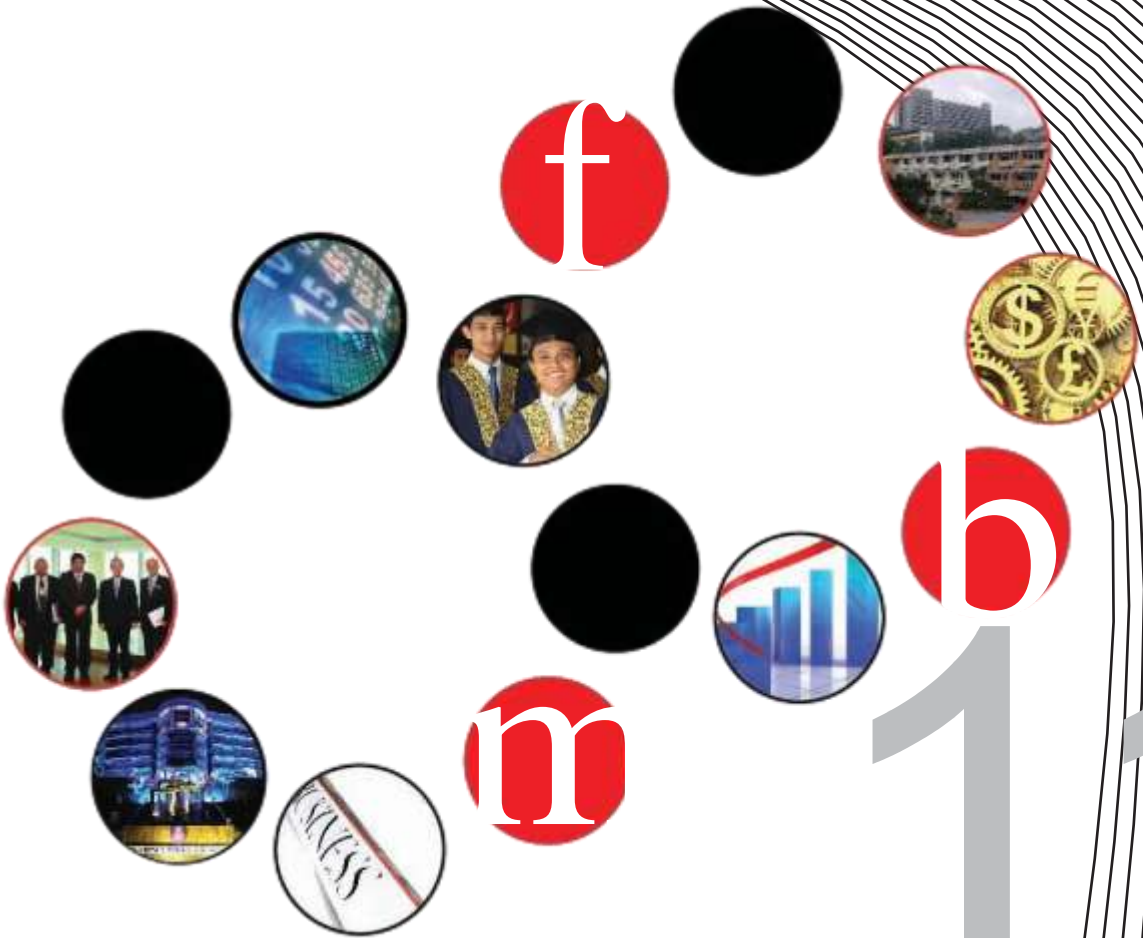




Faculty of  
Business Management  
Universiti Teknologi MARA



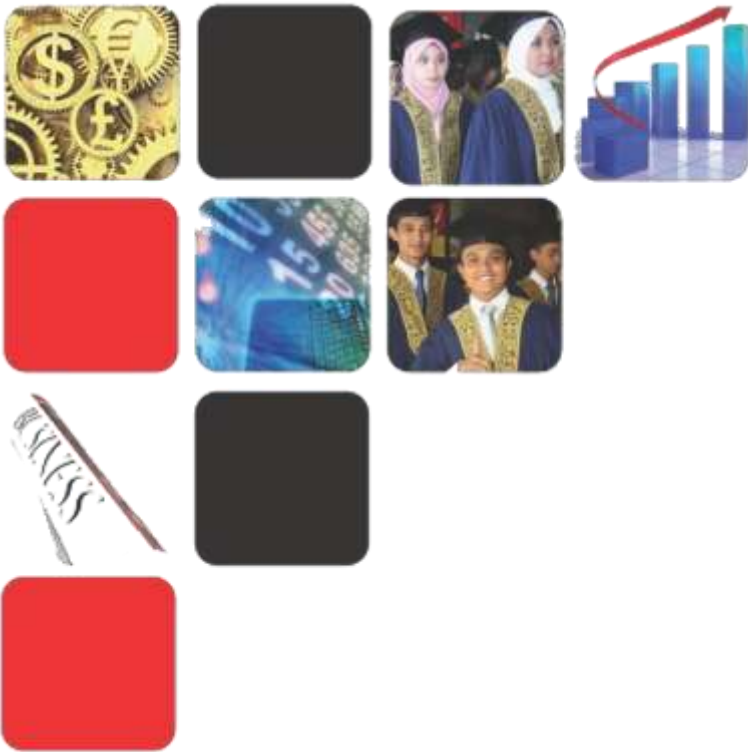
FACULTY OF BUSINESS MANAGEMENT

ANNUAL REPORT 2011



20

"Carving a niche in business education"



# 11

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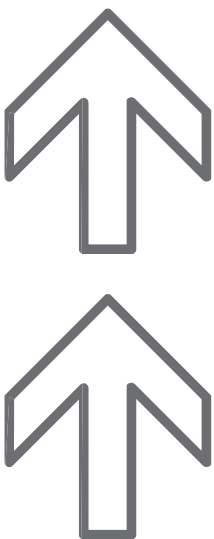
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# VISION & MISSION

## VISION

To become an excellent and competitive Faculty of Business Management in Malaysia that is internationally recognized for its professionalism in education, training, research and consultancy services.

## MISSION

The Faculty of Business Management will achieve academic excellence based on quality work and culture through:

- providing integrated program with courses fulfilling the needs of the industry and nation
- effective development of human resources capable of delivering internationally recognized research and consultancy services
- producing professional and competitive graduates towards satisfying industry needs through conducive teaching and learning environment

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# MESSAGE FROM THE DEAN

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03 | Faculty of Business Management

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On behalf of the Faculty, I am pleased to present the Annual Report of the Faculty of Business Management. The report primarily documents information about the Faculty's human resource, their activities and achievements in the year 2011.

The merger between the Faculty of Office Management and Technology and the Faculty of Business Management in 2011 marked a major milestone for the Faculty. With this merger, our family has grown bigger and along with it, the potential to reach greater heights in academia.

The Faculty continues to adapt to changes in the education environment in which focus on research activities has taken center-stage. As such, we can see that the year 2011 bears testimony of the relentless effort of the Faculty's academicians in research.

A total of 139 research projects were recorded. The number of papers presented by lecturers in conferences, both domestic and international, increased tremendously to a total of 110. In addition to papers published in conference proceedings, the number of papers successfully published in reputable journals had also increased. The Faculty is also proud with the awards won by Associate Professor Dr Norlida Abdul Hamid, in the Invention and Innovation Design as well as in the Malaysian Technology Expo competitions. These achievements indicate that the Faculty continues to garner national and international recognition.

The year 2011 also witnessed a commendable increase in student activities. These activities include not only academic activities such as talks and academic visits, but also non-academic activities such as sports, charity work, community service and the like. The Annual Report additionally lists the names of students who have been awarded the best student title at the diploma and degree levels. The accomplishments of our students who succeeded in completing their studies at the postgraduate levels (masters and doctor of philosophy) are also reported. The faculty is indeed proud of their achievements.

I am also thankful to the Faculty support staff for their tireless work commitment. Their dedication to work has indeed contributed to the smooth administration of the Faculty throughout the year.

I am happy with the progress made by the Faculty. However, let us not rest on our laurels but strive for greater success in the years ahead. Lastly, I hope that you enjoy this summary presentation of the Faculty's accomplishments.

Professor Dr Faridah Hassan  
Dean  
Faculty of Business Management  
Universiti Teknologi MARA

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# ADMINISTRATIVE/ACADEMIC SUPPORT STAFF – SHAH ALAM

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04 | Faculty of Business Management

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1. Haji Karim Haji Kasnan	Deputy Registrar
2. Badriyah Hassan	Senior Assistant Registrar
3. Yuslin Binti Mohd Sani	Assistant Registrar
4. Yaakob Ulam	Senior Executive Officer
5. Mohamad Jumaili Bin Takim	Executive Officer
6. Mohd Azami Bin Aziz	Executive Officer
7. Norfaryza Abd Aziz	Executive Officer
8. Norlela Binti Mohd Yasin	Executive Officer
9. Siti Zaleha Binti Saman	Executive Officer
10. Samsuddin Sajari	Executive Officer
11. Rozihani Baizura Salleh	Secretary
12. Abdul Rahman Mohd	Chief Clerk
13. Rodiah Binti Sharif	Chief Clerk
14. Rosidah Abd Rahman	Senior Assistant Secretary
15. Mohd Zainizam Mohd Salim	Research Assistant
16. Anis Ibrahim	Clerk
17. Azman Bin Abdul Aziz	Clerk
18. Noor Hayati Sarman	Clerk
19. Rosnani Karim	Clerk
20. Mariam Bin Khiri	Clerk
21. Nik Helma Azmawati Mat Ferait	Clerk
22. Zainamiah Bt Md Salim	Clerk
23. Suzillah Binti Mohd Safhit	Clerk
24. Wan Norlina Wan Ahmad	Clerk
25. Hariyanti Bazian	Clerk
26. Mohd Izzat Mohd Jaafri	Technician
27. Muhamad Faizal Bin Jaafar	Technician
28. Muhamad Naim Bin Hussin	Computer Technician
29. Razif Bin Seleman	Computer Technician
30. Mohamad Asrul Mahamad Razali	Data Processing Operator
31. Syed Suharizad Said Radzwan	Office General Assistant
32. Shahrizan Bin Saharudin	Office General Assistant
33. Mohd Sufian Abd Razak	Executive Officer - Contract
34. Syahidatul Akmal Dzulkarnain	Executive Officer - Contract
35. Fairuz Miza Md Fawzi	Clerk - Contract

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# ADMINISTRATIVE/ACADEMIC & SUPPORT STAFF – PUNCAK ALAM

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05 | Faculty of Business Management

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1. Ahmad Kasim	Assistant Registrar
2. Shahanum Johari	Assistant Registrar
3. Farafaddia Abu Hanifah	Senior Executive Officer
4. Baizura Johari	Executive Officer
5. Mohd Azila Mohd Isa	Executive Officer
6. A Hamid Ahmad	Senior Technician
7. Rosli Surip	Senior Computer Technician
8. Jaz Hashimah Hashim	Administrative Assistant
9. Ruhaya Juraimi	Administrative Assistant
10. Suraya Ahamed	Administrative Assistant
11. Sa'edah Abdullah	Administrative Assistant
12. Norhayati A Hamid	Administrative Assistant
13. Norbaiti Shahar	Administrative Assistant
14. Norjuliatie Kamarudin	Administrative Assistant
15. Zainab Muhammad Jamil	Administrative Assistant
16. Isham Ismail	Computer Technician
17. Kamaruzaman Muhammad	Computer Technician
18. Nazarina Abdul Ghani	Computer Technician
19. Siti Marina Sulaiman	Computer Technician
20. Norhasimah Mohamed	Computer Technician
21. Mohd Idham Abdul Rahim	Computer Technician
22. Abdul Hakam Abd Hussim	Computer Technician
23. Mohd Azam Baharudin	Data Processing Operator
24. Sazali Sharudin	Office General Assistant

# STUDENTS ENROLMENT (AS AT END 2011)

06 Faculty of Business Management

CAMPUS	PROGRAM	FULL TIME	PART TIME	TOTAL
UiTM Shah Alam	BM111	-	461	461
	BM112	-	50	50
	BM117	-	58	58
	BM220	395	527	922
	BM221	172	-	172
	BM222	693	1,103	1,796
	BM225	257	-	257
	BM229	427	-	427
	BM230	278	-	278
	BM232	-	58	58
	BM551	18	-	18
	BM552	27	-	27
	BM770	193	146	339
	BM771	-	209	209
	BM773	35	-	35
	BM775	21	9	30
	BM780	63	7	70
	BM990	105	61	166
	BM991	26	72	98
UiTM Puncak Alam	BM216	347	-	347
	BM223	355	403	758
	BM224	279	70	349
	BM226	364	185	549
	BM232	128	-	128
	BM234	46	-	46
	BM235	69	-	69
	BM236	46	-	46
	OM114	-	212	212
	OM221	598	315	913
	OM222	316	-	316
	OM223	371	-	371
	OM224	324	-	324
	OM771	22	37	59
OM990	10	1	11	

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# PROGRAMS OFFERED

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07 | Faculty of Business Management

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CODE	PROGRAM
BM111	Diploma in Business Studies
BM112	Diploma in Banking Studies
BM114	Diploma in Investment Analysis
BM115	Diploma in Business Studies (Insurance)
BM117	Diploma in Business Studies (Transport)
BM118	Diploma in Office Management and Technology
BM216	Bachelor in Business Administration (Hons) Transport
BM220	Bachelor in Business Administration (Hons) Marketing
BM221	Bachelor in Business Administration (Hons) Insurance
BM222	Bachelor in Business Administration (Hons) Finance
BM223	Bachelor in Business Administration (Hons) Human Resource Management
BM224	Bachelor in Business Administration (Hons) Operations Management
BM225	Bachelor in Business Administration (Hons) Retail Management
BM226	Bachelor in Business Administration (Hons) International Business
BM229	Bachelor in Business Administration (Hons) Islamic Banking
BM230	Bachelor in Business Administration (Hons) Business Economics
BM231	Bachelor in Business Administration (Hons) Entrepreneurship
BM232	Bachelor in Office Systems Management (Hons)
BM234	Bachelor of Customer Service Management (Hons)
BM235	Bachelor of Health Administration (Hons)
BM236	Bachelor of Event Management (Hons)



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# 2011 CONVOCATION LIST OF BEST STUDENTS

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08 | Faculty of Business Management

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## **Best Graduate of Faculty and Programme (Degree)**

NUR NABILAH BT BAKINI ABAS @ ABDUL HALIM (880107-56-5502)  
Bachelor of Business Administration (Hons) (Insurance)

## **Best Graduate of Programme (Degree)**

NOR AZREN BINTI SALEM (880608-56-6028)  
Bachelor of Business Administration (Hons) (Transport)

NURUL AINI BINTI MOHD SARIF (860307-43-5720)  
Bachelor of Business Administration (Hons) (Marketing)

MUHD FIRDAUS NAIM BIN MUSTAFA (881218-01-5145)  
Bachelor of Business Administration (Hons) (Finance)

NURUL NADIA BINTI RAZALI (880630-56-5742)  
Bachelor of Business Administration (Hons) (Human Resource Management)

ZALIKA BT ADNAN (881224-43-5584)  
Bachelor of Business Administration (Hons) (Operations Management)

NURUL HASLIANA BT HAMSANI (880313-03-5772)  
Bachelor of Business Administration (Hons) (Retail Management)

NOR SARANADIA BT MOHD ZAMBRI (880701-56-6508)  
Bachelor of Business Administration (Hons) (International Business)

MOHAMAD IZANI BIN JUSOH (880127-03-5293)  
Bachelor of Business Administration (Hons) (Islamic Banking)

SAZLIN SUHALMIE BINTI MOHD SHARIFF (881104-03-5260)  
Bachelor of Business Administration (Hons) (Business Economics)

## **Best Graduate of Faculty and Programme (Diploma)**

INTAN ZUBAIDAH BINTI MOHAMAD HATTA (900517-02-5766)  
Diploma in Business Studies

## **Best Graduate of Programme (Diploma)**

NAZIHAN BINTI MUTAZA (900803-04-5530)  
Diploma in Banking

NUR SYUHAIBA BINTI MOKHTAR (900601-08-6406)  
Diploma in Investment Analysis

SITI AISHAH BT ABD GANI (900204-04-5192)  
Diploma in Business Studies (Insurance)

IZZAH FAZLEENA BINTI SAFEE (900514-10-5138)  
Diploma in Business Studies (Transport)

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# 2011 CONVOCATION LIST OF BEST STUDENTS

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09 | Faculty of Business Management

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## RECIPIENTS OF EXCELLENCE MASTER AWARD

Master of Business Administration (MBA)  
AQILAH NADIAH BINTI MD SAHIQ  
NUR DIYANA BINTI YUSOFF  
SHARA FEDAYU BINTI SARIF

Master of Business Administration (EMBA)  
KAUSAR BINTI MD ISA  
NURUL AKHMAR BINTI ISMAIL  
RONNY SHAM BIN GHANI SHAM  
SAMSUDDIN BIN MOHD IBRAHIM

## DOCTOR OF PHILOSOPHY IN BUSINESS MANAGEMENT

HENDON BINTI REDZUAN  
Title of Thesis: Analysis of the Demand for Life Insurance and Family Takaful: The ARDL  
Modelling  
Main Supervisor: Prof Madya Dr Zuriah Abdul Rahman  
Co-Supervisor: Prof Madya Dr Sharifah Sakinah Syed Hassan Aidid  
Prof Madya Dr Hayati Mohd Dahan

MALVERN ABDULLAH  
Title of Thesis: Organizational Resources and Product Innovation Performance: The  
Moderating Role of Government Support  
Main Supervisor: Datuk Prof Madya Dr Worrnan Bin Hj Kabul  
Co-Supervisor: Dr Gluma Saban

MOHD NORFIAN BIN ALIFIAH  
Title of Thesis: Financially Distressed Companies in Malaysia: Prediction and Validation  
Main Supervisor : Prof Madya Dr Norhana Bin Salamuddin  
Co-Supervisor: Prof Dr Ismail Ahmad

NOORLAILA HJ YUNUS  
Title of Thesis: Employees' Organizational Citizenship Behaviour: Influence of leader's  
Emotional Intelligence and Moderating Effect of Leader-Member Exchange  
Main Supervisor : Prof Dr Noormala Dato' Amir Ishak  
Co-Supervisor: Prof Madya Dr Raja Munirah Raja Mustapha

## DOCTOR OF BUSINESS ADMINISTRATION

MAZEN HASSAN H. ABDUL JABBAR  
Title of Thesis: The Critical Success Factors of E-CRM Implementation in Saudi Companies  
Main Supervisor: Prof Dr Rosmimah Binti Mohd Roslin

# LIST OF LECTURERS AND INTERNATIONAL CONFERENCES/SEMINARS ATTENDED

10 | Faculty of Business Management

	<b>Name</b>	<b>Conference</b>	<b>Place</b>	<b>Date</b>
1.	PM Dr Sarminah Samad*	IEEE 2011 International Conference on Management and Artificial Intelligence (ICMAI 2011) -“Predictors of Performance Appraisal Among Managers in Malaysia’s Commercial Banks”	Bali, Indonesia	1-3 Apr 2011
2.	Dr Azlina Hanif*	2011 International Conference on Economics and Business Information (ICEBI 2011) -“The Determinants of Non-tariff Barriers in Malaysia’s Manufacturing Sector”	Bangkok, Thailand	28-29 May 2011
3.	Dr Abdul Rahman Abdul Rahim*	Asian Academy of Applied Business (AAAB) -“Effects of Job Characteristics on Counterproductive Work Behavior Among Production Employees”	Phnom Penh, Cambodia	9-12 June 2011
4.	Dr Rohana Kamaruddin*	ASEAN Conference on Environment-Behavior Studies -“Public Transport Services in Klang Valley: Customer Expectations and Its Relationship Using SEM”	Bandung, Indonesia	15-17 June 2011
5.	Zahariah Mohd Zain*	ASEAN Conference on Environment-Behavior Studies -“Sustainable Consumption Practices of Students in an Urban Setting: A Case in Selangor”	Bandung, Indonesia	15-17 June 2011

# LIST OF LECTURERS AND INTERNATIONAL CONFERENCES/SEMINARS ATTENDED

11 | Faculty of Business Management

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|-----|--------------------------------|---|---------------------------------|-----------------|
| 6.  | Maliza Delima Kamarul Zaman*   | ASEAN Conference on Environment-Behavior Studies<br>-“The Environmental Ethic Commitment (EEC) of the Business Corporations in Malaysia”  | Bandung, Indonesia              | 15-17 June 2011 |
| 7.  | Nor Rashidah Zainal*           | ASEAN Conference on Environment-Behavior Studies<br>-“Debt Composition and Attitude Towards Education Loan Among Malaysian Graduates”   | Bandung, Indonesia              | 15-17 June 2011 |
| 8.  | PM Dr Saridan Abu Bakar*       | The 8 <sup>th</sup> SMEs in a Global Economy Conference 2011<br>-“The Influence of Individual and Enterprise Factors on the Success of Nascent Entrepreneurs”                         | Khon Kaen University, Thailand  | 9-11 Nov 2011   |
| 9.  | Rahana Abdul Rahman*           | Malaysia-Indonesia International Conference on Economics, Management and Accounting 2011 (MICEMA 2011)<br>-“Financial Stress, Agility, and Multiple Crises: Preliminary Study on AIM” | Univerisiti Bengkulu, Indonesia | 13-14 Oct 2011  |
| 10. | Nor Shahrul Nizam Muhamad Nor* | Malaysia-Indonesia International Conference on Economics, Management and Accounting 2011 (MICEMA 2011)<br>-“Branding Malaysia as Halal Hospitality: A Conceptual Paper”               | Univerisiti Bengkulu, Indonesia | 13-14 Oct 2011  |

# LIST OF LECTURERS AND INTERNATIONAL CONFERENCES/SEMINARS ATTENDED

## 12 | Faculty of Business Management

- |     |   |   |                        |                     |
|-----|---|---|------------------------|---------------------|
| 11. | Dayang Nailul Munna<br>Abg Abdullah*    | 2011 International<br>Conference on<br>Information<br>Communication &<br>Management (ICICM<br>2011)<br>-“Issues and Trends in<br>Expatriation<br>Management”  | Singapore              | 14-16 Oct<br>2011   |
| 12. | Prof Dr Rosalan Ali*                    | 6 <sup>th</sup> International<br>Conference on<br>Business Management<br>Research<br>-“The use of Syariah<br>Mortgage-Backed<br>Securities for Lower<br>Financing Cost and<br>Higher Investment<br>Return: The Malaysian<br>Experience”                               | Makati,<br>Philippines | 27-28 Oct<br>2011   |
| 13. | Zulkefli Abdul Rahman                   | The 3 <sup>rd</sup> International<br>Conference on e-<br>Learning   | Bandung,<br>Indonesia  | 23-24 Nov<br>2011   |
| 14. | PM Thangavelu A/L<br>Chidambaram Asary* | The 37 <sup>th</sup> Annual<br>Conference Eastern<br>Economic Association<br>(EEA)<br>-“Formulation of the<br>Lagrangian Function<br>and Interpretation of the<br>Multiplier: A<br>Reconciliation of<br>Alternative Approaches”                                       | New York, USA          | 25-27 Feb<br>2011   |
| 15. | Dr Lennora Putit*                       | International<br>Conference on<br>Economics, Business<br>and Marketing<br>Management 2011<br>-“Investigating the<br>Impact of Destination<br>Image on Total Tourists’<br>Experience and<br>Destination Loyalty:<br>Using Structural<br>Equation Modeling<br>Approach” | Shanghai, China        | 11-13 March<br>2011 |

# LIST OF LECTURERS AND INTERNATIONAL CONFERENCES/SEMINARS ATTENDED

13 | Faculty of Business Management

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|-----|--------------------------------------|---|-----------------------------|-----------------|
| 16. | Prof Dr Noormala Dato' Amir Ishak*   | 3 <sup>rd</sup> European Conference on Intellectual Capital (ECIC 2011)<br>-“Unraveling The Influence of Perceived Organizational Support, Leader Support, Social Network and Technology on Knowledge Sharing Behavior” | Nicosia, Cyprus             | 18-19 Apr 2011  |
| 17. | PM Thangavelu A/L Chidambaram Asary* | Pennsylvania Economic Association 2011 Conference<br>-“Formulation of the Lagrangian Function and Interpretation of the Multiplier: A Reconciliation of Alternative Approaches”   | Carlisle, Pennsylvania, USA | 2-4 June 2011   |
| 18. | Teo Boon Chui*                       | 2011 Asia Pacific Association of Consumer Research Conference<br>-“Satisfying Women’s Status Desire: Role of Money Attitude and Consumer Vanity in Female Status Consumption”   | Beijing, China              | 16-20 June 2011 |
| 19. | Prof Dr Ho Soke Fun*                 | 2011 Asian Finance Association (ASIANFA) Annual Meeting<br>-“Foreign Exchange Time to Equilibrium for G-10 and Eastern Europe”  | Macau                       | 10-13 July 2011 |
| 20. | Wan Edura Wan Rashid*                | International Conference on Innovation, Management & Service  | Singapore                   | 16-18 Sept 2011 |

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# LIST OF LECTURERS AND INTERNATIONAL CONFERENCES/SEMINARS ATTENDED

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14 | Faculty of Business Management

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21.	Nor Shima Humaidi*	2 <sup>nd</sup> International Conference on Construction and Project Management (ICCPM 2011)	Singapore	16-18 Sept 2011
22.	Siti Noorsuriani Maon*	International Conference on Successes & Failures in Telehealth (SFT-11)	Brisbane, Australia	1-2 Dec 2011
23.	Maimunah Mohd Shah*	7 <sup>th</sup> European Conference on Management Leadership & Governance 2011	France	6-7 Oct 2011
24.	Maimunah Mohd Shah*	3 <sup>rd</sup> International Conference on e-Learning (ICEL 2011)	Bandung, Indonesia	23-24 Nov 2011
25.	Mornizan Yahaya*	3 <sup>rd</sup> International Conference on e-Learning (ICEL 2011)	Bandung, Indonesia	23-24 Nov 2011
26.	Nooriati Din*	Asia Pacific International Conference on Environment-Behavior Studies	Famagusta, North Cyprus	7-9 Dec 2011

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

15 | Faculty of Business Management

	<b>Name</b>	<b>Conference</b>	<b>Place</b>	<b>Date</b>
1.	Razmah Mahmod	World Halal Research 2011	KLCC	6-7 Apr 2011
2.	Nor Rashidah Zainal	World Halal Research 2011	KLCC	6-7 Apr 2011
3.	Jamaliah Mhd Khalili	World Halal Research 2011	KLCC	6-7 Apr 2011
4.	Dr Rohana Kamaruddin	World Halal Research 2011	KLCC	6-7 Apr 2011
5.	Ungku Munirah Ungku Abdul Aziz	Managing Risks Towards Runway To Success	Pan Pacific Hotel, Melaka	19-20 Apr 2011
6.	Ku Aziliah Ku Mahamad	Managing Risks Towards Runway To Success	Pan Pacific Hotel, Melaka	19-20 Apr 2011
7.	Dr Rohana Kamaruddin	Bengkel Penyemakan Kesetaraan Kursus Program-Program IPTA Negara	Universiti Utara Malaysia	23-27 May 2011
8.	Nor Rashidah Zainal	BNM Governor's Address On The Malaysian Economy & Panel Discussion	Universiti Kebangsaan Malaysia	24 March 2011
9.	PM Hj Alwi Shabudin*	2 <sup>nd</sup> International Conference on Business and Economics Research ICBER 2011 -“Work Ethics of Malaysian Civil Servants”	Langkawi, Kedah	14-16 March 2011
10.	Norzitah Abdul Karim*	Foundation of Islamic Finance Series Second Conference - “Examining the Potential of Gold Dinar as the Currency in Malaysia”	Nikko Hotel, Kuala Lumpur	8-10 March



# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

## 16 Faculty of Business Management

11.	PM Dr Ho Soke Fun	BNM Governor's Address On The Malaysian Economy & Panel Discussion	Universiti Kebangsaan Malaysia	24 March 2011
12.	Ahmad Husni Mohd Rashid	BNM Governor's Address On The Malaysian Economy & Panel Discussion	Universiti Kebangsaan Malaysia	24 March 2011
13.	Badariah Mohd Saad	BNM Governor's Address On The Malaysian Economy & Panel Discussion	Universiti Kebangsaan Malaysia	24 March 2011
14.	Ismah Osman	BNM Governor's Address On The Malaysian Economy & Panel Discussion	Universiti Kebangsaan Malaysia	24 March 2011
15.	Amirul Afif Muhamat*	2 <sup>nd</sup> International Conference on Business and Economics Research ICBER 2011 - "A Study on the Revitalization of Waqaf (Endowment) Lands for Agribusiness Activities"	Langkawi, Kedah	14-16 March 2011
16.	Chuah Soo Cheng	Data Analysis Workshop (DAW2011) Panel Cointegration and Its Application in Business and Economics	Universiti Kebangsaan Malaysia	23-24 March 2011
17.	PM Dr Noryati Ahmad	Foundation of Islamic Finance Series Second Conference	Nikko Hotel, Kuala Lumpur	8-10 March
18.	PM Hjh Yon Bahiah Wan Aris	Foundation of Islamic Finance Series Second Conference	Nikko Hotel, Kuala Lumpur	8-10 March
19.	PM Dr Ho Soke Fun*	Foundation of Islamic Finance Series Second Conference - "Comparison of Established International Quantitative Syariah Compliance Standards"	Nikko Hotel, Kuala Lumpur	8-10 March

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

17 | Faculty of Business Management

- |     |                         |   |                           |                  |
|-----|-------------------------|---|---------------------------|------------------|
| 20. | Mohd Nizam Jaafar*      | Foundation of Islamic Finance Series Second Conference Determinants for Human Capital Development in Islamic Banking Industry: An Empirical Study”<br>- “Determinants for Human Capital Development in Islamic Banking Industry: An Empirical Study”          | Nikko Hotel, Kuala Lumpur | 8-10 March       |
| 21. | Mohd Nizam Jaafar*      | 2 <sup>nd</sup> International Conference on Business and Economics Research ICBER 2011<br>- “A Study on the Factors Attribute to Non Participation of Zakat Income Among the Muslim Community in Selangor”  | Langkawi, Kedah           | 14-16 March 2011 |
| 22. | PM Dr Anizah Zainuddin* | 2 <sup>nd</sup> International Conference on Business and Economics Research ICBER 2011<br>- “Is Customer Relationship Management (CRM) Linked to Strategic Supplier Partnership in Supply Chain (SCM)? Empirical Evidence from Malaysian Malay Organizations” | Langkawi, Kedah           | 14-16 March 2011 |
| 23. | Irwan Ibrahim*          | 2 <sup>nd</sup> International Conference on Business and Economics Research ICBER 2011<br>- “The Total Quality Management Practices and Quality Performance: A Case Study of Pos Malaysia Berhad, Kota Kinabalu, Sabah”                                       | Langkawi, Kedah           | 14-16 March 2011 |

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# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

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18 | Faculty of Business Management

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- |     |                            |   |                                 |                  |
|-----|----------------------------|---|---------------------------------|------------------|
| 24. | Akbar Ali Mohamed Noordin* | 2 <sup>nd</sup> International Conference on Business and Economics Research ICBER 2011<br>-“The Power of Sponsorship Program in Enhancing Brand Image: A Study on the Effectiveness of KIA Sponsoring the EFIFA World Cup 2010” | Langkawi, Kedah                 | 14-16 March 2011 |
| 25. | Heizal Hezry Omar          | Kursus Metodologi Pendidikan  | Institut Tadbiran Awam Negara   | 18-29 Apr 2011   |
| 26. | Dr Rohana Kamaruddin       | Regression Analysis Workshop  | Universiti Malaya, Kuala Lumpur | 1-20 March 2011  |
| 27. | Dr Lennora Putit*          | 2011 International Conference on Business, Engineering and Industrial Applications<br>- “Investigating the Relationship Between Service Quality and Customer Satisfaction”  | Renaissance Hotel, Kuala Lumpur | 5-7 June 2011    |
| 28. | Jamaliah Mohd Yusof*       | 3 <sup>rd</sup> International Symposium & Exhibition in Sustainable Energy and Environment ISESEE 2011<br>- “Self-Congruity on Store Loyalty: The Role of Green Environment Image”  | Melaka                          | 1-3 June 2011    |

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

19 | Faculty of Business Management

29.	Zaimy Johana Johan*	2011 International Conference on Business, Engineering and Industrial Applications - "Developing Soft Skills and Learning Outcomes of Business Management Students in Project Management"	Renaissance Hotel, Kuala Lumpur	5-7 June 2011
30.	PM Dr Sariwati Shariff	Education's Journey to World Class Excellence	Hotel Grand Blue Wave, Shah Alam	27-28 May 2011
31.	Dr Roslina Ab Wahid	Education's Journey to World Class Excellence	Hotel Grand Blue Wave, Shah Alam	27-28 May 2011
32.	Dr Hadijah Iberahim	Education's Journey to World Class Excellence	Hotel Grand Blue Wave, Shah Alam	27-28 May 2011
33.	PM Hj Alwi Shabudin	Education's Journey to World Class Excellence	Hotel Grand Blue Wave, Shah Alam	27-28 May 2011
34.	PM Dr Rosidah Musa*	2011 International Conference on Business, Engineering and Industrial Applications - "Investigating the Impact of Destination Image on Total Tourists' Experience (TTE) and Destination Loyalty: Using Structural Equation Modelling Approach"	Renaissance Hotel, Kuala Lumpur	5-7 June 2011

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

## 20 Faculty of Business Management

35.	Jamaliah Mohd Yusof*	2011 International Conference on Business, Engineering and Industrial Applications -“Exploring Shopping Orientation as an Antecedent of Corporate Social Responsibility and the Effects on Store Loyalty”	Renaissance Hotel, Kuala Lumpur	5-7 June 2011
36.	Dr Azlina Hanif	Cross Sectional and Panel Data Using STATA	Kuala Lumpur	18-20 May 2011
37.	Badariah Mohd Saad	Bengkel Penyemakan Kesetaraan Kursus Program-Program IPTA Negara	Universiti Utara Malaysia	23-27 May 2011
38.	PM Dr Ho Soke Fun *	13 <sup>th</sup> Malaysian Finance Association Conference 2011 -“Financial, Economic and Market Risks on FDI Decisions”	Holiday Villa Beach Resort, Langkawi	10-12 June 2011
39.	Ahmad Husni Mohd Rashid*	13 <sup>th</sup> Malaysian Finance Association Conference 2011 - “Domestic Risks Characteristics and FDI”	Holiday Villa Beach Resort, Langkawi	10-12 June 2011
40.	Mohamad Reeza Bustami	ESQ Training Executive	UiTM Pulau Pinang	14-15 May 2011
41.	Mohd Faizal Kamaruddin	Konvensyen Kewangan Islam 2011	Shah Alam	7 May 2011
42.	Norzitah Abdul Karim	Konvensyen Kewangan Islam 2011	Shah Alam	7 May 2011

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

## 21 | Faculty of Business Management

43.	Ismah Osman	Konvensyen Kewangan Islam 2011	Shah Alam	7 May 2011
44.	Zuhaina Mustapa	The Asia HRD Congress TM 2011	KLCC	19-21 Apr 2011
45.	Geetha Subramaniam	2011 International Conference on Business, Engineering and Industrial Applications	Renaissance Hotel, Kuala Lumpur	5-7 June 2011
46.	Dr. Roslina Ab Wahid*	15 <sup>th</sup> International Conference on ISO and TQM -“Beyond certification: The Maintenance of ISO900 in Malaysian Service Organizations”	Shah Alam	26-28 July 2011
47.	Dr. Nurol'ain Mustapha	Global Supply Chain Summit	Shah Alam	19 July 2011
48.	PM Musalmah Abdullah	The Tenth Malaysia Plan: Transformation towards a High Income Economy	Kuala Lumpur	18 July 2011
49.	PM Nor'Aisah Ahmad	The Tenth Malaysia Plan: Transformation towards a High Income Economy	Kuala Lumpur	18 July 2011
50.	PM Gurmit Kaur A/P Bariam Singh	The Tenth Malaysia Plan: Transformation towards a High Income Economy	Kuala Lumpur	18 July 2011
51.	Zahariah Mohd Zain	The Tenth Malaysia Plan: Transformation towards a High Income Economy	Kuala Lumpur	18 July 2011

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

22	Faculty of Business Management			
52.	PM Habibah Lehar	The Tenth Malaysia Plan: Transformation towards a High Income Economy	Kuala Lumpur	18 July 2011
53.	Jamaliah Khalili	The Tenth Malaysia Plan: Transformation towards a High Income Economy	Kuala Lumpur	18 July 2011
54.	PM Dr Hayati Mohd Dahan	Crisis Management	JW Marriot, Kuala Lumpur	27-28 June 2011
55.	Dr Norlida Jaafar	Mapping of Learning Outcomes Workshop	Petaling Jaya	23-25 June 2011
56.	PM Dr Noryati Ahmad*	ASEAN Conference on Scientific & Social Science Research ACSSR 2010 -“Readiness in OBE Implementation for Business Management Programs: Lecturers and Students Perceptions”	Penang	23-26 June 2011
57.	Dr HjH Sariwati Shariff*	ASEAN Conference on Scientific & Social Science Research ACSSR 2010 -“Outcome-Based Education Curriculum Design for Business Management Programs”	Penang	23-26 June 2011
58.	Rahana Abdul Rahman	22 <sup>nd</sup> Pacific Science Congress 2011	KLCC	14-17 June 2011
59.	Nor Shima Humaidi*	Postgraduate Research Excellence Symposium (PGRoS) 2011	Shah Alam	26-27 Sept 2011

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

## 23 | Faculty of Business Management

60.	Mornizan Yahaya*	The Asian Academy of Management International Conference 2011	Penang	14-16 Oct 2011
61.	Prof Dr Rosalan Ali*	UiTM Sarawak Conference 2011 -"The use of Syariah Mortgage Backed Securities for Lower Financing Cost and Higher Investment Return: The Case of Cagamas Berhad"	Kuching	18-19 Oct 2011
62.	PM Dr Noryati Ahmad	Conference on Academic Development in Higher Education	Serdang	2-4 Nov 2011
63.	Jalilah Ahmad	The 10 <sup>th</sup> International Conference on the Academy of HRD (Asia Chapter)	Kuala Lumpur	3-6 Dec 2011
64.	Rahana Abdul Rahman	Writing High Quality Research Proposal for Research Grant	Negeri Sembilan	31-2 Nov 2011
65.	PM Dr Noryati Ahmad	Innovative Case Writing Techniques that Facilitate Interactive	Kuala Lumpur	8-9 Nov 2011
66.	PM Wan Jooria Hood	Innovative Case Writing Techniques that Facilitate Interactive	Kuala Lumpur	8-9 Nov 2011
67.	Prof Dr Hj Saadiah Mohamad	5 <sup>th</sup> International Islamic Capital Market Forum	Kuala Lumpur	10 Nov 2011



# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

24 | Faculty of Business Management

68.	Rahana Abdul Rahman*	The World Universities 1 <sup>st</sup> Zakat Conference 2011 -“Zakat & Microfinance: A Conceptual Framework from Malaysia”	Kuala Lumpur	23-25 Nov 2011
69.	Noor Zalina Zainal*	International Conference on Research & Innovation in Information System (ICRISS '11)	Kuala Lumpur	23-24 Nov 2011
70.	Tuan Badrol Hisham Tuan Besar	Persidangan CIO Malaysia MyGOSSCON 2011	Kuala Lumpur	29-30 Nov 2011
71.	PM Dr Raja Suzana Raja Kasim*	IEEE International Conference on Computer Applications & Industrial Electronics (ICCAIE 2011)	Penang	4-7 Dec 2011
72.	Liatul Izian Ali Husin*	2011 International Colloquium on Humanities, Science and Engineering (IEEE) -“The Correlation effects between Big five Personality Traits and Job Satisfaction Among Support Staff in an Organization”	Penang	5-6 Dec 2011
73.	PM Dr Raja Suzana Raja Kasim*	2011 IEEE Colloquium on Humanities, Science and Engineering Research (CHUSER 2011)	Penang	5-6 Dec 2011

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

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## 25 | Faculty of Business Management

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74.	Maimunah Mohd Shah*	2011 IEEE Colloquium on Humanities, Science and Engineering Research (CHUSER 2011)	Penang	5-6 Dec 2011
75.	Nor Zaihan Mat Hassan*	International Health Conference IIUM 2011 (IHCI 2011) -"Socio-Ecological Factors and Children Resilience: The Influence of Religiosity"	Kuantan	7-8 Dec 2011
76.	Dilla Syadia Ab Latiff*	International Health Conference IIUM 2011 (IHCI 2011) -"The Relationship between Patient Satisfaction and Service Quality Dimensions with Access to 1Malaysia Clinic"	Kuantan	7-8 Dec 2011
77.	Noor'ain Mohamad Yunus*	International Health Conference IIUM 2011 (IHCI 2011) -"Nurses' Perceived Usefulness of Total Hospital Information Systems (THIS) at Selayang Hospital"	Kuantan	7-8 Dec 2011
78.	Nor Irvoni Mohd Ishar	International Conference on University Education 2011	Shah Alam	7-8 Dec 2011
79.	Geetha A/P Subramaniam*	Second IMS International Conference -"Women, Work, and Working Arrangements-An Economic Perspective of Workplace Flexibility"	Penang	9-12 Dec 2011

# LIST OF LECTURERS AND LOCAL CONFERENCES/ SEMINARS ATTENDED

## 26 | Faculty of Business Management

80.	Azilah Anis	National Colloquium 2011	Shah Alam	16 Dec 2011
81.	PM Dr Fauziah Pawan*	2 <sup>nd</sup> Entrepreneurship and Management International Conference (EMIC 2011) -“Entrepreneurship Seminar Learning Experience and Entrepreneurial Intention Change among Malaysian Nascent Entrepreneurs”	Kangar	17-19 Dec 2011
82.	PM Dr Zainab Ahmad*	2 <sup>nd</sup> Entrepreneurship and Management International Conference (EMIC 2011) -“Attitude Specificity and the Prediction of Entrepreneurial Intention”	Kangar	17-19 Dec 2011
83.	Nor Diyana Mohammed Shobri*	2 <sup>nd</sup> Entrepreneurship and Management International Conference (EMIC 2011)	Kangar	17-19 Dec 2011
84.	Badrul Hisham Kamaruddin*	International Islamic Banking, Finance and Investment Conference -“The Performance of Privatized Firms: An International Empirical Analysis”	Kuala Lumpur	19-20 Dec 2011

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# PUBLICATION OF BOOKS

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27 | Faculty of Business Management

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Name of Lecturer	Title	Publisher
PM Dr Abdol Samad Naw	Malaysian Economy: Unfolding Growth and Social Change ISBN-978-983-47036-4-6	Oxford University Press
Dr Sariwati Mohd Shariff	Occupational Safety and Health Management: Using New OBE Curriculum ISBN-978-967-363-232-9	Penerbit UiTM

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# PUBLICATION OF CHAPTER(S) IN A BOOK

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Faculty of Business Management

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Name of Lecturer	Chapter Title	Title of Book	Publisher
Dr Abdul Rahman Abdul Rahim & Prof Dr Sofiah Bt Abd Rahman	Fashion Lifestyle Change of Malaysian Shoppers, Consumer Behavior in Action	Fashion Lifestyle Change of Malaysian Shoppers, Consumer Behavior in Action	UPENA
Dr Abdul Rahman Abdul Rahim	The Effects of Psychological Contract Violation on Workplace Deviant Behavior among Production Employees: An Empirical Evidence	Behavioral Perspectives of Employees in an Organization	UPENA
Siti Noorsuriani Bt Ma'on	The Impact of Tele- health on the Healthcare Workforce: A Global Perspective	Human Resources in Healthcare, Health Informatics and Healthcare Systems	Medical Information Science Reference (an imprint of IGI Global)

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# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

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28 | Faculty of Business Management

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<b>Name of Lecturer</b>	<b>Paper Title</b>	<b>Name of Journal/Vol/Pg.</b>
Abdol Samad Nawi, and Norzaidi Mohd Daud	Total factor productivity growth in the small size Malaysian manufacturing industry: Primal and Dual approaches	Australian Journal of Basic and Applied Sciences (SCOPUS)
Abdol Samad Nawi, Nik Naziman Abd Rahman and Norzaidi Mohd Daud	Investigating the behavior of the mark-up of price over marginal cost under different business cycle situation: Empirical study in Malaysia manufacturing industry	Australian Journal of Basic and Applied Sciences (SCOPUS)
Abdol Samad Nawi, Peter Smith and Norzaidi Mohd Daud	The impact of international trade on price mark-up in Malaysian manufacturing industry	Australian Journal of Basic and Applied Sciences (SCOPUS)
Abdul Kadir Othman, Norzaidi Mohd Daud and Raja Suzana Raja Kassim	The moderating effect of neuroticism on the relationship between emotional intelligence and job performance	Australian Journal of Basic and Applied Sciences (SCOPUS)
Fadli Fizari Abu Hassan Asari, Asma' Rashidah Idris and Norzaidi Mohd Daud	Modelling education tourism using gravity model in Malaysian public higher education institutions	Australian Journal of Basic and Applied Sciences (SCOPUS)
Haznan Hamzah, Rosidah Musa, Mazzini Muda and Rozita Naina Mohamed,	Analyzing the predicting factors influencing parents to save in national savings education scheme (SSPN)	Proceedings of 2013 IEEE Colloquium on Humanities, Science and Engineering, CHUSER 2011
Jamaliah Mohd Yusof, Rosidah Musa, Sofiah Abdul Rahman	Functional store image and corporate social responsibility image: A congruity analysis on store loyalty	World Academy of Science, Engineering and Technology 77 (SCOPUS)
Jamaliah Mohd. Yusof, Rosidah Musa, Sofiah Abd Rahman	Self-congruity effect on store loyalty: The role of green environment image	2011 3rd International Symposium & Exhibition in Sustainable Energy & Environment (SCOPUS)

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# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

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29 | Faculty of Business Management

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<b>Name of Lecturer</b>	<b>Paper Title</b>	<b>Name of Journal/Vol/Pg.</b>
Jamaliah Mohd. Yusof, Sofiah Abd. Rahman, Rosidah Musa	Examining the effects of shopping orientation and corporate social responsibility on store loyalty	Proceedings of 2011 International Conference on Business, Engineering and Industrial Application (ICBEIA2011) (SCOPUS)
Mahiah Said, Faridah Hassan and Rosidah Musa	Empirical study on the influence of country-of-origin on consumers' perception towards their purchase intention of Malaysia's Halal food products	Proceedings of 2013 IEEE Colloquium on Humanities, Science and Engineering, CHUSER 2010 (SCOPUS)
Mazzini Muda, Rosidah Musa, Rozita Naina Mohamed and Haznan Hamzah	The influence of perceived celebrity endorser credibility on urban women's responses to skincare product advertisement	Proceedings of 2013 IEEE Colloquium on Humanities, Science and Engineering, CHUSER 2008 (SCOPUS)
Mohamad Abdullah Hemdi, Abdul Rahman Abdul Rahim	The effect of psychological contract and affective commitment on turnover intentions of hotel managers	International Journal of Business and Social Science (SCOPUS)
Mohd Daud Norzaidi, Siong Choy Chong, Mohamed Intan Salwani, Binshan Lin	The indirect effects of intranet functionalities on middle managers' performance	Kybernetes (ISI, 0.24 impact factor)
Mohd Nor Mohammad Nazri, Norzanah Mat Nor, Norzaidi Mohd Daud	The relationship between students' absorptive capacity and motivation on knowledge transfer in Malaysian community colleges	Australian Journal of Basic and Applied Sciences (SCOPUS)
Nor Asiah Omar, Rosidah Musa	Measuring service quality in retail loyalty programmes (LPSQual): Implications for retailers' retention strategy	International Journal of Retail & Distribution Management (SCOPUS)
Norshima Humaidi, Noor Azzah Said and Norzaidi Mohd Daud	Investigating the relationship of users' behavior and internal security threat towards the implementation of Total Health Information System (THIS) in Malaysian medical institutions	Australian Journal of Basic and Applied Sciences (SCOPUS)

# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

30 | Faculty of Business Management

Name of Lecturer	Paper Title	Name of Journal/Vol/Pg.
Norzaidi Mohd Daud and Intan Salwani Mohamed	Evaluating the post-intranet usage: Empirical study in Malaysian port industry	Australian Journal of Basic and Applied Sciences (SCOPUS)
Norzaidi Mohd Daud, Intan Salwani Mohamed Saad Alghanim and Rashid Alhamali	Revisiting information system models in the context of technology usage and technology resistance	Australian Journal of Basic and Applied Sciences (SCOPUS)
Norzaidi Mohd Daud, Liana Ramli, Norfazila Jemahadi, Rawaida Husna Razalli	Examining critical success factors of consumers' attitude towards nutritional labeling of SMEs products in Malaysia	Australian Journal of Basic and Applied Sciences (SCOPUS)
Norzaidi Mohd Daud, Mohd Fairuz Nizam Mohd Awal, Adzleen Abu Bakar and Azura Osman	Critical success factors of mobile commerce usage in higher learning insitutions in Malaysia	Australian Journal of Basic and Applied Sciences (SCOPUS)
Norzaidi Mohd Daud, Noorly Ezalin Mohd Kassim, Wan Seri Rahayu Wan Mohd Said and Mona Maria Mohd Noor	Determining critical success factors of mobile banking adoption in Malaysia	Australian Journal of Basic and Applied Sciences (SCOPUS)
Norzaidi Mohd Daud, Nor Izad Mamud and Sabrina Abd Aziz	Customer's perception towards information security in internet banking system in Malaysia	Australian Journal of Basic and Applied Sciences (SCOPUS)
Norzanah Mat Nor and Norzaidi Mohd Daud	The relationship between human resource management and knowledge-based economy in Malaysian Multimedia Super Corridor (MSC) status companies	Australian Journal of Basic and Applied Sciences (SCOPUS)
Putit, Lennora, Nur Farahlinan Abd Karim Normaswati Zainuddin	Investigating the relationship between service quality and customer satisfaction: An empirical perspective on pharmaceutical healthcare sector	Proceedings of 2011 International Conference on Business, Engineering and Industrial Application (ICBEIA2011) (SCOPUS)
Rosidah Musa, Lennora Putit, Yusrina Hayati Nik Muhammad Naziman, Norhusniyati Husin	Investigating the impact of destination image on total tourists' experience (TTE) and destination loyalty: Using structural equation modeling approach	Proceedings of 2011 International Conference on Business, Engineering and Industrial Application (ICBEIA2011) (SCOPUS)

# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

31 | Faculty of Business Management

Name of Lecturer	Paper Title	Name of Journal/Vol/Pg.
Rozita Naina Mohamed, Rosidah Musa, Mazzini Muda and Haznan Hamzah	Effects of brand experience antecedents on brand experience and resonance: Empirical evidence from the favorite fast food brands	Proceedings of 2013 IEEE Colloquium on Humanities, Science and Engineering, CHUSER 2009 (SCOPUS)
Sariwati Mohd Shariff, Zaimy Johana Johan, Norina Ahmad Jamil	Developing soft skills and learning outcomes of Business Management students in project management	IEEE Xplore: ICBEIA 2011 International Conference on Business, Engineering and Industrial Applications (ICBEIA) (SCOPUS)
Zetty Zahureen Bt Mohd Yusoff, Wan Anisabanum Salleh	The influence of personal and organizational factors on ethical decision making intentions among managers	International Journal of Business and Management (ERA)
Amirul Afif Muhamat, Mohamad Nizam Jaafar	A Study on The Prospect of Waqaf (endowment) Lands for Agricultural Activities: A Case Study of Kedah	Proceedings of Second Conference Foundation of Islamic Finance Series: Islamic Banking Products, Theory, Practice & Issues
Amirul Afif Muhamat, Mohamad Nizam Jaafar , Hardi Emrie Rosly	A Study on The Factors Attribute to Non Participation of Zakat Income Amongst the Muslim Community in Selangor,	Proceedings of Second International Conference on Business and Economic Research (ICBER 2011)
Amirul Afif Muhamat, Mohamad Nizam Jaafar , Hardi Emrie Rosly	A Study on The Revitalization of Waqaf Lands (endowment) Lands for Agribusiness Activities	Proceedings of Second International Conference on Business and Economic Research (ICBER 2011)
Azlina Hanif	Non-tariff barriers in Malaysia's agricultural sector	Business and Management Quarterly Review
Azlina Hanif	The determinants of non-tariff barriers in Malaysia's manufacturing sector	Proceedings of 2011 International Conference on Economics and Business Information (ICEBI 2011)
Ho Soke Fun	Comparison of Quantitative Syariah Compliance Standard	Proceedings of Second Conference Foundation of Islamic Finance Series: Islamic Banking Products, Theory, Practice & Issues



# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

32 Faculty of Business Management

Name of Lecturer	Paper Title	Name of Journal/Vol/Pg.
Mohamad Nizam Jaafar, Amirul Afif Muhamat	Determinants for Human Capital Development in Islamic Banking Industry: An Empirical Study	Proceedings of Second Conference Foundation of Islamic Finance Series: Islamic Banking Products, Theory, Practice & Issues
Nor Hashima Hashim	The Effect of Corporate Image, Customer Perceived Value, Relationship Quality and Switching Intention among Islamic banking customers in Malaysia	Business and Management Quarterly Review
Norhana Salamudin	Technical Efficiency Estimation of Government Linked Companies in Malaysia	Journal of Modern Accounting and Auditing
Noryati Ahmad	An analysis of the growth and rise of smaller Islamic banks in last decade	Qualitative Research in Financial Markets
Raja Munirah Raja Mustapha	The influence of Event Destination Attributes toward Social Impact	Proceedings Paper of IEDRC
Rosalan Ali	The Malaysian Employees Provident Fund's members' investment scheme: Survey of fund selection, performance and perceptions	Asia-pacific Management Accounting Journal
Sariwati Mohd Shariff, Noryati Ahmad, Shatina Saad, Mashitah Mohd Esa	Readiness towards outcome-based education (OBE) in Business Management programs	Business and Management Quarterly Review (BMQR)
Za'faran Hassan, Anizah Zainuddin	Is Customer Relationship Management (CRM) Linked To Strategic Supplier Partnership In Supply Chain Management (SCM)? Empirical Evidence From Malaysian Malay Organizations	Proceedings of 2nd International Conference on Business and Economic Research
Zahariah Sahudin	Debt structure for Malaysian construction companies: Evidence from panel data analysis	International Journal of Economics and Management Sciences

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# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

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33 | Faculty of Business Management

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<b>Name of Lecturer</b>	<b>Paper Title</b>	<b>Name of Journal/Vol/Pg.</b>
Zahariah Sahudin	The day of the week effect on Bursa (Bourse) Malaysia shariah-compliant market	Interdisciplinary Journal of Research in Business
Ho Soke Fun	Pre-IPO characteristics and post-IPO operating performance in Malaysia	Business and Management Quarterly Review
Samsudin Wahab	The influence of perceived privacy on customer loyalty in mobile phone services: An Empirical Research in Jordan	IJCSI International Journal of Computer Science Issues
Samsudin Wahab	Establishing the link between Customer Knowledge Management and Knowledge Sharing	International Journal of Customer Service Management
Samsudin Wahab	The influence of usability and enjoyment on electronic customer relationship management performance in Jordan mobile communication services	Africa Journal of Business Management
Samsudin Wahab	The Importance of Customer Knowledge Management Towards Organizational Performance	Proceedings Paper of UiTM Perlis and UNIMAP
Siti Noorsuriani Ma'on	Development of an Interactive Web Intervention to Promote Healthy Lifestyles among Children and Adolescents	World Review of Business Research
Siti Noorsuriani Ma'on	The effect of web-based technologies to promote healthy lifestyles among children	Proceedings of Center for Online Health
Suryani Che Din	The Relationship Between Patient Satisfaction and Service Quality Dimension with Access to 1Malaysia Clinic	IIUM Proceedings

# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

34 | Faculty of Business Management

<b>Name of Lecturer</b>	<b>Paper Title</b>	<b>Name of Journal/Vol/Pg.</b>
Wan Edura Wan Rashid	Evaluating Social Support, Work-Family Enrichment and Life Satisfaction among Nurses in Malaysia	Proceedings of International Association of Computer Science and Information Technology Press (IACSIT)
Wan Edura Wan Rashid	Evaluating the Social Support and Self-Esteem towards Work-Family Enrichment in achieving Life Satisfaction	Proceedings of International Association of Computer Science and Information Technology Press (IACSIT)
Wan Edura Wan Rashid	Self-Esteem, Work-Family Enrichment and Life Satisfaction among Married Nurses in Health Care Service	International Journal of Trade, Economics and Finance (IJTEF)
Wan Edura Wan Rashid	Social Support, Work-Family Enrichment and Life Satisfaction among Married Nurses in Health Service	International Journal of Social Science and Humanity (IJSSH)
Abdul Kadir Othman	Establishing the link between Customer Knowledge Management and Knowledge Sharing	International Journal of Customer Service Management
Abdul Kadir Othman	The Importance of Customer Knowledge Management Towards Organizational Performance	Proceedings paper of UiTM Perlis and UNIMAP
Abdul Kadir Othman	The Relationship between Service Quality and Customer Satisfaction at a Telecommunication Company in Malaysia	International Journal of Customer Service
Abdul Kadir Othman	Hybrid Integrated Two-stage Multi-Neighbourhood Tabu Search_EMCC Technique for Examination Timetabling Problem	IEEE Proceedings paper DMO FTSM UKM
Ariff Md Ab Malik	A New Model for an Examination-Room Assignment Problem	IJCSNS International Journal of Computer Science and Network Security

# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

35 | Faculty of Business Management

Name of Lecturer	Paper Title	Name of Journal/Vol/Pg.
Ariff Md Ab Malik	Hybrid Integrated Two-stage Multi-Neighbourhood Tabu Search_EMCCQ Technique for Examination Timetabling Problem	IEEE Proceedings Paper DMO FTSM UKM
Dilla Syadia Ab Latiff	The Relationship Between Patient Satisfaction and Service Quality Dimension with access to 1Malaysia Clinic	IIUM Proceedings paper
Dilla Syadia Ab Latiff	Nurses' Acceptance of Total Health Information Systems (THIS) at Hospital Selayang	IIUM Proceedings paper
Erne Suzila Kassim	Linking Organization and Individual Factors to Government-to-Business Performance	Journal of Advanced Computer Science and Technology Research
Noor Azzah Said	Project Management Performance in ICT Project: The Influence of Project Life Cycle and Key Performance Indicators	Proceedings paper of Electronic Business Management Society, Taiwan
Noor Azzah Said	Project Management Performance in ICT and Construction Project: The Influence of Project Management Staff	Proceedings paper of Department of Construction Management College of Technology & Computer Science, East Carolina University Greenville, North Carolina, USA
Noor Azzah Said	Job Characteristics and Job Satisfaction: A Relationship Study on Supervisors' Performance	Business & Management Quarterly Review
Noor Azzah Said	Investigating the Relationship of Users' Behavior and Internal Security Threat towards the Implementation of Total Health Information System (THIS) in Malaysian Medical Institutions	Australian Journal of Basic and Applied Sciences AJBAS

# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

36 | Faculty of Business Management

Name of Lecturer	Paper Title	Name of Journal/Vol/Pg.
Noor Azzah Said	The Influence of Project Life Cycle and Key Performance Indicators in Project Management Performance: Comparison between ICT and Construction Project	IACSIT Proceedings paper
Noor'Ain Mohamad Yunus	Acceptance of E-learning and academic achievement evaluation among post-registration nurses	IIUM Proceedings paper
Noor'Ain Mohamad Yunus	The Relationship Between Patient Satisfaction and Service Quality Dimension with access to 1 Malaysia Clinic	IIUM Proceedings paper
Noor'Ain Mohamad Yunus	Nurses' Acceptance of Total Health Information Systems (THIS) at Hospital Selayang	IIUM Proceedings paper
Noorriati Din	Pembentukan Malaysia dan Isu-isu Perlembagaan: Satu Kajian Analisis Konten terhadap pendapat Umum Komuniti Generasi Maya	UiTM and DBP Sabah Proceedings paper
Nor Azzura Nordin	The influence of Event Destination Attributes toward Social Impact	International Economics and Development and Research Center Proceedings paper
Norol Hamiza Zamzuri	The influence of Event Destination Attributes toward Social Impact	International Economics and Development and Research Center Proceedings paper
Norshima Humaidi	Project Management Performance in ICT and Construction Project: The Influence of Project Management Staff	Proceedings paper of Department of Construction Management College of Technology & Computer Science, East Carolina University Greenville, North Carolina, USA
Norshima Humaidi	Investigating the Relationship of Users_ Behavior and Internal Security Threat towards the Implementation of Total Health Information System (THIS) in Malaysian Medical Institutions	Australian Journal of Basic and Applied Sciences AJBAS

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# PUBLICATION OF ARTICLES IN JOURNALS/CONFERENCE PROCEEDINGS

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37 | Faculty of Business Management

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<b>Name of Lecturer</b>	<b>Paper Title</b>	<b>Name of Journal/Vol/Pg.</b>
Norshima Humaidi	The Influence of Project Life Cycle and Key Performance Indicators in Project Management Performance: Comparison between ICT and Construction Project	IACSIT Proceedings paper
Norshima Humaidi	Project Management Performance in ICT Project: The Influence of Project Life Cycle and Key Performance Indicators	Proceedings paper of Electronic Business Management Society, Taiwan

# RESEARCH ACTIVITIES

38 | Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
1.	Ahmad Husni Mohd Rasid	Attracting Foreign Direct Investment into Malaysia and Asean Countries	RM31,800.00	DANA KECEMERLANGAN (SSP)
2.	Aida Azlina Mansor	The Relationship Between Hierarchical Service Quality Model To Students' Satisfaction	RM5,000.00	DANA KECEMERLANGAN (SSP)
3.	Aini Hayati Musa	Factors Affecting Consumers Acceptance Towards Life Insurance In Selangor	RM5,000.00	DANA KECEMERLANGAN (SSP)
4.	Amily Fikry @ Aziz	A Model on Malaysian Customers' Readiness to Adopt Digital Home Integrated System Services	RM50,000.00	ERGS
5.	Amily Fikry Aziz	Factors Affecting Malaysian Teenagers Influence towards Family Purchase Decision of Portable Playstation (PSP)	RM5,560.00	DANA KECEMERLANGAN (SSP)
6.	Anizah Hj Zainuddin	Pictorial Comparison Studies Of Minorities Malays Across Cambodia, Thailand And Singapore: Implication For The Future Of The Malaysian Malays	RM25,000.00	DANA KECEMERLANGAN (VCSP)
7.	Anizah Hj Zainuddin	Image Segmentation : A Case Of Taman Negara Pahang	RM15,000.00	FRGS (SSP)
8.	Aziz @ Abdul Aziz Jamal	Linking Organisational Characteristics With The Provision For Health Promotion : A Resource-dependence Perspective	RM35,000.00	FRGS (SSP)
9.	Aziz @ Abdul Aziz Jamal	The Impact Of Emotional Labour And Psychological Well-Being On Nurses Intention To Leave Nursing Profession	RM5,000.00	DANA KECEMERLANGAN (SSP)
10.	Azlina Hanif	Modelling The Impact Of Exchange Rate Risks On Imports	RM40,000.00	FRGS (SSP)
11.	Badrul Hisham Kamaruddin	Applying Triandis' Values Dimension In Identifying The Relationship Between Values, Behavior And Business Performance Of Malay Owned Smes	RM15,000.00	DANA KECEMERLANGAN (SSP)
12.	Catherine Soke Fun Ho	Sovereign Exchange Rate Autonomy And International Trade Facilitation	RM40,000.00	FRGS (SSP)
13.	Dayang Nailui Munna Abang Abdullah	Effect of Computer Ergonomic Factors on Student's Health	RM5,000.00	DANA KECEMERLANGAN (SSP)

# RESEARCH ACTIVITIES

## 39 | Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
14.	Dilla Syadia Ab Latiff	A New Health Promotion Model for Multi-Cultural Background Synthesizing the Health Belief Model and the Protection Motivation Theory	RM40,000.00	FRGS (SSP)
15.	Dilla Syadia Ab Latiff	The Relationship Between Patient Satisfaction And Service Quality Dimensions With Access To 1malaysia Clinic	RM5,000.00	DANA KECEMERLANGAN (SSP)
16.	Fadzilah Azam Ahmad	Readiness To Learn And Assessment Of Learning Outcomes Off Campus (plk) Business Management Students, Uitm Shah Alam	RM5,680.00	DANA KECEMERLANGAN (SSP)
17.	Faizah Abd Rahim	Brand Development Process Among Herbal Based Cosmetic Sme's In The Klang Valley Area : An Exploratory Investigation	RM6,000.00	DANA KECEMERLANGAN (SSP)
18.	Faizah Abd Rahim	Determining Tourist Attitude Towards Responsible Tourism In Melaka As World Heritage Site: Design And Validation Of Responsible Heritage Tourism Scale	RM41,760.00	FRGS (SSP)
19.	Faizah Abdul Rahim	Determinants of Consumers Beliefs in Purchasing Halal Skin Care Cosmetic Products	RM18,000.00	DANA KECEMERLANGAN (VCSP)
20.	Faizah Abdul Rahim	Brand Building Process in the Malaysian Herbal Based Cosmetic SMES	RM18,000.00	DANA KECEMERLANGAN (VCSP)
21.	Faridah Hassan	The Effects Of Consumer Congruence (Country Of Origin And Ethnocentrism) And Purchase Intention on Consumers' Perception Towards Halal Food	RM5,000.00	DANA KECEMERLANGAN (SSP)
22.	Farah Nadia Baharuddin	Assessing Motivational Factors Influencing Effective Learning In Uitm Science Students	RM5,000.00	DANA KECEMERLANGAN (SSP)
23.	Fauziah Noordin	Organizational Climate, Commitment And Satisfaction : A Case Study Of Universiti Teknologi Mara	RM42,000.00	DANA KECEMERLANGAN (SSP)
24.	Fauziah Noordin	Assessing Climate For Creativity: A Case Of Universiti Teknologi Mara	RM25,000.00	DANA KECEMERLANGAN (SSP)



# RESEARCH ACTIVITIES

## 40 Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
25.	Fauziah Noordin	New Promotion Criteria for Universiti Teknologi MARA	RM12,000.00	DANA KECEMERLANGAN (VCSP)
26.	Feridah Mohd Nadzar	Psychosocial Factors, Stress And Work-Related Musculoskeletal Disorders Among Office Workers: The Implications Of Coping Styles	RM5,000.00	DANA KECEMERLANGAN (SSP)
27.	Feridah Mohd Nadzar	Development And Reliability Of An Instrument For Measuring Religiosity In The Workplace	RM45,000.00	FRGS (SSP)
28.	Hadijah Ibrahım	Academic Dishonesty : A Case Of Business Students In UiTM	RM5,000.00	DANA KECEMERLANGAN (SSP)
29.	Hazira Mohd Nasir	Tourism Attributes And Tourist Satisfaction: A Case Study Of Malacca Historical City	RM5,000.00	DANA KECEMERLANGAN (SSP)
30.	Husniyati Ali	Modelling Islamic Micro Financing: An Extention Of Islamic Micro Debt Financing In Malaysia	RM39,700.00	FRGS (SSP)
31.	Irwan Ibrahim	Operation Management Strategies In Establishing Supply Chain Management Commercialization Model For Fast Moving Consumer Goods	RM14,000.00	FRGS (SSP)
32.	Ismail Abdul Wahab	Entrepreneurial Inclination And Competencies Among UiTM Graduates	RM4,450.00	DANA KECEMERLANGAN (SSP)
33.	Jaafar Pyeman	The Relationship Between Cost Distribution And Financial Performance Of Third Party Logistics Companies In Malaysia Before And During Economic Crisis	RM40,000.00	FRGS (SSP)
34.	Jamaliah Mohd Yusof	An Alternative Model Of Self-Congruity For Islamic Banking Customers: A Multi-Dimensional Approach	RM30,000.00	FRGS (SSP)
35.	Janiffa Saidon	Proposing a New Higher Education Institutions (HEIs) Student Experiential and Engagement Value Index (SEEVI): New Insight to the National HEIs Rating System	RM50,000.00	ERGS

# RESEARCH ACTIVITIES

## 41 Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
36.	Junainah Junid	Linking Creativity With Technopreneurship Intention: An Exploratory Study Among Science And Technology Cluster Students' Of University Technology Mara	RM5,000.00	DANA KECEMERLANGAN (SSP)
37.	Lennora Putit	Investigating the Impact of Destination Image and Self-Image Congruity on Foreign Tourists' Visitation Behavior and Word-of-Mouth in Tourism Industry : An Empirical Analysis of a New Framework	RM48,000.00	FRGS (SSP)
38.	Lennora Putit	Investigating Factors Affecting New Product Commercialization and its Impact on Business Performance: A National Perspective on Malaysia's Higher Academic Institutions	RM30,000.00	ERGS
39.	Lenora Putit	Impact Study On Household Expenditure In Relation To Quality Of Live - Survey	RM47,750.00	CR - Contract Research (private)
40.	Mashitah Mohamed Esa	E-Perolehan: The Implementation and Future Trends Of e-Govermennt Incentives	RM5,000.00	DANA KECEMERLANGAN (SSP)
41.	Mazila Md Yusuf	Equity Market And Exchange Rate Volatility In ASEAN 5 Countries	RM45,000.00	FRGS (SSP)
42.	Mohamad Fahimi Ahmad	ICLASS: E-Learning System Acceptance And Students' Performance	RM5,000.00	DANA KECEMERLANGAN (SSP)
43.	Mohamad Shahril Mohamad Besir	Investigating The Relationship Between Social Presence In Online Learning Towards Perceived Learning Satisfaction	RM5,000.00	DANA KECEMERLANGAN (SSP)
44.	Muhammad Hafiz Abd Rashid @ Abd Aziz	The Relationship Between Service Quality And Patients' Satisfaction: A Study At Hospital Kuala Lumpur	RM5,000.00	DANA KECEMERLANGAN (SSP)
45.	Muhammad Iskandar Hamzah	Developing A Contingency Model Of Leadership Styles As Influenced By Organizational Culture In Malaysian Public Universities	RM35,000.00	FRGS (SSP)
46.	Noor Ain Mohamad Yunus	Health Economics Model of Rural Society	RM30,000.00	FRGS (SSP)

# RESEARCH ACTIVITIES

## 42 Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
47.	Noorain Mohamad Yunus	User's Acceptance Of Total Health Information Systems (THIS) At Hospital Selayang	RM5,000.00	DANA KECEMERLANGAN (SSP)
48.	Nooraini Mohamad Sheriff	Audit Kualiti Perkhidmatan Kedai Pernama -mystery Shopper Kajian Ke 9, Tahun 2011	RM15,000.00	CR - Contract Research (private)
49.	Nooraini Sheriff	Audit Kedai Pernama - Mystery Shopper - Fasa Ke 8 2001	RM15,000.00	CR - Contract Research (private)
50.	Noormala Dato' Amir Ishak	Employee Engagement Score 2011 Mtm	RM20,760.00	CR - Contract Research (private)
51.	Noormala Dato' Amir Ishak	Bengkel Permurnian Cadangan Penubuhan Kolej " Kolej UiTM	RM8,000.00	DANA KECEMERLANGAN (VCSP)
52.	Nor Azian Abdul Rahman	lean Manufacturing System (Kanban) Implementation In Manufacturing Company In Malaysia	RM5,000.00	DANA KECEMERLANGAN (SSP)
53.	Nor Diyana Mohammed Shobri	Relationship Between Conflict At Workplace And Employee's Job Satisfaction	RM5,000.00	DANA KECEMERLANGAN (SSP)
54.	Nor Intan Adha Hafit	A Successful Organization - Enabling Leadership Qualities Within The Organization	RM24,000.00	FRGS (SSP)
55.	Nor Rashidah Zainal	A New Funding Mechanism For Public Universities - Constructing A Higher Education Socio-Economic Index	RM40,000.00	FRGS (SSP)
56.	Nor Zaihan Mat Hasan @ Mat Hussin	School Environment, Family Functioning, Social Support and Student Resilience	RM5,000.00	DANA KECEMERLANGAN (SSP)
57.	Nor Zaihan Mat Hasan @ Mat Hussin	Religiosity and Social Systems on Resilience Using Socio-Ecological Indicator	RM30,000.00	ERGS
58.	Norhana Salamudin	Characteristics Of Pyramid Structure And Agency Problems Among Malaysian Firms	RM50,000.00	FRGS (SSP)
59.	Norhana Salamudin	Efficiency And Corporate Governance: Stochastic Frontier Application For Malaysian Listed Government Linked Companies	RM15,000.00	DANA KECEMERLANGAN (SSP)

# RESEARCH ACTIVITIES

## 43 Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
60.	Norina Ahmad Jamil	Industry Evaluation On Practicum Business Management Students	RM5,000.00	DANA KECEMERLANGAN (SSP)
61.	Norlelawati Jamaluddin	A Study Of Succession Planning Practises Among Msc Status Companies In Malaysia.	RM8,000.00	DANA KECEMERLANGAN (SSP)
62.	Norlia Ismail	Development Of Commercialization Training Module	RM25,000.00	FRGS (SSP)
63.	Norlida Kamaludin	The Creation Of Hybrid Organizational Form: Collaboration Of Biotechnology Companies, Research Institutes And Universities	RM41,800.00	ESCIENCE
64.	Normala Daud	A Study On The Effects Of Tourism Impacts On The Quality Of Life Of Residents In The Vicinity Of Taman Negara	RM20,000.00	FRGS (SSP)
65.	Norol Hamiza Zamzuri	Categorizing Special Events Toward Community Development	RM25,000.00	FRGS (SSP)
66.	Norshima Humaidi	Project Management Performance: New Assessment Model And Leadership Style For Ict Project	RM30,000.00	FRGS (SSP)
67.	Norzaidi Mohd Daud	The Impact Of Information And Communication Technology Usage On Managerial Performance : An Empirical Study At Major Terminal Operators In Malaysian	RM71,000.00	OTHER GRANTS (GOV)
68.	Norzaidi Mohd Daud	Antecedents Influence Of Brand Experience On Resonance: Evidence From Fast Food Industry In Malaysia	RM5,000.00	DANA KECEMERLANGAN (SSP)
69.	Norzanah Mat Nor	Entrepreneurship University: New Policy On Enterpreneurial Architecture	RM30,000.00	FRGS (SSP)
70.	Nur Bashirah Hussin	A Measurement Of Technical Efficiency, Technological Change And Total Factor Productivity Growth In Malaysian, Automotive Industry	RM5,000.00	DANA KECEMERLANGAN (SSP)
71.	Nurhazirah Hashim	Developing A Contingency Model Of Work-family Conflict And Job Satisfaction By Addressing The Influencing Of Personality Traits On The Relationship	RM30,000.00	FRGS (SSP)
72.	Rafidah Abdul Rahman	A Discovery Of Preferred Learning Style Of Rural Small And Micro Entrepreneurs In Malaysia	RM5,000.00	DANA KECEMERLANGAN (SSP)

# RESEARCH ACTIVITIES

## 44 Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
73.	Raja Munirah Raja Mustapha	Training Transfer Determinants And Entrepreneurial Activities Among Women Entrepreneurs	RM30,000.00	FRGS (SSP)
74.	Raja Suzana Raja Kasim	Emerging Knowledge Ecologies: New Model In Academic Knowledge System	RM45,000.00	FRGS (SSP)
75.	Raja Suzana Raja Kasim	The Emergence Of Malaysian Corporate And Enterprising Universities: An Analysis	RM20,000.00	DANA KECEMERLANGAN (SSP)
76.	Raja Suzana Raja Kasim	Strategies for Developing A Balanced Mutual Recognition Agreement: Internationalization and Outcomes	RM20,000.00	DANA KECEMERLANGAN (SSP)
77.	Ramita Abdul Rahim	The Role Of Leadership Style In The Relationship Between Knowledge Management Practices And Innovative Behaviour	RM5,000.00	DANA KECEMERLANGAN (SSP)
78.	Ramlee Abdul Rahman	Determinants For knowledge Sharing Practices Among Researchers and Officer of National Institutes of Health Malaysia	RM5,000.00	DANA KECEMERLANGAN (SSP)
79.	Razmah Mahmod	The Readiness For Innovation Lead The Adoption Of Knowledge Management Among Smes In Malaysia	RM9,000.00	DANA KECEMERLANGAN (SSP)
80.	Rosidah Musa	Developing And Validating Total Customer Experience Scale: Empirical Analysis In Selected International Sport Tourism Events	RM60,000.00	FRGS (SSP)
81.	Rosidah Musa	Assessment And Revitalisation Of Uitm Malaysia Corporate Image : Repositioning Strategy Towards Becoming A Modern Research Unversity	RM40,000.00	DANA KECEMERLANGAN (SSP)
82.	Rosidah Musa	Modelling The Effect of Financial Intelligence in Influencing Credit Card Consumption Behaviour: Proposed New Framework	RM30,000.00	FRGS (SSP)
83.	Rosidah Musa	Branding Strategies For Malaysia's Halal Cosmetic Products: New Insights For Championing The Halal Economy	RM25,000.00	DANA KECEMERLANGAN (VCSP)
84.	Rosidah Musa	The Determinants And Consequences Of Total Eco-tourist Experience (tee) : Examining The Moderating Role Of Eco-tourist Nationality	RM20,000.00	FRGS (SSP)

# RESEARCH ACTIVITIES

45 | Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
85.	Rosidah Musa	The Impact Of Celebrity Endorser Credibility On Consumers' Attitudes And Purchase Intention	RM5,000.00	DANA KECEMERLANGAN (SSP)
86.	Rosidah Musa	Modelling The Moderating Effect of Retail Format on The Relationship Between Shopping Experiential Value (SEV)- Total Shoppers'Experience (TSE)- Store Loyalty (SL) Link: A Comparative Analysis Between Hypermarket and Department store	RM5,000.00	DANA KECEMERLANGAN (SSP)
87.	Rosidah Musa	Precautionary Saving Intention in SSPN by Malaysia Parents : Theory Of Planned Behaviour Approach	RM15,000.00	FRGS (SSP)
88.	RosIntan Safinas Munir	Developing a Contingency Model of Job Statisfaction and Organizational Commitment	RM40,000.00	FRGS (SSP)
89.	Rosmimah Mohd Roslin	Kajiselidik Hala Tuju Bantuan Pendidikan Yayasan Pahang Dalam Mencapai Matlamat 2020	RM30,000.00	CR - Contract Research (private)
90.	Rosmimah Mohd Roslin	Kajiselidik Impact Of Tesco Hypermarket Development On Small Traders In Kulai Dan Pontian Johor	RM22,000.00	CR - Contract Research (private)
91.	Rosmimah Mohd Roslin	Kajiselidik Analisis Pergerakan Produk Campuran Serta Permintaan Produk Dan Jenama	RM15,000.00	CR - Contract Research (private)
92.	Rosmimah Mohd Roslin	Study On Impact Of Tesco Hypermarket Development On Small Traders Business - Seri Pulai Perdana, Johor Bahru	RM11,000.00	CR - Contract Research (private)
93.	Rosmimah Mohd Roslin	Customers Satisfaction Level For The Development Of A Customer Satisfaction Index	RM45,000.00	CR - Contract Research (private)
94.	Rosmimah Mohd Roslin	Impact Study On Small Traders Business Located Surrounding The Proposed Aeon New Store In Persiaran Indahpura Utama, Indahpura, Kulaijaya, Johor	RM25,000.00	CR - Contract Research (private)

# RESEARCH ACTIVITIES

## 46 | Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
95.	Rosmimah Mohd Roslin	Impact Study On Small Traders' Business Located Surrounding The Proposed Aeon Co. (m) Bhd.s New Store At Pusat Perniagaan Manjung Point, Sri Manjung, Perak	RM23,500.00	CR - Contract Research (private)
96.	Rosmimah Mohd Roslin	Impact Of Tesco Hypermarkets On Small Traders': Jenjarom, Selangor And Pj Selatan, Selangor	RM18,000.00	CR - Contract Research (private)
97.	Rosmimah Mohd Roslin	Impact Of Tesco Hypermarket Development On Small Traders's Business - Banting, Selangor	RM9,000.00	CR - Contract Research (private)
98.	Sariwati Mohd Shariff	Curriculum Review On Business Management Programs Towards Realization On Outcome-based Education	RM7,000.00	DANA KECEMERLANGAN (SSP)
99.	Sariwati Mohd Shariff	Environmental Innovation Theory in Environmental Management System in Polypropylene (PP) Process	RM40,000.00	FRGS (SSP)
100.	Seri Fatiany Abdul Kader Jailani	A Socio-Ecological Information Systems Sustainability Model Based on Triple-Bottom Line Indicator	RM10,000.00	ERGS
101.	Shahariah Asmuni	Censored Disaggregated Household Commodity Demand Modelling	RM30,000.00	FRGS (SSP)
102.	Shahira Ariffin	Understanding Deviant Behaviours At Workplace	RM36,500.00	FRGS (SSP)
103.	Shamsul Baharin Saihani	Customer Satisfaction Index 2011 Tsg	RM8,400.00	CR - Contract Research (private)
104.	Sharidatul Akma Abu Seman	Implementation Of E-Teaching Portfolio Using Action Research Methodology	RM5,000.00	DANA KECEMERLANGAN (SSP)
105.	Sharizan Sharkawi	Relationship Between Person Organization Fit, Psychological Contract Violation On Counterproductive Work Behaviour	RM5,000.00	DANA KECEMERLANGAN (SSP)
106.	Shireen Haron	Internal Political Marketing	RM36,000.00	DANA KECEMERLANGAN (SSP)
107.	Sofiah Abd Rahman	Customer Satisfaction Index 2011 Mtm	RM18,700.00	CR - Contract Research (private)

# RESEARCH ACTIVITIES

## 47 Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
108.	Sofiah Abd Rahman	Behavioral Intentions Towards Having Cross Border Second Home: The Role Of Riskiness	RM15,000.00	DANA KECEMERLANGAN (SSP)
109.	Sofiah Abd Rahman	Linking Marketing Resources, Procurement Process Coordination And Firm Performance In The Construction Industry	RM15,000.00	DANA KECEMERLANGAN (SSP)
110.	Sofiah Abd Rahman	Kajian Customer Satisfaction Survey untuk MTM	RM11,400.00	CR - Contract Research (private)
111.	Sofiah Abd Rahman	Customer Satisfaction Index 2011 Tci	RM9,800.00	CR - Contract Research (private)
112.	Sofiah Abd Rahman	Takaful Participation Readiness: The Role Of Switching Costs, Knowledge, Religiosity and Materialism	RM5,000.00	DANA KECEMERLANGAN (SSP)
113.	Sofiah Abd Rahman	Kajian Impact Penubuhan Carrefour: A. Jalan Gangsa Alor Setar,  B. Kempas, Johor Baharu  C. Jalan Tun Razak, Ipoh, Perak  D. Bukit Idaman, Selayang, Selangor	RM64,300.00	CR - Contract Research (private)
114.	Sofiah Abd Rahman	Kajian Impact Penubuhan Carrefour: Vision City, Kampung City, Desa Cemerlang, Johor Bharu, Bukit Jelutong, Shah Alam Dan Ayer Keroh, Melaka	RM61,300.00	CR - Contract Research (private)
115.	Sofiah Abd Rahman	Tracking Customer Satisfaction Towards Pernama 2011 - Kajian Jejakan 6	RM30,000.00	CR - Contract Research (private)
116.	Sofian Shamsuddin	The Dimension Of Corporate Entrepreneurship And Its Relationship With The Performance Of Established Organizations In Malaysia	RM20,000.00	DANA KECEMERLANGAN (SSP)
117.	Sofian Shamsuddin	Predicting Sme's Survival Using Multivariate Model	RM15,000.00	DANA KECEMERLANGAN (SSP)
118.	Sri Fatiany Abdul Kader Jailani	Emotional Intelligence On Information System (is) Success: An Extension Of Technology Acceptance Model (TAM)	RM35,000.00	FRGS (SSP)



# RESEARCH ACTIVITIES

## 48 Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
119.	Suryani Che Din	Heritage Attributes And Tourist Satisfaction In Malaysia's Historical City Based On Expectancy-Disconfirmation Theory	RM5,000.00	DANA KECEMERLANGAN (SSP)
120.	Syahrul Hezrin Mahmud	Understanding Customer Orientation: A Study On Non-academic Staf In Uitm Kuala Terengganu Campus	RM5,000.00	DANA KECEMERLANGAN (SSP)
121.	Syed Jamal Abdul Nasir Syed Mohamad	Talent Management Practice Among Selected Companies In Malaysia	RM30,000.00	FRGS (SSP)
122.	Syed Jamal Abdul Nasir Syed Mohamad	The Relationships Between Emotional Intelligence and Performance Among The Call Centre Agents in Klang Valley Malaysia	RM5,000.00	DANA KECEMERLANGAN (SSP)
123.	Syukrina Alini Mat Ali	The Application Of Hackman And Oldham's Job Characteristics Model Of Job Satisfaction: View Point From Fast Food Outlet Managers	RM5,000.00	DANA KECEMERLANGAN (SSP)
124.	Yaacob Anas	Challenges, Opportunities And The Performance Of Bumiputera Smes In The Malaysia Food Sector *	RM24,500.00	DANA KECEMERLANGAN (SSP)
125.	Yasmin Kamall Khan	Critical Success Factors That Contribute To The Success Of International Entrepreneur Venture	RM5,000.00	DANA KECEMERLANGAN (SSP)
126.	Yuslina Liza Moh Yusof	Assessing The Churn And Loyalty Intensity Of Mobile Users Amongst University Community	RM9,000.00	DANA KECEMERLANGAN (SSP)
127.	Zahariah Mohd Zain	Assessing Student Approaches To Learning: A Case Of Business Students At The Faculty Of Business Management, Universiti Teknologi MARA	RM5,000.00	DANA KECEMERLANGAN (SSP)
128.	Zaimy Johana Johan	Managing Group Projects: Developing Soft Skills And Learning Outcomes On Business Management Students	RM5,000.00	DANA KECEMERLANGAN (SSP)
129.	Zainah Abdullah	Investigating Determinants Of Supply Chain Management Customer Value Outcome And Its Impact On Business Performance : An Analysis On Malaysian Convenience Store Retailers	RM73,000.00	OTHER GRANTS (GOV)

# RESEARCH ACTIVITIES

## 49 | Faculty of Business Management

	<b>Head</b>	<b>Title</b>	<b>Cost</b>	<b>Grant Type</b>
130.	Zainah Abdullah	Business Relationship Commitment Model	RM30,000.00	FRGS (SSP)
131.	Zaini Abdullah	Managing Use And Biodiversity Conservation In Taman Negara Pahang : A Limit Of Acceptable Change Approach*	RM100,000.00	FRGS (SSP)
132.	Zarina Denan	An Investigation On The Relationship Between Owners' Prior Knowledge And Innovation Performance: The Case Of Malaysian Manufacturing SMEs	RM40,000.00	FRGS (SSP)
133.	Zarina Salleh	Program Pemantapan Kurikulum Dan Modul Latihan Keusahawanan Bagi Latihan Asas Perniagaan Dan Latihan Pewujudan Usahawan	RM130,000.00	CR - Contract Research(gov)
134.	Zarina Salleh	Program Latihan Keusahawanan Tahun 2011	RM13,250.00	CR - Contract Research(gov)
135.	Zarith Delaila Abd Aziz	The Effects of Loyalty Programme on Purchase Behaviour	RM5,000.00	DANA KECEMERLANGAN (SSP)
136.	Zatul Fahany Harun	A Study on Real Estate Agent Service Quality in Relation to Customers' Perception on Satisfaction	RM5,000.00	DANA KECEMERLANGAN (SSP)
137.	Zubaidah Zahiruddin	Sustainable Competitive Advantages With The Debut Of Mobile Number Portability: A Case Of Malaysia Mobile Phones	RM10,000.00	DANA KECEMERLANGAN (SSP)
138.	Zuraidah Ismail	Causal Relationship Between Stock Price And Macroeconomic Variables: A Case Study In Malaysia (2000-2009)	RM20,000.00	FRGS (SSP)
139.	Zuraidah Mohd Sanusi	Improvement of Quality Framework Towards Financial Eco-System Confidence : The Establishment of Audit Oversight Board	RM30,000.00	ERGS

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# STUDENT ACTIVITIES

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<b>ACTIVITY</b>	<b>ORGANIZER</b>
Team Building - HURES	HURES Society
Charity Expo: "A Helping Hand"	D'MARKETERS
OPEMS Carnival 2011	OPEMS Society
Research Methodology Workshop	ISBA
Official Launch of MyMydin, UiTM Shah Alam	RESO, RET545, RET547
ISBA Day	ISBA
Academic Visit	Business Strategy & Policy in Transport
Team Building in Terengganu – BESS	BESS
Family Day – IBS	International Business Society
Retail Business Carnival	RESO
TRANSCILT Team Building	TRANSCILT Society
'Building Teams, Moulding Leaders' Team Building	ISBA
ISBA Family Day	ISBA
Bazaar OPEMS 2011	OPEMS
Training and Development "Please Don't Do What I Tell You"	BM223 4B
Department of Financial Services and Risk Management Week	Financiers Society, ISBA, RMIS
"Layan Movie Jom" Cinemas Stay in College, Make It Better	OPEMS
OPEMS Entrepreneur Week 2011	OPEMS
Academic Visit to Rapid KL Academic Trip to Shah Alam Fire and Rescue Station	BM 216 INS 546
Academic Visit to SP Setia Bhd Group	BM222 5C
"Bringing Out Potential In You"	RMIS

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# STUDENT ACTIVITIES

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ACTIVITY	ORGANIZER
Program Murni OPEMS (Membantu Mangsa Renjatan Elektrik)	OPEMS
“Towards Excellence We Aspire” Academic Guidance Program	BESS
Academic Trip to MidValley	BM225 4A
Academic Trip to BNM	FIN545 BM222 4D
Economy Fest 2011 “Our Economy Today and Tomorrow”	BESS
Academic Visit to Pusat Kraftangan Malaysia	BM225 5A
FBM Open – Badminton Championship	ISBA & FBM
Walk-In Volunteers Exhibition 2011	International Business Society
Jom ke Sukan BESS 2011	BESS
Aspirasi 1Malaysia “Mengubah Destinasi Anak Bangsa”	ISBA
Training and Development (GOLF)	BM223 4B
Academic Trip to Langkawi	BM220 5B
Academic Trip to Sabah	BM220 5A
OPKIM DUN Paya Jaras	BM223 4B
Retail Society Dinner and Alumni Night	Retail Society
Financial Planning Workshop	Financiers Society
Keselamatan dan Kesihatan di Tempat Kerja - Talk	OPEMS
OPKIM - Semenyih	BM216 5A
Ekspo Selangkah UiTM 2011	FBM
Academic Trip to Penang	BM220 5A
Social Gathering – International Business Society	IBS
Marketing Fiesta 2011	BM220 5A

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# STUDENT ACTIVITIES

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<b>ACTIVITY</b>	<b>ORGANIZER</b>
Program Khidmat Masyarakat dan Seminar Kesedaran Alam Sekitar	MGT543 PD
Academic Trip to Sabah	BM220 5B
Academic Visit to Sime Darby	BM221 BM222 5E
HURES Donation Program	HURES
TMX-Challenge 2011	HURES
Academic Visit to Malaysia Airport	BM223 5B
Ekspo Jualan Makanan Malaysia 2011	TRANSCILT
Academic Trip to Singapore	ISBA
Academic Trip to Singapore and Johor Bahru	BM225 5A
Maulidur Rasol & Jom Kita Bersedekah - Talk	ISBA
Forum 2 "Looking Back, Moving Forward"	BM220 5B
Academic Trip to Langkawi	BM224 4A
Seminar "The Implications of FTAs on the Competitiveness of SMEs in International Trade"	FBM
Tennis: Inter-Program Championship	D'Marketers
Academic Trip to Hong Kong	BM226 5B
Academic Trip to Terengganu	BM230 Part 6
Academic Visit to Putrajaya	HRM542
Islamic Capital Market (RAM Holdings)	BM229 5B/C
Academic Visit to Westport Malaysia Sdn Bhd	BM221 4A
Academic Visit to Penang (Job Design and Introduction to OPM)	OPM544 BM224 4L
Finance Family Day	Financiers Society

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# STUDENT ACTIVITIES

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<b>ACTIVITY</b>	<b>ORGANIZER</b>
Program Bina 1Malaysia	FBM & INMIND
Academic Trip to Langkawi – Retail Management	BM225 Part 4
Academic Trip to Taman Negara Pahang	BM230 5A/B
Sehari Menyemai Kasih dan Seminar	MGT543 PD
Academic Trip to Indonesia	D'Marketers
Entrepreneurship Expo 2011	OPEMS
Channel Management Trip – High 5 Bread Town	BM220 4A
OPEMS Team Building	OPEMS
Seminar Analyzing Financial Performance (Tools)	BM222 5E
Transport Exhibition Week	TRANSCILT
Transport Week	TRANSCILT
Academic Trip to Langkawi	BM221 4L
Econometric Workshop	BESS
Kasih Sayang 1Malaysia 2011	BESS
Operasi Khidmat Masyarakat 2011 – Zoo Negara	BM216 Part 5
Tayangan Amal Bersama Dekan	Euphoria Community
Projek Khidmat Masyarakat	BM222 3A
Majlis Anugerah Dekan	FBM
Bola Keranjang Trio	International Business Society
Seminar “Spice Up Your Life”	BM223 4B
Kejohanan Futsal Terbuka	OPEMS
Mini SAF- Tenpin Bowling	Financiers Society
Netball Carnival FBM	BESS

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# STUDENT ACTIVITIES

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<b>ACTIVITY</b>	<b>ORGANIZER</b>
Academic Visit to Northport Sdn Bhd	BM216 4B
Risk Management Visit to Sepang	BM223 5A
Academic Trip to Johor (Iskandar) and Melaka	BM230 6C
Seminar Pembangunan Peribadi 2011	BM216 Part 5
“Unleashing the HR Potential”	BM223
Entrepreneurship Expo 2011	TRANSCILT
Academic Visit – Proton	BM224 4A
Academic Visit - Rembau Crystal Sdn Bhd	BM220
Personal Wealth Management Strategies	BM222 FIN654
Health and Beauty Spa Day	IBS
D’Marketers Day – Lets Go and Build A Stronger Team	D’Marketers
Academic Visit	BM224
D’Marketers’ Healthy Week	D’Marketers
Academic Visit: FRIM	BM220 5A
Sukan Fakulti 2011 – Rugby	RMIS
Academic Visit – DBKL	BM216 4B
Dinner with the Dean	TRANSCILT
YAKULT factory visit	BM224 INS657 BM220 5A BM221 5A
Seminar Pembentukan Kendiri Pelajar UiTM	BM222 3A
Social Visit “My Destiny My Village”	IBS
Academic Visit – Malaysian Railway Academy	BM216 4B
OPKIM Puchong	FBM & Retail

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# STUDENT ACTIVITIES

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<b>ACTIVITY</b>	<b>ORGANIZER</b>
Survival Forum 2011	BM220 Part 5
Academic Trip to Singapore	BM216
Academic Trip to China and Hong Kong	BM224
Latihan Bina 1Malaysia Ke Seri Setia	FBM & INMIND
VCSP Muslim Rural Homestay	BM216 & CITU
Academic Visit – Suruhanjaya Pengangkutan Awam Darat dan ERL	BM216 4A
Academic Trip to Penang	BM223 4A/B
D'Marketers: A Night with the Dean	D'Marketers
Channel Management Trip: MyDin	MKT542
Mini SAF – Frisbee	HURES
Pertandingan Rekacipta Bahan Kitar Semula untuk dikomersilkan	KPDNKK, UKM & AEON Co
A Night with the Dean	OPEMS
Cultural Show	HEA & FBM & FKA
Hasta La Vista VCSP Muslim Rural Homestay in China	HURES CITU
Team Building “Ordinary people with Extraordinary Determination”	SMF
Siswa PC Fair 2011	Siswa Bistari
FBM Entrepreneurship Year	Siswa Bistari
Carnival Expo 2011	Marketing BM202 5A
Academic Trip Program: HALFEST 2011	BM220
Community Service	BM222 3L
Retail Entrepreneurship Seminar & Current Issues – Sekinchan Ikan Bakar	BM225 5A
Charity for Nature	BM225 5A/B
“Cakna Minda Mahasiswa Bersama Pelajar”	BM221 3A



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# STUDENT ACTIVITIES

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<b>ACTIVITY</b>	<b>ORGANIZER</b>
Seminar & Khidmat Masyarakat Sinar Insan Nurani	BM230 3A
Career Day and Investment Kick-Start	Marketing Society
Academic Visit	BM220 5L
Seminar "Life's Highway Navigating Towards Excellence"	BM222 3L
Service Personal Development and Ethics	BM230 3L/M
Workshop: Smart Final Review	BESS
Academic Trip	BM220 5A
Visit to Old Folks Home	BM220 3L
Community Service, Voluntary and Learning Program	BESS
Personal Financial Planning (PFP) – Seminar "Business at a Young Age"	BM222
Academic Trip – Langkawi	BM220 5B MKT656
Seminar: Protecting Your Mental Health	BM229 3L/M/N/P
"Berhubung Dengan Alam – Khidmat Masyarakat"	BM229 3M
Community Service	BM222 3M
"Renewing Hope & Rebuilding Lives for the Homeless"	BM229 3P
Community Service – Rumah Jagaan & Rawatan Al-Ikhlas	BM220 3A
Community Service	BM220 3B
Seminar – Personal Development "Our Brand"	BM220 3L
Academic Visit	BM225 4A
Academic Trip to FRIM	BM220 5A
Pertandingan Seni Khat	ISBA

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# STUDENT ACTIVITIES

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<b>ACTIVITY</b>	<b>ORGANIZER</b>
Academic Visit to Traffic Police Selangor HQ and EON Service Center, Glenmarie	BM221 5L
Academic Visit – Perjalanan IKS ke Pasaran Global	BM225
Academic Visit – Risk Management	BM221 4A
Community Service – Children Activity Center, Chow Kit	BM222 3N
Seminar – Managing yourself well	BM222 3N
Seminar Gaya Hidup dan Pemakanan	BM225 5B
Cargo and Container Risk Management Program	BM221 4A
Seminar – Dimensi Diri	BM230 3M
Academic Trip to Kasih Harmoni Orphanage	BM220 3L
Seminar “From Zero to Hero”	BM222 3M
Academic Visit to Meteorological Department	BM229 5M
Seminar – Masam-Masam Manis	BM221 3A
Environmental Marketing Trip – FRIM	BM220 5M
PD Project – The Amazing Race “Brain Rush”	BM229 3P
Case Study Program – Channel Management	BM220 4B
Academic Visit to Yayasan Restu	BM229 3N
Seminar – The Impact of Social Network to Personality	BM220 3A
Seminar – Mind Power	BM220 3B
Academic Visit to Halal Industry Development Corporation	BM229 5A
Study Trip to KLIA	BM220 4A
‘Man’s Best Friend’ Program	BM229 3N

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# STUDENT ACTIVITIES

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ACTIVITY	ORGANIZER
Pre-Marriage Course	ISBA
Program – “Jom Redah Kampung”	BM225 3M
Seminar – Cabaran dan Isu Pemasaran di dalam Perniagaan	BM220 5M
Academic Trip – Theater “Badai Semalam”	BM220 5A
Community Service Responsibility	BM222 3B
Academic Trip to StarFresh Agro Park	BM229 5L
Meet the Dean Program	MPP SMF
“Personaliti Pemangkin Kejayaan”	BM225 3L
Academic Trip to Penang	BM220 5L
Academic Trip to Langkawi	BM220 5M
Seminar & Community Service – Chow Kit Childcare Center (5 – 12 years of age)	BM230 3B
Academic Visit to MATRADE – INTRADE 2011 Exhibition and KL International Trade Forum	Marketing
Academic Visit to ISRA, Qawaid Fiqhiyyah	ISB653
D'Marketers Dinner OSCAR	D'Marketers
Academic Trip to Melaka	BM220 5A
Bridging the gap: Impact of Marketing towards Environment	BM220 5A
Solat Hajat FBM 2011 program	ISBA
Corporate Social Responsibility	BM222/3C
Family Day Financier's	Finance Society
Be-1 UiTM – Carnival	D'Marketers
Exploring Airport Retailing 2011 Program	BM225 5A
Company Visit to Factories near Shah Alam	BM223 4A

# STUDENT ACTIVITIES

ACTIVITY	ORGANIZER
Academic Visit	BM229 5A/B INS657
Academic Visit to Westport Sdn Bhd	BM229 5L
Charity Dinner with Orphans	BM225 3L
Nutrition, Health and Wellness in our diet	BM220 4A
Forest Protection from Economic Perspective Program	BESS
Exploring Airport Retailing 2011 Program	BM225 5A
Academic visit – Hospital Pantai, Ipoh	OHB44A – BBA (Hons) Health Admin
Academic visit – Penang Adventist Hospital	OHB44C – BBA (Hons) Health Admin
Academic visit – Kuantan Specialist Hospital	OHB44B – BBA (Hons) Health Admin
Majlis Pelancaran dan Pengenalan Persatuan Dalam FPP	SMF, BOSS, CSMS, HEALS
Charity Event for Rumah Anak Yatim Siti Khadijah, Meru, Klang	Emerald Nuansa Production OEB33B – BBA (Hons) Event Management
Night @ Skyscraper (NASA) 2011	Kayangan Production OEB55C – BBA (Hons) Event Management
Junior's Night	Grandeur Production OEB44B – BBA (Hons) Event Management
Health Promoting Week 2011	HEALS
Raya D'Puncak – Pertandingan Gerai Raya	AEMS
XFun Sport Challenges	Warna Event OEB55D – BBA (Hons) Event Management
Team Building – Pulau Pangkor	OMB55A – BBA (Hons) Office Systems Management
Tautan Kasih OKU	OCB33A – BBA (Hons) Customer Service Management
Academic Visit – Mahkota Medical Center	OHB44D – BBA (Hons) Health Administration
Forum – "Quality vs Popularity"	Hilaris Brilliant Organizer (HBO) OCB55A – BBA (Hons) Customer Service Management

# STUDENT ACTIVITIES

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ACTIVITY	ORGANIZER
Think Event, Think Big	AEMS
Customer Service Ways	CSMS
NEORETRO: The Incessant Legacy	HEALS
“Live Your Life” Carnival 2011	Miracle Circle Organizer OEB55B – BBA (Hons) Event Management
Academic Visit – Hospital Bahagia Ulu Kinta and MOBS, Kg Trong, Perak	Part 5 – BBA (Hons) Health Administration
Puncak Alam Idol 2	Nexus Event BBA (Hons) Event Management and AEMS
Karnival Keusahawanan Bumiputera 2011	AEMS
Talk – Management of Health Record	OHB44D – BBA (Hons) Health Administration
Office in the Field	Part 5 – BBA (Hons) Office Systems Management
Business and Social Etiquette Workshop	APIP
Academic Visit – Angkasapuri (RTM)	OMB55E – BBA (Hons) Office Systems Management OMB44A – BBA (Hons) Office Systems Management
Organizing the Training Water Confidence	OMB33A – BBA (Hons) Office Systems Management
Academic Visit – Hospital Putrajaya	Part 2 – BBA (Hons) Health Administration OHB22C – BBA (Hons) Health Administration
Kolokium Pelajar PascaSiswazah	Part 1 – Master of Office Systems Management
Bengkel Pemantapan Analisa SPSS	OSM702 – Master of Office Systems Management
Debat (BM) antara Fakulti 2011	Euphoria Event OEB44D – BBA (Hons) Event Management
Which comes first: Experience or Qualification	Part 5 – BBA (Hons) Event Management
Majlis Ramah Mesra Bersama Dekan	MPP
Majlis Anugerah Dekan (2011)	Zhyper Production OEB22A – BBA (Hons) Event Management

# INVENTION AND INNOVATION DESIGN (IID) COMPETITION-UNIVERSITY LEVEL

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NAME OF PROJECT	LEADER
<p>Title of Product: CET-Ramp: Comprehensive Evaluation Tool for Ramp Design</p> <p>PECIPTA 2011 International Conference and Exposition on Inventions of Institutions of Higher Learning Kuala Lumpur Convention Centre, 13-15<sup>th</sup> September 2011</p> <p><b>Winning level: Silver</b></p>	<p>Assoc. Prof. Dr. Norlida Abdul Hamid (co-researched with Faculty of Civil Engineering)</p>
<p>Title of Product: Novel Synthesis Method of Well-Aligned Zinc Oxide Nanorods Structure –An Effective And Highly Controllable Zinc Oxide Growth For Superior Performance Electronic Device and Green Technology Applications</p> <p><b>Winning level: Silver</b></p>	<p>Assoc. Prof. Dr. Norlida Abdul Hamid (co-researched with Faculty of Civil Engineering)</p>

# INVENTION INNOVATION TECHNOLOGY EXPO (ITEX)-NATIONAL LEVEL

Faculty of Business Management

NAME OF PROJECT	LEADER
<p>Title of product: Diverging Ramps System (DiRAMS) Version 2 The 22<sup>nd</sup> International Invention Innovation &amp; Technology Exhibition LCC 20<sup>th</sup>-22<sup>nd</sup> May 2011</p> <p><b>Winning level: Silver</b></p>	<p>Assoc. Prof. Dr. Norlida Abdul Hamid (co-researched with Faculty of Civil Engineering)</p>

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# MALAYSIAN TECHNOLOGY EXPO (MTE) COMPETITION-NATIONAL LEVEL

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NAME OF PROJECT	LEADER
<p>Title of product: Improving Urban Expressway Design: Merging Traffic System (co-researched with Faculty of Civil Engineering) The 10<sup>th</sup> International Malaysian Technology Expo KLCC 17<sup>th</sup>-19<sup>th</sup> February 2011</p> <p><b>Winning level: Bronze</b></p>	<p>Assoc. Prof. Dr. Norlida Abdul Hamid (co-researched with Faculty of Civil Engineering)</p>

## LIST OF LECTURERS AND ACADEMIC QUALIFICATIONS

**Abdol Samad Bin Nawati (Assoc. Prof. Dr.)**

PhD (Economics) (University of Southampton UK) ;M.S. (Agricultural Economics) (Arizona); B.S Agricultural Bus. (Iowa State); Dip. Agriculture (UPM)

**Abdul Rahman Bin Abdul Rahim (Dr)**

PhD (HRM) USM, M.Sc (Human Resource Dev.) (UPM); BBA (Hons)(Marketing) (ITM); Dip. Public Admin.(ITM)

**Abdul Rahman Bin Abdul Wahab**

MBA (Marketing)(New Haven); BBA (Marketing)(Ohio)

**Abu Hassan Bin Ibrahim**

M.Sc (UPM); Bachelor in Econ.(Hons)(UIA); Dip. in Public Admin. (ITM); Dip. in Education (UIA)

**Adam Bin Mat**

Sarjana Pengurusan Teknologi (UTM); BBA (Hons)(Bus. Mgmt.)(UUM)

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MBA (ITM/Ohio); B.Sc.(Economics) (Missouri Rolla)

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MBA (UiTM) ; BBA (H) Marketing (UiTM); Diploma in Marketing (Politeknik Port Dickson)

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MBA (United States Int.); B.Sc.(Finance)(Indiana State); DIB (ITM)

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Master in Finance (Saint Louis); BBA (Finance) (Miami); DBS (ITM)

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MBA (Hull); Dip. Elect. Engineering (UTM)

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Master of Management (UIA); B.Sc. Mgmt.(Finance & Mgmt.)(Tulane)

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**Alwi Bin Shabudin (Assoc. Prof. Haji)**

MBA (New Hampshire College); S/Muda Sains (Kep) Mikrobiologi (UKM)

**Amily Bt Fikri (Dr.)**

Ph.D( Consumer Behavior) (USM) MBA (Multimedia Marketing) (MMU); BBA (Hons) (Marketing)(UiTM); DBS (UiTM)

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PhD (Business) Curtin Univ. of Technology, MBA (ITM/Ohio); B. Commerce (Melbourne)

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MBA (USA) ; BSc Business Administration (Marketing)(USA)



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M.Sc.in Dev. Mgmt. (Risk Mgmt)(Glasgow Caledonian);  
Fellow Chart. Insurance Inst.; B.Sc.(Hons)(Chemistry) (UM)

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Ph.D (Branding)(Stirling); M.Sc (Retail Mgt.)(Stirling); BBA (Marketing) (ITM)

**Arlinah Bt Abd Rashid**

PhD (Economic) Lancaster Univ. UK, MBA (UiTM); BA Economics (Michigan)

**Arliza Bt Abdullah**

MBA (ITM/Ohio); B.S.C Electrical Eng. (Washington)

**Arzmi Bin Yaacob (Assoc. Prof. Dr Haji)**

Ph.D (Management)(Coventry); MBA (Northrop); Cert. Per. Mgmt. (Malaysian Institute of Management);  
B.A (Hons)(Humanites) (Thames Polytechnic)

**Azimah Bt Daud**

M.Sc. (Transport Planning)(Leeds); BBA (Transport) (UiTM)

**Azitadoly Bt Mohd Arifin**

MBA (UiTM); BBA (Hons)(Insurance) (ITM); DBS (ITM)

**Aziz Bin Sulaiman (Assoc. Prof. Dr. Haji)**

Ph.D (Economics)(USM); M.A. (Economics)(Ohio); B.A. (Economics)(Ohio); Dip. in Forestry (ITM)

**Azizan Bin Abdullah (Dr.)**

Ph.D(Cardiff ); Master in Science (UKM); BSc. Agriculture (UPM)

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M.Sc (Trans. Planning & Pol.)(Newcastle upon Tyne); CILT; DPA (UiTM)

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MBA (UiTM); BBA (Hons)(Finance) (UiTM); DIA (UiTM)

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Ph.D.(Economics) (UIA); M. Economics (UPM), B.A (Economics)(Pennsylvania)

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MBA (UiTM); BA (Hons) in Bus. Admin.(UIA)

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Ph.D (Economics) (Strathclyde); M.Sc.(Econ.&Curr.&Instruc.) (Southern Illinois); B.Sc.(Mathematics)  
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Master in Education (Economic Education) (UKM); Bachelor in Economics (UUM), Certificate in Education  
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**Badrul Hisham Bin Kamaruddin**

Ph.D (Islamic Banking) (UKM); MBA (California State Bakersfield); B.Sc.Bus. Admin.(California State,  
Fresno); Dip. in Applied Linguistics (Seameo Relc, Singapore); Dip in Accountancy (ITM);  
Dip. in Education (Maktab Perguruan Lembah Pantai, K.L)

**Baharuddin Ismail (Assoc. Prof.)**

MBA (Business and Commerce) (Marshal Uni)

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M.Sc. (Banking & Finance)(Stirling, Scotland); Advanced Diploma in Statistics (ITM); Dip. in Statistics (ITM)

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Sijil Perguruan Asas Maktab Perg. Kinta Perak

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**Jamaliah Bt Taib (Assoc. Prof. Hajah)**

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**Lennora Bt Putit (Dr.)**

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**Leylawati Bt Joremi**

Masters Of Economics (UKM) ; Bachelor Of Economics With Honours (UKM) ; Diploma In Secretarial Science (ITM)

**Maliza Delima Bt Kamarul Zaman**

PhD (UM); MBA (UKM) ; BBA (HONS) In International Business (UITM) ; DBS (UITM)

**Marhani Mohamed Anuar**

MBA (UiTM); CHART. INST TRANSFORT (UK)

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Ph.D (International Trade) ( UKM); MBA(ITM); S/Muda Ekonomi (UKM)

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MBA (UiTM) ; BBA (H) Operations Management (UiTM); DBS (UiTM)

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**Mazlina Suhaimi**

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**Maznah Bt Che Ghazali (Assoc. Prof. Dr.)**

Ph.D Marketing (UKM); MBA (Marketing)(UKM); BBA (Marketing)(Western Michigan)

**Mazzini Bt Muda**

MBA (North Carolina); BA. (Bus. Admin.)( North Carolina)

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**Mior Harris Bin Mior Harun**

MBA (International Bus.)(San Diego State); B.Sc. in Marketing/Economics (Pennsylvania State)

**Mohamad Anuar Bin Harun**

MBA (UiTM); Dip. in Hotel Mgmt. (UiTM); Dip. in Defense and Strategic Studies (UM)

**Mohamad Asmady Bin Shahadan**

MBA (Ohio); Adv. Dip. in Bus. Admin (Finance) (UiTM); DIB (UiTM)

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