfaction in military medical centres: moderating role of perceived value", *Jurnal Dinamika Manajemen*, Vol. 7, Issue 2, pg. 153-171
23. **Ali, M.H.**, Ismail, A., Suleiman, N., & Tajuddin, M.A. (2016), "Faktor-faktor pemilihan kerjaya di kalangan pelajar UKM: satu panduan untuk industri" *Jurnal Personalia Pelajar*, Vol.19, Issue 2, pg.9-15
24. **Ali, M.H.**, Tan, K., Makhbul, Z., & Pawar, K. (2014). "Extenuating food integrity risk through supply chain integration – the case of halal food" *Industrial Engineering & Management Systems*, Vol.13, No.2, 154-162
25. Ismail, M.D., Isa, A.M., & **Ali, M.H.** (2013) "Insight into the relationship between entrepreneurship orientations and performance: the case of SME exporters in Malaysia", *Jurnal Pengurusan*, Vol.38, pg.67-7

## 5. Refereed Conference Paper

1. Kitayama, D., Takanokura, M., Ogiya, M., Eksan, S.H.R. & **Ali, M.H.** (2018) "A study on the halal food supply chain in Japan from an inbound perspective" *International MultiConference of Engineers and Computer Scientists 2018*, Hong Kong. 14-16 March 2018.
2. **Ali, M.H.** (2017) "Food integrity in halal supply chain" Round Table Discussion: Empowering Halal in Malaysia and Japan, Kuching, Malaysia, 21-23 November 2017
3. Alam, S.S., Zain, Z., Ahmad, M., & **Ali, M.H.** (2017) "Adoption of cloud computing by SMEs in Malaysia-empirical study" *8th International Conference of the Asian Academy of Applied Business (AAAB) 2017*, Sabah, Malaysia, 20-22 December 2017
4. Rezali, N., Idris, F. & **Ali, M.H.** (2017) "Green Healthcare Supply Chain in Malaysia" *Proceedings of Business Management Frontiers*, Selangor, Malaysia, 12-13 August 2017.
5. **Ali, M.H.**, Makhbul, Z.M, Tan, K.H., & Suleiman, N. (2017) "1Malaysia Endless Possibilities Food Park (1MEPFP)" *Innovation & Commercialization Conference 2017*, Selangor, Malaysia, 20-21 December 2017
6. **Ali, M.H.**, Alam, S.S., & Makhbul, Z.M. (2017) "Unravelling supply chain integration for halal food using reverse path modelling" *8th International Economics and Business Management Conference IEBMC 2017*, Kuantan, Malaysia, 28-29 November 2017.
7. **Ali, M.H.**, & Suleiman, N.H. (2017) "Challenges to Sustainable Safeguarding Halal Food Raw Materials Integrity" *Persidangan Ekonomi Kebangsaan 2017*, Selangor, Malaysia, 12-13 September 2017.
8. **Ali, M.H.**, Ismail, A., Alam, S.S., & Makhbul, Z.M., (2017). "Revisiting the theory of purchasing behaviour: in halal food purchasing: after the case of Cadbury" *International Food Research Conference 2017*, Selangor, Malaysia. 25-27 July 2017
9. **Ali, M.H.**, & Tan, K. (2015). "Revisiting the legitimacy supply chain migratory model: the case of halal food" *The 17th Asia Pacific Industrial Engineering and Management System Conference*, Taipei, Taiwan, 7-10 December 2016

10. **Ali, M.H.**, Tan, K., Makhbul, Z., Pawar, K. (2015). "The impact of supply chain integration on food integrity: evidence from halal food manufacturers" The 23rd International Conference on Production Research, Manila, Philippines, 2nd – 6th September 2015
11. **Ali, M.H.**, Tan, K., Makhbul, Z., Pawar, K., Othman, L.H. (2014). "Valuing integrity in credence quality food supply chain" 19th International Symposium of Logistic, Ho Chi Minh, Vietnam July 2014
12. **Ali, M.H.**, Tan, K., Makhbul, Z., & Pawar, K. (2014)., "Influence of supply chain integration on halal food integrity" 18th International Working Seminar on Production Economics, Innsbruck, Austria 24th – 28th February 2014
13. **Ali, M.H.**, Tan, K., & Makhbul, Z. (2013)., "Mitigating Halal Food Integrity Risk Through Supply Chain Integration" The 14th Asia Pacific Industrial Engineering and Management Systems Conference (APIEMS 2013), Cebu, Philippines, 3rd -6th December 2013
14. Tan, K.H., **Ali, M.H.** (2013) "The Shades of Lean Assessment Tools" 2nd International Scientific Conference on Lean Technologies, Belgrade, Serbia, 5th -6th September 2013
15. **Ali, M.H.**, & Tan, K. (2013). "100% Beef Versus Honest Food: The Role of Lean in Food Integrity" 2nd International Scientific Conference on Lean Technologies, Belgrade, Serbia, 5th -6th September 2013
16. **Ali, M.H.**, Tan, K., & Pawar, K. (2013). "Enhancing Halal Food Integrity Through Supply Chain Integration" 20th EurOMA Conference, Dublin, Ireland 7th – 12th June 2013

## **D PRIZES, INVITATION TO ADDRESS CONFERENCE, CONSULTATION**

### **1. Awards and Prizes**

1. Best Service Award, Universiti Kebangsaan Malaysia, 2018
2. Best Presenter Award, The International Halal Ecosystem Conference (IHEC2018), 13-15 Nov 2018
3. Best Paper Award, 9<sup>th</sup> International Management and Accounting Conferences (IMAC9), 10-13 Nov 2018
4. Best Publication Award 2016, Quality Award of Faculty of Economics and Management, 2017
5. Best Paper Award, 8<sup>th</sup> International Economics, Business, and Management Conference (IEBMC2017), 28-29 Nov 2017
6. Gold Medal, Invention, Innovation, & Design Exposition 2017 (iidex 2017), Shah Alam, 25-29 Sept 2017
7. Silver Medal, Invention, Innovation, & Design Exposition 2016 (iidex 2016), Shah Alam, 20-23 Sept 2016
8. Outstanding Paper Award, The 23<sup>rd</sup> International Conference of Production Research, Manila, Philippines, 2nd – 6th Sept, 2015
9. England Representative, The European Logistic Association Doctorate Workshop, Hamburg, Germany, 25-26 Jun 2014
10. Best Presenter Award, International Food Supply Chain Conference (IFSCC) Doctoral Workshop 2014, Selangor, Malaysia 23<sup>rd</sup> – 25th Nov 2014
11. Outstanding Paper Award, The 14th Asia Pacific Industrial Engineering and Management Systems Conference (APIEMS 2013), Cebu, Philippines, 3<sup>rd</sup> -6th Dec 2013

### **2. Seminar Invitation**

I have been invited to give seminars at the following institutions:

1. Faculty of Entrepreneurship and Management, University Malaysia Kelantan, Mar 2019
2. University Malaya Halal Research Centre, University of Malaya, Feb 2019
3. Centre of Asian Studies, University of Kanagawa, Dec 2018
4. International Malaysian Training Centre, Dec 2017