

CURRICULUM VITAE



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Expertise	<ul style="list-style-type: none">- Measurements/Scales development and validation- Branding- Relationship Marketing and Retention Strategies- Innovation and Entrepreneurship- Retailing- Service Management- Customer co-creation- Political Marketing
Academic Qualification	<ol style="list-style-type: none">1. Post Graduate Diploma in Entrepreneurship, Judge Business School University of Cambridge, U.K (2012)2. Doctor of Philosophy, University Technology Mara, Malaysia (UiTM), (2008).3. Master in Business Administration, University Tun Abdul Razak Malaysia (Unitar), (2000)4. Bachelor in Business Administration (Hons) International Islamic University Malaysia (IIUM) (1998)5. Matriculation Centre, International Islamic University Malaysia (IIUM) (1994)
Courses Taught	<ol style="list-style-type: none">1. Relationship Marketing2. Innovation for SMEs3. Business Research Method /Marketing Research4. Marketing for SMEs

CURRICULUM VITAE

	<ol style="list-style-type: none"> 5. Service Marketing 6. Retail Management 7. Innovation and Change Management 8. Consumer Behavior 9. Marketing Strategy
Work Experience	<ol style="list-style-type: none"> 1. Sales Consultant -Jaya Jusco, Bandar Utama (1998) 2. Tutor (1999 – 2000)-University Tun Abdul Razak 3. Lecturer (2000 – 2007)-Unitar 4. Program Coordinator for Business Administration Program (2001-2003)- Unitar 5. Senior Lecturer, Faculty of Business (since 2007)- Unitar 6. Head of Marketing Department, Faculty of Business, UniRazak (October 2007 – 2008) 7. Senior Lecturer at School of Management, Faculty of Economics and Management, UKM (2009 –present) 8. Program Coordinator for Entrepreneurship and Innovation Programs (Bachelor and Master), UKM (2013-2016) 9. Head of Marketing Group, Faculty of Economics and Management, UKM, 2015-2020.
Professional Memberships	<ol style="list-style-type: none"> 1. MACFEA Malaysian Consumer & Family Economics Association 2. Alumni Post Graduate Diploma in Entrepreneurship, Judge Business School, University of Cambridge, UK
Current Research Projects (2009-Present)	<p>Consultancy:</p> <p>2015-2018: Committee Member for the Development of Rural Bank Malaysia with Rural Capital Sdn Bhd (Mara, Kuala Lumpur).</p> <p>2015-2016: Majlis Amanah Rakyat. Research and Innovation Grant Scheme (SGPIM)</p> <p>(1) EP-2016-003 - Multi-Perspective Model For Bumiputera Entrepreneurs Performance: A Framework For Improving Entrepreneur Sector In MARA.</p> <p>(2) EP-2016-002 - Critical Factors of Entrepreneurial Development and Entrepreneurial Enhancement Programs: Entrepreneur Development Division (BPU), Mara</p> <p>EPGL-004-2011: AIF (Asian Institute of Finance-Bank Negara), The Development of Customers' Satisfaction Index for Bank in Malaysia (External Grant)</p> <p>Appointed as Consultant for Malaysian Foundation for Innovation (YIM)-Commercialization projects (2012)</p> <p>The National Population and Family Development (LPPKN) for The Development Programs on Marriage and Family among Malay Community in the Rural Areas in Malaysia.</p>

CURRICULUM VITAE

	<p>Project Leader</p> <p>UPM/800-4/11/MRUN/2019/5539140 Impacts of food safety practical and initiatives on food business supply chain (2019-2021)</p> <p>FRGS/1/2018/SS03/UKM/02/8, Framing Supporting Agency Strategic Relational Model Bumiputera Digital Entrepreneurs (2019-2020).</p> <p>EP-2017-037 (Tabung Kokurikulum PTJ) , Consumer Boycott: The Influence Of Severity, CSR And Psychological Contract Violation In Halal Negligence Incident, 2017-2019.</p> <p>KRA-2017-010 (Dana Penyelidikan Strategik), An Analysis of Self-Determined Learning Methods, Student Preparation, and Motivation among UKM Undergraduate Students: Entrepreneurship Course Effectiveness, 2017-2019.</p> <p>SGPIM- MARA (External Grant), Framing the Development of a Multi Perspective Model for Bumiputera Entrepreneurs Performance : A Framework for Improving Entrepreneur Sector in MARA. (2015-2016)-Completed</p> <p>SGPIM- MARA (External Grant), Critical Factors of Entrepreneurial Development and Entrepreneurial Enhancement Programs: Assessing the Entrepreneurs Program Effectiveness at Entrepreneur Development Division (BPU), MARA (2015-2016)-Completed</p> <p>FRGS/1/2013/SS05/UKM/02/10: Framing a multi-perspective model for takaful agency's business performance : A critical weapon for wakalah model (2013-2016)-Completed</p> <p>EP-2015-021: Innovation Capabilities, Capabilities and Entrepreneurship Intention: Are Business Students Different From Non-business Major Students? (2015-2016)-Completed</p> <p>PTS-2013-095: Developing structured marketing experiential learning involving marketing course for business students in FEP UKM (2013-2014).</p> <p>EP-014-2009: The Role of Perceived Justice and Satisfaction as Antecedents to Cardholder Citizenship Behavior and Cardholder Dysfunctional Behavior within Retail Loyalty Program (2009-2010)-Completed</p> <p>EPGL-004-2011 (external grant- Asian Institute of Finance): Customers' Satisfaction Index for Bank in Malaysia (2010-2011)-Completed</p> <p>UKM-DIPM-058-2011: Enhancing Loyalty For Mall Shoppers: The Contribution of Shopper-Based Mall Equity (SBME) and Relationship Quality (2011-2012)-completed</p> <p>UKM-GGPM-CMNB-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)</p>
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CURRICULUM VITAE

	<p>Co-Researcher in Research Project</p> <p>DCP-2017-005/2 (Dana Cabaran Perdana), Modelling Successful Technology Transfer From Research To Industry In The Malaysian Agro-Biotechnology Sector, 2018-2020.</p> <p>KRA-2018-008 (Dana Penyelidikan Strategik), University Strategic Engagement as Interconnectedness: Intensity and Relevance, 2018-2019.</p> <p>FRGS/2/2014/SS05/UKM/03/1 : Framework of Entrepreneurial Success When Doing Business is a Calling/Fardhu (2014-2017)</p> <p>EP-2015-028: Product Strategies In Export Ventures: An Empirical Investigation Among SME'S In Malaysia. (2015-2016)</p> <p>GGPM-2014-022: Entrepreneurial Orientation And Strategic Behaviors: New Approach In Agro Tourism Industry Programs For Rural Transformation, 2014-2016.</p> <p>FRGS/1/2012/SS05/UKM/02/12: A New Integrated Business Model of Malaysian Credit Card Delinquency (2012-2014)</p> <p>GGPM-2014-022: Orientasi Keusahawanan, Pengurusan Strategik melalui Konteks Pelancongan Agro</p> <p>PTS-2013-094: Towards Optimizing Student Knowledge Co-Creation: Assessment of Presentation Slides Use in Marketing Courses at Economics and Management Faculty, UKM (2013-2014)</p> <p>DPP-2013-028: Urus niaga BioTeknologi (2013)</p> <p>GSB-009-2010: Developing Internet Addiction Model in Malaysia: Young Users Perspective (2010-2012)</p> <p>PTS-2011-098: Work Improvement in the Faculty of Economics and Management from the Perspective of Quality Management System ISO9000 (2011-2013)</p> <p>UKM-GGPM-CMNB-005-2010: Modeling the Effects of Consumers' Relationship Drivers on their Inclination Towards a Relationship with Retailers (Loyalty Program) (2010- 2012)</p> <p>KOMUNITI-2011-027: Improvement in the Development Programs on Marriage and Family among Malay Community in the Rural Areas (University Community Grant)</p> <p>National Council of Women's Organizations Malaysia (NCWO) grant in Helping Low-Income Women in Micro Business towards Sustainability</p>
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CURRICULUM VITAE

	UKM-OUP-CMNB-03-12/2010 (OUP): Service Management (2010-2012)			
Current Supervision (PhD and Master)	PhD- Ongoing			
	#	Students	Title	Role
	1.	Sujood Ahmad Hasan Hawatmeh (Doctor of Philosophy (PhD) in Management)	TQM Practices, Organizational Learning and Technological Innovation among Manufacturing Companies	Main Supervisor
	2.	Mahfudzah Mustafha (Doctor of Philosophy (PhD) in Management)	Consumer Response to Processed Baby Foods	Main Supervisor
	3.	Goh Choon Yih (Doctor of Philosophy (PhD) in Management)	Factors that Motivate the Utilisation of Social Media for Value Co-Creation for Service Recovery in Telecommunication Industry	Main Supervisor
	4.	Omar Mhawish Mohammad Harahsheh (Doctor of Philosophy (PhD) in Management)	The Effect of Strategic Orientation on Firm Performance in Jordanian Tourism Industry	Main Supervisor
	5.	Nur Aqilah Hazirah Binti Mohd Anim (Doctor of Philosophy (PhD) in Management)	An Investigation on Factors Related to Donation Intention using Crowdfunding Platform In Malaysia	Main Supervisor
	6.	Md. Nur E-Alam Siddique (Doctor of Philosophy (PhD) in Management)	Unstainable Competitive Advantages of CSR Practice in Banking Sector : A Comparative Study Between Malaysia and Bangladesh	Committee
	7.	Hasnan Bin Md Aris (Doctorate of Business Administration)	The Effect of Relationship Orientation on Firm Sustainability: Relationship Strength as a Moderator and Innovation Orientation as a Mediator	Main Supervisor
	8.	Nordiana Binti Ahmad Nordin (Doctorate of Business Administration)	Examining The Effect of Retro Marketing and Nostalgia on Consumer Actions	Main Supervisor
9.	Yahya Ali Mohammed Modawer (Doctorate of Business Administration)	The Impact of Service Quality on Patients Loyalty and Medical Tourism: The Role of Perceived Value and Price as Mediating Variables	Main Supervisor	

CURRICULUM VITAE

10.	Najeeb Ullah Shah (Doctorate of Business Administration)	Prevalence of Compulsive Buying among Malaysian Consumers: An Empirical Investigation of Antecedents and Moderators	Main Supervisor	
11.	Qudrat Ullah Khan (Doctorate of Business Administration)	The Influence of Brand Relationship on Brand Evangelism: Mediating Role of Emotional Attachment	Main Supervisor	
12.	Wafaa Mohammed Ali Muharram (Doctorate of Business Administration)	Examining Customers Behavioral Intention in E-Commerce: An Empirical Study in Proton Holdings Malaysia	Main Supervisor	
13.	Zubaidah Abd Razak (Doctorate of Business Administration)	The Effect of Sales Agent Characteristics on Sales Performance.	Main Supervisor	
14.	Aishath Lahath (MSc)	The Effect of Social Media Usage, Personality Traits and Frugality on Food Waste	Main Supervisor	
PhD - Completed				
#	Students	Title	Role	Year Graduated
1.	Taslima Jannat	The influence of ethics program and deception on employees' protection motivation intention and unethical behavior: The mediating role of employees' threat appraisal and coping appraisal process.	Committee	2019
2.	Akhmad Farhan	Assessing the effect of brand relationship quality, brand identification, brand relationship investment and religious image on voter's citizenship behavior in political context.	Main Supervisor	2019
3.	Alalyani, Abdulrahman Saleh	The effects of electronic word of mouth on travel intention of Arab tourists' in Malaysia.	Committee	2019
4.	Alaliani, Reem Abdul Rahman M	Factors influencing shopping behavior of Arab tourist' in Malaysia: The moderating role of motivational orientation.	Committee	2018
5.	Ahmad Sabri Bin Kassim	The effects of identification, engagement, perceived	Main Supervisor	2017 (Awarded)

CURRICULUM VITAE

			innovativeness and co-creation towards brand equity of Bumiputera SMEs retailers and supporting agency.		as Best Thesis)
	6.	Muhammad Ridzuan Abdul Aziz	Quality & innovativeness of banking delivery channel: The moderating effects of customer & service personnel roles.	Committee	2017
	7.	Mohammad Emad Al-Shaikh	Impact of entrepreneurial marketing on the sustainability of small and medium enterprise business.	Committee	2016
	8.	Suhaily Binti Mohd Ramly	Assessing the influences of store and loyalty program attributes on cardholder-store relationship.	Main Supervisor	2015
	9.	Lim Chui Seong	Predictive effect of self-congruity theory and theory of planned behavior on student behavioral intention towards social entrepreneurial activities.	Committee	2015
	10.	Zuraidah Binti Zainol	The roles of customer engagement efforts and relationship investment in building customer-brand relationship.	Main Supervisor	2014
	11.	Suharni Maulan	The creation of Islamic bank's brand equity and loyalty to Islamic banking system.	Main Supervisor	2014
Examiner/Assessor (Phd and DBA)	#	Role	Title	Institution	Year
	1.	External Examiner	Assessing the Factors Influencing the Continuous Intention to Use E-Learning in Guangxi, China: An Extended TAM model. PhD Candidate: Shen Yan	HELP University	2020
	2.	External Examiner	The Role of Islamic Corporate Social Responsibility and Mediating Effect of Innovation Capability on Corporate Sustainable Longevity in Family Firms. PhD candidate: Shabir Ahmad	UTM	2019

CURRICULUM VITAE

	3.	External Examiner	Muslim Consumers' Awareness and Perception of Halal Food Fraud Candidate name: Akma Aizatun Ain Binti Ruslan	UPM	2019
	4.	External Examiner	The Impact of Electronic Word of Mouth (eWOM) on Purchase Intention among Saudi Arabia Online Users: The moderating Role of Trust. Phd Candidate: Musab Kamal Alharbi	UPM	2019
	5.	External Examiner	The Effects of Customer Relationship Management, Customer Perceived Value and Consumer Sociodemographic Characteristics In Bank Customers' loyalty In Ghana. PhD candidate: George Cudjoe Agbemabiese	Putra Business School, UPM	2018
	6.	External Examiner	The Effect of Green Perceived Quality, Green Perceived Value, Green Trust and Green Marketing on Green Purchase Intention for Organic Products In Malaysia PhD candidate: Joachim Clement Denis	Othman Yeop Abdullah Graduate School of Business, UUM	2018
	7.	External Examiner	The Role of Social Media Usage in Enhancing the Performance of Manufacturing SMEs in Indonesia Mediated by Entrepreneurial Orientation PhD candidate: Yong Dirgiamto Sukadi	Othman Yeop Abdullah Graduate School of Business, UUM	2019
	8.	External Examiner	Consumer' Behavior Toward Modern Retailing in Kuching City. PhD candidate: Awang Yusop, Awang Adom	AeU University	2014
	9.	External Examiner	Factors Influencing the Intention to Purchase Halal Cosmetic and Personal Care Products among Muslim women: Moderating Role of Religiosity PhD Candidate: Siti Haryani Mat Yusoff	USIM	2019
	10.	Internal Examiner	The Antecedents and Impact of Entrepreneurial Quality on Entrepreneurial Success in Graduate Entrepreneur Context. PhD Candidate: Shamsul Huda Abd	GSB, UKM	2014

CURRICULUM VITAE

		Rani		
11.	External Examiner	Effect of Customer Perceived Value on Customer Relationship Management Performance PhD Candidate: Zahra Ehsani	UTM, Johor	2014
12.	External Examiner	Impact of Service Quality on Customer Satisfaction and Customer Loyalty of Islamic Banks of Bahrain: An Empirical Study Through Servperf. PhD candidate: Saad Mateen Ahmed	UIAM	2015
13.	External Examiner	Determinants and Outcomes of Pathological Internet Use (PIU) Among Urban Klang Valley Candidate: Pressca Nenging	UiTM	2015
14.	External Examiner	Factors Influencing Customers' Intention to Adapt Islamic Banking in Northern Nigeria PhD candidate: Ahmad Muhammad Gumel	UUM, Kedah	2015
15.	External Examiner	Influences of Religious Orientation on Jordanian Viewer's Loyalty towards Satellite TV Channels. PhD candidate: Ahmad Saifalddin Yousef Abu-Alhajja	UPM	2016
16.	External Examiner	Drivers of Key Performance Indicators Attainment and Its Mediating Effect on Sales Force Retention In The Banking Industry. PhD Candidate: Zunarni Binti Kosim.	UUM	2016
17.	External Examiner	Effects of Green Marketing Strategy on Firm Performance: Empirical Study on Car Dealership In Jordan PhD Candidate: Bilal Mohammad Ahmad Eneizan	USIM	2016
18.	External Examiner	Mediating Effect of Key Account Management Effectiveness on Practices and Market Performance Relationship in Malaysian Manufacturing Industry. PhD Candidate: Wong Han Fei	UTM, Johor	2018
19.	External Examiner	An Instrument to Measure The Student Readiness for Embedded	UTM, Johor	2017

CURRICULUM VITAE

		System Design Course		
20.	Internal Examiner	Relationship Marketing Orientation and Customer Orientation, and their Relationship with Customer Satisfaction and Customer Retention. PhD candidate: Suraya Akmar Binti Mokhtaruddin	Graduate Business School, UKM.	2018
21.	Internal Examiner	The Mediating Role of Customer Satisfaction on the Effect of Emotional Labor Strategies, Interactional Justice, and Customer Orientation of Flight Attendants of Malaysia AirAsia on Customer Loyalty PhD Candidate: Amer J.M. Alsalhi	Graduate Business School, UKM	2020
22.	Internal Examiner	Does Multichannel Integration Quality Create Value for the Customers and the Organization? The Roles of Employee Commitment and Decision-Adding IT Competency. PhD candidate: Chan Kuan Thye	Graduate Business School, UKM	2019
23.	External Examiner	Factors Affecting Purchasing Intention of Previously Retracted and Recertified Halal Products among Malaysian Muslim Consumers Candidate: Nurul Syuhada	Sekolah Pengajian Siswazah, UPM	2019
24.	Internal Examiner	The Antecedents and Impacts of Entrepreneurial Quality on Entrepreneurial Success in Graduate Entrepreneur Context. PhD candidate: Shamsul Huda Abd Rani	Graduate Business School, UKM	2014
25.	Internal Examiner	Internationalization of Higher Education: Internal Students' Satisfaction At Private University In Malaysia. PhD candidate: Chong Pui Yee	Ikmas, UKM	2018
26.	Independent Assessor (DBA)	Innovation Capability, Entrepreneurial Orientation and Business Performance In Small-Medium Enterprise (Sme) Industry Managed By Majlis Amanah Rakyat (Mara) Candidate: Hasnan Bin Md Aris	Graduate Business School, UKM	2015
27.	Independent Assessor	Effects of Value Co-Creation Behaviour Towards Customer	Graduate Business	2015

CURRICULUM VITAE

	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;"></td> <td style="width: 25%;">(DBA)</td> <td style="width: 40%;">Satisfaction: The Mediating Role Of Customer Engagement Candidate: Ahmad Sabri Bin Kassim</td> <td style="width: 20%;">School, UKM</td> </tr> </table>		(DBA)	Satisfaction: The Mediating Role Of Customer Engagement Candidate: Ahmad Sabri Bin Kassim	School, UKM
	(DBA)	Satisfaction: The Mediating Role Of Customer Engagement Candidate: Ahmad Sabri Bin Kassim	School, UKM		
<p>Examiner/Assessor of Academic Programs</p>	<ul style="list-style-type: none"> • External panel members for Diploma in Business, MARA Higher Education Division – MARA Professional College (KPM) 2019-2020. • External Moderator for Bachelor in Marketing (Hons) –Open University 2019-2021 • External Moderator for BBA (Entrepreneurship) Hons Program-HELP University K.L 2015-2018 • External Assessor for BBA – UNITAR International University, Selangor 2016-2017 • External Assessor for Diploma in Management program – UNITAR International University, Selangor 2016-2017 • External Assessor for Bachelor in Management program – UNITAR International University, Selangor 2016-2017 				
<p>Publications (Selected)</p>	<ol style="list-style-type: none"> 1. Najeeb Ullah Shah, Rajni Selvaraj, Nik Mod Hazrul, Nor Asiah Omar, & Arawati Agus (2020). The Effect of Private Label Brand credibility on Consumer Purchase Intention: The Mediating Role of Relational Variables, <i>Middle East Journal of Management</i>, 7(5), 471. 2. Syed Shah Alam, Mohd Helmi, Nor Asiah Omar & Wan Mohd Hirwan (2020). Customer Satisfaction in Online Shopping in Growing Markets: An Empirical Study, <i>International Journal of Asian Business and Information Management</i>, 11(1). 3. 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 SME Brand Equity: An Empirical Analysis, <i>Iranian Journal of Management Studies</i>, 13(2), 165-196. 4. Nor Asiah Omar, Najeeb Ullah Shah, Norhafizah, & Mohd Helmi Ali (2019). Student’s entrepreneurial intention: The influence if self-efficacy, motivation and independence, <i>Journal of Nusantara Studies</i>, 4(2), 1-28. 5. Nor Asiah Omar, Muhamad Azrin, Zuraidah Zainol, Mohd Helmi, & Syed Shah Alam. (2019). Perceived Severity on Halal Violation: CSR and Consumer Boycott, <i>The South East Asian Journal of Management</i>, 13(2), 183-200. 6. Mohd Helmi Ali, Syed Shah Alam, Shifa Mohd, Syajarul Imna, Nor Asiah Omar (2019). Elucidation of supply chain integration in halal food industry, <i>Malaysian Applied Biology</i>, 48(2), 71-76. 				

CURRICULUM VITAE

7. Zuraidah Zainol, Rusliza Yahaya, Juliana Osman, **Nor Asiah Omar** (2019). Application of the Tayyib concept among Malaysian Muslim consumers, *Journal of Islamic Marketing*, <https://doi.org/10.1108/JIMA-03-2018-0048>.
8. Syadiyah Abdul Shukor, & **Nor Asiah Omar** (2019), Susceptibility to interpersonal influence among young adult Muslims, *Journal of Nusantara Studies*, 4(2), 247-264.
9. **Nor Asiah Omar**, Che Aniza, Suhaily Ramly, & Muhamad Azrin (2019). Sustainable in Retail Business through Retention Strategies. UKM Press.
10. Chui Seong Lim, **Nor Asiah Omar** (2019). Social intention model the effect of self and social facets on students social intention, *International Journal of Economics and Management*, 13(1), 217-230.
11. Zuraidah Zainol, Rusliza Yahya, Juliana Osman, & **Nor Asiah Omar** (2019), The Effect of Health Knowledge, Nutrition Label Use and Attitude towards Nutrition Label on Healthy Food Choice among Malaysian Consumer, *International Journal of Academic Research in Business and Social Science*, 9(9), 1327-1252.
12. **Nor Asiah Omar** (2019). Get Halal Stamp and Go Global. *New Straits Times*. January 30. <https://www.nst.com.my/opinion/letters/2019/01/455996/get-halal-stamp-and-go-global>
13. Muhamad Azrin, **Nor Asiah Omar** (2019). Takaful: concept and development, In *Shariah Governance And Assurance in Islamic Financial Sectors*, Penerbit USIM (417-430), ISBN: 9789674406660
14. **Nor Asiah Omar**, Muhamad Azrin, Nor Asiah Omar (2019). Firm sustainability through the concept of Khalifah, In *Shariah Governance and Assurance in Islamic Financial Sectors*, Penerbit USIM (442-462), ISBN: 9789674406660.
15. Syed S. Alam, Chieh-Yu Lin, Maisarah Ahmad, **Nor Asiah Omar**, Mohd Helmi Ali (2019). Factors affecting energy-efficient household products buying intention: empirical study, *Environmental and Climate Technologies*, 23(1), 84-97.
16. Syed Shah Alam, **Nor Asiah Omar**, Ahmad Azmi Mohd Ariffin, Nik Mohd Hazrul Nik Hashim (2018). Integrating TPB, TAM and DOI Theories: An Empirical Evidence for the Adoption of Mobile Banking among Customers in Klang Valley, Malaysia, *International Journal of Business and Management Science*, 8(2), 385-403.
17. **Nor Asiah Omar**, Ahmad Sabri Kassim, Muhamad Azrin Nazri, Farhana Sidek (2018). The impact of customer value co-creation and relationship quality on relationship equity: Personality traits as a moderator, *Jurnal Pengurusan*, 54, 1-21.

CURRICULUM VITAE

18. **Nor Asiah Omar**, Ahmad Sabri Kassim, Suhaily Mohd Ramly, Muhamad Azrin Nazri, Syed Shah Alam, Zizah Che Senik (2018). How Buyer Relationship Influences Value: Co-Creation: The Moderating Role of Personality Traits, *International Journal of Business & Management Science*, 8(2), 325-345.
19. **Nor Asiah Omar**, Noor Hasni Juhdi, Rosilah Hassan, Radin Siti Aishah Radin A. Rahman. (2018). Mengalakkan Kecenderungan Pelajar Terhadap Keusahawanan Melalui Literasi Digital, Penggunaan ICT dan Kecekapan Kendiri Dalam Kalangan Pelajar Universiti, *Jurnal Personalia Pelajar*, 21(1), 43-53.
20. Najeeb Ullah Shah, Nik Mohd Hazrul Nik Hashim, **Nor Asiah Omar**. (2018). Credence and Personal Factors As A Direct Cause Of Brand Extension Evaluation: Does Perceived Fit Matter? *Malaysia Journal of Consumer and Family Economics*, 1, 1-23.
21. **Nor Asiah Omar**, Ahmad Sabri Kassim, Syed Shah Alam, Zuraidah Zainol. (2018). Perceived retailer innovativeness and brand equity: mediation of consumer engagement, *The Service Industries Journal*, November, 1-27.
22. **Nor Asiah Omar**. (2018). How to shop wisely, *The New Straits Times*, November. <http://www2.nst.com.my/opinion/letters/2018/11/434060/how-shop-wisely>
23. Zizah Che Senik, Ridzuan Md Sham, Shifa Mohd Nor, **Nor Asiah Omar** (2018). International Entrepreneurship Orientation and Internationalization of Engineer-Entrepreneurs, *International Journal of Business and Management Science*, 8(2), 369-384.
24. Syed Shah Alam, Nor Ghani Md Nor, Mohd Helmi Ali, **Nor Asiah Omar**, Che Aniza Che Wel. (2018). Relationship between entrepreneurs traits and cloud computing adoption among malay-owned SMEs in Malaysia, *Cuadernos de Gestión*, 18(2), 115-132.
25. Zuraidah Zainol, Rusliza Yahaya, Juliana Osman, **Nor Asiah Omar**, Mohamad Rohieszan Ramdan, Nurul Fadly. (2018). The role of nutrition label among Malaysian consumer: a preliminary review, *International Journal of Academic Research in Business and Social Sciences*, 8(4), 1059-1073.
26. Nik Mohd Hazrul Nik Hashim, Najeeb Ullah Shah, **Nor Asiah Omar**. (2018). Does counterfeit product quality lead to involvement and purchase intentions? the moderating effects of brand image and social interaction, *International Journal of Economics and Management*, 12(2), 1-14.
27. Muhamad Azrin Nazri, **Nor Asiah Omar**, Azreen Jihan. (2018). Corporate social responsibility and market orientation: an integrated approach towards organizational performance, *Jurnal Pengurusan*, 52, 1-18.

CURRICULUM VITAE

28. Syed Shah Alam, Zizah Che Senik, **Nor Asiah Omar**, Mohd Helmi Ali. (2018). Consumer-based brand equity: relationship between country of origin and brand equity dimension, *Jurnal Pengurusan*, 53, 147-157.
29. **Nor Asiah**, Muhamad Azrin, Suhaily, Zuraidah (2018). Does Psychological Contract Violation Moderate the Impact of Severity and Recovery Satisfaction on Boycott? An Analysis of Halal Violation, *Journal of Food Products Marketing*, March, 1-18. DOI: 10.1080/10454446.2017.1266560
30. **Nor Asiah**, Zuraidah, Chan Thye, Nordiana (2017). Halal violation episode: Does severity and trust recovery impact negative consumption behavior?, *Journal of Islamic Marketing*, 8(4), 686-710. DOI 10.1108/JIMA-10-2015-0081).
31. Suhaily, **Nor Asiah** (2017), Exploring the influence of store attributes on customer experience and customer engagement, *International Journal of Retail and Distribution Management*, 28(5), 884-913.
32. **Nor Asiah**, Muhamad Azrin, Shah Alam, Mohd Helmi (2017), Consumer Retaliation to Halal Violation Incidents: The Mediating Role of Trust Recovery, *Jurnal Pengurusan* 51, 1-21.
33. **Nor Asiah**, Hasnan, Muhamad Azrin (2016). The Effect of Entrepreneurial Orientation, Innovation Capability and Knowledge Creation on Firm Performance: A Perspective on Small Scale Entrepreneurs, *Jurnal Pengurusan*, 48.
34. **Nor Asiah Omar**, N. A., Nazri, M. A., Osman, L. H., & Ahmad, M. S. (2016). The effect of demographic factors on consumer intention to purchase organic products in the Klang Valley: An empirical study. *Geografia: Malaysian Journal of Society and Space*, 12(2), 68-82.
35. **Nor Asiah Omar**, N. A., Nazri, M., Alam, S. S., & Ahmad, A. (2016), Assessing the Factors Influencing Service Innovation Capabilities and Performance, *Information Management and Business Review* (ISSN 2220-3796) Vol. 8, No. 4, pp. 52-63.
36. Maulan, S., **Nor Asiah Omar**, N. A., & Ahmad, M. (2016). Measuring halal brand association (HalBA) for Islamic banks. *Journal of Islamic Marketing*, 7(3), 331-354.
37. **Nor Asiah**, Muhamad Azrin, Zaleha (2016), What drives students intention to take marketing majoring An empirical investigation of the critical factors, *Jurnal Personalia Pelajar*, 19(2), 1-7.
38. Nazri, Muhammad Azrin, Haleemath Aroosha, and **Nor Asiah Omar**. (2016), "Examination of Factors Affecting Youths' Entrepreneurial Intention: A Cross-Sectional Study." *Information Management and Business Review* (ISSN 2220-3796) Vol. 8, No. 5, pp. 14-24.

CURRICULUM VITAE

39. Zainol, Zuraidah, **Nor Asiah Omar**, Juliana Osman, and Nurul Fadly Habidin. 2016 "The Effect of Customer–Brand Relationship Investments' Dimensions on Customer Engagement in Emerging Markets." *Journal of Relationship Marketing* 15, no. 3 (2016): 172-199.
40. **Nor Asiah**, Nordiana, Muhamad Azrin (2016). The Effect of Recovery Satisfaction, Severity and Psychological Contract Violation Toward Boycott in Halal Violation Incident, *Malaysian Journal of Consumer and Family Economics*, 19, 127-142.
41. Muhd Azrin, **Nor Asiah**, (2015), The Effect of Entrepreneurship Orientation Dimensions on Takaful Agency's Business Performance in Malaysia. *Jurnal Pengurusan*. (JP647-15-30)
42. **Nor Asiah** (2015), Ecological Conscious Behaviour in Malaysia: The Case of Environmental Friendly Products. *Malaysian Journal of Consumer and Family Economics*, 18: 17-34.
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	<p>Loyalty: Evidence from Retail Loyalty Programmes in Malaysia, International Conference on Marketing and Retailing (INCOMaR 2007), Hilton, Petaling Jaya, 29 -31 May 2007.</p> <p>56. Nor Asiah dan Rosidah (2007), An Exploratory Study of the Determinants of Service Quality in a Loyalty Card Program, Conference on Scientific and Social Research (CSSR) 2006 & 2007, Sunway Lagoon Resort Hotel, Petaling Jaya Malaysia, 3-5 July 2007</p> <p>57. Rosidah dan Nor Asiah (2007), Examining the Moderating Effects of Membership Duration in the Retail Loyalty Programme: A Multi Groups Causal Analysis Approach, International Conference on Marketing and Retailing (INCOMaR 2007), Hilton, Petaling Jaya, 29 - 31 May 2007.</p> <p>58. Nor Asiah (2006), Issues and Challenges in Delivering Service Quality in a Loyalty Card Programme, 2nd International Borneo Business Conference (iBBC), Hilton Kuching, Sarawak, Malaysia, 59. 6 - 8 December 2006.</p> <p>60. Nor Asiah dan Rosidah (2006), A Proposed Conceptual Framework of Program Perceived Value, Program Satisfaction, and Behavioral Loyalty Chain: Exploring the Mediating Effect of Program/Card Loyalty, Conference Proceeding, 2nd International Borneo Business Conference (iBBC), Hilton Kuching, Sarawak, Malaysia, 6 – 8 December 2006.</p> <p>61.</p>
Awards	<ol style="list-style-type: none"> 1. Outstanding Service Award-National University of Malaysia 2018 2. Outstanding PhD supervision 2017 3. Quality Award for Intellectual property (IPs) 2018 4. Quality Award for Number of Publication -National University of Malaysia 2018 5. Highest number of Publication at Faculty of Economics and Management, UKM 2015 6. Award for Highest Research Grant as Research Leader at Faculty of Economics and Management, UKM 2015 7. Quality Award for Number of Publication -National University of Malaysia 2012 8. Outstanding Service Award-National University of Malaysia 2015 9. Outstanding Service Award-National University of Malaysia 2011 10. Scholarship Award by Ministry of Higher Education, Malaysia for Post Graduate Diploma in Entrepreneurship at University of Cambridge, London (2011-2012) 11. Best Paper Ward 1st International Conference Entrepreneurship, SMEs Development and Management, University of Rajshahi, Bangladesh. 30 June 2013. 12. Best paper Award International Business Borneo Conference (ibbc 2010), Miri Serawak, 13- 15 Dec 2010- Impacts of Relationship Proneness and Relationship

CURRICULUM VITAE

	<p>Orientation on the “Relationship Quality-Relationship Outcomes” of Cardholders in Store Loyalty Program.</p> <p>13. 3rd Place Winner-Bronze in IID (Invention, Innovation, Design: An R & D Competition)</p> <p>14. Unitar Scholarship Award for MBA Program (1998)</p>
Computer Skills	SPSS, MS Visio, Structural Equation Modeling – AMOS, Partial Least Square (PLS), Nvivo