



# NORZALITA ABD AZIZ

## RESEARCH INTERESTS

Services Marketing, E-Marketing, Tourism & Hospitality  
Marketing, Consumer Behaviour Analysis, Sustainable Marketing




## WORKING EXPERIENCES


- Associate Professor  
2010-current
- RHB-UKM Endowment Fund Manager  
2019-Current
- Visiting Scholar, Sultan Qaboos University, Sultanate of Oman Department of Marketing, College of Economics and Political Sciences  
Winter Semester 2014 (Sept 2014-Jan 2015) & Spring Semester 2015 (Jan 2015 –June 2015)
- Visiting Consultant, German University Of Technology  
Department of Sustainable Tourism and Regional Development (STRD)  
Winter Semester 2014 (Sept 2014 –Jan 2015)
- Director, Centre for Corporate Communication & Marketing,  
Universiti Kebangsaan Malaysia (UKM)  
2013-2014
- Head Of Industry Linkages & Community Engagement,  
UKM-Graduate Business School  
2012- 2015
- Head of Marketing – Promotion & Publicity, UKM-Graduate Business School  
2012- 2014
- Head of MBA Program, UKM-Graduate Business School  
2010-2011
- Senior Lecturer, UKM-Graduate Business School  
2009-2010
- LECTURER, Marketing Department, Management Centre  
Faculty of Economic and Business, UKM  
1999 – 2009
- Tutor/Teaching Assistant, Marketing Department,  
Faculty of Business Management, UKM  
1997-1999
- Senior Marketing Executive, S.A.P. Holdings Berhad  
1996-1997



## PROFILE

 Graduate School of Business (UKM-GSB)  
Universiti Kebangsaan Malaysia  
(*The National University of Malaysia*)  
UKM Bangi, 43600 Selangor, Malaysia

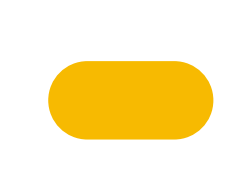
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+603-8921 4960 (O)

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gsb.ukm.edu.my

Date of Birth  
05 April 1970

Nationality  
Malaysian

Marital Status  
Married

 Language  
Malay And English

 Education

Doctor Of Philosophy (Phd), UM  
(e-Tourism Marketing Services)  
2004 – 2008

Master Of Business Administration  
(MBA), UKM  
1997-1999

Bachelor Of Business Administration  
(BBA. Hons.), UiTM  
1994-1997

Senior Methodist Girls' School,  
Kuala Lumpur  
1983-1987





## HONOURS & AWARD

- Grand Best Paper Award 24<sup>th</sup> Malaysian Consumer and Family Economics Association (MACFEA) 2020: *Examining Travel Constraints and Perceived Risk on Intention to Travel Amid Covid19 Pandemic: The Case of Malaysian Consumers.*
- Certificate of Appreciation in Overall Achievement Malaysia Research Assessment (MyRA), Universiti Kebangsaan Malaysia 2019 – awarded on 7 July 2021
- Certificate of Appreciation in Excellence Achievement in Doctoral Supervision Malaysia Research Assessment (MyRA), Universiti Kebangsaan Malaysia 2019 – awarded 7 July 2021.
- Excellent Service Award 2018 awarded 2 April 2019.
- 20 years-Service Award UKM 2019 awarded 5 August 2019.
- Certificate of Excellence in Distinguished Services to Academic Community: International Business Information Management Association (IBIMA) 2018
- Best Paper Award Global Academy of Business and Economics Research 2011: *Exploring Factor Influencing SMEs' Adoption of SMS Based Advertising & Its Usage in Marketing Activities: Malaysia Managerial Perspective* - awarded 1 December 2011.



## SKILLS DEVELOPMENT & TRAINING

- Imperial Digital Marketing: Customer Analytics and Engagement 2021, Imperial College Business School London 8 April – 20 May 2021
- Business Intelligent & Analytics Workshop, RHB-UKM Endowment, 2-3 November 2021.
- A Primer on Partial Least Square Structural Equation Modelling (PLS-SEM) Seminar, UKM GSB, 2-4 June 2013
- Structural Equation Modelling, UKM, 4-5 July 2012
- Entrepreneurship Curriculum “Train-the-Trainer” (TOT) Workshop, Steven Institute of Technology USA, UKM 11-16 August 2011



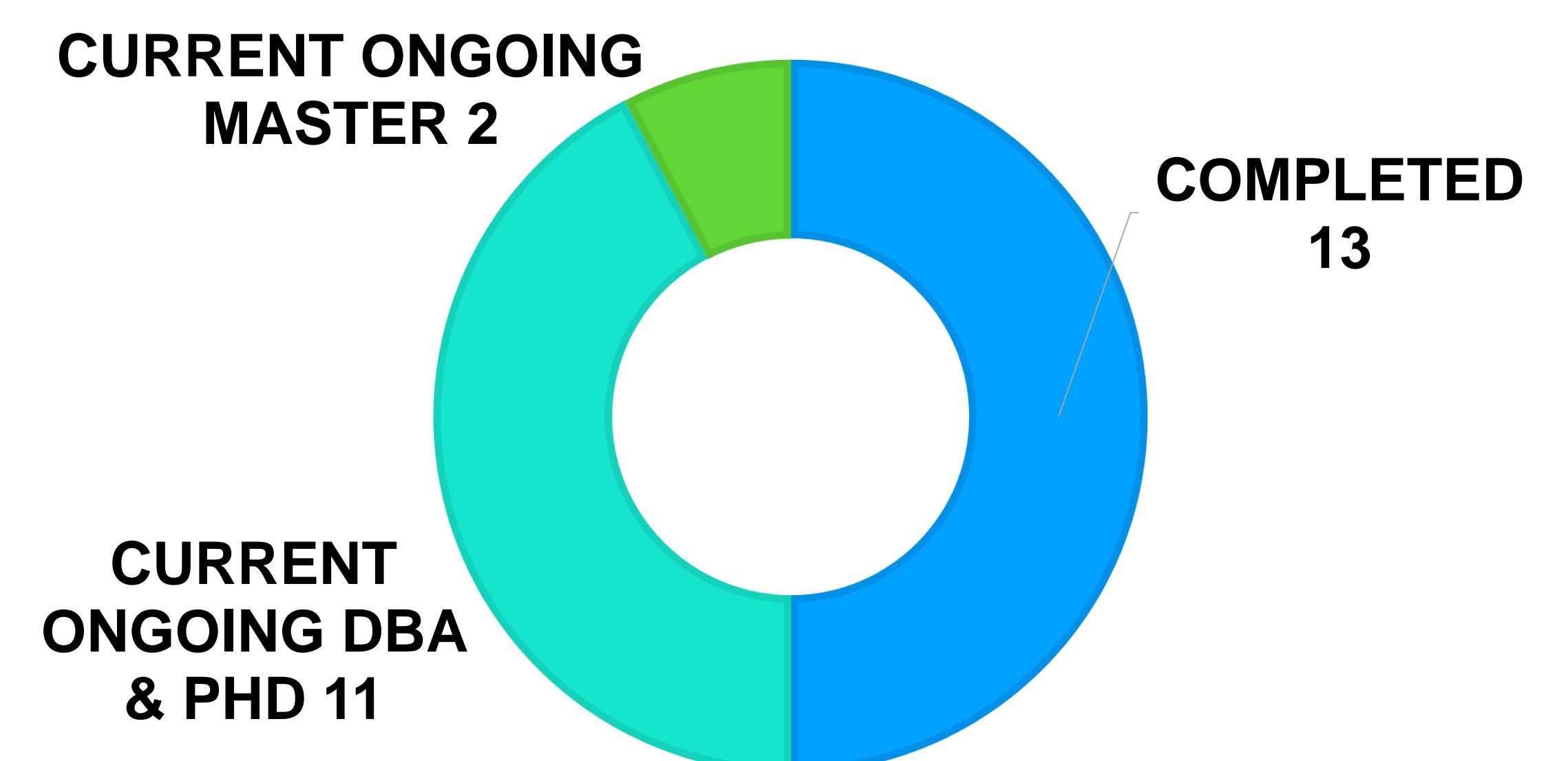
## TEACHING AND LEARNING

### Courses Taught

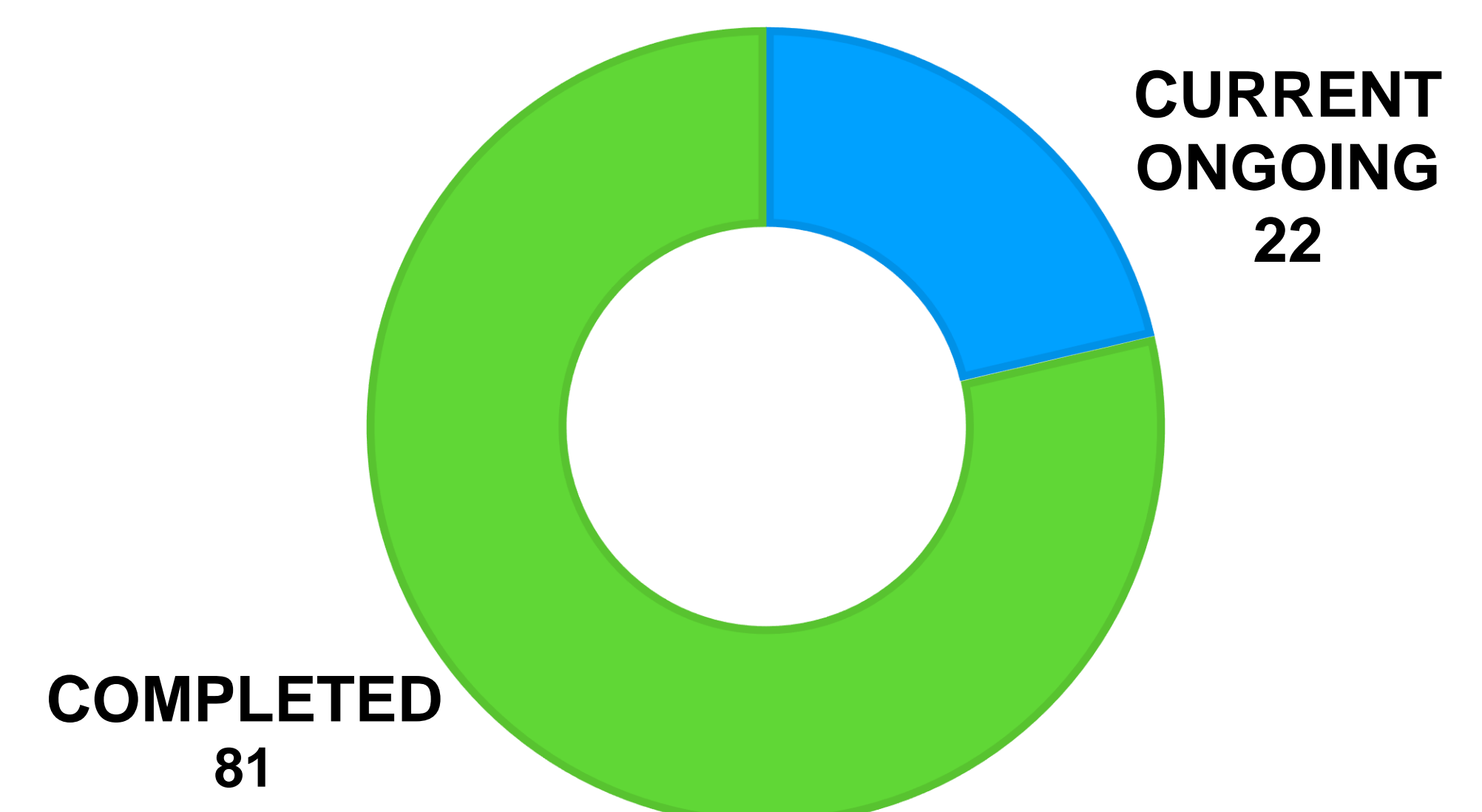
Strategic Marketing & Management, Consumer Behaviour, Global Marketing Strategy, Hospitality & Tourism Marketing, Services Marketing & Strategy, International Marketing, Theory & Consumer Behavior Analysis, Theory & International Marketing Research, Theory & Marketing Hospitality Research, Literature Review

- **Average Teaching Evaluation Score: 4.7**
- **Blended courses: 48**

### SUPERVISION OF PH.D/DBA & MASTER THESIS TOTAL:26



### MBA STUDENT PROJECT TOTAL: 103



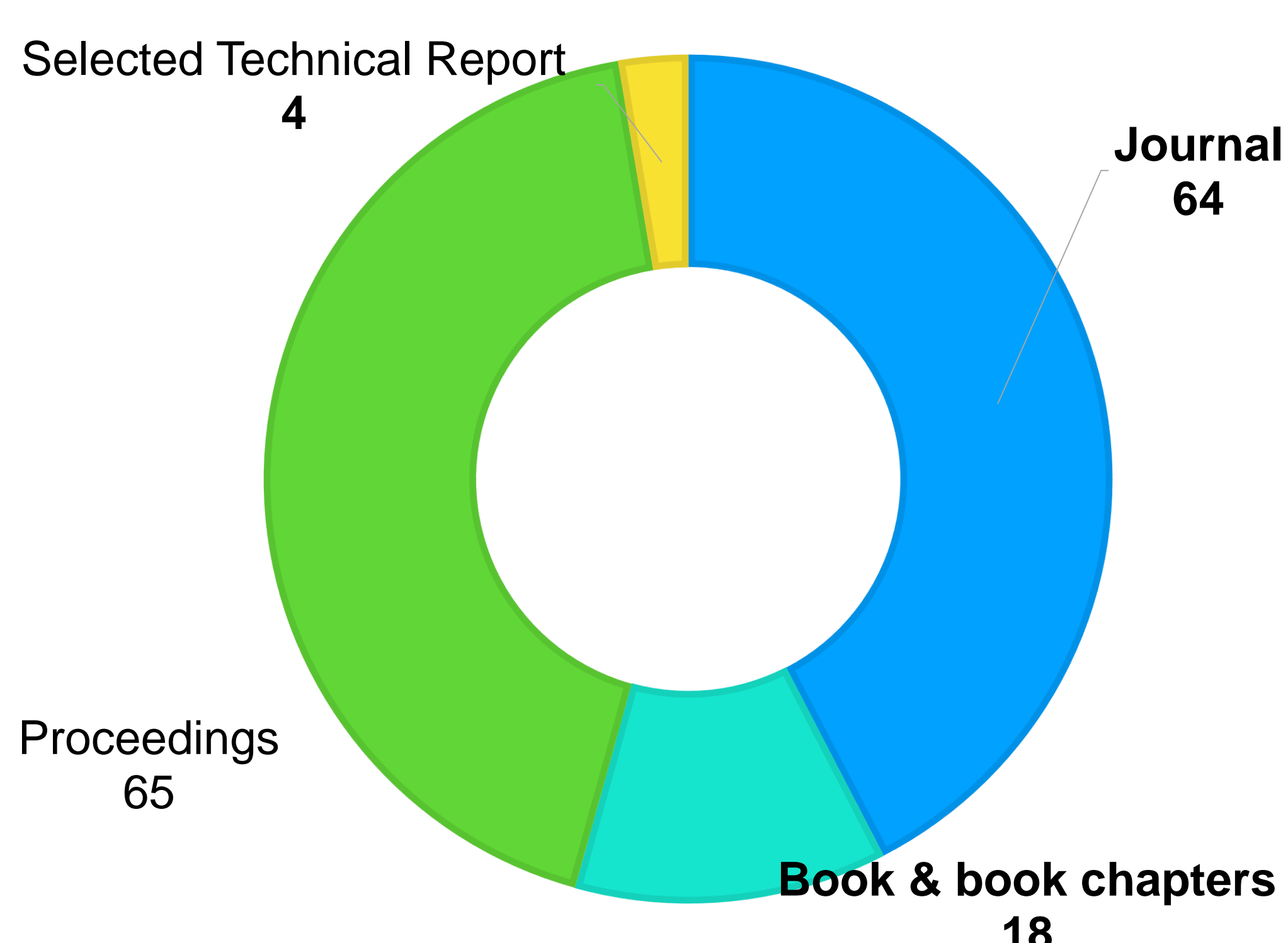
### Examiners

Completed 10 (UPM, UKM, Cape Peninsula University, South Africa, UiTM)



## RESEARCH AND INNOVATION

### PUBLICATIONS 151



- **Total Publications: 153**
- **Journal: 65**
- **Book & book chapters:19**
- **Proceedings: 65**
- **H Index: 20 & Citations: 1156 (Google Scholar)**
- **H Index: 8 & Citations: 185 (Scopus-Sarjana UKM)**
- **Publications in WOS & Scopus indexed journal 2010 & above: 42 (UKM eReP /Library)**
- **Publications in marketing 2010 & above: 68 (UKM eReP/Library)**
- **High Impact WOS SCCL: 6**
- **Average Publication per year for 5 recent years: 12 (UKM e-ReP/Library)**

### RESEARCH GRANTS/FUNDING & CONSULTANCIES

- **Total Funding: 27projects (FRGS, IRDA, KPJ, RHB, GUP, MOHE, UKM)**
- **Total Amount received 20110 & above: RM1.534 million (SMPU-CRIM)**
- **Project leaders 2010 & above:RM211,200.00 (SMPU-CRIM)**



**PROFESSIONAL & ACADEMIC ASSIGNMENTS**
**Selected International Journals Reviewer/Referee: 80 articles**

- International Journal of Cotemporary Hospitality and Management (WOS-SSCI Q1-Emerald)
- Sage Open (WOS-SSCI)
- Tourism Review (WOS SSCI Q2 – Taylors & Francis))
- Journal of Islamic Marketing (WOS-ESCI – Emerald)
- Measuring Business Excellence (WOS-ESCI-Emerald)
- Journal Business Economics & Management (WOS-SSCI Q2)
- Asian Journal of Business and Accounting (WOS-ECSI)
- Jurnal Pengurusan (UKM Management Journal) (Scopus)
- Sustainability (WOS-SSCI Q2)
- Tourism Management Perspective (WOS-SSCI Q1)

**Selected Professional Involvement Experiences & Industry Collaborations**

- **Panel judge** -Asean Youth Volunteer Program Philippines 2021
- **Chairman** for RHB-UKM Knowledge dissemination and enhance programmes workshops & seminar 2020 & 2021
- **Media engagement & publicity for RHB UKM Endowment - press releases** 2021: The Star, The Borneo Post, The NST, Sinar Harian
- **Media engagement & publicity: press releases & spoke person:**
  - UKM GSB CSR projects 2019: The Star, Bulletin Utama TV3, Bernama TV
  - UKM GSB-CSR project 2020: The Star, Bulletin Utama TV3, Berita RTM, Berita Harian, Bulletin Awani, Astro, Bernama Radio & TV
- **Panel for Tourists & Ecotourism Malaysia** 2013 – Radio IKIM
- **Speaker:**
  - UKM Frontiers-Endowment Research 2021
  - Tourism Management and Destination Marketing and Promotion & Marketing: Higher Officials of Uzbekistan 2018
  - Marketing for Non-Marketers: UKM Senior Officers & PTJ's Directors Enhancement of Management process Skills 2019
  - Senior officers and members of UKM Cooperative/UNIKEB 2016
- **Panel Accessor** UKM Innovation Research Grant Phase 1/2021
- **Committee UKM Branding** Think Tank Group 2019-2020
- **International Committee Board** – International Business Information Management Association (IBIMA) 2018, 2019 & 2020
- **Scientific Committee** Global Tourism Conference UMT & Malaysia Tourism Board 2021 & 2017
- **Technical Committee** for Business & Social Science Research (ICBSSR) 2020
- **Panel** member of editors , Tourism Management Perspective 2021- current, Amity Journal of Marketing 2018-2021
- The 3rd Joint Working Group Malaysia-United Kingdom, MOHE 2013
- **Executive organizing committee** UKM GSB & Head of HEJIM & Marketing Promotion & Publicity unit:
  - Sri Lanka Senior Public Officer Study Visit I & II 2013-2014
  - Nigeria Senior Public Officers Study Visit 2013
  - In House MBA Programs LHDN (2012-2013), MARA (2013-2014), KPTM (2015-2016)
- **Corporate/Industry/GLA Engagement**
  - Goldman Sachs, Tradewinds, KPJ, Proton, Affin Investment Bank, Scomi, Bank Islam Malaysia, Mission of Malaysia to

United Nations, RHB, Amanah Ikhtiar Malaysia, Farmasi Materia Medika , Koop Sahabat, MRL Sdn Bhd

**Cumulative Financial Contribution- UKM GSB (RM10,314,575.18)**

- **Executive Development Program: Customized (under HEJIM & Marketing Promotion & Publicity)**
  - Sri Lanka Senior Public Officer Study Visit II (2014) RM30,406.30
  - Sri Lanka Senior Public Officer Study Visit I (2013) RM34,398.41
  - Nigeria Senior Public Officers Study Visit (2013) RM32,170.47
- **Executive Development Program: In House MBA (under HEJIM & Marketing -promotion & publicity)**
  - KPTM RM582,400.00
  - LHDN RM515,200.00
  - MARA RM670,000.00
  - UKM GSB & SIT Innovation Management & Technopreneurs Bootcamp RM15,000.00
- **RHB-UKM Endowment: Knowledge dissemination and skills enhancements**
  - Data Analytic for Business Intelligence Workshop (2020) RM11,000.00
  - Data Analytic Workshop: Business Intelligence & Analytics (2021) (December) RM10,000.00
- **RHB-UKM Endowment/Kursi Kecermelangan RHB: (Beginning of 2020) RM7.86 million**
- **Community Projects with Industry.**
  - Malaysia Nationwide Food Bank Distribution Centre (2020) RM420,000.00
  - School Now! Back to School Program (2019) RM70,000.00
  - HELP2HELP: Clothes Care (2021) RM12,000.00.
  - We Care We Share: Urban Poverty (2021) RM50,000

**Selected Administrative Assignments (2010 & above)**

- UKM GSB Steering Graduate Committee 2019-current
- UKM-GSB Students Enrollment Committee 2021-2024
- Head of Marketing Cluster, UKM GSB (Academic)2021-2024
- Committee UKM-GSB Research Grant 2021
- Chairman Postgraduate Viva-Voce Examination, UKM GSB 2017-current
- PhD and DBA UKM-GSB Students Colloquium 2017-current
- UKM-GSB Quality & Accreditations (AACSB) 2019-2014
- University & Industry Community Research Grant 2013-2014
- Overseeing Committee of Ministry of Education Websites 2013-2014
- UKM ICT Procurement Committee 2013-2014
- UKM ICT Committee 2013-2014

**Professional Membership**

- Fellow Academy of Marketing Science (AMS)
- Fellow Institute of Marketing Malaysia (IMM)
- Sr. Fellow MAG (Marketing of Asia Pacific Group)
- Fellow EBES (Eurasia Business and Economics Society)