



Filzah Md Isa, DBA
Associate Professor
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Dr. Filzah Md Isa is currently an Associate Professor at Taylors University, Subang Jaya, Malaysia. She joined the University on the 1st of February 2016 after servicing Universiti Utara Malaysia (UUM) for more than 21 years. Prior to, that she was a sales manager for more than five years in several business organizations. She obtained her BSc in Business Administration degree from University Southwestern Louisiana, USA (1987), followed by Master of Business Administration (MBA) degree from Northrop University, Los Angeles, USA (1989). She completed her Doctor of Business Administration (DBA) from Universiti Sains Malaysia, in August 2007. Her areas of expertise are in the field of Entrepreneurship, Marketing and Management, both practically and theoretically.

Her leadership skill and administrative skill was further boosted when she was appointed as the Deputy Director of Center for Innovation in Education from 1997 to 1998, which is now known as the Professional and Continuing Education Center (PACE). As the Deputy Director, she was given the full responsibility to spearhead the first distance learning program for the University which at the present time becomes one of the key income contributors to the University. Later, from 2007 to 2009, she was appointed as the Deputy Director of the Entrepreneurship Development Institute that focuses on the entrepreneurial activities and programs in and outside UUM that involved students, public and private organizations and also entrepreneurs. At the Institute, she developed numerous innovative entrepreneurship modules and activities that helped to generate income to the University as well as providing services to the target customer groups, i.e. students, entrepreneurs, single mothers, and government agencies. Currently, she is an acting Project Advisor for the online Master Degree in Hospitality Management Program which is planned to be offered in January 2019.

As an educator, she has vast experiences in the teaching and mentoring both undergraduate and postgraduate students (Master, DBA, and Ph.D.), and executives from various fields and industries. In congruence with her teaching duties, she also actively involves in research, consultation and training activities. As a true scholar, she has published numerous papers in local and internationally Scopus and several refereed journals. In addition, she is also an active

reviewer of research papers, case studies, books, and an examiner for Ph.D theses and DBA dissertations.

In order to expand her contributions to the society, she involves in professional bodies as a member of Malaysian Institute of Management (MIM), Institute of Marketing Malaysia, and Persatuan Pengguna Islam Malaysia (Malaysian Islamic Consumers Association). For better academic network and knowledge transfer purposes, she participated in research activities under the National Higher Education Research Institute (IPPTN), YAPIM, MDeC, Ministry of Youth and Sports, Ministry of Higher Education (MOHE), PERDA, FAMA etc, and relentlessly continues to collaborate in research activities with other researchers from both public and private universities in Malaysia.

Apart from her commitment as an academician, she is also an active business mentor and facilitator for many government agencies and institutions such as PERDA, FAMA, AIM, KKLW, MADA, Jabatan Pertanian, MPC, PDC, Kolej Komuniti, Kolej Matrikulasi, Politeknik, INSKEN, and others, especially those that deal with SMEs, women entrepreneurs and single mothers, and entrepreneurship programs. Her contributions to UUM have been duly acknowledged with the receipt of Excellent Service Award (Anugerah Perkhidmatan Cemerlang) in 2011. One of her group's projects called the Management Internal Control System 'Pronet' had won a Silver Medal from the National Invention, Innovation & Design Competition in 2009. To mark her persistent efforts in developing young talents among graduates, she was chosen as the 1st Runner-up for the Best Entrepreneurship Mentor/Coach for Academia of Malaysia by the Ministry of Higher Education (MOHE) in December 2015. Most importantly, her true commitment and passion to academia and entrepreneurship development will never ends.

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EDUCATION

- Doctor of Business Administration (Marketing), Universiti Sains Malaysia, Penang, Malaysia (2017).
- Master of Business Administration (Marketing), Northrop University, Los Angeles, USA (1989).
- Bachelor of Business Administration (Business Administration), University of Southwestern Louisiana, USA (1987).

SUBJECTS TAUGHT

No.	Name of Courses/Subjects	Level of Study
1.	Executive Research Method	Postgraduate
2.	Marketing Management	Post/Undergraduate
3.	Strategic Marketing	Postgraduate
4.	Global Strategic Marketing and Competitive Analysis	Postgraduate
5.	International Business and Management	Postgraduate
6.	Business Consultancy Strategy	Postgraduate
7.	Research Proposal Construction	Postgraduate
8.	Organizational Behavior	Postgraduate
9.	Service Marketing	Post/Undergraduate
10.	Delivering Values to Customer	Postgraduate
11.	Principle of Marketing	Undergraduate
12.	Introduction to Tourism	Undergraduate
13.	Tourism Hospitality	Undergraduate
14.	Consumer Behavior	Undergraduate
15.	Sales Management	Undergraduate
16.	Marketing Seminar	Undergraduate
17.	Entrepreneurship	Undergraduate

WORK EXPERIENCES

No.	Name of Organization	Year of Service	Brief Job Description/Responsibilities
1	Project Advisor	2017	Assisting and advising of the development and execution of the online Master of Hospitality management program at TU
2	Associate Professor 1, Taylor's University	2016 - Present	Teaching, supervising, training, developing networks and conducting research
3	Associate Professor, Universiti Utara Malaysia	2012 - 2015	Teaching, supervising, training, developing networks and conducting research
4	Business Consultant and Mentor	2007 - Present	Providing advice, training, monitoring and conducting analysis to entrepreneurs and non- entrepreneurs.
5	Deputy Director: Entrepreneurship Development Institute	2007 -2009	To develop, execute, and expand entrepreneurship programs and activities; promote programs; coach, train and mentor entrepreneurs i.e. students, single mothers, budding and existing entrepreneurs, government staff, etc., and create and develop business networks; and generate revenues to the institute.
6	Senior Lecturer - Universiti Utara Malaysia	2006 - 2012	Teaching, Supervising, training and Conducting Research
7	Deputy Director: Professional and Continuing Education Centre (PACE)	1997 -1998	To spearhead the distance learning Program, develop the syllabuses and modules, handle various issues and problems, create business networks, and generate revenues
8	Lecturer - Universiti Utara Malaysia	1994 - 2006	Teaching, Supervising, training and Conducting Research

9	Direct selling leader	1990 - 2014	Actively involved in the selling of products; recruited new downlines; supervising, training and mentoring downlines in Malaysia and the neighboring countries for several different local and global direct selling companies i.e. Singapore, Indonesia, Thailand and Brunei.
10	Hong Kong Investment Consultant Limited (HKICL) and other trading firms	1989 - 1993	Sales Executive, Sales Manager and Investment Portfolio Consultant
11	Northrop University's International Dormitory, Los Angeles, USA	1987 - 1989	Housing Assistant
12	Family businesses	Prior to 1987	Dealing with foods and grocery supplies

RESEARCH ACTIVITIES

a. Entrepreneurship Research

No	Research Title	Type of grant	Year
1	DEVELOPMENT OF SME INNOVATION INDEX (SMEII) – Self Assessment tools for Innovation Capabilities.	University Grant - UMK	2016-2017
2	Satu Kajian tentang inovasi dan faktor kejayaan kritikal usahawan belia yang berjaya <i>(A study on innovation and critical success factors of successful youth)</i>	Kementerian Belia dan Sukan (Ministry of Youth and Sports)	2015
3	Relationship Between PLKN Programmes (NSTP) and Entrepreneur Personality Among Youths in Malaysia	UUM	2014
4	Leadership and Entrepreneur Intent: A Comparison of Generation X and Y	RIMC-UUM	2014

5	Kajian impak e-perniagaan atau e-dagang ke atas usahawan wanita Melayu yang berjaya di Malaysia. <i>(Impact of E-Business Research on Women Entrepreneurs Business Performance in Malaysia)</i>	MDeC and NCRC -UUM	2014
6.	Development of A Model of Business Intelligence and Decision Making on Internationalization of Global Market of Successful Women Entrepreneurs In Malaysia	FRGS- KPT	2013
7.	Kajian Pembangunan Kerangka Model Keusahawanan Wanita (<i>Development of successful women entrepreneurship model</i>)	Ministry of Higher Education Malaysia	2011
8.	Malaysian Franchisor Entrepreneurs' Profiling Survey	Ernst and Young/PNS	2010
9.	Tracing Study of Former Participant of KKLW: UUM Case study.	Entrepreneurship Development Institute (IPK-UUM)	2008
10	Entrepreneurship research of IPTA: Pengesanan Bekas Peserta Kursus Asas Keusahawanan (KAKS) Siswazah: Kes UUM. <i>(Tracing the Former Participants of Entrepreneurship Foundation Course for UUM Graduate (KAKS)</i>	INSKEN	2008

b. Marketing Research

No	Research Title	Type of grant	Year
1.	Modelling And Profiling The Malaysian Consumers' Consumption Behaviour Towards Dietary Supplements.	(FRGS-UUM)	2016-2017

2.	Kajian Bersepadu Pusat transformasi Luar Bandar Malaysia Di bawah Program Transformasi Luar Bandar (NBOS 4) bagi (RTC) Kelantan <i>(Integrated Research on Malaysia's Rural Transformation Centers under the Program of Rural Transformation (NBOS 4) in Kelantan)</i>	Universiti Malaysia Pahang (UMP) and Universiti Malaysia Kelantan (UMK)	2015
3.	Transformation of Malaysia from an education hub to an innovation hub	Ministry of Education	2012 - 2014
4.	Kajian Pengkelan Kelestarian UUM Menerusi Peningkatan Kecekapan dan Keberkesanan Perbelanjaan <i>(Sustainability retention strategy of UUM via increasing Efficiency and Effectiveness of Expenditures).</i>	Top Down - UUM	2013
5.	A study on perception of international students on importance of country of origin and quality of Malaysian Cars	University Grant	2012
6.	Business Performance Index for Private Higher Education Institutions in Malaysia	Ministry of Higher Education Malaysia	2011
7.	The effectiveness of 'finishing school' program in improving the employability of graduates	Ministry of Higher Education Malaysia	2010
8.	Decision making quality of Higher Education Institution leaders in Malaysia	Ministry of Higher Education Malaysia	2009
9.	Determining the Critical Success Factors of Malaysian Private Higher Education Institution	Ministry of Higher Education Malaysia	2008
10.	Critical Success Factors (CSF) of Franchise Business: Case Studies of Malaysian Franchisors	Ministry of Higher Education Malaysia	2008
11.	Change Management Initiatives and Change Success in Direct Selling Industry: The Moderating Effect of Attitude Towards Change	DBA thesis - Universiti Sains Malaysia	2007

NEW RESEARCH GRANTS ON AGEING POPULATION – UNIVERSITY GRANT

1	1. Issues and Challenges Faced by The Elderly Homecare Centre in Malaysia – PI	RM 186000.00	18 month
	2. The Antecedents of Retirement Preparedness: Are Malaysians Personally and Financially Prepared for their Golden Years? - co researcher	90300.00	12 months
	3. Psychological Poverty Amongst Malaysian Aged Adults Towards Well-Being	82900.00	18 months
	4. Succession Planning & Generational Change: An Analysis of Ageing Entrepreneurs in Malaysia	105900.00	24 months

NEW RESEARCH APPLICATION FOR TRGS

Determinant indicators for SMEs’ innovation business model in Malaysia

RM 60000.00 for 18 months

POSTGRADUATES SUPERVISION

1. DBA CONSULTATION PROJECT – COMPLETED

Year	Student's Names	Project Title
2014	Hasmawati Binti Mohamad	The Weakness of Business Strategy Marketing in the Tebrau Teguh Berhad
2014	Fawzi Mohamed Hasan Aldeeha	Yemen Power Reengineering the Marketing Strategies And Processes
2014	Airin Niza Za'ba	Sales Performance and E-Commerce Practices of timeshare at Palace of the Golden Horses Hotel in Malaysia
2014	Ahmad Fiaza b Abd Shukor	Service Quality Improvement Through 8Ps Service Marketing Mix Approaches For Car Park Management: Metro Parking (M) Sdn Bhd
2014	Maslina Samirah	Revival Through Strategic Business & Marketing Approach
2013	Mohd Khursani b Md Khakhir	A study on Improving Customer Satisfaction Index in installation and Restoration for Telephony and Streamyx Service in RNO Division, TM Penang
2011	Mohmad b Abdullah	Malaysia as One of Main Fish Exporter in South East Asia: The Role of Koperasi Pembangunan Rakyat Pahang Berhad in The Execution of The Strategic Planning.
2011	Lim Yu Lin	Improving Performance at Haotai Consultancy Snd Bhd Penang, Malaysia
2011	Ho Tuck Sum	A Study on Improving Current Satisfaction Level in Operating a Toyota Outlet (Business Process Management Consultancy)
2011	Baderisham b Jolly	Strengthening The Market Positioning of PJZ Marine Vessels Service in Oil and Gas Service
2010	Jayaeswari Sangaralingam	Apex University: Sustainability Issues
2010	Cheong Kit Mun	Regaining Business Share Through Innovation Green Product Marketing Solutions
2009	Narueban Yamaqupta	Performance Improvement: The Faculty of Commerce and Management, Prince of Songkla University, Trang Campus
2008	Ng Lee Peng	Sal's Food Industries Sdn Bhd
2008	Abdullah bin Osman	A Study On Business Performance Of Kancil Food Industries Sendirian Berhad.

2. DISSERTATION/THESIS - COMPLETED

Year	Name of Candidate	Degree	Title
2016	Chin Swee Kwan	DBA	Determinant Factors of Unit Trust Agent's Job Satisfaction in Johor
2015	Ho Tuck Sum	DBA	A study of brand loyalty in Malaysia: automotive industry
2015	Jayaeswari Sangaralingam	DBA	Factors influencing green consumerism behavior among Penangites
2015	Warangkana Tantasuntisakul	DBA	Determinant Factors of Successful Women Entrepreneurs in Southern Part of Thailand
2014	Narueban Yamaqupta	DBA	Relationship Between Service Quality, Academic Quality and Satisfaction Among Students of Southern Thailand Government Universities: The Moderating Effect of Value
2013	Niriender Kumar Piaralal	DBA	Factors Affecting Service Recovery Performance of Insurance Agents with Employment Status as Moderator: A Study of Northern Peninsular Malaysia
2013	Baderisham b Jolly	DBA	The Extent of Management of Capability, Relationship Capability, and Competitive Advantage Influence on Bumiputera Contractors' Project Performance
2012	Majed Issa Mohammad Al Qurneh	PHD	Assessing The Relationship Between Tourism Marketing Mix, Tourism Quality Standards and Image on Satisfaction and Loyalty in Jordan Curative Tourism
2012	Abdullah Osman	DBA	Environmental Behaviour Among University Students: The Application The Theory of Planned Behaviour Model
2012	Al-Qasa Khaled Mohammed Ahmed	PHD	Factors Determining The Purchase Intention on Bank Service in the Republic of Yemen
2012	Ayed Al Muala	PHD	Antecedent and Mediator of Actual Visit Behavior Amongst International Tourists in Jordan

3. MASTER THESIS - COMPLETED

Year	Students' names	Degree	Title
2014	M. A. Sharaf Shiban	MSc. (mgmt.)	Young Consumers Intention Towards Future Green Purchasing in Malaysia
2014	Arif Husaini bin Hamdan	MSc. (mgmt.)	Faktor-faktor Pemasaran yang Mempengaruhi Kesetiaan Pengguna Dalam Menggunakan Produk Kesihatan Herba Tempatan
2010	Doniyor Z. Azizkulov Zaribbayevich	MSc. (Mgmt.)	Country of Origin and Brand Loyalty of Cosmetic products Among UUM Students
2010	Rohani Abdullah	MSc. (Mgmt.)	Kajian Impak Program Keusahawanan KKLW dan CeDi, UUM
2009	Norkhazzaina Salahuddin	MSc. (Mgmt.)	Kualiti Perkhidmatan dan Hubungannya Dengan Kepuasan Pelanggan di Hospital Sultanah Bahiyah Alor Setar: Perbandingan Antara Pesakit Luar dan Pesakit Dalam (Inpatient)

4. ONGOING SUPERVISION OF Ph.D

Year	Name of Candidate	Title
2017	Liang Hua	Entrepreneurship Network Resources Platform Construction And Promotion Model
2017	Lamya Noaman Alshorbaji	Determinant factors of Higher education institutions' (HEIs) performance in the kingdom of Bahrain: The mediating effect of quality assurance and the moderating effect of quality culture
2017	Shaista Noor	Overcoming the Challenges of Women Empowerment through Women Entrepreneurship in Pakistan.
2017	Chua Boon Chin	Sustainable issues of small and medium size hoteliers in the popular tourist sites in Malaysia

2016 –until present	Lim Xtn Yi	A Qualitative Exploration of Blended Learning on Nested Entrepreneurial Team Performance
2016 –until present	Jasminder Kaur a/p Harbin Jeet Singh	The impact of Malaysia’s entrepreneurship education in cultivating the inclination of self-employed entrepreneurs

REVIEWER/EXAMINER - THESIS AND DBA DISSERTATION

No	Name of Candidate	Degree		Title
1	Syed Naveed Altaf (UUM)	Ph.D	Oct - 2017	Consumption values, consumer attitude, trust and purchase intentions towards locally assembled automobiles in Pakistan
2	Adnan Ahmad Sheikh (UUM)	Ph.D	Sept - 2017	The impact of technological organizational and environmental factors on the performance of textile sector in Pakistan: The mediating role of e-marketing uses
3	Yusuf Bin Haji Othman (KUIN)	Ph.D	2016/ 2017	Compliance behavior of employment income zakat in Kedah: Moderating effect of Islamic religiosity
4	Ms Tye Wei Ling (Taylor’s University)	Ph.D	2016	The association between equity value and corporate social responsibility in the present of tax planning
5	Munirah Khamarudin (UUM)	Ph.D	2015	Antecedents and Consequences of Relationship Quality in Online Retailing in Malaysia
6	Kiew Leck Min (UUM)	DBA	2014	Relationship Quality, Services Quality And The Moderating Factors Of Knowledge Management In E-Advertising Success
7	Khandoker Mahmudur Rahman	Ph.D	2014	Determinant Of Organics Food Purchase Behavior Of Consumers in Bangladesh
8	Javed Nayyan Malik (UUM)	Ph.D	2014	“A Study of Public Sector Corporate Entrepreneurship In The State Government Higher Education Institution in Pakistan

9	Aravindan Kalisri Logeswaran (UUM)	DBA	2014	Determinant Factors Of Switching Costs And Loyalty In Mobile Telecommunication Industry of Malaysia
10	Rozaini B. An (UUM)	DBA	2014	Determinant Factors Of Credit Card Default in Malaysia
11	Fosa Sarassina (UUM)	Ph.D	2013	The Examination Of Goal Realization Predictors : The Role Of Sale Efficacy In Indonesia Food Services Industry
12	Umi Kartini Bt Rashid (UUM)	Ph.D	2013	The Effect Of Entrepreneurial Management, Entrepreneurial Orientation And Ethics On The Women- Owned Business Performance in Malaysia
13	Risyawati Mohamed Ismail (UUM)	Ph.D	2012	Mediation Impact Of Manufacturing Strategies On External Environmental Factors and Manufacturing Performance
14	Ahmad Kamal Sindin (UUM)	DBA	2012	An Empirical Investigation On Factors That Influenced The Usage Of Internet Baking in Malaysia
15	Poonsuck Thatchaopas (UUM)	DBA	2012	Customers Satisfaction Of Student's Business Enterprise In Pattani Vocational Collage In Southern Thailand: A Case of Crispy
16	Rikinorhakis b. Ridzwan (UiTM Shah Alam)	MSc in Business Management	2012	Third Opinion Leadership For Quality Of Financial Decision Making
17	Prasit Rattanaphan (UUM)	Ph.D	2011	Corporate Image Determinant's In Direct Selling Companies
18	Othman b. Chin (UUM)	DBA	2011	Pengaruh Faktor ' Exogenous' And 'Endogenous' Terhadap Kualiti Hubungan Francaisor –Francaisi Dalam Perniagaan Francais Di Malaysia
19	Weeran Marangkun (UUM)	Ph.D	2010	The Determinant Of Brand Equality In Handicraft SME in Thailand

JOURNAL PUBLICATIONS

- Sharaf, M.A. & Md Isa., F. (2017). Factors influencing students' intention to purchase green products: A case study in Universiti Utara Malaysia. *Journal of Social Sciences and Humanities*, 25(5), Feb 2017, ISSN 0128-7702 (print), 2231-8534 (online), www.pertanika.upm.edu.my.
- Khaled Alqasa, Ho Tuck Sum, & Md Isa, F. Determinant factors of brand loyalty in Malaysian automotive industry. *Social and Management Research Journal*, 14(1), ISSN 1675-7017. Scopus.
- Al Qurneh, M. & Md Isa, F. (2017). Analyzing the Relationship Between Quality Standards Of Satisfaction And Loyalty In Jordan's Higher Education. *International Journal of Research in Social Sciences (IJRSS)*, 7(1). 176-195. ISSN: 2249-2496
- Nik Muhammad N.M. and Md Isa, F. (2016). Upgrading Organizational Effectiveness and Management Professionalism: A Case Study of Pronadz Reka Bina Sdn. Bhd. Emerald Emerging Markets Case Studies. (EEMCS-06-2016-0138). (Ranked as 7th best case studies in 2016).
- Md Isa, F., Othman, S.N., & Nik Muhammad, N.M. (2016). Postgraduate Students' Recruitment Strategies in Higher Education Institutions of Malaysia. *International Review of Management and Marketing*, 6(S8). SSN: 2146-4405. (Scopus)
- Jolly, B., Md Isa, F., Othman, S.N., & Ahmdon, M. A. S. (2016). The Influence of Management Capability, Marketing Capability and Competitive advantage on Malaysian Construction Project Performance. *International Review of Management and Marketing*, 6(S8). ISSN: 2146-4405. (Scopus)
- Chin, S.K. & Md Isa, F. (2016). The Relationship Between Leadership, Span of Control, Perception of Islamic Products and Services, Perception of Internal Service Quality and the Agents' Job Satisfaction: A Case of Unit Trust Agents in Johor Bahru. *International Review of Management and Marketing*, 6(S8). ISSN: 2146-4405. (Scopus)
- Chin, S.K. & Md Isa, F. (2016). The Relationship Between Leadership, Span of Control and The Mediating Effect of Attitude Toward Switching Agency and Job Satisfaction: A Case of Unit Trust Agents in Johor Bahru. *Taylor's Business Review*, 5, August 2015. PP 119-135. ISSN: 2232-0172.
- Tantasuntisakul, W., Md Isa, F., & Yamaqupta, N. (2015). Factors Influencing Southern Thai Women Entrepreneurs' success. *Journal of Applied Science and Agriculture*, (ISI Index).

- Md Isa, F., Cheng, W. H., Othman, S. N., & Tantasuntisakul, W. (2015). Malaysian women entrepreneurs' challenges in the local and international business markets. *Australian Journal of Basic and Applied Sciences*, 9(28 S), 57-63. (ISI Index)
- Sharaf, M. A., Isa, F. M., & Al-Qasa, K. (2015). Young Consumers' Intention Towards Future Green Purchasing in Malaysia. *Journal of Management Research*, 7(2), 468.
- Sharaf, M. A., Md Isa, F., & Al-qasa, K. (2015). Factors Affecting Young Malaysians' Intention to Purchase Green Products. Merit Research. *Journal of Accounting, Auditing, Economics and Finance*, 3(2), 17-21.
- Md Isa, F., Cheng, W.H., Othman, S.N. & Tantasuntisakul, W. (2015). Performance Sustainability of Public Higher Education Institutions in Malaysia. *Australian Journal of Basic and Applied Science*, 9(28): 85-89. (ISI Index).
- Yamaqupta, N., Md Isa, F., & Tantasuntisakul, W. (2015). Service Quality and Student Satisfaction in the Higher Education Sector of Thailand. *Journal of Applied Science and Agriculture*, 9(13): 122-126. (ISI Index).
- Cheng, W.H., Tantasuntisakul, W., & Md Isa, F. (2015). A Comparison of Factors Influencing Malaysia and Southern Thailand Women Entrepreneurs' Success. *Journal of Applied Science and Agriculture*, 9(13), 135-139. (ISI Index).
- Hin, C. W., Isa, F. M., & Bohari, A. M. (2015). Creativity, Venture Creation and Innovation of Generation Y in Malaysia—A Comparison of Generation X and Generation Y. *History*, 5(16), 101-110.
- Osman, A., Md Isa, F., Othman, S.N., & Jaganathan M. (2014). Attitude towards recycling among business undergraduate students in Malaysia. *American-Eurasian Journal of Sustainable Agriculture*, August 8(13), 6-12.
- Cheng, W. H., Md Isa, F. & Bohari, A. M. (2014), Business Intelligence and Decision Making of Successful Women Entrepreneurs in the Northern States of Malaysia, *International Journal of Business Management and Research*, 7(1), 58-64.
- Cheng, W.H., Md Isa, F., & Bohari, A. M. (2014), Can Better Workplace Communication Serve to Improve Job Satisfaction and Reduce Absenteeism? A Case Study of Nilai University College Library. *Asian Journal of Business and Management Sciences*, 3(10), 1-10.

- Cheng, W.H., Md Isa, F., & Hoe, C.H. (2014). A study of Perception of International Students on Quality of Malaysian Car. *Malaysian Management Journal*, 18, 13-22.
- Hoe, C.H., Othman, A.R., Md Isa, F., Hussin, Z., Mohamad Harif, A.A., Abdul Jabbar, H., Othman, S. N., & Salahuddin, N. (2014). First Malaysian Franchise Profiling Survey. *International Journal of Entrepreneurship and Small & Medium Enterprises (IJESME)*,
- Ali, J., Lim, H.E., Ismail, R., Abdul Rahim, F., Md Isa, F., & Ismail, I.A. (2014) Effectiveness of Finishing School From The Perspectives Of Graduates, Employers And Graduate Marketability, *Malaysian Journal of Learning and Instruction (MJLI)*, 11.
- Alqasa, K. M., Mohd Isa, F., Othman, S. N., & Zolait, A. H. S. (2014). The impact of students' attitude and subjective norm on the behavioral intention to use services of the banking system. *International Journal of Business Information Systems*, 15(1), 105-122.
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- Md Isa, F., Othman, S., Hoe, C., Hussin, Z., Mohd Harif, M., & Mohd Yusoff, J. (2012). Critical Success Factors in Franchise Business: A Cross Analysis Among Muslim and non-Muslim Franchisors in Malaysia. *Asian Journal of Business and Management Science*, 1 (10), 76-87.
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- Harif, M. A. A. M., Hoe, C. H., Hussin, Z., Isa, F. M., Othman, S. N., & Din, M. S. (2011). The determinant factors of successful franchise business in Malaysia. *International Review of Business Research Papers*, 7(1), 1-15.
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- Md Isa, F., Cheng, W., & Mohd Yunus, J. (2011). Change Management Initiatives and Job Satisfaction among Salespersons in Malaysian Direct Selling Industry. *Asian Business & Management*, 1 (7), 106-121.

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Nik Muhammad, N., Md Isa, F., & Othman, S. (2008). The impact of decision characteristics, the extent of scanning and information processing capacity on investment decision making quality. *International Journal of Global Business and Economics*, 1 (1), 20-55.

CONFERENCES PROCEEDINGS

Hairunnisa Mohamad Ibrahim, Filzah Md Isa, & Ho Tuck Sum (2017). The influence of service quality, marketing-mix strategy and country-of origin on brand trust: A study of Malaysian automotive industry. The 3rd International Post Graduate Conference on Business, Finance and Management, Ho Chi Minh, Vietnam. 17 -18 Nov. Scopus conference and publication.

Nurhanim Hassan, Chee Leong Lim & Filzah Isa (2017). The development of business continuity plan for online delivery: A case study in Malaysian private higher learning institution. *The 3rd International Conference on Education (ICOED'2017) on 9th November 2017*. Malacca, Malaysia. (Scopus).

Sharaf Shibani, M.A. & Md Isa, F. Factors Influencing Students' Intention to Purchase Green Products: A Case Study in Universiti Utara Malaysia. The 3rd International Conference on Science and Social Research (CSSR), 6th & 7th December 2016, The Everly hotel, Putrajaya, Malaysia.

- Al-Qasa, K., Ho T. S., & Md Isa, F. Determinant Factors of Brand Loyalty in Malaysian Automotive Industry. The 3rd International Conference on Science and Social Research (CSSR), 6th & 7th December 2016, The Everly hotel, Putrajaya, Malaysia.
- Tantasuntisakul, W., Md Isa, F., & Yamaqpta, N. (2015). Factors Influencing Southern Thai Women Entrepreneurs' success. The International Conference on Business, Science, and Technology 2015, 17-18 April, Hatyai, Thailand. (ISI Index)
- Yamaqpta, N., Md Isa, F., & Tantasuntisakul, W. (2015). Service Quality and Student Satisfaction in the Higher Education Sector of Thailand. The International Conference on Business, Science, and Technology 2015, 17-18 April, Hatyai, Thailand. (ISI Index).
- Cheng, W.H., Tantasuntisakul, W., & Md Isa, F. (2015). A Comparison of Factors Influencing Malaysia and Southern Thailand Women Entrepreneurs' Success. The International Conference on Business, Science, and Technology 2015, 17-18 April, Hatyai, Thailand. (ISI Index).
- Md Isa, F., Yusoff, R., Bohari, A.M., & Abdullah, M.A.M. (2015). Cabaran Usahawan Wanita Melayu: Pra dan Pasca E-Perniagaan dan E-Dagang (*Malay Women Entrepreneurs Challenge: Pre and Post E-Business and E-Commerce*). Seminar Kebangsaan Ekonomi Koridor Utara (NCER), kali ke-2 (NSONCER 2015), 25-26 Januari 2015, Hotel Park Avenue Sungai Petani, Kedah.
- Osman, A., Md Isa, F., Othman, S., & Jaganathan, M. (2014). Attitude towards Recycling among Business Undergraduate Students in Malaysia. International Conference on Engineering Management (ICEM 2014). 26th-27th December 2014. Perlis. (ISI Index)
- Sharaf Shiban, M. A., Md Isa, F., & Al-Qasa, K. (2014). Young Consumers' Intention Towards Future Green Purchasing in Malaysia. GCBSS Global conference of business and social studies. 15-16th December 2014. Kuala Lumpur, Malaysia.
- Hoe, C., Abdullah, H. H., Md Isa, F., Jaganathan, M. & Mohd Yunus, J. (2014). Relationship Between PLKN Programme and Entrepreneurial Personality Among Youths In Malaysia. Proceedings of the National Conference on Islamic Quality Management. 7- 8th December 2014. Kuala Lumpur, Malaysia.
- Cheng, W. H., Md Isa, F., & Daud, A. (2014). Decision Making and Leadership Styles of Successful Women Entrepreneurs in Malaysia. The National HRM Conference. 21- 22nd Mei 2014. University Utara Malaysia

- Yamaqpta, N., Md. Isa, F. and Sitdigowit, T. (2014). The communication flow in the higher education setting: A case study of the faculty of commerce and management, Prince of Songkla university. The 3rd PSU Education Conference “Education Harmonization Beyond Frontier to AEC,” Thailand
- Cheng, W. H., Md Isa, F., & Bohari, A.M. (2014). Venture Creation and Innovation of Generation X and Y Malaysia. International Conference on Business Management (ICBM) Proceedings. Sustaining Business Competitiveness Through Strategic Collaboration and Innovation. Sintok: UUM Press.
- Alqasa, k., Md Isa, F., & Othman, S.N. (2014). The Impact of Service Quality and Cultural Belief on Consumer Behavioral Intention to Use Banking System in Yemen. The 4th International Conference on Applied Social Science (ICASS 2014), 20-21st March, Singapore.
- Md Isa, F., Hoe, C., & Othman, S. (2013). Study on the Profile, Needs, and Problems faced by Small and Medium Industries (SMIs) Entrepreneurs in Kedah. International Conference on Asean Women Empowerment Issues and Challenges (ICAW2013). 10-12th December 2013, Bandung, Indonesia.
- Hoe, C., Md Isa, F., Abdullah, H., Jaganathan, M., & Mohd Yunus, J. (2013). Profiling of Malaysian National Service Training Programme Participants and Their Entrepreneurial Inclination. Tenth World Congress of the Academy for Global Business Advancement (AGBA). 15-17th June, Bangkok, Thailand.
- Yamaqpta, N., Md. Isa, F. and Othman, A. R. (2013). An exploratory factor analysis of the SERVPERF instrument: an empirical study in the context of Thailand higher education. 2013 SIBR-UniKL Conference on Interdisciplinary Business and Economics, Society of Interdisciplinary Business and Research, Malaysia
- Cheng, W., Md Isa, F., & Bohari, A. (2013). Perception of International Students on Turkey as A Tourist Destination and Strategies for More Sustainable Tourism Between Malaysia and Turkey. 10th Eurasia Business and Economic Society Conference (EBES). 22 – 25th May, Istanbul, Turkey.
- Alqasa, K., Md Isa, F., & Othman, S. (2013). Factors Affecting Intentions to Use Banking Services In Yemen. 4th International Conference on Business and Economic Research (4TH ICBER 2013). 4- 5th March 2013, Bandung, Indonesia.

- Cheng, W. & Md Isa, F. (2012). A Qualitative Study of Innovativeness, Strategies and Leadership Styles of Successful Women Entrepreneurs Malaysia. Knowledge Management International Conference (KMICE), 4 – 6th July Johor Bahru, Malaysia.
- Yamaqpta, N., Md Isa, F., & Othman, A. R. (2012). The Effect of Service Quality on Student Satisfaction in Southern Thai higher Education Institution. Society of Interdisciplinary Business Research (SIBR) Conference, 7-9th June, Bangkok, Thailand.
- Abdullah, M., Md Isa, F., & Cheng, W. H. (2012). The Marketing Strategies and Challenges Of Malaysia To Become The Main Fish Exporter in South East Asia: A Case Study In The East Coast of Peninsular Malaysia. Society of Interdisciplinary Business Research (SIBR) Conference, 7-9th June, Bangkok, Thailand.
- Sangaralingam, J. & Md Isa, F. (2012). Sustainability; A case study of a Malaysian public university. 2nd Annual International Conference on Enterprise Marketing and Globalization, 7-8th May, Bali, Indonesia.
- Cheng, W., Md Isa, F., & Sangaralingam, J. (2012). A Qualitative Study of Leadership Styles of Successful Women Entrepreneurs in Malaysia. 2nd Annual International Conference on Enterprise Marketing and Globalization, 7-8th May 2012 Bali, Indonesia.
- Piaralal, N. A., Md Isa, F., Cheng, W. H. & Abdullah, H. (2011). Factors Affecting Service Recovery Performance in Service Industry. Academy for Global Business Advancement, Dongbei University of Finance & Economics, 15-17th September,
- Cheng, W. H. & Md Isa, F. (2011). Leadership Styles, Management Styles and Personality Traits Of Successful Women Entrepreneurs In Malaysia. Business and Entrepreneurial Studies (ASBES 2011), 17 Oct - 18 Oct 2011, Kuching, Sarawak.
- Majed Issa, M., Md Isa, F., & Othman, A. R. (2010). Tourism Destination Image, Satisfaction, and Loyalty: A Study of Dead Sea in Jordan Curative Tourism. Third International Conference on International Studies (ICIS2010), A New Asian Century: Dynamics and Implications, 1- 2nd December, Kuala Lumpur.
- Al Muala, A. M., Nik Mat, N., & Md Isa, F. (2010). Determinant Factors of Actual Visit Behavior amongst International Tourists in Jordan: A Structural Equation Modeling (SEM) Approach. Economy and Management International Congress, 28-31st October, Istanbul, Turkey.
- Mohd Harif, M., Hoe, C., Hussin, Z., Othman, S., Md Isa, F., Mohd Salleh Din (2010). The Determinant Factors of Successful Franchise Business in Malaysia. Annual Hawaii

International Business Research Conference, 27-29th September, Hilton Hotel, Hawaii, USA.

Al Muala, A.M., Nik Mat, N. K., Isa, F. M., AL Majali, M. M. (2010). Assessing Actual Visit Behavior through Antecedents of Tourists Satisfaction among International Tourists in Jordan: A Structural Equation Modeling (SEM) Approach. The 5th International Conference on Business and Management Research, 3rd – 4th August, UI Campus, Depok, Indonesia.

Salahuddin, N., Md Isa, F., & Hoe, C. (2010). Service Quality and Its Relationship with Customer Satisfaction at The Sultanah Bahiyah Hospital: Comparison Between Outpatients and In-Patients. International Conference on Marketing 2010 (ICMAR2010), 23- 24th June, Kuala Lumpur, Malaysia.

Md Isa, F., Ramayah, T., Md Taib, F., & Nik Muhammad, N. (2010). Organizational Communication and Change Success in Direct Selling Industry in Malaysia. International Communication and Media Conference 2010 (i-COME'10), 18 – 20th June 2010, Melaka, Malaysia.

Md Isa, F., Othman, S., Mohd Noor, N., & Salahuddin, N. (2010). Usahawan luar bandar: Cabaran dan peluang. Konferensi Keusahawanan Kebangsaan. 30-31 Mac, Shah Alam, Selangor.

Md Isa, F., Hoe, C., Othman, S., Din, M., Mohd Harif, M., Zolkafli Hussin, & Mohd Yusoff, J. (2010). The Extent of Marketing Capability and Market Orientation In Franchise Business In Malaysia. 2nd International Conference on Arab Malaysia Islamic Global Business and Entrepreneurship (AMGBE) conference. 20-24th March 2010, Jordan and Syria.

Al Muala, A. M., Nik Mat, N., & Md Isa, F. (2010). Applications of Planned Behavior Theory on International Tourists in Jordan: Structural Equation Modeling (SEM) Approach. 2nd International Conference on Arab Malaysia Islamic Global Business and Entrepreneurship (AMGBE) conference. 20-24th March 2010, Jordan and Syria.

Md Isa, F., Othman, S., Mohd Noor, N., & Salahuddin, N. (2010). Entrepreneurs in Rural Areas: Challenges and Opportunities. The First International Seminar on Entrepreneurship and Societal Development in ASEAN (ISE-SOD 2010), 27Feb- 1st March, Langkawi, Kedah.

Moh'd Atwan Al Muala, A., Nik Mat, N., & Md Isa, F. (2010). Assessing International Tourists Satisfaction through Jordan Image, Perceived Risk and Service Climate: A Structural

Equation Modeling Approach. 5th National HR Management Conference. 8-10th June, Kuala Terengganu.

Nik Muhammad, N., Md Isa, F., & Othman, S. (2010). Is Decision Styles Difference by Leadership Hierarchical Level, Age or Gender in Higher Education Institutions? Knowledge Management International Conference (KMICE) 2010. 25-27th May, Kuala Terengganu, Malaysia.

Md. Isa, F., Md. Salleh, S., Bakar, H., Othman, S. N., & Abdullah, S. (2009). Kajian pengesanan bekas peserta kursus asas keusahawanan siswazah (KAKS (*A study of Tracking Graduate Ex-participant Basic Entrepreneuership*)). Prosiding Seminar Kebangsaan Pemantapan Program Pembangunan Keusahawanan. Kuala Lumpur, Malaysia. 8-9 Disember 2009, UKM-INSKEN

Abu Bakar, A., Hashim, F., Dzikiria, H., Md Isa, F., & Ahmad, H. (2008). Organizational Competencies and Strategic Choice in Institutions of Higher Learning. Australia and New Zealand Marketing Academy Conference; Marketing: Shifting the Focus from Mainstream to Offbeat, 1-3rd December, New South Wales, Australia.

Othman, S., Md Isa, F., Din, M., Hoe, C., Mohd Harif, M., Hussin, Z., & Mohd Yusoff, J. (2008). Critical success factors in franchise business: A cross-case analysis between bumiputra and non-bumiputra franchisors. Academy of Global Business Advancement (AGBA) 2008 Conference, 15-17th Nov, The Gulf University, Bahrain.

Othman, S., Md Isa, F., & Nik Muhammad, N. (2008). Transfer mechanism and capability building: a case study at local motorcycle company. Asia Pacific Conference on Management of Technology Entrepreneurship, 29-30 October 2008, Melaka, Malaysia.

Othman, S., Md Isa, F., Mat, N., Johari, H., & Mat, N. (2008). Human capital and personal factors as a determinant of women career success in engineering: A proposed model. National HR Management Conference. 17-19th August, Port Dickson, Negeri Sembilan, Malaysia.

Nik Muhammad, N., Kamarudin, R., & Md Isa, F. (2008). Decision characteristics, the extent of scanning and information processing capacity relationships: Impact on investment decision making quality. International Business Conference (IBC2008) Leveraging global management resources through transformational leadership insight and collaboration 7-9th August, Dearborn, Detroit Metro, Michigan, USA,

Nik Muhammad, N. & Md Isa, F. (2008). Intellectual Capital Efficiency level of Malaysian Financial Sector: Panel Data analysis (2002-2006). Knowledge Management International Conference (KMICE), 10-12th June, Langkawi, Malaysia.

Nik Muhammad, N., Md Isa, F., & Othman, S. (2008). East Coast Economic Region: Rethinking the Region. East Coast Economic Region (ECER) Regional Conference 2008 (ERC), 15-17th December, Kota Bharu, Kelantan, Malaysia.

Nik Muhammad, N., Kamarudin, R., & Md Isa, F. (2007). Malay Small Firms and Chinese Small Firms in Malaysia: The Role of Culture, Attitude and Knowledge Acquisition to Organizational Success. All China Economy (ACE) International Conference, 12-14th December, City University of Hong Kong.

Nik Mat, N. & Md Isa, F. (2001). Direct Response Television Advertising: Its Acceptance, Satisfaction and Effectiveness in North Malaysia. The 6th International Conference on Global Business and Economic Development, States and Markets: Forging Partnership for Sustainable Development.

Nik Mat, N., Ku Mahmood, K., Md Isa, F., A. Rahman, A., & Salleh, S. (2001). Strategization of Sales Management Practices in the Direct Selling Companies. Seminar Kebangsaan Sosio Ekonomi & IT.

Nik Mat, N. & Md Isa, F. (2001). The Perception of Consumers Toward the Effectiveness of Direct Response Television Advertising's (DRTV) Appeal (2001). Seminar Kebangsaan Sosio Ekonomi & IT.

Nik Mat, N. & Md Isa, F. (2001). The Impact of Believability and Frequency of Direct Response Television (DRTV) on Consumers in Malaysia. The International Seminar on Consumer and Consumerism: Issues and Challenges, co-organized by the Institute of Consumer Research.

Mahmood, R. & Md Isa, F. (1995). Perceived Functional Roles of Bank Branch Managers in Malaysia. The First Annual Asian Academy of Management (AAM) Conference.

BOOKS

- Working on e-book chapter titled Service Marketing for Intechopen.com
- **Filzah Md Isa (2017)**. Case writer/contributor for Clow/Baack: *Integrated Advertising, Promotion, and Marketing Communications*, 8th Global Edition. Pearson.

- **Filzah Md Isa (2017)**.Case writer/contributor for International Marketing Project: Oxford University Press Australia.
- Md Isa, F., Hoe, C.H., & Othman, S.N. (2016) A study on the profile, need and problems faced by SMIs entrepreneurs in Kedah, in *Women Entrepreneurs & Challenges*, page 86-103. NCRC-UUM Publication Series. ISBN 978-967-11113-8
- Jamal Ali, Lim Hock Eam, Russayani Ismail, Fauziah Abdul Rahim, Filzah Md Isa & Ismi Arif Ismail. (2014). The Effectiveness of Finishing School Programmes From the Perspectives of Graduates and Employers. Vol. 11. *Malaysian Journal of Learning & Instruction*, UUM (ISSN 1675-8110)
- Md Isa, F. & Othman, S. (2014). Kajian Tinjauan Profil Usahawan Serta Keperluan Dan Masalah Dihadapi Usahawan Kecil Sederhana Negeri Kedah (*A Survey Study of Entrepreneur Profile and Problems Faced by Small and Medium Entrepreneurs at Kedah*). *Journal of Usahawan Kecil Melayu: Isu Dan Penyelesaian*. Buku Usahawan Kecil Melayu (*Journal of Malay Small Entrepreneurs: Issues and Solutions*). (ISBN 978967 5782 57 2)
- Muhammad, N., Md Isa, F., Othman, S.N, & Sanusi, Z.A. (2013). *Malaysian Higher Education Institution Leadership and Decision Making Quality*. AKEPT & Ministry of Higher Education.
- Md Isa, F. (2012). *Buku Panduan Tip Jualan*. Hal Ehwal Pelajar dan Alumni, UUM.
- Bakar, A. R., Hashim, F., Ahmad, H., Md Isa, F., Dzakaria, H., & Din, M.S. (2010). Determining the critical success factors for private Higher Education Institutions in Malaysia, in *Small & Medium Enterprises in Malaysia: Potential and Prospect*. Manuscript (ISBN 978- 983-3663-33-0).
- Md Isa, F., Othman, S.N., Din, M.S., Hoe C.H., Mohd Harif, M.A.A., Hussin, Z., & Md Jani, M.Y. (2010). Critical Success Factors in Franchise Businesses: Case Studies of Malaysian Franchisors, in *Small & Medium Enterprises in Malaysia: Potential and Prospect*.
- Md Isa, F., Hashim, N., Muhamad, N., Perumal, S., & Halim, F. (2015) *Consumer Behaviour 1st Edition*. Kuala Lumpur: OUM and Pearson Education.
- Md Isa, F., Md Said, N., & Mohamed, Z. (2012) *Gelagat Pengguna (Consumer Behaviour)*. UUM, Sintok , Kedah: PACE, UUM.
- Md Isa, F., Mohamed, Z., Nik mat, N., & Abu Bakar, N. (2012). *Pengurusan Pemasaran (Marketing Management)*. UUM Sintok: PACE UUM.

SCHOLARLY ACTIVITIES

- Facilitator, Entrepreneurial Talk – Start up program phase 1: Entrepreneurial motivation (19th May 2015).

- Chairperson, Sesi Pembentangan Cadangan Penyelidikan (*Presentation Session of Research Proposal*) – PhD (Research Proposal Presentation Session) Munirah Khamarudin – 92941 (27th January 2015)
- Discussant, 1st Symposium on Business Postgraduate Research. (19th May 2014)
- Moderator, Seminar Pembangunan Keusahawanan Siswa Sabah Peringkat Wilayah Utara (*Entrepreneurship Development of Sabahan Graduates in the Northern Region Seminar*): Sesi Jaringan Keusahawanan – FAMA/MARA/TEKUN (*Entrepreneurship Networking Session*). (1 Mac 2014)
- Course Coordinator, Bengkel Akademik Program Kerjasama UUM-IPTS Semester Kedua Sesi 2013/14 (*Academic Collaborative Programs Workshop*). (13th Feb 2014)
- Facilitator, Kursus Pengendalian Aduan dan Pelanggan Bermasalah. (*Handling Consumer Complaints and Feedback Course*). (2014).
- Facilitator, Kursus ‘Memenangkan Hati Pelanggan’ untuk staf UUM. (*Facilitator for ‘Winning the Customers’ Heart’ Course for UUM staff*). (27-28 Mac 2013)
- Moderator, Workshop on Academia Project Strategic Leadership Planning: A Proposed Model for Talent Pool Management. (2013)
- Discussant Panel, Perbincangan mejabulat SCL: Isu dan Cabaran kepada College Champions (*Roundtable discussion of Student-Centered Learning: Issues and Challenges to College Champions*). (2012)
- Chairperson, Global Business Summit Conference, 2009

PROFESSIONAL ACTIVITIES

Assurance of Learning – Institutional Service:

- Qualitative analysis workshop
- AMOS workshop: 2017
- Smart PLS workshop: 2016
- Writing Workshop: Assurance of Learning (AOL) for AACSB. (2014)
- Writing Workshop: Assurance of Learning (AOL) for AACSB. (2013)
- College Trainer & Champion: Problem-based learning (PBL)/Project Oriented Problem Based Learning. (2012)
- Collaborative programs UUM-IPTS (Private Colleges). (2007)

Advisor:

- Advisor for the online Master of Hospitality Management program (2017) for Taylors University.
- Deputy Chairperson, Consultation Committee of School of Business Management (SBM-UUM). (2013).
- Facilitator, Coaching Workshop for Documentation of Sales and Marketing Plan for Plan for Entrepreneurs in Penang organized by PERDA. (2011)

Mentoring:

- Nominated as 2015 Best Entrepreneurship Mentor/Coach for Academia, representing University Utara Malaysia, Organized by the Ministry of Education (MOE) and Co-operative and Entrepreneurship Institute (CEDI) – UUM.
- Resource Person for the Decade Program of Creative Women at the University level. (2013).

Assessor / Reviewer:

- Planning Malaysia Journal 2018 Special Issue ; SUDLiC 2017 Secretariat, UTM
- Asian Academy of Management Journal (AAMJ) (2014 - 2017)
- Taylor's Business Review (2016)
- Book Content Reviewer - Strategic Marketing 3e. Oxford Fajar, Malaysia. (2015)
- Reviewer of Emerald –UUM Case Writing Competition - organized by Institute of Management and Business Research (IMBRe). (2015).
- Reviewer of Journal of Business Management and Accounting (JBMA). (2014).
- Malaysian Management Journal, UUM. (2014)
- Reviewer of FRGS Research Proposal for RIMC -UUM. (2014)
- Reviewer of International Conference on Business Management (ICBM). (2014)
- Reviewer of FRGS research proposals for College of Business (COB). (2014)
- Reviewer for International Case Study Conference (ICSC) 2014 – IMBRe and IBS Hyderabad. (2014)
- A review panel of FRGS for 2nd phase 2013. (2014)
- Review Committee Member: Final examinations of SBM Undergraduate and postgraduate students (2011-2014)
- Reviewer for seminar and conference papers for School of Business Management (SBM), College of Business. (2010-2014)

- Malaysian Management Journal, Kedah, Malaysia. (2012)
- Reviewer for Knowledge Management International Conference (KMICE), conference papers. (2012)
- Paper Reviewer for Journal of Business Management and Accounting (JBMA). (2011)
- Knowledge Management International Conference (KMICE) 2011, conference papers. (2011)
- Reviewer for The Asian Academy of Management Journal: Reviewer for International Journals Publication (for USM). (2010- 2017)
- Utara Management Journal. (2007–2010)

Committee Member:

- Committee member of laboratory work 1: Research, Publication, Case study, Consultation and UUM Strategic Plan of HICOE/COE Direction Phase II. (2015)
- The Institutional Project Management Office (iPMO): Entrepreneurship Committee Member of the Critical Agenda Projects (CAP), National Higher Education Strategic Plan (PSPTN). (2014)
- The Second Semester Examination Session 2013/2014 (A- 132)
- Planning and Consultation Committee for Collaboration Program of SBM, UUM, and Tan Chong Group. (2013)
- Committee of ‘Task Force’ for Our Decade of Creative Women in University Utara Malaysia. (2013).
- Secretariat committee for the International Conference on Sustainability Corridor Development (ICSCD). (2012)
- Fellow Researcher – CetMA: Center for Testing Measurement and Appraisal (CetMA). (2012).
- Subject Matter Expert for module enhancement project in Open University Malaysia (OUM). (2010).
- Students Entrepreneurship and Career Forum. (2008).
- Business Turnaround Consultation Workshop. (2008).
- Restructuring of Institute / Centre of Excellence. (2008).
- Trainer for entrepreneur programs. (2008)
- Small Discussion Group (SDG). (2008)
- Seminar on Development of entrepreneurship and the ASEAN Regional. (2008).
- Carnival of Entrepreneurship Students Convention in HEIs (KARNIAWAN VI). (2008).
- Forum of Consumerism in HEIs. (2002).
- Institute of Consumer Research. (2002)
- International Seminar on Consumer and Consumerism: Issues and Challenges. (2001)
- Women Entrepreneur Development Unit (WEDU). (1995)

OTHER INSTITUTIONAL SERVICE ACTIVITIES

- Deputise the Ageing Flagship research group at Taylors' University (2017)
- Train the Trainers Course (TTT) (2014).
- Facilitator for the Student Entrepreneurship Development Seminar Sabah Region Northern area. (2014).
- Facilitator for fundamental Entrepreneurship Program for Single Mothers in the Northern Region. (2014).
- The Review Committee- International Case Study Conference (ICSC). (2014).
- Facilitator for Basic Business Coaching for Lecturers of Perlis Matriculation College. (2014).
- Facilitator for the “Literature writing” at Prince of Songkla University, Trang Campus, Thailand. (2014).
- Facilitator for Education Seminar on Entrepreneurship and Cooperative Institute for HEIs (IPTA). (2013).
- ‘Convention on International Entrepreneurship Institute of Higher Educations (IPT). (2013).
- Trainer and Consultant for Northern Corridor Research Centre. (2012-2015)
- Facilitator and Coacher for the Cooperative and Entrepreneur Development Institute (CEDI):
- Entrepreneur training programs. (2010 - 2015)
- UMHSB – UUM: Trainer and Consultant. (2010 - 2012)

SERVICE TO THE PROFESSION

- Keynote Speaker for 2017 3rd International Conference on Business, Management, Tourism and Hospitality BIZMATOUR 2017, in Bandung Indonesia.
- Facilitator, Seminar Transformasi Usahawan Industri Asas Tani (IAT) (*Agro-entrepreneurs Transformation Seminar*). Pulau Pinang. (2016)
- Facilitator Program Startup 2015: Fasa 1 (Facilitator of Start-up Program 2015: Phase 1). CEDI -UUM. (19th May 2015)
- Facilitator for Retailing Management Competency of Federal Agricultural Marketing Authority (FAMA) Marketing trainers) i.e. Promotion, Marketing campaign& Ads; POS & Inventory record: Daily and Monthly Sales Report; Pricing Strategy. FAMA & CEDI- UUM. (29th October 2014)
- Facilitator for the Basic Entrepreneurship Course for Single Mothers Group 2) i.e. Basic Marketing. American Embassy & CEDI- UUM. (25th October 2014).
- Facilitator for Handling Consumer Complaints and Feedback Course I. UUM. (2014).

- Facilitator for Professionalism of Lecturers: Creative and Innovative Teaching and Learning Course. Perlis Matriculation College. (22nd August 2014)
- Facilitator for Basic Business Administration Course i.e. Sales & Marketing. Perlis Matriculation College. (25th June 2014)
- Facilitator for the Basic Entrepreneurship Course for Single Mothers Group i.e. Basic Marketing. American Embassy & CEDI- UUM. (17th May 2014)
- Facilitator for Entrepreneurship Train, the Trainers for FAMA Marketing Trainers. FAMA & CEDI- UUM. (18th April 2014)
- Facilitator for Strengthening Creative Salesmanship Seminar Program. MADA. (29th April 2014)
- Facilitator for Entrepreneurship and Marketing Training Programs. AIM & CEDI. (2011-2013)
- Basic Entrepreneurship workshop -AIM. (2013).
- “How to Persuade Customers” Workshop. (2013).
- “Winning Customer attention” workshop. (2013).
- Basic Entrepreneurship Program for Single Mothers Group1 -AIM. (2013).
- “How to Persuade Customers” Workshop. (2013).
- Workshop on Strategic Marketing - Co-organized by Yayasan Pembangunan Keluarga Terengganu (YPKT)and CeDI UUM. (2012).
- Workshop on Basic Management and Strategic Marketing - Organized by Department of Student Affairs and Co-Curriculum Unit UUM. (2012).
- Workshop on Strengthening Women Expansion Group - Organized by Penang Agriculture Department. (2012).
- Workshop on Strategic Marketing (Group 2) for AIM entrepreneurs. (2012).
- Effective Sales & Marketing Skills with Cross Selling Techniques Workshop, Berakas, Brunei Darussalam. Entrepreneurship training and coaching. (2012).
- Seminar on Basic Marketing for Agricultural Products of Penang. Organized by Ministry of Agriculture and Agro- Based Industry. (2012).
- Seminar on Motivating Agricultural Products Entrepreneurs of Penang. Organized by Malaysia Productivity Corporation (MPC), Penang. 14 -15 March 2012
- Workshop on Advanced Marketing Management Organized by KKLW. (2011).
- Seminar on Competency Course –Level 2 for HR Marketing direct sales leaders of Malaysia. (2011).
- Seminar on Business Marketing – Co-organized by Malaysian Timber Industrial Board. (2011).
- Basic Entrepreneurship Program for Graduates – Organized by CeDI-UUM. (2011).
- Seminar on basic Entrepreneurship for UUM staff, organized by UUM Registrar Department. (2011).
- Workshop on Strategic Plan for Kedah Sejahtera (2010 - 2015)

SERVICE TO THE COMMUNITY

- Forum Moderator for the Keusahawanan “Pembiayaan dan Pemasaran Sempena Ekspo” (*Entrepreneurship Expo of Financing and Marketing*) (2014).
- Usahawan Bumiputera Pulau Pinang 2011 (PenBEX) (*Penang Bumiputra Entrepreneurs*). (2011).
- Consultant and Project Leader for “Perancangan Strategik Pembangunan Usahawan Bumiputera” (*Bumiputra Entrepreneur Development Strategic Planning*).
- Negeri Kedah”, To develop a report on the entrepreneurship development strategic plan for Kedah state, (2009 - 2011).
- Consultant and Project Leader for “Perancangan Strategik Pembangunan Usahawan Bumiputera Negeri Kedah” (*Kedah Entrepreneur Development Strategic Planning*), To develop a report on the entrepreneurship development strategic plan for Kedah state. (2008 – 2009)

MEMBER OF COMMITTEE

- Koperasi Bank Persatuan (*Co-op Bank Corporation*). (2010 – present).
- Koperasi Bank Rakyat (. (2010 – present).
- Persatuan Guru-guru Melayu Semenanjung (*Peninsula Malay Teachers' Association*). (2008 – present)
- Ahli Alumni USM (*Member of USM Alumni*). (2008 – present)
- Sutranita UUM (*Women Staff Association*). (2007 – 2015)
- Ahli Persatuan Pengguna Islam Malaysia (PPIM) (*Member of Islamic Consumer Association*). (2008- present)
- PERSATU UUM (*Member of Academic Association*). (1994 – 2015)
- Kumpulan Perancangan Strategik Pembangunan Usahawan Bumiputera Pulau Pinang (*Penang Strategic Planning Group Bumiputra Entrepreneur Development*). (2010)

PROFESSIONAL MEMBERSHIP

- Malaysian Institute of Management (MIM). (2014 -2017)
- Institute of Marketing Malaysia. (2015)

AREAS OF TEACHING EXPERIENCE

- Entrepreneurship
- Consultation and Business Proposal Writing
- Marketing
- Tourism

- Management

COMPUTER SKILLS

- Statistical Analysis : SPSS, AMOS, SmartPLS

FIELDS OF INTEREST

- Qualitative and Quantitative Data Analysis (mixed method)
- Marketing
- Management
- Entrepreneurship
- Decision making

AWARDS AND RECOGNITIONS

- 7th best case studies in 2016. Upgrading Organizational Effectiveness and Management Professionalism: A Case Study of Pronadz Reka Bina Sdn. Bhd. Emerald Emerging Markets Case Studies. (EEMCS-06-2016-0138).
- 1st Runner-up for the Best Entrepreneurship Mentor/Coach Award for Academia of Malaysia. Ministry of Higher Education (MOHE). (2015).
- Excellence Service Award. Universiti Utara Malaysia. (2011).
- Silver Medal - Invention, Innovation & Design 2009 – Project Management Internal Control System 'Pronet'. Research Management Institute (RMI), Universiti Teknologi Mara (UiTM). (2009).
- 2nd best paper award. International Business Conference. Leveraging global management resources through transformational leadership insight and collaboration.. (2008).

LANGUAGES

- Malay (Mother Tongue)
- English (Fluent)

REFERENCES

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