

CURRICULUM VITAE

Sharizal Bin Hashim, Ph.D

Senior Lecturer,
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Universiti Kebangsaan Malaysia

<https://scholar.google.com/citations?hl=en&user=mFtd3R8AAAAJ>
<https://www.scopus.com/authid/detail.uri?authorId=55917081400>
<https://sites.google.com/view/sharizalseportfolio/home?authuser=0>



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Kuala Lumpur

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Selangor Darul Ehsan

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AGE : 44

DATE/PLACE OF BIRTH : 27 October 1977/ Kuala Lumpur

SEX : Male

NATIONALITY : Malaysian

PROFESSIONAL MEMBERSHIP : Institute of Marketing Malaysia (Membership No. M2239)
Certified Risk Specialist - International Academy of
Business and Financial Management (Membership No.
50123)
HRDF Certified Trainer (TTT/18178) (2017)

EDUCATIONAL DETAILS

Universiti Kebangsaan Malaysia, GSB, Bangi

Duration : Feb 2010 to Feb 2014
Course : **Doctor of Philosophy (Marketing)**
Thesis : Customer Brand Relationship: A Study of Malaysian Public
Institutions

Universiti Malaya, Kuala Lumpur

Duration : July 2004 to June 2006
Course : **Master of Business Administration (Marketing)**

Universiti Malaysia Sarawak

Duration : July 1998 to June 2001
Course : **Degree of Economics & Business (Honors) in International Economics & Business**

Institut Perdagangan Mara Kuala Lumpur

Duration : December 1996 to November 1997
Course : London Chambers and Commerce Industry
Qualification : LCCI Diploma in Accounting.
LCCI Diploma in Economics

ADMINISTRATION

Industrial Training Coordinator FEB UNIMAS	2015-2016
Entrepreneurship Coordinator FEB UNIMAS	2016-2017
Ketua Unit Pembangunan Kurikulum dan Inovasi FEB UNIMAS	2016-2018
Jawatankuasa Pascasiswazah dan Penyelidikan FEB UNIMAS – Ahli	2018-2022
Deputy Director Strategic, Quality and Risk Management UNIMAS	2018-2022
Timbalan wakil pengurusan Kualiti MS ISO 9001:2015 UNIMAS	2020-2022

TEACHING

Strategic Marketing	2008-current
Business Management	2014-current
Management Theory	2014-current
Consumer Behaviour	2006-current
Digital Marketing	2014-current
Digital Business	2016-current
Entrepreneurship	2006-current
Seminar Marketing/Appreciation of Economics & Business	2016-current
Corporate Master Business Administration	2016-current
Doctorate Business Administration	2021-current
Undergraduate Dissertation	2006-current
Master by Research	2016-current
PhD	2016-current
DBA	2021-current
Advertising and Promotion	2006-2014
Marketing Management	2006-2014
Pricing Strategy	2006-2014
International Marketing	2006-2014

RESEARCH GRANT

- Brand Resonance in Higher Education Institutions F01/PGRG/1921/2019
- Customer Brand Relationship in Halal market and the role of religiosity F01/PGRG/1891/2019
- Time for a Marketing Curriculum Overhaul: Designing a Future-ready Marketing Curriculum -SoTL(A)/FEP/2019(2)/020
- Customer Perspective on e-Value Co-Creation and Process Co-Creation in Airline Digital Business Strategy -F01/SpMYRA/1677/2018
- Exploring Electronic Word-of-Mouth (eWOM) Communciation of Malaysian Consumers in Online Airline Ticket Purchase Intention -F01/SpMYRA/1683/2018
- Developing Digital Marketing Engagement Index (DMEi) of Small and Medium Enterprise in Service Industry in Sarawak -F01/SpMYRA/1679/2018
- Modeling external debt-economic growth relationship: The moderating role of institutional quality -F01/SpMYRA/1688/2018
- Quality Analysis of Childcare Services using SERVQUAL: The Perspective of Working Parents -F01/SpMYRA/1684/2018
- Developing and Testing MOCI (Malaysia Organization Credibility Index) F01/FRGS/1496/2016
- Customer Brand Relationship in Malaysia Higher Learning Institution: A Comparative Analysis between Private and Public University -F01/SpGS/1419/16/20
- Assessing Financial Management Issues in SME: Case of Family Business Category in Sarawak -F01/SpSTG/1396/16/38
- Branding Malaysia's Service Branding -FRGS/05(10)/653/2007(18)

AWARD

Nov-07	3rd UNITEN International Business Management Conference - Best Paper Awards
Apr-09	UNIMAS APC 2008
Apr-18	Anugerah Pengajaran UNIMAS 2018
Jul-18	Best Paper Award InTEX Expo 2018
Jul-19	Penerima Anugerah Kecemerlangan Dalam Amalan Pentaksiran FEB
Aug-19	Silver Award International University Carnival on E-Learning (IUCEL) 2019
Jan-20	Teaching Excellence Award: Alternative Assessment Practices 2020 UNIMAS
Sept-21	Best Paper Awad (Gold), Asia Pacific Marketing and Management Conference 2021, Management Track.

RECOGNITION

Feb-15	Postgraduate Diploma (Teaching & Learning) UNIMAS
Mar-15	Program Student Assessment Centre (SAC) bagi Program Biasiswa JPA 2015 - Panel Penilai
Jul-17	HRDF Train the Trainer - Certified Trainer
Jul-17	UNIMAS FOTL (Fellowship of Teaching and Learning Advancement) - Initiative Collaborator
Jan-18	Entrepreneurships, Innovation and Market Sustainability Cluster FEB UNIMAS - Head Cluster
Mar-18	Jawatankuasa CoE Lab for Digital Sarawak Centre of Excellence (Financial Technology Centre) FEB UNIMAS
Apr-19	Institute of Marketing Malaysia - Member NO. M2239
Jun-20	Ahli Panel Kesarjanaan Pengajaran dan Pembelajaran (SoTL) UNIMAS
Nov-20	Member of Risk and Quality Management Committee (2021-2023) Pusat Pembangunan Kemahiran Sarawak

JOURNAL

- Antecedents of Halal Brand Equity: A Study of Halal Food Sector of Malaysia, *Journal of Islamic Marketing*, pp.1-15 (2021) (DOI (10.1108/JIMA-01-2021-0012))
- Factors Affecting Brand Relationship Quality of Halal Food and The Mediating Role of Halal Literacy, *International Journal of Academic Research in Business and Social Sciences* pp. 314-329 (2021) <http://dx.doi.org/10.6007/IJARBS/v11-i14/8576>
- What constitutes student–university brand relationship? Malaysian students’ perspective - *Journal of Marketing for Higher Education* pp. 1-23 (2020)
- Autonomous Orientation and Delinquent Behavioral Change: A Case Study of Ex-Juvenile Entrepreneurs in Katsina State, Nigeria. - *International Journal of Academic Research in Business & Social Sciences* 10(6) pp:164-183 (2020)
- Innovativeness Orientation Behaviors and Delinquent Behavioral Change: A Case Study of Ex-Juvenile Entrepreneurial Orientation in Katsina State, Nigeria - *International Journal of Academic Research in Business and Social Sciences*, 10(6), 718–737 (2020)
- Autonomous Orientation Behaviors Influence Towards Ex-Juvenile Entrepreneurs Delinquent Behavioral Change in Katsina State, Nigeria: A Conceptual Paper, *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 5(7), pp. 23 - 31. Available at: <https://msocialsciences.com/index.php/mjssh/article/view/439> (Accessed: 17July2020).
- Antecedents of brand hate in the fast food industry - *Spanish Journal of Marketing - ESIC*, 23 (2), 227-248 (2019)
- Exploring the Strategic Role of Brand Equity Towards Competitive Advantage in the Smartphone Industry - *Asia-Pacific Social Science Review*, 19 (3), 42-55 (2019)

- The Moderating Effect of Brand Recovery on Brand Hate and Desire for Reconciliation: A PLS-MGA Approach - International Journal of Business and Society, 19 (3), 833-850 (2018)
- The Influence of Information Sharing Linkages on Business Performance: Evidence from Micro and Small Enterprises in Sarawak - International Journal of Asian Social Science, 9 (1), 18-26 (2018)
- Exploring the Strategic Role of Brand Equity Towards Competitive Advantage in the Smartphone Industry - Proceedings of Innovation and Technology Exposition 2018 (Intex18) Conference (2018)
- The moderating effect of brand recovery on brand hate and desire for reconciliation: A PLS-MGA approach - International Journal of Business and Society, 19 (3), 833-850 (2018)
- The Impact of Relational Value towards Customer Brand Relationship Stickiness in the Context of Malaysian Public Higher Education Service - International Journal of Business and Society, 18 (2), 329-346 (2017)
- Service Brand Equity: Cross-Sectional Analysis of Four Service Schemes in Malaysia - Journal of Economics, Business and Management, 1 (1), 134-139 (2013)
- Exploring the mediating effect of brand relationship quality in the service brand equity and brand resonance linkage - Jurnal Pengurusan, 36 (1), 123-134 (2012)
- The Importance of satisfaction towards service brand perception – Journal of Business Management, Vol 1 (1), 87-97 (2009)
- Corporate brand characters of hotels in Malaysia - FEB Working Paper Series (0806) (2008)
- Customer Satisfaction and Loyalty in Service Brand - Proceedings of the 3rd International Borneo Business Conference 2008
- Consumer's Service Brand Perception: A Study on Banking Services - FEB WORKING PAPERS SERIES (0703) (2007)
- Brand Equity, Customer Satisfaction & Loyalty: Malaysian Banking Sector - International Review of Business Research Papers, 3 (5), 123-133 (2007)

BOOK

- Customer-Brand Relationship What the Universities Should Know, Penerbit Universiti Kebangsaan Malaysia (2019)
- A Quick Guide to Aligning Assessment with Learning Domains, Penerbit Unimas (2020)
- Dasar dan Tatacara Pengurusan Risiko Unimas, Penerbit Unimas (2021)
- Capon's Principal of Marketing, Wessex Press. Inc and SJ Learning (tentatively 2021)

REVIEWER

- Int. Journal of Entrepreneurship and Management Practices (IJEMP) (Editorial Board)
- Journal of Marketing for Higher Education
- Journal of Applied Research in Higher Education
- Journal of Relationship Marketing
- International Journal of Business and Society (IJBS)
- The International Journal of Entrepreneurship and Innovation
- Jurnal Pengurusan UKM
- International Journal of Emerging Markets community
- Journal of Product & Brand Management
- Journal of Services Marketing
- 2nd International Research Conference on Multidisciplinary in Social Sciences and Technology 2020
- Asia-Pacific Social Science Review
- Advances in Social Science and Culture
- Journal of Hospitality and Tourism
- International Research Conference on Humanities, Social Sciences and Technology
- APMMC Conference UNIMAS
- UNIMAS Silver Jubilee Conference 2017
- Asian Journal of Business Research (AJBR)
- International Borneo Business Conference

SUPERVISION

Sheraz Ahmed	PhD. – Main (Graduated)
Ahsan Mahmood Ahmad	PhD. – Main (Graduated)
Ieeqan Ali Qureshi	MSc. – Main (Graduated)
Bilyaminu Usman	PhD. – Main
Mussadiq Ali Khan	PhD. – Main
Kamran Maqbool	PhD. – Main
Ratna binti Jeffry	MSc. – Main
Urooj Ahmed	PhD. – Main
Mohammad Ziarul Islam	PhD. – Main
Asif Iqbal	PhD. – Main
Saravanan A/L Govindan	PhD. – Main
Wu Bo	PhD. – Main
Ejaz Ahmed	PhD. – Main
Fiza Rani	PhD. – Main
Teng Lin	PhD. – Main

Muhammad Zaigham Raza	PhD. – Main
Combert James	PhD. – Main
Guo Yuan	PhD. – Main
Ahmad Faraz Naveed	PhD. – Co.
Amjed Ahmed Mohammed	PhD. – Co
Aisha Kamran Siddiqui	PhD. – Co
Hu Qiliang	PhD. – Co
Liu Yuan	PhD. – Co
Hou Sheng	PhD. – Co
Li Yun	MSc. – Co

EXAMINER

Sep-15	Proposal Defense for PHD Bong Tze Nan
Jan-16	Proposal Defense for PHD Ahmad Usman
Jan-16	PhD Internal Examiner Eniola Anthony Adiodun
Feb-16	Proposal Defense for PHD Mohd Adamu
Jul-16	Proposal Defense for PHD Lim Tze Yin
Feb-17	Proposal Defense for PhD Ms Raki Samira
Mar-17	Proposal Defense for PHD Muhammad Adamu
May-17	Proposal Defense for PhD Ms Nur Dalila Mat Yusoff
Dec-17	Proposal Defense for PhD Albert Apoi
Dec-17	Proposal Defense for PHD Azzie Joyce Takong
May-18	Proposal Defense for PhD Albert Apoi
Jul-18	Proposal Defense for PHD Chua Beng Hui
Sep-18	PhD Internal Examiner Mr Mehedi Islam
Sep-18	Proposal Defense for PHD Muhammad Mubushar
Jul-19	Proposal Defense for PHD Muneer Kamel Al Dwaikat
Oct-19	PhD Internal Examiner Samira Raki
Dec-19	Proposal Defense for PHD Michael Effiong Udoboho
Mac-21	PhD Internal Examiner Nur Dalila binti Mat Yusoff
Apr-20	Proposal Defense for master M. Monzer Rahaman
Apr-21	Proposal Defense for PHD Chigbu Chisom Christian
June-21	Proposal Defense for PHD Faiza Akhtar
Sept-21	PhD Internal Examiner Albert Apoi

MANAGEMENT/CONSULTATION EXPERIENCE

- Researcher for Supply Chain Management for Pasar Tani Borneo Fama study (2006)
- Consultant for “You can avoid being obese” campaign by Malaysian Diabetes Association (Sarawak Branch (2008)
- Researcher for Strategic Manpower Study for Sarawak Corridor of Renewable Energy (SMS-SCORE) (2009) SHSB/B-AM2009/10 – Tourism Cluster

- Chairman for Asia Pacific Marketing Conference (2009)
- Dokumentasi MQA Fakulti Ekonomi dan Perniagaan UNIMAS -Auditor (2015-2016)
- Think Tank for Strategic Focus on Global Visibility and Prominence – UNIMAS BRANDING (2016 – current)
- NBOS-UCTC-UNIMAS Entrepreneurship Community Outreach Project (2016)
- Yayasan Sejahtera Community Project- Kampung Pinggan Jaya: Enterpreneurship Workshop (2017)
- Market Research Study for Indopax Astro (Kuching Market Evaluation) July 2017
- Jawatankuasa Professional Accreditation Program Pemasaran (2018)
- Jawatankuasa Etika Penyelidikan Kemanusiaan (Bukan Klinikal) FEB Unimas (2019)
- Task Force bagi Program Profesional dan Eksekutif UNIMAS (2020)
- Jawatankuasa Akademik Program Baharu FEB UNIMAS (2020)
- Ahli Jawatankuasa *Professional Diploma in Entrepreneurship and Innovation* Fakulti Ekonomi dan Perniagaan UNIMAS (2020-2022)
- Ahli Jawatankuasa *Program Executive Master of Business Administration (EMBA)* Fakulti Ekonomi dan Perniagaan UNIMAS (2021-2023)
- Task Force MQA *ODL Corporate Master of Business Administration (CMBA)* Fakulti Ekonomi dan Perniagaan UNIMAS (2021-2022)

TRAINING/TRAINER

- Training for Trainers (Entepreneurship) UNIMAS, 2007
- Bengkel Ketrampilan Diri UNIMAS 2008
- Pengurusan Perniagaan Berkesan, Latihan Keusahawanan Siswazah, UNIMAS, Oktober 2008
- Online Marketing for rural area entrepreneur 2015, UCTC Unimas
- Bengkel Penjenamaan Usahawan Mara Kuching, UCTC Unimas (2015)
- Program Memperkasakan Kemahiran Asas Teknologi dan Strategi Pemasaran Atas Talian masyarakat luar bandar (2015)
- Project Oriented Problem Based Learning UNIMAS (AKEPT) (2015)
- The Power of Branding UNIMAS Technopreneur Expo 2016 (UNITE 2016)
- Creative Marketing and Business Success, UNIMAS Centre of Entrepreneurship Development & SME Corp (2016)
- Master Trainer Akademik UNIMAS - POPBL, Unit Latihan Akademik, PPGM 2016
- Certified Risk Management Training 2017
- Latihan Pembangunan Pemasaran Usahawan Kg Pinggan Jaya (2018)
- AKEPT Trainer Development Programme (ATDeP) core competencies 1-3 (2017-2018)
- Corporate re-Branding 2018 Pusat Giat Mara Kuching
- Risk Management (Internal Unimas 30 series) 2019
- Bengkel Penyediaan Dokumen ISO 9001:2015 UNIMAS (2019)
- Effective Communication for Leaders (ECL) 2019 AKEPT
- ISO/IEC 27001:2013 ISMS Internal Auditing SIRIM (2020)

- Business Management Module, Executive Leadership Development Programme (ELDP) ASTEEL Sdn Bhd, 13-14 August 2021

COMMUNITY

Feb-15	NBOS - UNIMAS Entrepreneurship Community Outreach Project (UNIMAS E-COrP) - community project (Leader)
Mar-15	Bengkel Penyelarasan Perancangan Program dan Aktiviti di Parlimen P.200 Batang Sadong 2015
Jun-17	Pembangunan Usahawan Penduduk Kpg Pinggan Jaya - Projek Komuniti UNIMAS - Yayasan Sejahtera 2017- Ketua Projek
Jul-18	Sarawak Cycling Association - Main Committee and Treasurer
Jan-19	Malaysian National Cycling Federation - Cycling for All - Committee
Nov-19	Majlis Sukan Negeri Sarawak: Kejohanan Sukan Sarawak II 2019 Miri - Panel Penilai

REFERENCES

Prof Dr Tarmiji Masron

Director

Strategic Planning, Quality and Risk Management Centre (SQRC)

Universiti Malaysia Sarawak

mtarmiji@unimas.my

Associate Professor Dr. Rossazana bt Ab. Rahim

Dean,

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Associate Professor Dr Norjaya Mohd Yasin

Faculty of Business Studies,

Arab Open University Kingdom of Bahrain Branch,

Manama, Bahrain

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