



Assoc. Prof. Dr. Nik Mohd Hazrul Nik Hashim

UKM-Graduate School of Business
Universiti Kebangsaan Malaysia
43600 UKM Bangi
Selangor Darul Ehsan
Malaysia
Tel: +603 8921 3735
E-mail: nikhaz@ukm.edu.my

Nik Mohd Hazrul Nik Hashim is an Associate Professor of Marketing at the Graduate School of Business, National University of Malaysia. He has more than twenty years of experience as an academician, including a casual teaching stint in Australia. He holds a PhD in Marketing from the University of Melbourne and specializes in Product Innovation and Development. His primary research interests focus on exploring how products influence consumers on topics related to product innovativeness, branding, packaging, product positioning, global product rollouts, and green marketing. He is particularly proficient in multiple moderation analysis using syntax and adopts a novel approach to conducting research that essentially encapsulates and streamlines the whole research process without forgoing academic rigor and quality. Nik has published (35 journal articles) in leading international journals, including *Journal of Retailing and Consumer Services*, *Review of Managerial Science*, *The Service Industries Journal*, *Journal of Relationship Marketing*, *International Journal of Emerging Markets*, *Journal of Financial Services Marketing*, *European Journal of International Management*, and *Renewable Energy*, and has co-authored a textbook; *Product Management & Strategy* published by McGraw-Hill. He has led many research projects and has worked extensively with professional agencies such as Centre for Collaborative Innovation, Malaysian Foundation for Innovation, MPOB, and TH Travel, mostly on matters relating to product innovation and commercial value. His teaching performance has consistently been ranked among the highest and in recognition of his achievement, Nik is the recipient of numerous teaching and research awards at both the faculty and university level. He is keen on knowledge sharing and believes that real projects or practical applications should be embedded in the teaching process.

QUALIFICATIONS

Doctor of Philosophy, Marketing (2009)

The University of Melbourne, Melbourne, VIC, Australia

Master of Arts in Business Administration, Business (1998)

Ohio University, Athens, OH, USA

Bachelor of Arts in Business Administration, Marketing (January 1997)

Washington State University, Pullman, WA, USA

Diploma in Business Studies (1995)

Mara Institute of Technology, Shah Alam, Selangor, Malaysia

SPECIALIZATION

Product Innovation and New Product Development (Marketing)

RESEARCH INTERESTS

- Consumer reaction to products
- Product design and packaging
- Brand strategy and positioning
- Product launch and strategic marketing
- Product export and performance
- Product innovation and market orientation
- Eco-products and environmental marketing

COURSES TAUGHT

Postgraduate Level

MBA: Innovation & Product Management, New Product Development, Research Methodology, Strategic Marketing, Marketing Management, Green Marketing

PhD: Product Policy & Strategy, Consumer Behavior Theory & Research, Conceptual Design, Research Methods

Undergraduate Level

Product Planning & Management, Innovation Management, Marketing Management, Marketing Research, Brand Management, Sales Management, Principles of Marketing, Business Communication

WORKSHOPS CONDUCTED

Innovation & Corporate Entrepreneurship Bootcamp, Design Thinking, Preparing for Postgraduate Studies, Synthesizing the Literature, Conceptual Designs, Developing Effective Questionnaires, Publishing Conceptual Papers, Writing for Top Tier Publications, Data Analysis using Syntax and MRA, A Novel Approach to Research: Streamlining the Research Process, and Advanced Statistical Analysis (e.g., Multiple Moderator/Interaction Effects, Hierarchical Regression Analysis, Slope Analysis)

AWARDS CONFERRED

- Recipient of Best Paper Award, Social Entrepreneurship and Education International Conference, Melaka (2016)
- Excellence in Practice Award, ABEST 21 Accredited, Corporate Entrepreneurship Boot Camp (2015)
- Innovation Award UKM: Outstanding Teaching Award (Social Science) (2014)
- Teaching Award, UKM-GSB (2013, 2014)
- Special Award Lecturer, UKM-GSB (2014)
- Research Award, UKM-GSB (2013)
- Recipient of Best Paper Award, Business and Social Science Research Conference, World Academy of Social Science, Dubai (2011)
- Awarded Fellowship in Recognition of Contribution to the Body of Knowledge, World Academy of Social Science (2011)
- Designated Research Paper, International Conference of World Association for Sustainable Development, Bahrain (2009)
- Outstanding Service Award (Academic Staff), UKM (2003)
- Athlete of the Year, Social Science Category, UKM (2003)
- President's Honor Roll, Washington State University (1996)
- Recognition from the Congress of the United States for Academic Excellence, House of Representatives, Washington DC (1996)

ADMINISTRATIVE POST

- Head of Research & Doctoral Programs (PhD/DBA, MBA), UKM-GSB (2015–2018)
- Journal Editor, Jurnal Pengurusan UKM (2015–2018)
- Managing Editor, Proceeding of Business Mgt. Frontiers, UKM-GSB (2017–2018)
- E-learning Coordinator, UKM-GSB (2012–2015)
- Deputy Head, Accreditation (AACSB, EQUIS), UKM-GSB (2010–2011)
- Industry Linkage: Head of Commercialization, Koperasi Hati Emas (2010–2015)
- Industry Linkage: Lead Trainer & Advisor, GradEx Academy (2019–present)

BOOK PUBLICATIONS

Nik M. Hazrul & Zafirah Hanoum Ahmad Ariff (2019), *Essential Insights into Consumerology and Brands* (Research Book), UKM Press, Bangi: UKM Holdings.

Nik M. Hazrul (2014), *Monograph for Teaching Post-Graduate Students*, National Academic Award: Ministry of Education Malaysia.

Donald R. Lehmann, Russell S. Winar, Shamsul Bahrin Saihani, Mohd Kamal Mohammad Noor, Azreen Joanna Abdul, **Nik M. Hazrul**, & Syed Shah Alam (2010), *Product Management and Strategy*, 4th Edition, McGraw-Hill.

Nik Hashim Mustapha & **Nik M. Hazrul** (2009), Efficiency of Health Service in Managing Common Diseases Using Data Envelopment Analysis, *World Sustainable Development Outlook*, Great Britan: Brixworth.

Nik M. Hazrul & Nik Hashim Mustapha (2002), Automobile Characteristics of Consumers' Choice, *Transportation and Relationship with Society and Environmental Problems*, National University of Malaysia.

Ashari Idris, **Nik M. Hazrul**, & Mhd Suhaimi Ahmad (2002), Benchmarking: Role of Marketing Managers in Benchmarking and Relationship with Marketing Performance, *Business Management Issues*, National University of Malaysia.

Nik M. Hazrul & MBA Students (2014–present), coordinated and produced more than 50 Technical Reports for managers, *New Product Development and Market Analysis (Lab-to-Market Projects)*, collaboration with Firms and Innovation Institutions.

JOURNAL PUBLICATIONS

Nik M. Hazrul & Amin Ansary (2020), Global Product Rollout Strategies and Performance: The Moderating Effects of Product Innovativeness, Order of Entry, and Firm Size, *European Journal of International Management*. Forthcoming (Inderscience: Elsevier, ISI)

Perengki Susanto, Enamul Hoque, **Nik M. Hazrul** & Najeeb Ullah Shah (2020), Moderating Effects of Perceived Risk on Determinants and Outcome of E-money Behaviour. *International Journal of Emerging Markets*. Forthcoming. (Emerald, ISI)

Nik M. Hazrul, Yap Hock Ann, Amin Ansary, & John A. Xavier (2020), Contingent Effects of Decision-making and Customer Centricity on Public-Sector Innovation Success, *Journal of Nonprofit & Public Sector Marketing*. In press. (Routledge: Taylor & Francis, Web of Science, SCOPUS)

Nik M. Hazrul, Mohd Nor Zamri, Nor Liza Abdullah, & Samruhaizad Samian (2020), Export Market Orientation and Export Performance: An Empirical Study of Furniture Firms in Malaysia, *UKM Journal of Management*, 58, 145-157. (SCOPUS)

Najeeb Ullah Shah, Rajni Selvaraj, **Nik M. Hazrul**, Nor Asiah Omar, & Arawati Agus (2020), The Effect of Private Label Brand Credibility on Consumer Purchase Intention: The Mediating Role of Relational Variables, *Middle East Journal of Management*, 7(5), 471-491. (ESCI)

Enamul Hoque, M. Kabir Hassan, **Nik M. Hazrul**, & Zaher Tarek (2019), Factors Affecting Islamic Banking Behavioral Intentions: The Moderating Effects of Customer Marketing Practices and Financial Consideration, *Journal of Financial Services Marketing*, 24, 44-58. (Palgrave, ISI, SCOPUS)

Tih Sio Hong, Wan Mohd Hirwani, & **Nik M. Hazrul** (2019), Innovation and Entrepreneurship Bootcamp: A Descriptive Study Assessing the Effectiveness of Entrepreneurship Education, *International Journal of Business and Globalization*, 22(2), 240-257. (SCOPUS)

Sonia Vilches-Montero, **Nik M. Hazrul**, Ameet Pandit, & Renzo Bravo-Olavarria (2018), Using the Senses to Evaluate Aesthetic Products at the Point of Sale: The Moderating Role of Consumers' Goals, *Journal of Retailing and Consumer Services*, 40, 82-90. (Elsevier, ISI)

Amin Ansary & **Nik M. Hazrul** (2018), Brand Image and Equity: The Mediating Role of Brand Equity Drivers and Moderating Effects of Product Type and Word of Mouth, *Review of Managerial Science*, 12(4), 969-1002. (Springer, ISI)

Enamul Hoque, **Nik M. Hazrul**, & Mohammed Razzaque (2018), Effects of Attitude on Behavioral Intentions among Islamic Banking Customers: The Role of Communication and Financial Concerns, *The Service Industries Journal*, 38(13-14), 1017-1042. (Routledge: Taylor & Francis, ISI)

Nik M. Hazrul, Najeeb Ullah Shah, & Nor Asiah Omar (2018), Does Counterfeit Product Quality Lead to Involvement and Purchase Intention? The Moderating Effects of Brand Image and Social Interaction, *International Journal of Economics and Management*, 12(2): 607-620. (SCOPUS)

Enamul Hoque, **Nik M. Hazrul**, & Mohammad Hafizi Azmi (2018), Moderating Effects of Marketing Communication and Financial Consideration on Customer Attitude and Intention to Purchase Islamic Banking Products: A Conceptual Framework, *Journal of Islamic Marketing*, 9(4), 799-822. (Emerald, SCOPUS)

Najeeb Ullah Shah, **Nik M. Hazrul**, & Nor Asiah Omar (2018), Credence and Personal Factors as a Direct Cause of Brand Extension Evaluation: Does Perceived Fit Matter?, *Journal of Consumer and Family Economics*. 21, 1-19. (SCOPUS)

Syed Shah Alam, Nor Asiah Omar, Ahmad Azmi Ariffin, **Nik M. Hazrul** (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. (SCOPUS)

Nur Jahan Khan, Mohammed Razzaque, & **Nik M. Hazrul** (2017), Intention of and Commitment towards Purchasing Luxury Products: A Study of Muslim Consumers in Malaysia, *Journal of Islamic Marketing*, 8(3), 476-495. (Elsevier, SCOPUS)

Nik M. Hazrul & Ameet Pandit (2016), Gradual or Rapid Global Product Rollouts? A Review of Concepts, Propositions, and Future Directions, *Journal of Developing Areas*, 50(1), 389-405. (SCOPUS)

Kuok Wei Chong & **Nik M. Hazrul** (2016), Threats to New Product Innovativeness and the Effects of Supplier Influence Processes, *International Journal of Marketing Studies*, 8(1), 170-180. (EBSCO, Ulrich)

Syed Shah Alam, Nor Fariza Mohd Nor, Maisarah Ahmad, & **Nik M. Hazrul** (2016), A Survey on Renewable Energy Development in Malaysia: Current Status, Problems and Prospects, *Environmental and Climate Technologies*, 17(1), 5-17. (Elsevier, SCOPUS)

Nik M. Hazrul, Ameet Pandit, Syed Shah Alam, & Rosli Abd Manan (2015), Why Resist? Examining The Impacts of Technological Advancement and Perceived Usefulness on Malaysians' Switching Intentions: The Moderators, *Journal of Developing Areas*, 49(3), 65-80. (SCOPUS)

Zuraidah Zainol, Norjaya M. Yasin, Nor Asiah Omar, & **Nik M. Hazrul** (2015), The Effect of Customer-Brand Relationship Investments on Customer Engagement: An Imperative for Sustained Competitiveness, *UKM Journal of Management*, 44, 117-127. (SCOPUS)

Zuraidah Zainol, Norjaya M. Yasin, Nor Asiah Omar, & **Nik M. Hazrul** (2014), Determining the Key Factors of Customer-Brand Relationship Investment Dimensions: Insights from Malaysian Mobile Phone Users, *Journal of Relationship Marketing*, 13, 318-342. (Routledge: Taylor & Francis, SCOPUS)

Zuraidah Zainol, Norjaya M. Yasin, Nor Asiah Omar, & **Nik M. Hazrul** (2014), Relationship Investment in Relationship Marketing Research: A Bibliographic Review, *Journal of Contemporary Issues and Thought*, 4, 20-45.

Nik Hashim Mustapha, **Nik M. Hazrul**, & Ridzuan Yacob (2014), Empowering Small Fishermen through Simultaneous and Sequential Marketing Strategies, *Journal of Sustainability Science and Management*, 9(1), 1-14. (SCOPUS)

Syed Shah Alam, **Nik M. Hazrul**, Mamunur Rashid, Nor Asiah Omar, Nilufar Ahsan, & Md Daud Ismail (2014), Small-scale Household Renewable Energy Usage Intention: Theoretical Development and Empirical Settings, *Renewable Energy: An International Journal*, 68, 255-263. (Elsevier, ISI)

Syed Shah Alam, **Nik M. Hazrul**, Maisarah Ahmad, & Che Aniza Che Wel (2014), Negative and Positive Impact of Internet Addiction among Young Adults: Empirical Study in Malaysia, *Intangible Capital*, 10(3), 619-638. (SCOPUS)

Nik M. Hazrul, Syed Shah Alam, & Norazlina Mohd Yusoff (2014), Relationship between Teacher's Personality, Monitoring, Learning Environment, and Students' EFL Performance, *GEMA Online Journal of Language Studies*, 14(1), 101-116. (SCOPUS)

Nik M. Hazrul (2013), Sequential-Simultaneous International Rollout Strategies and Product Performance: A Framework for Analysis, *UKM Journal of Management*, 39, 3-14. (SCOPUS)

Nik Hashim Mustapha, Azlina Abd Aziz, & **Nik M. Hazrul** (2013), Technical Efficiency in Aquaculture Industry using Data Envelopment Analysis (DEA) Window: Evidences from Malaysia, *Journal of Sustainability Science and Management*, 8(2), 1-13. (SCOPUS)

Nik Hashim Mustapha, **Nik M. Hazrul**, & Ridzuan Yacob (2013), Technical Components of Total Productivity Growth in Malaysian Manufacturing Industry, *Applied Mathematics*, 4, 1251-1259. (ISI, Ulrich)

Nik Hashim Mustapha, Azlina Abd Aziz, & **Nik M. Hazrul**, (2013) Causalities between Price, Pond Area and Employment in Aquaculture Production, *Natural Resources*, 4, 175-183. (ISI, EBSCO)

Nik Hashim Mustapha, **Nik M. Hazrul**, & Fauzaiah Abu Hasan (2013), Potential of Idle Land for Mix Vegetable and Fruit Farming Using Linear Programming, *Asian Journal of Empirical Research*, 3(4), 388-400. (Ulrich)

Nik M. Hazrul, Lee Kok Onn, & Syed Shah Alam (2011), Enhancing Financial Performance of Market-driven Hospitals, *Journal of Business and Policy Research*, 6(1), 106-116. (ERA, Cabell's, Ulrich)

Syed Shah Alam, Nor Asiah Omar, & **Nik M. Hazrul** (2011), Applying the Theory of Perceived Characteristics of Innovating (PCI) on ICT Adoption in the SMEs in Malaysia, *Australian Journal of Basic and Applied Sciences*, 5(8), 8-17. (ISI Thompson Reuters, SCOPUS, Ulrich)

Syed Shah Alam, Azhar Ahmad, Mhd Suhaimi Ahmad, & **Nik M. Hazrul** (2011), An Empirical Study of an Extended Theory of Planned Behavior Model for Pirated Software Purchase, *World Journal of Management*, 3(1), 124-133. (Cabell's Directory of US)

Nik Hashim Mustapha & **Nik M. Hazrul** (2005), Total Factor Productivity Growth Measurement and Analysis for Manufacturing Sector, *Journal of Economic Management and Business*, 3(13), 73-92.

Journal Articles under Review

Sonia Vilches-Montero, **Nik M. Hazrul**, & Ameet Pandit. The Effect of Consumer-centric Packaging Attributes on Purchase Decisions: A Mediated-Moderation Buying Behavior Perspective, *Journal of Retailing and Consumer Services*. (ISI)

Nik M. Hazrul, Bryan A. Lukas, & Gregory J. Whitwell. Sequential versus Simultaneous International Product Launches: Comparative Effects on Product Launch Success, *Journal of Product Innovation Management*. (ISI)

Nik M. Hazrul, Nor Rahimy Khalid, Suraya Akmar Mokhtaruddin, & Abdul Razzaque. Linking Innovative Apparel Attributes, Reputation, and Behavioral Intention: The Role of Self-Congruity and Value Consciousness, *Journal of International Consumer Marketing*. (ISI)

Haslinda Md Hashim & **Nik M. Hazrul**. Effects of Brand Relationship Strength and Sharing Motivations on eWOM: Brand Satisfaction as a Moderator, *SAGE Open*. (ISI)

Nik M. Hazrul, Golrokh Khoshdaman, & Zafirah Hanoum. The Importance of Packaging Attributes: A Consumer Packaged Food Buying Behavior Perspective, *Journal of Business and Technical Communication*. (ISI)

Amin Ansary, **Nik M. Hazrul**, & Mohammed Razzaque. The Roles of Brand Community Participation, Perceived Informational Value, and Consumer Expertise in Building Consumer-Brand Engagement on Social Media, *Australian Journal of Management*. (ISI)

Yap Hock Ann, **Nik M. Hazrul**, & Amin Ansary. Dynamic Capabilities and Innovation Project Success in Public Sector: The Moderating Effects of Internal and External Organizational Factors. *Industry and Innovation*. (ISI)

Nik M. Hazrul, Zhang Yun, & Mohd Juraij Abd Rani. Physical Product Appeals, Emotional Attachment, and Pre-Purchase Behavior: An Empirical Investigation among Malaysian Automobile Buyers, *Journal of Product and Brand Management*. (SCOPUS)

Sonia Vilches-Montero, **Nik M. Hazrul**, & Ameet Pandit. Love at First Sight? The Effect of Goal Pursuit on Immediate Attachment to Aesthetic Innovations, *Journal of Business Research*. (ISI)

Najeeb Ullah Shah, **Nik M. Hazrul**, & Nor Asiah Omar. Prevalence of Compulsive Buying Behavior among Malaysian Consumers: An Empirical Investigation of Antecedents and Moderators. (working paper)

Muhammad Ridzuan Abdul Aziz & **Nik M. Hazrul**. The Effects of Automated Channel Quality on Internet Banking Trust and Loyalty: The Moderating Roles of Financial Literacy and Channel Knowledge. (working paper)

Nadzrin Azri & **Nik M. Hazrul**. The Moderating Role of Environmental Concern on Ecological Marketing Practices and Consumer Engagement. (working paper)

Nik M. Hazrul, Dzulhilmi Dzulkarnain, Kamilah Syakura Kaminc, Mohd Zainal Othmand, & Noor Dalilah Mahmud. Impact of Product Aesthetic Experience on Impulsive Buying Behavior: The Moderating Effect of Big Five Personality Traits. (working paper)

Nik M. Hazrul, Khalisah Adibah Zainal Abidin, Noor Azna Jamalussaid, Suhaina Sopian, & Siti Nurfarzana Mohamad Yusoff. The Effect of Technology-based Self Services (TBSS) on Customer Attitude: The Role of Self Efficacy. (working paper)

SUPERVISION

- PhD Thesis, 24 students (12 completed, 12 ongoing)
- Master's Thesis, 21 students (completed)

RESEARCH GRANTS

1. Factor Influencing Compulsive Buying Behavior among Malaysian Consumers: An Empirical Investigation of Antecedents and Moderators (2018-2020), Project Leader, funded by FRGS: RM74,700 (Ongoing)
2. Essential Insights into Consumerology and Brands: Pathways for Researchers and Academic Writing in Social Sciences, Project Leader, funded by GSB: RM3,080 (Complete)
3. Developing a Customer-Based Brand Equity and Brand Evangelism Model for Higher Education in Malaysia (2015-2017), Co-researcher, funded by FRGS: RM60,000 (Complete)
4. Exploring Success Factors: Public Sector Development Capabilities and Government Innovation Initiatives (2012-2015), Project Leader, funded by ERGS: RM70,000 (Complete)
5. Packaging and Consumer Response Behavior (2014-2015), Project Leader, funded by UKM-GSB: RM10,000 (Complete)

6. Incorporating Islamic Principles in Customer Brand Trust in an Online Environment (2012-2014), Co-researcher, funded by FRGS: RM30,000 (Complete)
7. OUP Marketing and Service Management Research Group (2012-present), Co-researcher, funded by CRIM: approximately RM30,000/year.
8. Customer Perceived Risk on Purchase Postponement: The Moderating Role of National Culture (2010-2011), Project Leader, funded by UKM-GSB: RM10,000 (Complete)
9. Successful Product Launch Strategies: A Comparison between Sequential and Simultaneous Product Rollouts (2006-2009), Project Leader, funded by Filati Lastex (industry partner): RM105,000 (Complete)
10. In Search of Excellence in Teaching: Measuring a Teacher's Service Quality Based on University Student's Perception (2000), Co-researcher, funded by the Faculty of Business Management, Universiti Kebangsaan Malaysia: RM13,000 (Complete)