

CURRICULUM VITAE

PERSONAL DETAILS

- **Name:** Lim Xin Jean
- **Nationality:** Malaysian
- **Age:** 29
- **Date of birth:** 26 November 1992
- **Marital Status:** Single
- **Email:** lim.xinjean@yahoo.com / lim.xinjean@gmail.com
- **Mobile:** +6014-3532 179



RESEARCH PROFILE

- **Research Gate:** https://www.researchgate.net/profile/Lim_Xinjean
- **Google Scholar:** <https://scholar.google.com/citations?user=t4ebfucAAAAJ&hl=en>
- **Google Citation:** h-index -9
- **Scopus Citation:** h-index- 7

ACADEMIC QUALIFICATIONS

- **Doctor of Philosophy (Specialization: Marketing)**
Universiti Putra Malaysia (Sept 2018- Oct 2020) [CGPA: 4.00]
Thesis: Drives of Retail App Continuance Use Intention Among Malaysian Millennials
- **Master Science (Specialization: Marketing)**
Universiti Putra Malaysia (Feb 2017-July 2018) [CGPA: 3.91]
Thesis: Perceptions and Intentions of Malaysian Urbanites towards the Concept of Retirement Village
- **Bachelor in Business Administration (Specialization: Marketing)**
Universiti Putra Malaysia (Sept 2012- Jun 2016) [CGPA: 3.895]
Thesis: Celebrity Endorsement towards Purchase Behaviour: The Moderating Effect of Brand Engagement
- **Sijil Tinggi Persekolahan Malaysia (STPM)**
SMK Tun Hussein Onn, Johor (2010-2012) [CGPA: 3.92]

- **Sijil Pelajaran Malaysia (SPM)**
SMK Canossian Convent, Kluang, Johor (2005-2009)

AREA OF INTEREST/EXPERT

- Consumer Behaviour
- Technology Marketing
- Relationship Marketing
- Quantitative Research
- Online Marketing

LANGUAGE PROFICIENCY

Spoken



Written



AWARDS AND ACHIEVEMENTS

- **Best Paper Award (2019)**
Intention to Purchase Travel Online and The Implications of Inertia Behaviour
Awarded by: 2019 MAG Scholar Conference in Business, Marketing and Tourism (Macau)
- **Graduate on Time Award (2018)**
Awarded by: Universiti Putra Malaysia (Master of Science: Business Economics)
- **Best Paper Award (2018)**
To Retire or Not to Retire: Intention Towards Concept of Retirement Village in Malaysia
Awarded by: 2018 MAG Scholar Conference in Global Business, Marketing & Tourism (Malaysia)
- **Excellent Student Award (2016)**
Awarded by: Kolej Kedua, Universiti Putra Malaysia
- **Dean's Honour Award (2015)**
Awarded by: Fakulti Ekonomi dan Pengurusan, Universiti Putra Malaysia
- **Vice Chancellor's Honor Award (2014)**
Awarded by: Universiti Putra Malaysia

- **Excellent Employee Award (2016)**

Awarded by: Cedar Point Amusement Park, Sandusky (Ohio), United States (Work and Travel USA Summer Program)

- **2nd Runner up in Entrepreneur Program (2016)**

Awarded by: NESCAFE Malaysia

- **Excellent Student Award for STPM – Johor State (2012)**

Awarded by: Pejabat Pelajaran Daerah Kluang

TEACHING & RESEARCHING EXPERIENCE

- **Senior Lecturer**

Faculty Economics and Management, Universiti Kebangsaan Malaysia
Year: Sept 2021-Current

- **Research Assistance**

Project: Differences in Promotion versus Prevention Orientation among Millennials: Perspective from Regulatory Focus Theory
School of Business and Economics, Universiti Putra Malaysia
Funded by: Yayasan Muhibah Tan Sri Fng Ah Seng
Year: Jan 2021-August 2021

- **Part Time Lecturer**

School of Economics and Management, Xiamen University Malaysia
Subject taught: Consumer Behaviour, Principles of Marketing, Digital Marketing
Year: Oct 2020 – August 2021

- **Graduate Research Fellowship**

Universiti Putra Malaysia (PhD Degree)
Year: 2019-2020

- **Part Time Tutor for Bachelor Program (*Bachelor in Business Administration*)**

Faculty Economics and Management (UPM)
Subject taught: Business Research Method
Year: 2017-2020

- **Part Time Tutor for Executive Program (*Bachelor in Business Administration*)**

Faculty Economics and Management (UPM)
Subject taught: Business Research Method

Year: 2018-2021

- **Research Assistance**

Project: Cross-Country Examination of Youth Tourism

Funded by: HELP University

Year: July-Oct 2019

- **Research Assistance**

Project: Antecedents of Guest Behavioral Intention in Malaysian Peer to Peer Accommodation Sector

Funded by: Universiti Putra Malaysia

Year: Jan –Dec 2019

- **Graduate Research Fellowship**

Universiti Putra Malaysia (Master Degree)

Year: 2017-2018

INDUSTRY WORKING EXPERIENCE

- **Associate in Cedar Point Amusement Park, Sandusky (Ohio), United States**

Work and Travel USA Summer Program

Year: July 2016- September 2016

- **Intern Trainee**

Parkson Corporation

Trained in Human Resource Department, Customer Service Department, Operation

Management Department, Visual Merchandising Department and Financial Department

Year: Jun 2015 –Sept 2015

CONFERENCE CHAIR / ACADEMIC FORUM EXPERIENCE

- **Appointed as Session Chair for 5th International Conference on Managing the New Normality: Multidisciplinary Research in the Post-Pandemic Time**

Organized by Research Synergy Institution & Universitas Airlangga (8-9 September 2021)

- **Appointed as Session Chair for 6th Japan International Business and Management Research Conference**

Organized by Research Synergy Institution (16 November 2020)

- **Appointed as Scientific Committee for International Forum on The Current Advances in Partial Least Squares Structural Equation Modeling & Methodological Matters 2020**

Organized by Sarawak Research Society and mySEM (25 June 2020)

- **Appointed as Session Chair for Second International Symposium on Applied Structural Equation Modeling and Methodological Matters (SASEM) 2019**
21-24 August 2019
- **Appointed as Session Chair for 2018 MAG Scholar Conference in Global Business, Marketing & Tourism**
22-25 June 2018

GRANT/ FUNDING

- **Project Title: Differences in Promotion versus Prevention Orientation among Millennials: Perspective from Regulatory Focus Theory**
Researchers: Associate Professor Dr. Ng Siew Imm, Dr Cheah Jun Hwa, Dr Norazlyn Kamal Basha and Lim Xin Jean
Total Grant: RM 50,000
- **Project Title: Drive Foot Traffic to your Retail Store? The Effects of Price Image and Sugrophobia**
Researchers: Dr Cheah Jun Hwa and Lim Xin Jean
Total Grant: RM 23,000
- **Project Title: Perception and Intention on Retirement Village in Malaysia**
Project No: GP-IPS/ 2018/ 960460
Researchers: Associate Professor Dr. Ng Siew Imm and Lim Xin Jean
Total Grant: RM 21,500

RESEARCH/ PUBLICATION

Journal (Published / Accepted)

- Yee-Shan Chang, **Xin-Jean Lim** and Jun-Hwa Cheah (2021). Today's wastage is tomorrow's shortage: a systematic literature review on food waste from social responsibility perspective. *British Food Journal*, forthcoming. [SSCI Impact Factor=2.518, Q3]
- Mei Peng Low, Tat-Huei Cham, Yee-Shan Chan, **Xin-Jean Lim** (2021). Advancing on weighted PLS-SEM in examining the trust-based recommendation system in pioneering product promotion effectiveness. *Quality and Quantity*, forthcoming. [SSCI Impact Factor=1.072, Q3]
- Hiram Ting, Jun-Hwa Cheah, **Xin-Jean Lim**, Christian M. Ringle, Yide Liu and Choi-Meng Leong (2021). Are they all the same? A rethink of young consumers through the lens of generation theories. *Young Consumer*, 22(1), 1-9. [SCOPUS]

- **Xin-Jean Lim**, Jun-Hwa Cheah, Siew Imm Ng, Norazlyn Kamal Basha, Geoffrey Soutar (2021). Will you stay or will you go? The effects anthropomorphism presence and the marketing mix have on retail app continuance use intention. *Technological Forecasting and Social Change*, forthcoming. [SSCI Impact Factor=5.846, Q1]
- Wong Foong Yee, Siew Imm Ng, Kaixin Seng, **Xin-Jean Lim***, Thanuja A/P Rathakrishnan (2021). How Does Social Media Marketing Enhance Brand Loyalty? Identifying Mediators relevant to Cinema Context. *Journal of Marketing Analytics*, forthcoming. [SCOPUS]
- Wong Foong Yee, Siew Imm Ng, Pang Im Lim, **Xin-Jean Lim*** (2021). Predictors of Turnover Intention among Multinational Corporation (MNC) Employees. *International Journal of Business Performance Management*, forthcoming. [SCOPUS]
- **Xin-Jean Lim**, Jun-Hwa Cheah, Siew Imm Ng, Norazlyn Kamal Basha, Yide Liu (2021). Are men from Mars, women from Venus? Examining gender differences towards continuous use intention of branded apps. *Journal of Retailing and Consumer Services*, 60, 102422. [SSCI Impact Factor=4.219, Q2]
- **Xin-Jean Lim**, Jun-Hwa Cheah, Hiram Ting, Yide Liu, and Sara Quah (2020). Are Privacy Concerns Still Relevant? Revisiting Consumer Behaviour in Omnichannel Retailing. *Journal of Retailing and Consumer Services*, forthcoming. [SSCI Impact Factor=4.219, Q2]
- Wynne Chin, Jun-Hwa Cheah, Liu, Yide Liu, Hiram Ting, **Xin-Jean Lim**, Tat-Huei Cham (2020). Demystifying the Role of Causal-Prediction Modeling using the Partial Least Squares Structural Equation Modeling (PLS-SEM) Approach in Information Systems Research. *Industrial Management and Data Systems*, 120 (12), 2161-2209. [SSCI Impact Factor =3.329, Q2]
- Jun-Hwa Cheah, David Waller, Park Thaichon, Hiram Ting, and **Xin-Jean Lim** (2020). Price Image and the Sugrophobia Effect on Luxury Retail Purchase Intention. *Journal of Retailing and Consumer Services*, 57, 102188. [SSCI Impact Factor=4.219, Q2]
- Azali Mohamed, Norazlyn Kamal Basha, Yee-Shan Chang, **Xin-Jean Lim**, and Jun-Hwa Cheah. (2020). Why not Travel to Malaysia? Variations in Inbound Tourists' Perceptions towards Halal-friendly Destination Attributes. *Journal of Hospitality and Tourism Research*, forthcoming. [SSCI Impact Factor =3.816, Q1]
- Hiram Ting, Kim-Lim Tan, **Xin-Jean Lim**, Jun-Hwa Cheah, Qian-Hui Ting, and Hui-Bin Ting. (2020). What determines Customers' Loyalty towards Telecommunication Service? Mediating roles of satisfaction and trust. *International Journal of Services, Economics and Management*, 11 (3), 234-255. [SCOPUS]
- **Xin-Jean Lim**, Siew Imm Ng, Norazlyn Kamal Basha, Jun-Hwa Cheah, and Hiram Ting. (2020). To Move or Not to Move? A study of sustainable retirement village in Malaysia. *Current Psychology*, forthcoming. [SSCI Impact Factor =2.051, Q2]
- Mohd Ariffin Siti Zubaidaha, Siew Imm Ng, Jo Ann Ho, Murali Sambasivan, and **Xin-Jean Lim** (2020). How Detrimental is Psychological Contract Breach to Airlines?. *Journal of Applied*

Structural Equation Modeling, 4 (1), 50-64.

- Siew Imm Ng, Fang Zhao, **Xin-Jean Lim**, Norazlyn Kamal Basha, and Murali Sambasivan. (2020). Retirement Village Buying Intention: A Case Study on the Muslim and non-Muslim Malaysian Elderly. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1451-1473. [SSCI Impact Factor = 2.511, Q2]
- **Xin-Jean Lim**, Jun-Hwa Cheah, Tat Huei Cham, Hiram Ting, and Mumtaz Ali Memon. (2020). Compulsive Buying of Branded Apparel, its Antecedents and the Mediating Role of Brand Attachment. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1539-1563. [SSCI Impact factor = 2.511, Q2]
- Siew Imm Ng, Jo Ann Ho, **Xin-Jean Lim**, Kee Lin Chong, and Khairunnisak Latif. (2021). Mirror, Mirror on the wall, are we ready for Gen-Z in Marketplace? A study of Smart Retailing Technology in Malaysia. *Young Consumers*, 22(1), 68-89. [SCOPUS]
- **Xin-Jean Lim**, Jun-Hwa Cheah, Waller David, Hiram Ting, and Siew Imm Ng. (2019). What s-commerce implies? Repurchase intention and its antecedents. *Marketing Intelligence and Planning*, 38(6), 760-776. [SSCI Impact Factor =2.164, Q3]
- **Xin-Jean Lim**, Siew Imm Ng, Francis Chuah, Tat Huet Cham, and Aifa Rozali. (2020). I see, and I hunt: The link between gastronomy online reviews, involvement and behavioural intention towards ethnic food. *British Food Journal*, 122 (6), 1777-1800. [SSCI Impact Factor =2.102, Q2]
- Raimi Nur Hakimia, **Xin-Jean Lim**, Jun-Hwa Cheah, Hiram Ting, Santirianingrum Soebandhic, Sudiyanti Sudiyantid, and Norazlyn Kamal Basha. (2019). Determinants of consumer attitudes towards mobile advertising: A cross-border study between Malaysia and Indonesia using PLS-MGA. *International Journal of Economics and Management*, 13 (1), 21-36. [SCOPUS]
- **Xin-Jean Lim**, Siew Imm Ng, and Norazlyn Kamal Basha. (2019). To retire or not to retire: Intention towards concept of retirement village in Malaysia. *Asian Journal of Business Research*, 9 (1), 60-80. [SCOPUS]
- Siew Imm Ng and **Xin-Jean Lim**. (2019). Are Hofstede's and Schwartz's value frameworks equally predictive across context?. *Review of Business Management*, 21 (1), 33-47. [SSCI Impact Factor = 0.484, Q4]
- Yusman Yacob, Jati Kasuma Ali, Joseph Wee-Siong Hii, and **Lim Xin-Jean**. (2018). Member's participation in service co-creation: The mediating effect of satisfaction towards loyalty. *Asian Journal of Business Research*, 8 (2), 18-22. [SCOPUS]

- **Lim Xin-Jean**, Eugene Aw Cheng Xi, and Kenny Teoh Guan Cheng. (2018). Factors influencing repurchase intention in online shopping context: The mediating role of satisfaction. *Journal of Applied Structural Equation Modeling*, 1(2), 29-43.
- **Lim Xin-Jean**, Cheah Jun Hwa, and Kenny Teoh Guan Cheng. (2018). Multiple indirect effects of customer equity in telecommunication industry. *Journal of Applied Structural Equation Modeling*, 2(2), 61-77.
- **Lim Xin-Jean**, Aifa Rozaini Mohd Radzol, Cheah Jun-Hwa Cheah, and Wong Mun Wai. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19-36. [SCOPUS]

BOOK

- Turner., D. (2018). Quirkos Getting Started Guide version 2.0 (Xin-Jean Lim, Trans.). Malaysia.

OTHER RELATED EXPERIENCE

Guest Editor

- Asian Journal of Business Research [SCOPUS]
- Journal of Strategic Marketing [SCOPUS]

Editorial Advisory Board Member

- Asia Pacific Journal of Business Administration [SCOPUS, ESCI]
- Journal of Marketing Advances and Practices

Journal Reviewer (International and Local Journals)

- Asian Journal of Business Research
- International Journal of Economics and Management
- European Business Review
- Industrial Management and Data Systems
- Asia Pacific Journal of Marketing and Logistics
- International Journal of Manpower
- Internet Research
- Pertanika Journal of Social Sciences and Humanities
- Journal of Applied Structural Equation Modeling

ACADEMIC SHARING (INTERNATIONAL/LOCAL)

- **Ming Chuan University (2021)**
Invited Speaker for Structural Equation Modeling Partial Least Square (PLS-SEM)
- **Southeast Asia Research Academy (2021)**
Invited Speaker for Systematic Literature Review
- **UCSI University Sarawak (2020)**
Invited Speaker for Systematic Literature Review
- **National University of Sciences and Technology, Pakistan (2020)**
Invited Speaker for Systematic Literature Review
- **Hebei University, China (2018)**
Invited Speaker for Structural Equation Modeling Partial Least Square