



CURRICULUM VITAE (CV)

DR. SHARIFAH ZANNIERAH SYED MARZUKI

PERSONAL INFORMATION

Name : Dr. Sharifah Zannierah Syed Marzuki
Citizenship : Malaysian
Date of Birth : February 27, 1971
Place of Birth : Kluang, Johor, Malaysia

EDUCATIONAL BACKGROUND

PhD (Management) – University of Canterbury, Christchurch, New Zealand.
Thesis: Understanding Restaurant Managers Expectations Toward Halal Certification in Malaysia. 2012.

Master of Business Administration (MBA), Universiti Teknologi MARA, Shah Alam; 2001-2002.

Bachelor Degree in Business Administration (Hons) major in Marketing; 1993-1995.

Diploma in Business Studies, Institut Teknologi Mara, Dungun; 1989-1992.

Professional Membership: Malaysian Institute of Management (MIM) OM124595

PERMANENT JOB POSITION

Senior Lecturer, MASMED, Universiti Teknologi MARA Shah Alam

2/1/2014 – PRESENT

Senior Lecturer, Faculty of Business Management, Universiti Teknologi MARA Pahang

3/3/2003 – 31/12/2013

PRESENT ADMINISTRATION JOB

Head of Department of Research, MASMED. 1 September 2016 until 31 August 2018

PREVIOUS ADMINISTRATION JOB

Head of Department of Entrepreneurship Education, MASMED. 1 July 2014 until 31 August 2016

Head of Department, Institut Tunas Mekar & Operasi Keusahawanan, MASMED

Management Coordinator, UiTM Pahang

Marketing Coordinator, UiTM Pahang

PREVIOUS JOB

Quality Assurance Officer, Quality Improvement Department, MBf Card Services

1995-1997.

Operations Senior Officer, BHLB Pacific Trust

TEACHING EXPERIENCE

Diploma Level

Fundamentals of Marketing, Operations Management, Business Development, Business Communication, Introduction to Business, Fundamentals of Management and Research Methodology

Degree Level

Production Management, Human Resource Development, Introduction to Operations Management

Masters Level

Operations Management (OPM 770) – EMBA

Operations Management (ENT 704) – Master of Applied Entrepreneurship

LIST OF EXPERTISE

- Marketing Communication Tools
- Consumer Behaviour
- Halal Foodways and Certification
- Islamic Marketing

SUPERVISION

PhD STUDENT

STUDENT NO.	NAME	TITLE	PROGRESS
2014306823 BM950	MOHD AZMI BIN	THE MODERATING EFFECT OF TRAINER WITH ENTREPRENERUSHIP EXPERIENCE ON THE	ON GOING

	MANAP	SUCCESSFUL IMPLEMENTATION OF ENTREPRENEURSHIP TRAINING. A CASE STUDY ON PROGRAM KEUSAHAWANAN MARA KUANTAN, PAHANG	
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MASTER STUDENTS

EMBA

STUDENT NO.	NAME	PROGRESS
2010580657	MARNI BINTI MOHAMED	COMPLETED
2010572123	INTAN DURANI BINTI AZAHAR	COMPLETED
2010388109	MASMUNIR BIN MD SIRAT	COMPLETED

STUDENT NO.	NAME	PROGRESS
2011333201	NORASHIKIN BINTI MOHD NOOR	COMPLETED
2011304935	NOOR HASLIZA BINTI R. AZMI	COMPLETED
2011914211	ABD. HALIM BIN HAMAT	COMPLETED

STUDENT NO.	NAME	PROGRESS
2011968571	NURFAZLIN BINTI SHAMSUDIN	COMPLETED
2011799069	TENGGU PUTRI SYUHADA BINTI TENKU SULAIMAN	COMPLETED
2011119837	RADIN MOHAMED AZMAN BIN RADIN YUSOFF	COMPLETED

STUDENT NO.	NAME	PROGRESS
2012535285	MAZLAN BIN ABD GHANI	COMPLETED
2012568333	ABDUL HALIM BIN RAMELI	COMPLETED
2012624712	AZUDIN BIN ABD RAHIM	COMPLETED

MASTER OF APPLIED ENTREPRENEURSHIP

STUDENT NO.	NAME	PROGRESS
2013595947	SITI KHADIJAH SHAKER	COMPLETED

STUDENT NO.	NAME	PROGRESS
2014428898	DINNIE SAKINAH BAHTIAR	COMPLETED

STUDENT NO.	NAME	PROGRESS
2014930411	NURFARHANA MUSTAFHA AL BAKRIE	COMPLETED

BACHELOR DEGREE STUDENTS

BBA IN ENTREPRENEURSHIP

STUDENT NO.	NAME	PROGRESS
2013833668	NAZLEEN ADILA FAKHRORRAZI	COMPLETED
2013435398	NOR ZAHANIDA BAHANODDIN	COMPLETED
2013402162	NURAIMI MAHARI	COMPLETED

STUDENT NO.	NAME	PROGRESS
	AMIRA	COMPLETED
	FARZANA	COMPLETED
	KHAIRAH AFIQAH	COMPLETED

STUDENT NO.	NAME	PROGRESS
2014775917	NUR HASYIMAH ZULKARNAIN	COMPLETED
2013131257	NURUL WAHEEDA MOHD RASHID	COMPLETED

RESEARCH

On Going

(2016)

1. The Expectations of Non-Malaysian Restaurant Manager Towards Halal Certification. Self-Financing. Registered under RMI. Project Leader: Sharifah Zannierah Syed Marzuki. Team Members: Duka Erjon and Wan Kalthom Yahya.

(2015)

1. Environmental and Social Health Research Group, Research Initiative Group (RIG) Tier 5 (RM32,000). Project Leader: PM. Dr. Jamalunlaili Abdullah Team Members: Oliver Ling Hoon Leh, Siti Mazwin Kamaruddin, Noralizawati Mohamed and Sharifah Zannierah Syed Marzuki

(2013)

1. The Role of Diabetes Friendly Logo in An Integrated Model of Behavioural Intentions, Research Acculturation Grant Scheme/RAGS (RM50,000). Project Leader: Maisarah Ishak. Team Members: Sharifah Zannierah Syed Marzuki, PM Zulkifli Abdul Ghani Hilmi and Roslilee Ab. Halim

Completed

(2015)

1. Measurement of Shariah Compliant Hotel Selection Factors Using Importance-Performance Analysis. Self-Financing. Registered under RMI. Project Leader: Roslilee Ab. Halim. Team Members: Sharifah Zannierah Syed Marzuki, PM Zulkifli Abdul Ghani Hilmi, Roslina Ali and Maisarah Ishak.

(2012)

1. The Awareness in Patronizing Halal Certified Restaurants Among Muslim Customers in Bandar Pusat Jengka Pahang, Dana Kecemerlangan (RM5,000) under RMU, UiTM. Project Leader: Roslina Ali. Team Members: Sharifah Zannierah Syed Marzuki and Roslilee Ab. Halim

(2007)

1. An Empirical Study on Human Capital Knowledge Value Added Among Academic Staffs at UiTM Pahang, Self Financing under IRDC, UiTM. Project Leader: Razmah Mahmod. Team Members: Sharifah Zannierah Syed Marzuki and Hajah Che' Asniza Osman.

(2006)

1. A Study on The Awareness of Using Marketing Communication Tools Among The Business Owners in Bandar Pusat Jengka To Improve Their Business (RM5,845) under IRDC, UiTM. Project Leader: Sharifah Zannierah Syed Marzuki. Team Members: Hasnizawati Hashim and Associate Professor Zulkifli Abdul Ghani Hilmi.

PUBLICATIONS

Books/Journal Articles/Chapter of the Book/Monographs/Proceedings

(2017)

1. Syed Marzuki, Hall, C. M., Ballantine, P. W. (In Press). Islamic Tourism: The Practice of a Shariah Compliant Hotel in De Palma Hotel, Malaysia. Book Chapter.

(2016)

1. Syed Marzuki, S. Z., Ab. Halim, R., Abdul Ghani Hilmi, Z., & M. Ishak. (2016). Structural Equation Modeling for Healthy Food Products Purchase Intentions. International Conference on Social Sciences and Humanities (SOSHUM 2016), 19 – 21 April 2016, Hotel Promenade, Kota Kinabalu, Sabah, Malaysia.
2. Ishak, M., Syed Marzuki, S. Z., Abdul Ghani Hilmi, Z., & Ab. Halim, R. (2016). Diabetes Friendly Logo: Determinants of the Purchase Intention. International Conference on Social Sciences and Humanities (SOSHUM 2016), 19 – 21 April 2016, Hotel Promenade, Kota Kinabalu, Sabah, Malaysia.
3. Syed Marzuki, S. M. (In Press). Halal Certification: A Viewpoint From Malaysian Restaurant Managers. *Asia Pacific Journal of Business Review*, 1(1).
4. Syed Marzuki, S. M., Abdul Kadir, M. A., Buyong, S. Z., & Junid, J. (2016). Motivating Factors Influencing Business Among Youth in Malaysia. 3rd Asean Entrepreneurship Conference (AEC) 2016, 5 - 6 October 2016, Hotel Santika Premiere Jogja, Yogyakarta, Indonesia.
5. Kamall Khan, Y., Abd. Halil, N.H., Ab. Rahman, H., Syed Marzuki, S.Z. (In Press). What Are The Factors To Consider When Applying For Halal Certification? In S.Z. Syed Marzuki & W.K. Yahya (Ed). *The Emergence of Global Halal Business*. 2nd edition. Shah Alam. UiTM Press.
6. Tajuddin, N., Mat Dangi, M. R., & Syed Marzuki, S. Z. (2016). Fraudulent Short Messaging Services (SMS): Avoidance and Deterrence. In A. Abdullah, W.K. Yahya, Ramli, N., R. Mohamed, S., Ahmad. *Regional Conference on Science, Technology and Social Sciences*. Springer.
7. Ab. Halim, R., Syed Marzuki, S. Z., Abdul Ghani Hilmi, Z., Ishak, M., & Ali, R. (2016). Measurement of Shariah Compliant Hotel Selection Factors Using Importance-Performance Analysis. *Journal of Global Business and Social Entrepreneurship* (2016).

(2015)

1. Ishak, M., Syed Marzuki, S. Z., Abdul Ghani Hilmi, Z., & Ab. Halim, R. (2015). Assessing the Attitude on Diabetes Friendly Logo on Consumer Behavioural Intentions. National Symposium & Exhibition ON Business And Accounting (NSEBA) 2015, 2 April 2015, Universiti Tenaga Nasional (UNITEN), Sultan Haji Ahmad Shah Campus, Bandar Muadzam, Pahang, Malaysia.
2. Syed Marzuki, S. Z., Hazudin, S. F., Ishak, M., & Wahid, N. (2015). *Halal Food Traceability: From Farm To Table*. E-Journal of Academic Minds, Universiti Teknologi MARA Kelantan.
3. Ab. Halim, R., Syed Marzuki, S. Z., Abdul Ghani Hilmi, Z., Ishak, M., & Ali, R. (2015). Measurement of Shariah Compliant Hotel Selection Factors Using Importance-Performance Analysis. International Conference on Global Business & Social Entrepreneurship, Langkawi 2015, 25 - 26 November 2015, Geopark Hotel Langkawi, Kedah, Malaysia.

4. Ali, R., Syed Marzuki, S. Z., Awang Kader, M. A. R., Mat Yunus, N. K. (2015). Factors Affecting Patronizing Halal Claimant Restaurant Among Muslim Customers. International Conference on Global Business & Social Entrepreneurship, Langkawi 2015, 25 - 26 November 2015, Geopark Hotel Langkawi, Kedah, Malaysia.
5. Mat Dangi, M. R., Tajuddin, N., & Syed Marzuki, S. Z. (2015). Probing Undergraduate Students Leanings Into Untoward Motive In Responding Fraudulent Short Messaging Services (SMS). Gajah Mada International Journal of Business. In Press.
6. Ishak, M., & Syed Marzuki, S. Z. (2015). Preserving and Conserving Kampung Baru as a Malay Heritage in Kuala Lumpur. Konferensi Akademik (KONAKA) 2015, 4 November 2015, Universiti Teknologi MARA, Pahang, Malaysia.

(2014)

1. Syed Marzuki, S. Z., Hall, C. M., & Ballantine, P. W. (2014). Measurement of Restaurant Manager Expectations Toward Halal Certification Using Factor and Cluster Analysis. *Procedia Social and Behavioural Sciences, Elsevier*, 12, 291-303.
2. Syed Marzuki, S. Z., Hazudin, S. F., Ishak, M., & Wahid, N. (In Press). *Halal Food Traceability: From Farm To Table*. E-Journal of Academic Minds, Universiti Teknologi MARA Kelantan.
3. Syed Marzuki, S. Z., & Abdullah, J. (2014). The Expectations of Muslim and Non Muslim Restaurant Entrepreneurs toward Halal Certification in Malaysia. ASEAN Entrepreneurship Conference (AEC) 2014, 17 – 18 May 2014, Shangri-La Rasa Sayang Resort, Penang, Malaysia.
4. Abdullah, J., Syed Marzuki, S. Z., Junid, J., & Ahmad Bakri, A. (2014). Tunas Mekar Serie 4 (2012-2013): Achievements and Challenges. ASEAN Entrepreneurship Conference (AEC) 2014, 17 – 18 May 2014, Shangri-La Rasa Sayang Resort, Penang, Malaysia.
5. Ali, R., Syed Marzuki, S. Z., & Ab. Halim, R. (2012). *The Importance of Certified Halal Logo Among Customers in Bandar Pusat Jengka Pahang*. Book Chapter, Springer.
6. Ab. Halim, R., Hasan, H., Syed Marzuki, S. Z., & Musa, N. D. (2012). *Childcare Service Quality: Measuring Expectations of Working Parents Using SERVPERF Dimensions*. Book Chapter, Springer.
7. Mat Dangi, M. R., Tajuddin, N., & Syed Marzuki, S. Z. (2014). Probing Undergraduate Students Leanings Into Untoward Motive In Responding Fraudulent Short Messaging Services (SMS). RCSTSS, 23 – 25 November, 2014, Cameron Highlands.
8. Tajuddin, N., Mat Dangi, M. R., & Syed Marzuki, S. Z. (2014). An Empirical Study On Fraudulent Short Messaging Services (SMS): Discovering A Means Of Avoidance And Deterrence. RCSTSS, 23 – 25 November, 2014, Cameron Highlands.

9. Syed Marzuki, S. Z., & Mat Dangi, M. R. (In Press). Inovasi dan Keusahawanan. *Infousahawan Edisi Oktober - Disember*. Universiti Teknologi MARA, Terengganu.

(2013)

1. Syed Marzuki, S. Z., Hall, C. M., & Ballantine, P. W. (2013). Sustaining Halal Certification at Restaurants in Malaysia. In C.M. Hall & S. Gössling (Ed). *Sustainable Culinary Systems: Local Foods, Innovation and Tourism & Hospitality*. New York: Routledge.
2. Syed Marzuki, S. Z. (2013). Halal Certification Perspectives Among Malaysian Restaurant Managers. In S. Z. Syed Marzuki & W. K. Yahya (Ed). *The Emergence of Global Halal Business*. UiTM Press.
3. Ali, R., Syed Marzuki, S. Z., & Ab. Halim, R. (2013). The Awareness Towards Halal Logo Attributes. In S. Z. Syed Marzuki & W. K. Yahya (Ed). *The Emergence of Global Halal Business*. UiTM Press.
4. Syed Marzuki, S. Z., & Ishak, M. (2013). Pentingnya Logo Halal Kepada Sektor Hospitaliti. *Infousahawan Edisi April-Jun*. Universiti Teknologi MARA, Terengganu.
5. Syed Marzuki, S. Z., Ab. Halim, R., & Ali, R. (2013). *A Study on Muslim Customers Patronizing Attitude and The Image of Halal Restaurant*. Paper presented at Colloquium on Administrative Science & Technology (CoAST 2013), Kuching, Sarawak, Malaysia.
7. Ab. Halim, R., Syed Marzuki, S. Z., & Ramli, N. A. (2013). *A Preliminary Study on Knowledge Acquisition and Requirement Among SME Entrepreneurs*. Konferensi Akademik (KONAKA), UiTM Pahang.
8. Ishak, M., & Syed Marzuki, S. Z. (2013). *Pengaruh Dimensi Kecerdasan Emosi (EQ) Terhadap Prestasi Akademik Pelajar UiTM*. Konferensi Akademik (KONAKA), UiTM Pahang.
9. Ab. Halim, R., & Syed Marzuki, S. Z. (2013) Usahawan Era ICT: Kuasa Pasaran Atas Talian. *Infousahawan, Edisi Oktober – Disember*. Universiti Teknologi MARA, Terengganu.

(2012)

1. Syed Marzuki, S. Z., Hall, C. M., & Ballantine, P. W. (2012). Restaurant Manager and Halal Certification in Malaysia. *Journal of Foodservice Business Research*, 15(2), 195-214.
2. Syed Marzuki, S. Z., Hall, C. M., & Ballantine, P. W. (2012). Restaurant Managers' Perspectives on Halal Certification. *Journal of Islamic Marketing*, 3(1), 47-58.

3. Yahya, W. K., & Syed Marzuki, S. Z. (2012). Climate Change, Global Warming and Sustainable Consumption. *Business & Management Quarterly Review*, 3(1), 53-59.
4. Syed Marzuki, S. Z., Hall, C. M., & Ballantine, P. W. (2012). *Measurement of Restaurant Manager Expectations Toward Halal Certification Using Factor and Cluster Analysis*. Paper presented at International Halal Conference (INHAC 2012), Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia.
5. Syed Marzuki, S. Z., Mat Yunus, N. K., Abu Yazid, Z. N., & Ismail, I. R. (2012). *The Anatomy of Halal Slaughtering: Issues and Challenges*. Konferensi Akademik (KONAKA), UiTM Pahang, 5-6 November 2012, Bukit Gambang Resort.
6. Ishak, M., Syed Marzuki, S. Z., Abdul Jabar, F., & Abdul Jabar, M. (2012). *Marketing Islamic Tourism in Malaysia*. *Terengganu International Business and Economic Conference (TIBEC III)*, Hotel Primula, Terengganu.
7. Abdul Jabar, F., Abdul Razak, N. H., Syed Marzuki, S. Z., Ab. Halim, R., Abdul Jabar, M., & Katan, M. (2012). *The Impact of Jengka Street Existence Towards Textile and Clothing Sellers in Bandar Tun Abdul Razak Jengka Pahang*. Poster presentation at AKEPT's 2nd Global Annual Young Researchers International Conference and Exhibition, Melaka, Malaysia.
8. Ali, R., Syed Marzuki, S. Z., & Ab. Halim, R. (2012). *The Importance of Certified Halal Logo Among Customers in Bandar Pusat Jengka Pahang*. ICSTSS.
9. Ab. Halim, R., Hasan, H., Syed Marzuki, S. Z., & Musa, N. D. (2012). Investigation on Expectations of Working Parents towards Childcare Service Quality in Bandar Tun Razak, Jengka. ICTSS.

(2011)

1. Sharifah Zannierah Syed Marzuki, Razmah Mahmod, Hasnizawati Hashim, Rozieana A. Halid & Mohd Norafizal Abdul Aziz. (2011). *Realiti Dunia Perniagaan: Tips- Tips Menambat Hati Pelanggan*. UPENA, UiTM Shah Alam.
2. Sharifah Zannierah Syed Marzuki, Rozieana A. Halid @ Khalid, Roslilee Ab. Halim, Wan Kalthom Yahya, Roslina Ali, Norulhuda Tajuddin & Musramaini Mustapha. (2011). *An Assessment of the Readiness in Pursuing Diploma among Pre Diploma Students in Universiti Teknologi MARA Pahang*. Konferensi Akademik (KONAKA) at UiTM Pahang.
3. Sharifah Zannierah Syed Marzuki. (April, 2011). *Komunikasi Perniagaan Ibarat Gula Dan Garam Dalam Perniagaan*. Buletin Akademik. UiTM Terengganu.

(2010)

1. Syed Marzuki, S. Z., Hall, C. M., & Ballantine, P. W. (2010). *Restaurant Managers Expectations Toward Halal Certification in Malaysia*. Sustaining Sustainable Food In Tourism And Hospitality, Linnaeus University School of Business and Economics, Kalmar, Sweden.

(2009)

1. Syed Marzuki, S. Z., Hall, C. M., & Ballantine, P. W. (2009). *Understanding Restaurant Managers Expectations Toward Halal Certification in Malaysia*. Paper Presented at World Congress on Arts and Humanities, Paris, France.

(2007)

1. Hasni Abdullah, Sharifah Zannierah Syed Marzuki & Zaeidah Mohamed Isa (2007). *TQM in Public Sector: Key Success Factors*. Konferensi Akademik (KONAKA), UiTM Pahang.

(2006)

1. Sharifah Zannierah Syed Marzuki & Hasni Abdullah. (2006). *Pengajaran dan Pembelajaran Efektif Menghasilkan Modal Insan Dinamik*. Konferensi Akademik (KONAKA), UiTM Pahang.
2. Razmah Mahmod, Sharifah Zannierah Syed Marzuki & Hajah Che' Asniza Osman. (2006). *Quality Culture at Higher Learning Institutions: Challenges & Strategies*. Konferensi Akademik (KONAKA), UiTM Pahang.
3. Hasnizawati Hashim, Rozieana A. Halid & Sharifah Zannierah Syed Marzuki. (2006). *Emotional Intelligence at Work*. Konferensi Akademik (KONAKA), UiTM Pahang.
4. Wan Kalthom Yahya & Sharifah Zannierah Syed Marzuki. (2006). *Customer Loyalty, Satisfaction and Retention*. The National Seminar on Science Technology and Social Sciences (STSS). Kuantan, Pahang.

(2005)

1. Sharifah Zannierah Syed Marzuki & Wan Kalthom Yahya. (2005). *The Spirit of Malaysia Incorporated and Privatisation*. Konferensi Akademik (KONAKA), UiTM Pahang.

2. Sharifah Zannierah Syed Marzuki & Wan Kalthom Yahya (2006). *Marketing Myopia: An Interesting Fact to Marketers*. Jurnal Gading, 9(2), 171-182.

(2004)

1. Wan Kalthom Yahya & Sharifah Zannierah Syed Marzuki. (2004). *Customer Relationship Management*. Konferensi Akademik (KONAKA), UiTM Pahang.
2. Sharifah Zannierah Syed Marzuki & Wan Kalthom Yahya. (2004). *From Transaction Marketing to Relationship Marketing: A New Perspective*. The National Seminar on Science Technology and Social Sciences (STSS). Kuantan, Pahang.

(2003)

1. Sharifah Zannierah Syed Marzuki. (2003). *Quality Learning*. Konferensi Akademik (KONAKA), UiTM Pahang.

REVIEWER

(2013)

PROPOSALS

Research Acculturation Grant (RAGS)

CONFERENCE

1. User Satisfaction Thorough "Plural Comprehensive" Primary Health Model - International Conference on Economics, Business and Research (ICEBR2013) organised by the Economics Department and the Division of Research and Industrial Linkage, Universiti Teknolog MARA Kedah, Malaysia.

Dana Kecemerlangan/Excellence Research Grant

(2011)

1. Critical Factors of B2B E-Marketplaces Among SMEs: The Case of agribazaar.com.my
2. Assessing The Intrinsic and Extrinsic Factors That Influence The Acceptance of Blog Using Technology Acceptance Model (TAM)

3. Muslimpreneurs Awareness on Halal Cosmetic Products
4. Infusing Leadership Criteria Among Student Leader: A New Standard Student Representatives (SRC) Selection Process

REVIEWER JOURNAL ARTICLE/CHAPTER OF THE BOOK

(2016)

1. Effect of restaurant reward programs on customers' loyalty: Evidence from Iran.
Journal: *Journal of Islamic Marketing*
Manuscript ID JIMA-11-2015-0085
2. Comparison of Motivation Level According to the Socio-Demographic Variables of Muslim Tourists in Malaysia
Journal: *Journal of Islamic Marketing*
Manuscript ID JIMA-03-2016-0016.R1

(2015)

1. Contribution of Economic Sectors to Malaysian GDP
2. Role of Management and Employees in Customer Focused Organizations
3. Disentangle the Effect of Store Atmospheric on Retail Experience: An Analysis on Auto Bavaria Dealership Outlet
4. Differences in Human Processing Technique On Fear Towards Crime
5. Comparative Study: Examining Student Engagement using Instructional Leadership Practices in UiTM Affiliated Colleges at Pahang State

(2014)

1. Muslim World: A Study of Tourism and Pilgrimage Among OIC Member States. *Journal of Islamic Marketing*. Emerald.
2. Malaysia Army Veterans Outlay and Discernment toward Financial Aid. *Gading Business And Management Journal*, Volume 17.
3. Exploring Entrepreneurships Among Graduates: Intentions, Motivations and Obstacles. *Gading Business and Management Journal*, Volume 16.
4. An Investigation on the Behaviour of Lower Grade Students Spending Their Free Time With Media: The Generation Y Scenario. *Gading Business and Management Journal*, Volume 16.
5. The Significance of Endeavour Funding Scheme By Amanah Ikhtiar Malaysia (AIM) Among The Small Scale Entrepreneurs. *Gading Business and Management Journal*, Volume 17.

6. E-Government Maturity Stage: Pahang Implementation Process And Progress.

(2013)

1. Family Structure and Decision Making Styles among Iranian Couples. Journal of Islamic Marketing. Emerald.

(2010)

1. A Muslim Tourist Enclave in Bangkok: Emergence, Structure and Dynamics. Tourism Geographies. Routledge.

REVIEWER CONFERENCE PAPER

(2016)

1. The Relationship Between Personality/Behavioural Traits And Entrepreneurs' Competitiveness. AEC Paper.
2. Kualiti Perkhidmatan Antara Pengurusan Kontemporari Dan Perspektif Islam: Kajian Perbandingan. AEC Paper

(2013)

1. International Conference on Economics, Business and Research (ICEBR2013) UiTM Kampus Merbok

(2012)

1. TiBEC III, UiTM Terengganu
2. Review Committee 2012, Higher Education Leadership Academy (AKEPT), AKEPT's Young Researchers Circle (AYRC)

CONSULTATION

(2015)

1. Penyelidikan: Young Entrepreneurs in Malaysia. CEDAR (SME BANK)

(2013)

1. Kajian Impak Taman Kekal Pengeluaran Makanan (TKPM) Lanchang for Jabatan Pertanian and Pejabat Setiausaha Kerajaan Pahang. Amount RM30,000. Project Leader.
2. Kajian Impak Skim Ternakan Ruminan for Jabatan Veterinar and Pejabat Setiausaha Kerajaan Pahang. Amount RM30,000. Team Member
3. Seminar “Memperkasa Usahawan IKS Ke Puncak Kejayaan”. Programme Director. Business Consultancy Group. UiTM Pahang.

(2006)

4. Seminar “Strategi Promosi Untuk Mencipta Jualan”. Programme Director. Business Consultancy Group. UiTM Pahang.

EXPERTISE

1. PhD External Examiner (2016)

Name	Asnidar Hanim Yusuf (4110178)
Programme of Study	Doctor of Philosophy in Economics and Muamalat Administration
Faculty	Faculty of Economics and Muamalat
University	Universiti Sains Islam Malaysia
Title of Thesis	The Role of Halal Certificate Towards Business Performance in Kopitiam in Selangor

2. Panel Business Plan (GEDEP), 3 November 2016, MASMED.
3. Project Advisor: SME @University

Mohd Al Hafidz Mohamad Habeebullah
Qaliph Coffee Station

4. Session Chair 3rd Asean Entrepreneurship Conference (AEC) 2016, 5-6 October 2016, Yogyakarta, Indonesia
5. Speaker and Facilitator at Enterprais Graduan Muda (EGM) 2016, Kinrara Resort, 14-17 April, 2016.
6. Engagement Facilitator for Public Private Research Network (PPRN) 2015.
7. Panel of Judges, Product Innovation & Pre-Commercialization Literacy Lab Programme (PreCom-LAB), 12-14 June 2015, D' Hotel Seri Iskandar & UiTM Perak.
8. Jury for MUSE Challenge 2015, 6 & 7 June 2015, Summit Hotel Subang USJ.
9. Jury for 1000 Pitching (National Level), 8 July 2015, MASMED.
10. Expert Reviewer for Conceptual Model of Persuasive Multimedia Content (PMC) for Social Media Advertising in Island Homestay. Researcher: Muhammad Abdul Malik Saedon, UUM.
11. Panel Business Plan (GEDEP), 14 May, 2015, MASMED.
12. Panel Business Plan (GEDEP), 25 November, 2015, MASMED.
13. Panel Business Model Canvas Presentation Master of Applied Entrepreneurship, 8 May 2015.
14. Panel, Business Model Canvas, Cohort 2, 23 October, 2015.
15. Interviewer candidates for Master Of Applied Entrepreneurship, 6 July 2015.
16. Judge for poster presentation at National Symposium & Exhibition on Business And Accounting (NSEBA) 2015, 2 April 2015, Universiti Tenaga Nasional (UNITEN), Sultan Haji Ahmad Shah Campus, Bandar Muadzam, Pahang.
17. Panel SME Business Counselor, 6 April 2015.
18. Mentor Graduate Entrepreneurship Development Programme (GEDeP) 7th Series, 2015.
19. Mentor Graduate Entrepreneurship Development Programme (GEDeP) 6th Series, 2015.
20. Panel Examiner for Viva Voce Applied Business Research MBA, 10 January 2015.

21. **Master External Examiner (2014)**

Name	Norafni @Farlina Rahim (3080067)
Programme of Study	Master of Economics and Muamalat Administrations
Faculty	Faculty of Economics and Muamalat
University	Universiti Sains Islam Malaysia
Title of Thesis	Awareness of Muslim Consumers Toward Halal Issues of Non-Food Product

22. Expert Reviewer/Pakar Pengesahan Instrumen “Hubungan Antara Ciri Keusahawanan Dan Persekitaran Kolej Dengan Komitmen Pensyarah Dalam Pelaksanaan program School Enterprise Di Kolej Vokasional”. Researcher: Norlia Abdullah, UPM.
23. Speaker on “How To Roll Your Money” organized by “Sekretariat Mahasiswa Fakulti” (SMF), Persatuan Siswa Siswi Kejuruteraan Mekanikal (PSSKM), 23 April 2014, Dewan Kuliah B, Level 6, Mechanical Engineering Faculty.
24. Speaker on Product Strategy, Graduate Entrepreneurship Development Programme (GEDeP) 4th Series, MASMED Intekma Resort, 27 March, 2014.
25. Speaker on Image and Branding, Graduate Entrepreneurship Development Programme (GEDeP) 4th Series, MASMED Intekma Resort, 27 March, 2014.
26. Speaker on Retailing, Graduate Entrepreneurship Development Programme (GEDeP) 4th Series, MASMED Intekma Resort, 27 March, 2014.
27. Briefing to new students – Centre of Marketing, Retail and Entrepreneurship on “Activities & Opportunities at MASMED”, DK B, Level 4, Faculty of Business Management, 3 March, 2014.
28. Speaker on “Agenda dan Gerak Kerja Keusahawanan di UiTM – Tunas Mekar”, Hotel Sri Malaysia, Johor Bahru, 15 February 2014.
29. Speaker on “Potensi Kerjaya Dalam Perniagaan Abad 21: Kelebihan Dan Cabaran”, UiTM Johor, Segamat Campus, 7 February, 2014.
30. Speaker on Connecting People, Enterprise Graduan Muda (EGM) Programme, Hotel Seri Malaysia, Bagan Lalang, 22 January 2014.
31. Speaker on Advertising and Branding, Enterprise Graduan Muda (EGM) Programme, Hotel Seri Malaysia, Bagan Lalang, 23 January 2014.
32. Speaker on Retailing, Enterprise Graduan Muda (EGM) Programme, Hotel Seri Malaysia, Bagan Lalang, 23 January 2014.
33. Speaker “Potensi Kerjaya Dalam Perniagaan Abad 21: Kelebihan Dan Cabaran”, Tunas Mekar Induction Programme (Wilayah Persekutuan).
34. Speaker “Potensi Kerjaya Dalam Perniagaan Abad 21: Kelebihan Dan Cabaran”, Tunas Mekar Induction Programme (Selangor), 11-13 June, 2014.

35. Speaker "Potensi Kerjaya Dalam Perniagaan Abad 21: Kelebihan Dan Cabaran", Tunas Mekar Induction Programme & MANJARO (Perlis), Chalet Persatuan Nelayan, Kuala Sg. Baru, 19 – 21 June, 2014.
36. Counsellor Tunas Mekar 5th Series (Selangor).
37. Counsellor Tunas Mekar 5th Series (Wilayah Persekutuan).
38. Speaker on Lean Canvas, Tunas Mekar Induction Programme (Negeri Sembilan, Melaka & Johor), 27 June, 2014.
39. Speaker on Lean Canvas, Tunas Mekar Counsellor Programme (Perak).
40. Panel Examiner for Viva Voce Applied Business Research MBA, 4 January 2014.
41. Mentor Graduate Entrepreneurship Development Programme (GEDeP) 4th Series, 2014.
42. Mentor Graduate Entrepreneurship Development Programme (GEDeP) 5th Series, 2014.
43. Coach (Innovation Project) SME@UiTM 2014.
44. Internal Editor, GADING Journal, Volume 18, 2014.
45. Committee Member Veters for ENT Final Exam Papers at Institut Latihan Universiti (ILU), Kg. Gajah, Perak on 3-5 April 2014.
46. Speaker on The Expectations of Restaurant Manager Toward Halal Certification in Malaysia at Halal Symposium in conjunction with APMMC 2013, organized by Universiti Malaysia Sarawak (UNIMAS), Hilton Hotel, 22 November 2013.
47. Speaker on Research Methodology for EMBA students at Kuantan Campus, 8 September 2013.
48. Editor for Chapter of the Book, *The Emergence of Global Halal Business: Contemporary Issues in Islamic and Halal Marketing* UiTM Press (2013).
49. Panel Examiner for Viva Voce Applied Business Research MBA, 19 January 2013.
50. Speaker 'Tips on Becoming an Excellent Researcher' organized by iLQAM, 22 May 2013 Dewan Kuliah Al-Farabi
51. Examiner for Marking Answer Scripts (Matriculation Programmes) for Kementerian Pelajaran Malaysia – May 2013.
52. Speaker for Literature Review and Research Design Workshop (4Ps), Faculty of Business Management, UiTM Pahang – 2012
53. Examiner for Marking Answer Scripts (Matriculation Programmes) for Kementerian Pelajaran Malaysia – May & November 2012

54. Speaker for Entrepreneurship (ENT/ETR 300) Workshop, Faculty of Business Management, UiTM Pahang – 2011
55. Examiner for Marking Answer Scripts (Management Codes) for IKIP and Kolej-Kolej Bersekutu (KKB)- 2005 until present
56. Examiner for Marking Answer Scripts (Matriculation Programmes) for Kementerian Pelajaran Malaysia – November 2011
57. Reviewers for Research Proposals (Dana Kecemerlangan) – 2011
58. Panel Editing for Manuscripts (KONAKA) – 2011
59. Panel Examiner ETR/ENT Presentation 2011
60. Reviewer for Tourism Geographies – 2010
61. Conference Assistant – Australian & New Zealand Marketing Academy (ANZMAC) 29 Nov-1 Dec 2010 at the University of Canterbury, Christchurch New Zealand
62. Judge for Mandarin Night – 2006

UNIVERSITY SERVICES

1. Head of Department, Entrepreneurship Education, Malaysian Academy of SME & Entrepreneurship Development (MASMED), 1 July 2014 – 30 June 2016.
2. Ketua Pusat Pengajian Master of Applied Entrepreneurship, 1 July 2014 – 30 June 2015.
3. Pegawai Perhubungan Perpustakaan Sesi 2015/2016.
4. Panel Penilai 'UiTM Internal Entrepreneurial Award 2015', 30 October 2015.
5. Booth Facilitator for MASMED promoting Master of Applied Entrepreneurship (BM721). 14 November 2015 at SACC Convention Centre, Shah Alam.
6. Head of Department, Tunas Mekar Institute & Entrepreneurial Operations, Malaysian Academy of SME & Entrepreneurship Development (MASMED), 1 February 2014 – 31 June 2014.
7. Vetting Committee Member, Final Examination June 2014, Institut Latihan Universiti (ILU) Kg. Gajah, Perak, 3-5 April 2014.
8. Deputy Chairman, Konferensi Akademik (KONAKA), UiTM Pahang 2013.
9. Group Leader (Area 7 – Programme Monitoring and Review) Self Review Report 2013
10. Pengerusi Salah Laku Staf [Chairperson for Staff Misconduct] 2 & 4 January 2013.

11. Committee Member of Work for “Ekspo Selangkah Ke UiTM 2013, UiTM Pahang”. 2013.
12. Group Leader (Hasil/Results) for Anugerah Kualiti Rektor (AKUR) Faculty of Business Management 2011 - 2012.
13. Committee Member of Work for “Ekspo Selangkah Ke UiTM 2012, UiTM Pahang”. 2012.
14. Deputy Chairman. Planning New Business Degree Programmes for Faculty of Business Management, UiTM Pahang. 2011.
15. Management Coordinator. Faculty of Business Management, UiTM Pahang. 2011 – 2013.
16. Committee Member for Konferensi Akademik (KONAKA) UiTM Pahang. 2006 – 2007.
17. Marketing Coordinator. Faculty of Business Management, UiTM Pahang. 2004 – 2006.
18. Programme Director for Consultancy Services ‘Seminar Strategi Promosi Untuk Mencipta Jualan’ Faculty of Business Management 2006.
19. Programme Representative. Hari Bertemu Pelanggan. 2005 - 2006.
20. Advisor (Exhibition). KRISTAL. UiTM Pahang. 2005.
21. Secretary 2. Academic Club. UiTM Pahang. 2004 – 2005.

COMMUNITY SERVICES

1. Malaysian Medical Relief Society (MERCY MALAYSIA). Volunteer/Member. 2003 until present.
2. Secretariat for Karnival Kerjaya Dan Keusahawanan Graduan (K3G) 2015. 4-6 September, 2015, Sunway Resort Hotel & Spa.
3. Mentor/Committee Member Program Celik Huruf for Sekolah Menengah Jengka Pusat 2. 2013.
4. Ekspo Selangkah ke UiTM 23-24 March 2013 at UiTM Kampus Bukit Sekilau.
5. Parent Teacher Association Sekolah Menengah Jengka Pusat 2. Committee Member (Assistant Secretary 2). 2012 – 2014.
6. Westburn School New Zealand. Volunteer in collecting donations in building a new school hall. 2009.
7. Westburn School New Zealand. Volunteer during school fair by operating a Malaysian stall. 2008.
8. Tadika Kemas Desa Jaya. Committee Member. 2005 – 2006.

AWARDS

INVENTION, INNOVATION & DESIGN (IID)

1. DIABETES FRIENDLY LOGO: DETERMINATION OF THE PURCHASE INTENTION. Gold Medal. Invention Innovation & Design (IID Negeri Sembilan) 2017. UiTM Kampus Seremban 3, 22 January, 2017. Project Leader: Maisarah Ishak Team members: Sharifah Zannierah Syed Marzuki, Zulkifli Abdul Ghani Hilmi & Roslilee Ab. Halim.
2. DIABETES FRIENDLY LOGO: MAKING HEALTHY FOOD CHOICES. Silver Medal. International Invention Innovation & Design (IID Johor) 2015. Amansari Residence Resort, 29 October, 2015. Project Leader: Maisarah Ishak Team members: Sharifah Zannierah Syed Marzuki, Zulkifli Abdul Ghani Hilmi & Roslilee Ab. Halim.
3. HALAL UNIQUE INSIGNIA (HAL-UI) FOR BUMIPUTERA PRODUCTS IN MALAYSIA. Gold Medal. International Invention Innovation & Design 2014. Dewan Temenggong, Kampus Segamat, UiTM Johor on 20 August, 2014. Project Leader: Sharifah Zannierah Syed Marzuki Team Members: Mohamad Ridhuan Mat Dangi, Roslina Ali, Maisarah Ishak & Norulhuda Tajuddin.
4. HALAL UNIQUE INSIGNIA (HAL-UI) FOR SMALL AND MEDIUM ENTERPRISE (SME). Silver Medal. International Exposition On Research And Innovation, IIDEX 2014. Dewan Agung Tuanku Canselor (DATC) Universiti Teknologi MARA Shah Alam Selangor on 27 – 30 April 2014. Project Leader: Mohamad Ridhuan Mat Dangi. Team Members: Sharifah Zannierah Syed Marzuki, Roslina Ali & Norulhuda Tajuddin.
5. HALAL UNIQUE SCORE (HAL-US) SYSTEM. Silver Medal. Invention, Innovation & Desain (IID Johor 2013), Kampus Segamat, UiTM Johor on 19 September 2013. Project Leader: Sharifah Zannierah Syed Marzuki. Team Members: Mohamad Ridhuan Mat Dangi, Roslilee Ab. Halim & Roslina Ali.

6. HALAL UNIQUE INSIGNIA (HAL-UI). Gold Medal. National Invention, Innovation & Desain (NIID Perak 2013), Kampus Sri Iskandar, UiTM Perak on 11-12 December 2013. Project Leader: Roslina Ali. Team Members: Sharifah Zannierah Syed Marzuki, Mohamad Ridhuan Mat Dangi, Roslilee Ab. Halim & Maisarah Ishak.
7. FRAUD SMS ALERT: Application Exchange Information on Android System (FRAEX-IAS VERSION 1.0). Silver Medal. Research Invention, Innovation & Desain (RIID Melaka 2013), Kampus Sri Iskandar, UiTM Melaka on 16-17 December 2013. Project Leader: Norulhuda Tajuddin. Team Members: Mohamad Ridhuan Mat Dangi, Sharifah Zannierah Syed Marzuki.

OTHER ACHIEVEMENT AWARDS

1. Anugerah Bab Dalam Buku. 2014. Anugerah Persada Bestari (APB) 2014 UiTM Pahang 11 September 2014.
2. Anugerah Perundingan. 2014. Anugerah Persada Bestari (APB) 2014 UiTM Pahang 11 September 2014.
3. Anugerah Inovasi/Rekacipta. 2014. Anugerah Persada Bestari (APB) 2014 UiTM Pahang 11 September 2014.
4. Anugerah Penyelidikan. 2014. Anugerah Persada Bestari (APB) 2014 UiTM Pahang 11 September 2014.
5. Anugerah Seri Gading. 2014. Anugerah Persada Bestari (APB) 2014 UiTM Pahang 11 September 2014.
6. Poster Presentation (2nd Place). 2013. Konferensi Akademik (KONAKA) Universiti Teknologi MARA Pahang, Bukit Gambang Resort 28-29 Oktober 2013.
7. Anugerah Seri Gading. 2013. Malam Anugerah Persada Bestari (APB) 2013 UiTM Pahang. Bukit Gambang Resort 5 – 6 November 2013.
8. Anugerah Buku Ilmiah [Academic Book Award]. 2012. Malam Anugerah Persada Bestari (APB) 2012 UiTM Pahang. Bukit Gambang Resort 5 – 6 November 2012.
9. Anugerah Geran Penyelidikan [Research Grant Award]. 2012. Malam Anugerah Persada Bestari (APB) 2012 UiTM Pahang. Bukit Gambang Resort 5 – 6 November 2012.
10. Poster Presentation (1st Place). 2012. Konferensi Akademik (KONAKA) Universiti Teknologi MARA Pahang, Bukit Gambang Resort 5 – 6 November 2012.

11. Anugerah Khidmat Cemerlang [Service Excellence Award]. 2011. Universiti Teknologi MARA Pahang.
12. Poster Presentation (3rd Place). 2011. Konferensi Akademik (KONAKA) Universiti Teknologi MARA Pahang.
13. NZ ASIA Research Award. 2008. Victoria University of Wellington.
14. Anugerah Khidmat Cemerlang [Service Excellence Award]. 2006. Universiti Teknologi MARA Pahang.

PARTICIPATION

1. Participant Design Thinking One-Day Immersion, ILD PTAR 2, UiTM Shah Alam, 25 April 2016.
2. Participant UNESCO-APEID Meeting on Entrepreneurship Education, 12- 14 October 2015, Pullman Hotel King Power, Bangkok, Thailand.
3. Creating & Analyzing Databases Utilizing Microsoft Excel, 16 & 17 December 2014, Shah Alam.
4. Approaches To Teaching Series (Blended Learning in Teaching & Learning), 16 May, 2013.
5. Lab Penjanaan Pendapatan dan Penjimatan Kos, Pusat Latihan UiTM, Kg. Gajah, Perak. 15-17 Mac 2013.
6. Participant Smart PLS Workshop, Bilik Latihan Staf, Universiti Teknologi MARA Pahang. 24 April 2012.
7. Amazing Innovation Race Competition, UiTM Pahang 2012
8. PhD in 3 Contest, University of Canterbury 2010

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