



Assoc. Prof. Dr. Nik Mohd Hazrul Nik Hashim

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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, product rollouts, and green marketing. He is particularly proficient in multiple moderation analysis using syntax and adopts a novel approach of conducting research that essentially encapsulates and streamlines the whole research process without compromising academic rigor and quality. Nik has published 45 journal articles in prestigious international journals, including the *Journal of Retailing & Consumer Services*, *Review of Managerial Science*, *Journal of Fashion Marketing & Management*, *Tourism Review*, *The Service Industries Journal*, *International Journal of Emerging Markets*, *Journal of Relationship Marketing*, *Journal of Islamic Marketing*, *Journal of Entrepreneurship in Emerging Economies*, *Journal of Nonprofit & Public Sector Marketing*, *Journal of Financial Services Marketing*, *European Journal of International Management*, and *Renewable Energy*. He has led many research projects and has worked extensively with professional agencies such as Centre for Collaborative Innovation, Malaysian Foundation for Innovation, as well as with private corporations, mostly on matters pertaining 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 levels. He is passionate about 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 (1997)

Washington State University, Pullman, WA, USA

Diploma in Business Studies (1995)

Mara Institute of Technology, Shah Alam, Selangor, Malaysia

SPECIALIZATION

Product Innovation & New Product Development (Marketing Standpoint)

RESEARCH INTERESTS

- Consumer reaction to products
- Product innovation
- Consumer behavior
- Branding and Positioning
- Eco-products and Environmental marketing
- Product launch and Strategic marketing
- Product design and Packaging

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 Research Designs, 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 and Corporate Entrepreneurship Bootcamp
- Design Thinking Workshop
- Writing for Top-tier Journals
- Novel Research Approach: How to Streamline the Research Process
- High Impact Research Workshop: A Systematic Approach
- Strategies for Streamlining Library and Information Science Research
- Getting into the Top Journals: Differentiating the Cake, Icing, & Cherry
- Designing Conceptual Models: How to Achieve Q1 Journal Standards
- Breaking New Ground in Research: Your Path to Academic Success
- Synthesizing the Literature: Finding Gaps, Issue, and Theories
- Developing Effective Questionnaires
- Crafting and Publishing Conceptual Papers
- Syntax and Moderated Regression Analysis
- Advanced Statistical Analysis: Hierarchical Regression & Slope Analysis

AWARDS CONFERRED

- Innovative Teaching Award, Doctoral Research, GradEx Academy (2023)
- Distinguished Postgraduate Teaching Award, GradEx Academy (2019-2022)
- Recipient of Best Paper Award, Social Entrepreneurship and Education International Conference, Melaka (2016)
- Excellence in Practice Award, ABEST 21, Corporate Entrepreneurship Bootcamp (2015)
- Innovation Award UKM: Outstanding Teaching Award, 1st place in 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

- Deputy Dean of Research and Innovation, UKM-GSB (2020–2021)
- Head of Research & Doctoral Programs (PhD/DBA, MBA), UKM-GSB (2015–2018)
- Journal Editor, UKM Journal of Management (2015–2018)
- Managing Editor, Proceeding of Business Management Frontiers, UKM-GSB (2017–2018)
- E-learning Coordinator, UKM-GSB (2012–2015)
- Deputy Head, Accreditation (AACSB, EQUIS), UKM-GSB (2010–2011)

SOCIAL SERVICE

- Academic Assessor for Doctorate of Business Administration, UNITAR (2021-2022, 2024)
- Academic External Examiner for MBA Program, Open University Malaysia (2024-2027)
- Research Fellow, Faculty of Economics, Universitas Islam Sultan Agung (2021-2022)
- Served as a PhD thesis examiner for more than 15 times (2015–2024)
- Managed more than five Community Outreach projects (2020–2023)
- Administered the KPJHB-UKM Endowment Fund, more than RM1 million (2020-2021)
- **Research Collaboration (Local)**
 - Research Grants: UiTM-DUCS (2022-2024); UPSI (2016-2018)
 - In-house Trainer: Innovative International College (2022); KPJUC (2020); MARA (2016); PTSL UKM (2024)
 - Joint Research Projects: MAMPU, Prime Minister’s Department, Malaysia (2020-2023), Malaysian Timer Industry Board (2019-2020); Politeknik Nilai (2021-2022)
- **Research Collaboration (International)**
 - Research Grants: University of Melbourne (2006-2009); Uni. of Newcastle (2013-2015)
 - Collective Research Projects: University of New South Wales (2022-2023); The University of Manchester (2015-2016); University of Melbourne (2009-2012); Brac University Bangladesh (2021-2022); Bangladesh University of Professionals (2023); University Technology Brunei (2021-2023); and Copenhagen Business School (2012)
- **Panel Assessor**
 - University-Industry Grants, Centre for Innovation & Tech Transfer, UKM (2018–present)
 - Community-based MBA Final Projects, UKM-GSB (2018-2020)
 - Doctoral Colloquium, UKM-GSB (2015–present)
- **Consultancy & Industry Panel Advisor**
 - Business, marketing, and concept testing, *GradEx Academy* (2019–present)
 - Training, funding, and revenue generation, *PTSL-UKM Library* (2023-2024)
 - Led multiple market survey projects, *Centre for Collaborative Innovation* (2012-2018)
 - Organized market research initiatives, *Malaysia Innovation Foundation* (2013-2015)
 - Head of commercialization, *Koperasi Hati Emas Malaysia* (2010–2015)
 - Prototype testing, innovation, and marketing, *Amazing Reality Sdn. Bhd.* (2010-2014)
 - Strategic marketing and innovative products, *Lingkarana Mara Sdn. Bhd.* (2008-2009)
 - Global product rollouts and marketing proficiency, *Filati Lastex Malaysia* (2006-2009)
 - Service quality, product offers, and market potential, *TH Travel & Services* (2002-2004)
 - Marketing strategies, product innovation, and CRM, *Nona Roguy* (2001-2002)
 - Conducted more than 20 postgraduate workshops, *GradEx Academy* (2019–present)

- Coordinated and produced more than 60 Technical Reports, New Products and Market Potential (Lab-to-Market Projects), *Malaysian Companies* (2014–present)

BOOK PUBLICATIONS

Nik M. Hazrul (2025), *Novel Research Approach: A Hands-on Manual to Realistically Master 3 Years of PhD & Publication Knowledge in 3 Days* (Research Book), Forthcoming.

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 Britain: 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 60 Technical Reports for managers, *New Product Development and Market Analysis (Lab-to-Market Projects)*, collaboration with Firms and Innovation Institutions.

JOURNAL PUBLICATIONS

Kifayat Nahiyah Rafia, Mohammad Osman Ganib, **Nik M. Hazrul**, & Muhammad Sabbir Rahman (2024). The Influence of 360-degree VR Videos on Tourism Web-usage Behaviour: The Role of Web Navigability and Visual Interface Design Quality, *Tourism Review*. Forthcoming (Emerald: ISI)

Nurul Ain Natrah Jamaludin, & **Nik M. Hazrul** (2024), Exploring the Role of Hedonic Emotions on Attitudinal Loyalty and E-WOM: A Contingency Framework and Propositions, *Journal of Foodservice Business Research*. Forthcoming (Taylor & Francis: SCOPUS)

Nik M. Hazrul, Nor Rahimy Khalid, Suraya Akmar Mokhtaruddin, Abdullah Al-Mamun, & Abdul Razzaque (2024). Innovative Attributes, Brand Reputation, and Behavioral Consequences in the Clothing Industry: The Roles of Self-Congruity and Value Consciousness, *Journal of Fashion Marketing and Management*. 28(2), 379-401. (Emerald: ISI)

Syed Shah Alam, Mohammad Masukujjaman, Husam A. Kokash, & **Nik M. Hazrul** (2024). Application of TPB-SOR Theory on Remanufactured Product Buying Intention among Malaysian Consumers: Mediation of TPB Constructs and Functional Value, *Journal of Remanufacturing*, 14, 125-154. (Springer: ISI)

Nik M. Hazrul, & Amin Ansary (2023), Global Product Rollout Strategies and Performance: The Moderating Effects of Product Innovativeness, Order of Entry, and Firm Size, *European Journal of International Management*. 21(3), 369-399. (Inderscience, Elsevier: ISI)

Susanto, P., Hoque, M. E., Shah, N. U., Al Mamun, A., **Nik M. Hazrul**, Mesta, H. A., & Abdullah, N. L. (2023). Antecedents and consequences of a retailers' price image: The moderating role of pricing strategy. *Cogent Business & Management*, 10(3), 2256086. (Taylor & Francis: ISI)

Najeeb Ullah Shah, **Nik M. Hazrul**, & Nor Asiah Omar (2023), Estimating the Prevalence of Compulsive Buying in Malaysia Using the Richmond Compulsive Buying Scale: A Descriptive Analysis Based on Socio-demographic Data, *Malaysian Journal of Consumer and Family Economics*, 31, 94-124. (SCOPUS)

Abdullah Al-Mamun, Farzana Naznen, Qing Yang, Mohd Helmi Ali, & **Nik M. Hazrul** (2023). Modelling the Significance of Celebrity Endorsement and Consumer Interest on Attitude, Purchase Intention, and Willingness to Pay a Premium Price for Green Skincare Products. *Heliyon*, 9(6), e16765. (CellPress, Elsevier: ISI)

Perengki Susanto, Enamul Hoque, Najeeb Ullah Shah, Andel Hopi Candra, **Nik M. Hazrul**, & Nor Liza Abdullahm (2023). Entrepreneurial orientation and performance of SMEs: The roles of marketing capabilities and social media usage, *Journal of Entrepreneurship in Emerging Economies*, 15(2), 379-403. (Emerald: ISI)

Nik Nur Wahidah Hashim, Nadzirah Ahmad Basri, Mugahed Al-Ezzi Ahmad Ezzi1, **Nik M. Hazrul** (2022), Comparison of Classifiers using Robust Features for Depression Detection on Bahasa Malaysia Speech, *International Journal of Artificial Intelligence*, 11(1), 238-253. (Web of Science, SCOPUS)

Perengki Susanto, Enamul Hoque, **Nik M. Hazrul** & Najeeb Ullah Shah (2022), Moderating Effects of Perceived Risk on Determinants and Outcome of E-money Behaviour. *International Journal of Emerging Markets*, 17(2), 530-549. (Emerald: ISI)

Nik M. Hazrul, Yap Hock Ann, Amin Ansary, & John A. Xavier (2022), Contingent Effects of Decision-making and Customer Centricity on Public-Sector Innovation Success, *Journal of Nonprofit & Public Sector Marketing*, 34(1), 36-70. (Taylor & Francis: ISI)

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. (Inderscience: ISI)

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)

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. (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: ISI)

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 Sciences*, 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: ISI)

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. (ERA, 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)

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)

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. (MyCite)

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**, 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. (ERA, 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. (ERA)

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. (ERA, Cabell's)

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

Nik Mohd Hazrul, Yap Hock Ann, Enamul Haque, Amin Ansary, & Syed Shah Alam. Dynamic Capabilities and Innovative-Creative Circle (ICC) Project Success in the Public Sector: Assessing the Effects of Internal Coherence and External Collaboration, *Journal of Product Innovation Management*. (ISI)

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)

Mohammad Osman Gani, Hiran Roy, **Nik M. Hazrul**, Anisur Faroque, & Kifayat Nahiyah Rafi. Assessing Hatred and Anti-Brand Activism within Online Brand Communities: The Roles of Ideological Imbalance and Online Brand Avoidance, *International Journal of Consumer Studies*. (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)

Zhao Na & **Nik M. Hazrul**. Whispers of Change: Unveiling the Dynamic Interplay between Green E-WOM, Dual Forces of Greenwashing Fear, Intrinsic Motivation, and Sustainable Consumption. *Online Information Review*. (ISI)

Nurul Amirah Othman, **Nik M. Hazrul**, & Norzalita Abdul Aziz. Leveraging Personalization as an Innovative Practice in Full-Service Restaurants: The Moderating Roles of Employee Friendliness and Customer Motivation, *Journal of Asia Business Studies*. (ISI)

Nik M. Hazrul, Golrokh Khoshdaman, Kifayat Nahiyah Rafia, Mohammad Osman Gani, & Zafirah Hanoum. Effects of Consumer-centric Food Packaging on Buying Response Behaviors: Product-personality Congruence and Consumer Innovativeness as Moderators, *Journal of Product and Brand Management*. (ISI)

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

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. *Sustainable Production and Consumption*. (ISI)

Zafirah Hanoum & **Nik M. Hazrul**. Accelerating Eco-Consumerism: Unravelling the Dynamics of Brand Positioning, Value, and Promotions in Post-Purchase Scenarios. *Business Strategy and the Environment* (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)

Chan Kuan Thye & **Nik M. Hazrul**. The Effects of Multichannel Integration Quality on Performance: The Roles of Multichannel Task and Segment Differentiation, *Journal of Retailing and Consumer Services*. (ISI)

Zafirah Hanoum & **Nik M. Hazrul**. Towards a Greener Drive: Contextualizing the Dynamics of Perceived Green Brand Positioning. (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: 25 students (13 completed, 12 ongoing)
- Master's Thesis: 21 students

RESEARCH GRANTS

1. A Study of Malaysian Firm's Marketing Analytics Capability on Achieving Sustainable Competitive Marketing Performance: A Dynamic Capability Theory Perspective (2023-2025), Co-researcher, funded by FRGS: RM70,000 (Ongoing).
2. The Influence of AI-powered Chatbots and AI-enabled Voice Assistants on Tourism Web Continuance Usage Intention in Malaysia: The Moderating Role of Web Atmospherics (2024), Project Leader, funded by UKM-GSB: RM20,000 (Ongoing).
3. Is Greenwashing Causing Consumers to Avoid buying Organic Foods? The Mediating Roles of Green Perceived Risk and Skepticism and the Moderating Role of Green Literacy (2023), Project Leader, funded by UKM-GSB: RM10,000 (Ongoing).
4. UKM Library Donation Research Fund (2023-2024), Co-researcher, funded by PTSL-UKM: RM20,000 (Ongoing).
5. The Influence of Financial Literacy on the Intention to Subscribe Private Retirement Scheme among the Private Sector Employees and Self-Employed (2022-2024), Co-researcher, funded by UiTM DUCS-Faculty: RM10,000 (Ongoing)
6. The Effect of Personalisation on Repurchase Intention and Brand Identification during Covid-19 Crisis Pandemic: Do Employee Friendliness and Customer Motivation Still Matter? (2022), Project Leader, funded by UKM-GSB: RM10,000 (Complete).
7. Relationship Between Social Capital and Business Performance in Urban Informal Sector: The Case of SMEs in Dar es Salaam, Tanzania (2021), Co-researcher, funded by UKM-GSB: RM10,000 (Complete).
8. Factor Influencing Compulsive Buying Behavior among Malaysian Consumers: An Empirical Investigation of Antecedents and Moderators (2018-2021), Project Leader, funded by FRGS: RM74,700 (Complete)
9. Essential Insights into Consumerology and Brands: Pathways for Researchers and Academic Writing in Social Sciences (Research Book), Project Leader, funded by GSB: RM3,080 (Complete)
10. 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)

11. Exploring Success Factors: Public Sector Development Capabilities and Government Innovation Initiatives (2012-2015), Project Leader, funded by ERGS: RM70,000 (Complete)
12. Packaging and Consumer Response Behavior (2014-2015), Project Leader, funded by UKM-GSB: RM10,000 (Complete)
13. Incorporating Islamic Principles in Customer Brand Trust in an Online Environment (2012-2014), Co-researcher, funded by FRGS: RM30,000 (Complete)
14. OUP Marketing and Service Management Research Group (2012-present), Co-researcher, funded by CRIM: approximately RM30,000/year.
15. Customer Perceived Risk on Purchase Postponement: The Moderating Role of National Culture (2010-2011), Project Leader, funded by UKM-GSB: RM10,000 (Complete)
16. 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)
17. 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)