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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 holds a PhD in Marketing from the University of Melbourne and brings over 25 years of academic experience, including a casual teaching stint in Australia. His scholarly expertise lies in the domains of product innovation, with broader research interests encompassing consumer behavior, branding, electronic commerce, and sustainable marketing. He is particularly proficient in advanced moderation analysis using syntax-based programming techniques. He is also well-known for his novel approach to research, which systematically encapsulates and streamlines the entire research process without compromising academic rigor and quality. Nik has published more than 50 peer-reviewed articles in prestigious international journals, including the *Journal of Retailing & Consumer Services*, *Review of Managerial Science*, *Tourism Review*, *Journal of Product & Brand Management*, *Asia Pacific Journal of Marketing and Logistics*, *Journal of Fashion Marketing & Management*, *Technology in Society*, *Journal of Marketing Communications*, *International Journal of Quality & Reliability Management*, *Journal of Sensory Studies*, *The Service Industries Journal*, *International Journal of Emerging Markets*, *Journal of Relationship Marketing*, *Journal of Asia Business Studies*, *Journal of Islamic Marketing*, *Journal of Nonprofit & Public Sector Marketing*, *Journal of Financial Services Marketing*, and *Renewable Energy*. He has led numerous research projects and collaborated extensively with professional agencies such as Centre for Collaborative Innovation, Malaysian Foundation for Innovation, and various private-sector organizations, mostly on matters pertaining to product innovation and commercial value. His teaching performance has been consistently recognized through multiple institutional teaching awards. He is passionate about knowledge sharing and believes that real-world 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

Innovation & New Product Development (Marketing Standpoint)

RESEARCH INTERESTS

- Consumer behavior
- Product innovation
- Consumer-brand relationships
- Sustainable marketing
- Digital marketing
- Strategic marketing

COURSES TOUGHT

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
- Next-Gen Business Research: Quantitative Strategies for High Impact-Publishing
- Novel Research Approach: How to Streamline your Research
- 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 (2023–2025)
- Distinguished Postgraduate Teaching Award, GradEx Academy (2019–2025)
- 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)
- Outstanding Teaching Award, UKM-GSB (2013, 2014, 2023)
- 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

- Chair Manager, RHB-UKM Endowment Fund, UKM-GSB (2026–2028)
- 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 External Examiner for MBA Program, Open University Malaysia (2024–2027)
- Academic Assessor for Doctorate of Business Administration, UNITAR (2021, 2022, 2024)
- External Assessor for Academic Promotion to Associate Professor, UNIRAZAK (2024)
- Research Fellow, Faculty of Economics, Universitas Islam Sultan Agung (2021–2022)
- Served as a PhD thesis examiner for more than 15 times, local and abroad (2015–2025)
- Managed more than seven Community Outreach projects (2020–2025)
- Administered the KPJHB-UKM Endowment Fund, more than RM1 million (2020–2021)
- Conducted group and personalized research workshops (NRA) to over 300 participants from various countries, comprising PhD candidates and MBA students intending to pursue doctoral studies (2012–present)
- ***In-house Trainer (Novel Research Approach)***
 - MARA (2016); KPJUC (2020); Innovative International College (2022); PTSL UKM (2024); Open University Malaysia (2025)
- ***Research Collaboration (Local)***
 - Research Grants: UiTM-DUCS (2022–2024); UPSI (2016–2018)
 - Joint Research Projects: MAMPU, Prime Minister’s Department, Malaysia (2020–2023), Malaysian Timber Industry Board (2019–2020); Politeknik Nilai (2021–2022)
- ***Research Collaboration (International)***
 - Research Grants: University of Melbourne (2006–2009); Uni. of Newcastle (2013–2015)
 - Joint 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* (2023–2025)
 - 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, *Lingkaran 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 30 postgraduate workshops, *GradEx Academy* (2019–present)
- Coordinated and produced more than 70 Technical Reports, New Products and Market Potential (Lab-to-Market Projects), *Malaysian Companies* (2014–present)

BOOK PUBLICATIONS

Nik M. Hazrul (2027), *Novel Research Approach: Rapid Strategies for Navigating Research*, Forthcoming.

Ahmad Azmi Mohd Ariffin, Kifayat Nahiyan Rafi, **Nik M. Hazrul**, & Norzalita Abd. Aziz (2025), *Data-Driven Healthcare: Leveraging Marketing Analytics for Sustainable Healthcare in Society 5.0* (Book Chapter), UKM Press, Bangi: UKM Holdings.

Noradiva Hamzah, Norlida Hanim Mohd Salleh, **Nik M. Hazrul**, & Noorsakinah Abdul Wahab (2025), *Sustainability of UKM Academic Library: Library Donation Research Fund*, Research Report, UKM.

Nik M. Hazrul, & Syed Shah Alam (2025), *Product Innovation and Development*, Module for Open Distance Learning, UKMShape: Center for Advanced & Professional Education.

Mohd Juraij Abd Rani, Julinawati Suanda, & **Nik M. Hazrul** (2024), *Entrepreneurial Marketing: Innovation-Driven Strategies for the Modern Startup*, 1st Edition, Sinar Bakti Enterprise, UniMAP.

Nik M. Hazrul (2024), *A Hands-on Manual to Realistically Master 3 Years of PhD & Publication Knowledge in 3 Days*, GradEx Academy.

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

Ma Wanyu, Shao Zefeng, **Nik M. Hazrul**, Kifayat Rafi, & Osman Gani (2027), Does Humanlike AI Nudge Live-Stream Impulse Buying? Dual Moderation through Consumers' AI Self-Efficacy and AI Self-Competency, *Asia Pacific Journal of Marketing and Logistics*. Forthcoming (Emerald — Q1, SSCI Impact Factor: 3.90, No APC)

Boa Wen, **Nik M. Hazrul**, Kifayat Rafi, & Osman Gani (2027), From Surprise to Conscious Brand Engagement: How Hedonism, Sustained Curiosity, and Relationship Proneness in Blind Box Marketing Complement the Brand. *Journal of Marketing Communications*, Forthcoming (Taylor & Francis — Q1, SSCI Impact Factor: 4.30, No APC)

Nurul Ain Jamaludin & **Nik M. Hazrul** (2027), 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 — Q2, SCOPUS, No APC)

Zafirah Hanoum & **Nik M. Hazrul** (2027), Towards a Greener Drive: Unravelling the Dynamics of Brand Positioning, Value, Promotions, and Behaviours in Post-Purchase Scenarios. *Journal of Islamic Marketing*. Forthcoming (Emerald — Q2, SSCI Impact Factor: 4.70, No APC)

Zhao Na, **Nik M. Hazrul**, Zhen Liu, Nakaya Kakuda, & Shuyang Si (2027), Too Smart for Comfort? How Neural Inference Depth Shapes Consumer Adoption of Brain–Computer Interfaces, *Journal of Retailing and Consumer Services*, 94, 105016. (Elsevier — Q1, SSCI Impact Factor: 13.10, No APC)

Mohammad Gani, Hiran Roy, Kifayat Rafi, & **Nik M. Hazrul** (2026), Assessing Hatred and Anti-Brand Activism within Online Brand Communities: The Roles of Ideological Imbalance and Online Brand Avoidance, *Journal of Product and Brand Management*, 35(4), 499-513. (Emerald — Q1, SSCI Impact Factor: 5.70, No APC)

Shao Zefeng, **Nik M. Hazrul**, Zhao Na, & Bao Wen (2026), Leveraging Social Presence to Drive Impulsive Buying in Live Shopping: The Roles of Self-Efficacy, Psychological Ownership, and Perceived Scarcity, *Asia Pacific Journal of Marketing and Logistics*. 38(4), 949-975. (Emerald — Q1, SSCI Impact Factor: 3.90, No APC)

Chan Kuan Thye & **Nik M. Hazrul** (2026), Dimensions of Multichannel Integration Quality (MCIQ), MC Task Differentiation and MC Segment Differentiation: Effects on the Performance of Banking Omnichannel, *International Journal of Quality & Reliability Management*. 43(2), 539-566. (Emerald — Q2, SSCI Impact Factor: 3.00, No APC)

Faizan Abd Jabar, **Nik M. Hazrul**, Mashita Abdul Jabar, & Mohd Nazri (2026), How Brand Personality, Experience, Affection, and Involvement Cultivates Post-Behaviors in Muslim Fashion Branded Garment, *Journal of Islamic Marketing*, 17(8), 2773-2811. (Emerald — Q2, SSCI Impact Factor: 4.70, No APC)

Mei Xie, Zefeng Shao, Huimin Su, Quanyi Long, **Nik M. Hazrul**, Kifayat Rafi, & Yuanyuan Zou (2026), Nursing Leadership Styles and Moral Courage: The Mediating Role of Ethical Dilemma Identification and the Moderating Effects of Ethical Climate and Compassion Fatigue, *Journal of Nursing Management*, 9566268 (Wiley — Q1, SSCI Impact Factor: 4.40, No APC)

Nurul Ain Jamaludin & **Nik M. Hazrul** (2025), Tasting Emotions: How Hedonic Emotions, Experience, and Psychological Traits Amplify Fine Dining Post-Consumption Behaviors. *Journal of Sensory Studies*. 40(6), e70091. (Wiley — Q2, SSCI Impact Factor: 1.60, No APC)

Kifayat Rafi, Mohammad Gani, **Nik M. Hazrul**, Muhammad Rahman, & Mohammad Masukujjaman (2025), The Influence of 360-degree VR Videos on Tourism Web-usage Behaviour: The Role of Web Navigability and Visual Interface Design Quality, *Tourism Review*, 80(3), 725-741. (Emerald — Q1, SSCI Impact Factor: 7.80, No APC)

Zhao Na, **Nik M. Hazrul**, Nakaya Kakuda, & Shuyang Si (2025), Charging the Soul: Tailoring Five Experiential Marketing Dimensions to Harness the Appeal of Electric Vehicles for Different Psychological Traits, *Technology in Society*, 82, 102902. (Elsevier — Q1, SSCI Impact Factor: 12.50, No APC)

Nurul Amirah Othman, **Nik M. Hazrul**, & Norzalita Abdul Aziz (2025), Are you a Loyal Diner? Enhancing Post-Consumption Behaviors in Full-Service Settings through Personalization, Friendliness, and Motivation, *Journal of Asia Business Studies*, 19(1), 103-128. (Emerald — Q1, SSCI Impact Factor: 3.00, No APC)

Zhao Na, **Nik M. Hazrul**, Nakaya Kakuda, & Shuyang Si (2025), Crafting Global Green Consumption: The Role of Personality Traits and Experiential Marketing in the Beverage Industry, *Journal of Global Information Management*, 33(1), 1-30. (IGI Global — Q1, WoS, SSCI Impact Factor: 3.90, Open Access)

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 — Q2, SSCI Impact Factor: 3.30, No APC)

Syed Shah Alam, Mohammad Masukujjaman, Husam 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 Nature — Q1, SSCI Impact Factor: 4.16, No APC)

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 — Q2, SSCI Impact Factor: 1.00, No APC)

Parenki Susanto, Enamul Hoque, Najeeb U. Shah, Al Mamun, A., **Nik M. Hazrul**, Mesta, H., & Abdullah, N. (2023), Antecedents and consequences of a retailers' price image: The moderating role of pricing strategy. *Cogent Business & Management*, 10(3), 2256086. (Taylor & Francis — Q2, SSCI Impact Factor: 2.90, Open Access)

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. (MACFEA — SCOPUS, No APC)

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. (Elsevier — Q1, WoS, SSCI Impact Factor: 3.60, Open Access)

Perengki Susanto, Enamul Hoque, Najeeb Ullah Shah, Andel Hopi Candra, **Nik M. Hazrul**, & Nor Liza Abdullah (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 — Q2, SSCI Impact Factor: 3.00, No APC)

Nik Nur Wahidah, Nadzirah Basri, Mugahed 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. (American Academic Publisher USA — SCOPUS, No APC)

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 — Q2, SSCI Impact Factor: 3.00, No APC)

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 — Q2, SSCI Impact Factor: 1.30, No APC)

Nik M. Hazrul, Mohd 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. (UKM — SCOPUS, No APC)

Najeeb Ullah, 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 Switzerland — WoS, SSCI Impact Factor: 0.60, No APC)

Enamul Hoque, 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. (Springer Nature & Palgrave — Q2, SSCI Impact Factor: 4.30, No APC)

Tih Sio Hong, Wan 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. (Inderscience Switzerland — SCOPUS, No APC)

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 — Q1, SSCI Impact Factor: 13.10, No APC)

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 Nature — Q1, SSCI Impact Factor: 9.60, No APC)

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 — Q1, SSCI Impact Factor: 7.40, No APC)

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. (UPM — Q3 SCOPUS, No APC)

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 — Q2, SSCI Impact Factor: 4.70, No APC)

Najeeb U. 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. (MAJCAFE — SCOPUS, No APC)

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. (Scientific Research Organization — SCOPUS, No APC)

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. (Emerald — Q2, SSCI Impact Factor: 4.70, No APC)

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. (Tennessee State University — WoS & SCOPUS, No APC)

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. (Canadian Center of Science and Education — ERA & Ulrich, No APC)

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. (Riga Technical University — Q2, SCOPUS, No APC)

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. (Tennessee State University — WoS & SCOPUS, No APC)

Zuraidah Zainol, Norjaya 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. (UKM — SCOPUS, No APC)

Zuraidah Zainol, Norjaya 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 — Q1, SCOPUS, No APC)

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 — Q1, SSCI ISI Impact Factor: 9.10, No APC)

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. (UPSI — MyCite, No APC)

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. (UMT — Q3, SCOPUS, No APC)

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. (Omnia Science Spain — Q3, SCOPUS, No APC)

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. (UKM — Q1, WoS & SCOPUS, No APC)

Nik M. Hazrul (2013), Sequential-Simultaneous International Rollout Strategies and Product Performance: A Framework for Analysis, *UKM Journal of Management*, 39, 3-14. (UKM — SCOPUS, No APC)

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. (UMT — Q3, SCOPUS, No APC)

Nik Hashim Mustapha, **Nik M. Hazrul**, & Ridzuan Yacob (2013), Technical Components of Total Productivity Growth in Malaysian Manufacturing Industry, *Applied Mathematics*, 4, 1251-1259. (Springer Germany — Q3, SCOPUS, No APC)

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. (Wiley-Blackwell Publishing UK — Q2, SSCI ISI Impact Factor: 3.70, No APC)

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, No APC)

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. (World Business Institute Australia — Cabell's Publishing & Ulrich, No APC)

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. (American-Eurasian Network for Scientific Information — Thompson Reuters & SCOPUS, No APC)

Syed Shah Alam, Azhar Ahmad, 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. (WBI Australia — ERA & SCOPUS, No APC)

Nik Hashim Mustapha & **Nik M. Hazrul** (2005), Total Factor Productivity Growth Measurement and Analysis for Manufacturing Sector, *American Journal of Economic Management and Business*, 3(13), 73-92. (Central Publishing USA — ERA, No APC)

JOURNAL ARTICLES UNDER REVIEW

Nik M. Hazrul, Yap Hock Ann, Kifayat Rafi, & Amin Ansary. Dynamic Capabilities and Innovative-Creative Circle (ICC) Project Success in the Public Sector: Assessing the Effects of Internal Coherence and External Collaboration, *Industry and Innovation*. (SSCI)

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

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*. (SSCI)

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

Nik M. Hazrul, Mohammad Osman Gani, Kifayat Rafi, & Shao Zefeng. Effects of Consumer-centric Food Packaging on Buying Response Behaviors: Product-personality Congruence and Consumer Innovativeness as Moderators, *Journal of Product and Brand Management*. (SSCI)

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

Nik M. Hazrul, Zhao Na, Shuyang Si, & Nakaya Kakuda. When Local Beats Global: Personality-Driven Dual Pathways and Expertise Effects in Green Purchase Intention, *International Journal of Consumer Studies*. (SSCI)

Amin Ansary, **Nik M. Hazrul**, Zhao Na, & Nakaya Kakuda. 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*. (SSCI)

Shao Zefeng, **Nik M. Hazrul**, Kifayat Rafi, Yuan Li, & Bing Guo. A Click, a Crowd, a Green Choice: Dual-Process Pathways Linking Scarcity, Service Attitude, and Resonant Contagion to Sustainable Choices in Live E-Commerce, *Electronic Markets*. (SSCI)

Shao Zefeng, **Nik M. Hazrul**, Kifayat Rafi Signalling versus Habit: Dual-Process Sustainable Consumption in Live-Streaming Retail, *International Journal of Retail & Distribution Management*. (SSCI)

Xie Jingwen, Shao Zefeng, Kifayat Rafi, **Nik M. Hazrul**, Shahrizal, Asim Alamssi. A Mind or a Machine? The Double-Edged Effect of Brand Anthropomorphism on Purchase Intention in AI-Avatar Livestreaming, *European Journal of Marketing*. (SSCI)

Zafirah Hanoum & **Nik M. Hazrul**. Turning the Wheels of Green Motivations and Green Positioning Strategies in Post-Purchase Setting of Vehicle Electrification, *International Journal of Emerging Markets*. (SSCI)

Zhao Na, **Nik M. Hazrul**, Zhen Liu, & Nakaya Kakuda. Attracted by Looks, Retained by Care, Owned by Choice: Bridging Discrete Choice and Structural Modeling to Uncover Psychological Pathways in AI Companionship, *Technology in Society*. (SSCI)

Zhao Na, **Nik M. Hazrul**, Weiruoqi Gu, Shuyang Si, & Nakaya Kakuda. When Local Beats Global: Personality-Driven Dual Pathways and Expertise Effects in Green Purchase Intention, *Journal of Cleaner Production*. (SSCI)

Zhao Na & **Nik M. Hazrul**. When Does Authenticity Matter? Emotional Pathways from Experiential Value to Repurchase Intention in Omnichannel Beauty Brands, *Journal of Research in Interactive Marketing*. (SSCI)

Zhao Na, **Nik M. Hazrul**, Zhen Liu, Nakaya Kakuda, & Shuyang Si. Neural Inference Depth and the Social Acceptability of Consumer BCIs: Competing Value–Creepiness Pathways and a Modular Disclosure Intervention, *Technology in Society*. (SSCI)

Zhao Na; **Nik M. Hazrul**; Han Li; & Zefeng. Can Money Buy Intimacy? Maintenance-First Valuation and Ownership-Based Commitment in AI Companion Subscriptions, *Current Psychology*. (SSCI)

Zhao Na, **Nik M. Hazrul**, Jinghao Chang, & Han Li. Seeing Value, Seeing the Future: AI-Enabled Experiences, Experiential Value and Intertemporal Preference in Electric Vehicle Purchase Timing, *Computers in Human Behavior*. (SSCI)

Bao Wenhan, **Nik M. Hazrul**, & Kifayat Rafi. The Effect of Blind Box Selling Strategy on Consumers' Post-Purchase Intentions: The Mediating Role of Curiosity and the Moderating Role of Relationship Proneness, *Current Psychology*. (SSCI)

Zafirah Hanoum & **Nik M. Hazrul**. Post-purchase Green Consumer Behaviour: Contextualizing the Dynamics of Perceived Green Brand Positioning. *Natural Resources Forum: A United Nations Sustainable Development Journal*. (SSCI)

Nik M. Hazrul, Siti Wahida Amanullah, Harith Faruqi Sidek, Zaidah Sulaiman, Noradiva Hamzah, Kifayat Nahiyah Rafi, & Shao Zefeng. Trust in Organizations and Its Ripple Effects: How Regulated Culture and Ethical Leadership Shape Employee Workplace Disposition in University Libraries, *Educational Management Administration & Leadership*. (SSCI)

Nik M. Hazrul, Noor Farhana Mohd Saleh, Rosmarlidaini Mah Hasan, Rusiah Husin, Noorsakinah Abdul Wahab, Kifayat Nahiyah Rafi, & Shao Zefeng. Integrating Positive-Negative Technology Readiness and Facilitating Conditions: A Study on E-Library Continuance Intention, *Journal of Marketing for Higher Education*. (SSCI)

Nik M. Hazrul, Rohalia Mohd Rohani, Quratul Syaheera Ahmad Termizi, Naquiuddin Abdul Haris, Norlida Hanim Mohd Salleh, Shao Zefeng, & Kifayat Nahiyah Rafi. Enhancing Digital Library Experiences: The Interplay between Attribute, Attitude, Information Need, Competence, and Postgraduate Usage Behavior, *Education and Information Technologies*. (SSCI)

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, *Asia-Pacific Journal of Business Administration*. (SSCI)

SUPERVISION

- PhD Thesis: 23 students (14 completed, 9 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 Web Navigability, Visual Interface Design Quality and 360 Degree VR Videos on Tourism Web Continuance Intention in Malaysia: The Moderating Role of Digital Nativity and Information Incongruity (2025), Project Leader, funded by UKM-GSB: RM15,000 (Ongoing).

3. 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 (Complete).
4. 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 (Complete).
5. UKM Library Donation Research Fund (2023-2025), Co-researcher, funded by PTSU-UKM: RM20,000 (Complete).
6. 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 (Complete)
7. 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).
8. 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).
9. 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)
10. 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)
11. 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)
12. Exploring Success Factors: Public Sector Development Capabilities and Government Innovation Initiatives (2012-2015), Project Leader, funded by ERGS: RM70,000 (Complete)
13. Packaging and Consumer Response Behavior (2014-2015), Project Leader, funded by UKM-GSB: RM10,000 (Complete)
14. Incorporating Islamic Principles in Customer Brand Trust in an Online Environment (2012-2014), Co-researcher, funded by FRGS: RM30,000 (Complete)
15. OUP Marketing and Service Management Research Group (2012-present), Co-researcher,

funded by CRIM: approximately RM30,000/year.

16. Customer Perceived Risk on Purchase Postponement: The Moderating Role of National Culture (2010-2011), Project Leader, funded by UKM-GSB: RM10,000 (Complete)
17. 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)
18. 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)