

# CURRICULUM VITAE



PERSONAL DETAILS		
Name	:	Thoo Ai Chin
Gender	:	Female
Date of Birth	:	30 January 1981
Nationality	:	Malaysian
Marital Status	:	Married
Permanent Address	:	34, Jalan Pulai Tuah 7, Bandar Baru Kangkar Pulai, 81300 Skudai, Johor, Malaysia
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Website	:	<a href="http://www.management.utm.my/staff/userprofile/thoo.html">http://www.management.utm.my/staff/userprofile/thoo.html</a> <a href="http://www.researchgate.net/profile/Thoo_Chin">http://www.researchgate.net/profile/Thoo_Chin</a> <a href="https://scholar.google.com.my/citations?user=TrE1kK8AAAAJ&amp;hl=en">https://scholar.google.com.my/citations?user=TrE1kK8AAAAJ&amp;hl=en</a>
Expertise	:	Supply Chain Management Green Supply Chain Management Marketing Research Consumer Behaviour
ACADEMIC QUALIFICATIONS		
2014	:	Doctor of Philosophy (Management) Universiti Teknologi Malaysia
2010	:	Master of Management (Technology) Universiti Teknologi Malaysia
2004	:	Bachelor of Management (Technology) Universiti Teknologi Malaysia

**WORKING EXPERIENCES**

Feb 2014 – Current	:	Senior Lecturer Universiti Teknologi Malaysia
Sept 2009 – Feb 2014	:	Tutor Universiti Teknologi Malaysia
Oct 2006 – June 2008	:	Supply Chain Officer (Master Data) Philips Electronics Singapore Pte Ltd
Apr 2006 – Oct 2006	:	Material Planner Solectron Technology Singapore Pte Ltd
Apr 2004 – Apr 2006	:	Material Planner Flextronics Technology (Malaysia) Sdn. Bhd.

**AWARDS AND HONOURS RECEIVED**

2018	:	1. Best Poster Presentation Runner-Up Award in 7th International Graduate Conference on Engineering, Science and Humanities
		2. Award of Excellent - Active Blended Learning Course (Semester 1 - 2017/2018) SHAF4023-01 Customer Relationship Management
		3. Non-indexed Publication Gold Award Azman Hashim International Business School Universiti Teknologi Malaysia
		4. Copyright Bronze Award Azman Hashim International Business School Universiti Teknologi Malaysia
		5. Excellent Service Award Azman Hashim International Business School Universiti Teknologi Malaysia
2017	:	1. Webometric Award (Individual Category) Universiti Teknologi Malaysia
		2. Award of Excellent - Active Blended Learning Course (Semester 1 - 2016/2017) <ul style="list-style-type: none"> <li>• SHAF4023-01 Customer Relationship Management</li> </ul>

		<ul style="list-style-type: none"> <li>• SHAF3013-01 Marketing Research</li> <li>• SHAF4053-01 B2B Marketing</li> </ul>
		3. Excellent in Sport, Faculty of Management Universiti Teknologi Malaysia
		4. Excellent Service Award, Faculty of Management Universiti Teknologi Malaysia
		5. Non-indexed Publication Award, Faculty of Management Universiti Teknologi Malaysia
		6. Copyright Award, Faculty of Management Universiti Teknologi Malaysia
2016	:	1. Excellent Service Award, Faculty of Management Universiti Teknologi Malaysia
		2. Teaching Award, Faculty of Management Universiti Teknologi Malaysia
		3. Copyright Award, Faculty of Management Universiti Teknologi Malaysia
		4. Silver Medal in 3rd International Innovative Practices in Higher Education Expo (I-PHEX 2016)
		5. Award of Excellent - Active Blended Learning Course (Semester 1 - 2015/2016) <ul style="list-style-type: none"> <li>• SHAF3013-01 Marketing Research</li> <li>• UHAS3012-01 Entrepreneurship &amp; Enterprise Development</li> <li>• SHAF1013-01 Principles of Marketing</li> </ul>
		6. Bronze Medal in Long Jump (UTM Staff Games)
2015	:	1. Bronze Medal in Long Jump (UTM Staff Games)
		2. Bronze Medal in 4x100 meter (UTM Staff Games)
2014	:	1. Excellent Service Award, Universiti Teknologi Malaysia
		2. Supervisor Award in Marketing Symposium 2014
		3. Best Presentation Award in the 2014 AFAP International

		Conference on Entrepreneurship and Business Management
		4. Best Paper Award in Final Year Project, Bachelor of Management (Marketing)
2013	:	1. 3rd Place and Deputy Vice Chancellor Selection in Functional Vehicle Design (Race for Bosses, UTMost Imagination: Creativity & Innovation Fascinating Future)
		2. Outstanding Paper Award in the 10th International Conference on
		3. Asia Pacific Business, Innovation and Technology Management
		4. Best Presentation Award in the 2013 AFAP Conference on Business and Management
2012	:	1. Excellent Service Award, Faculty of Management, Universiti Teknologi Malaysia
2011	:	1. Best Paper award in Asia Pacific Marketing and Management Conference
2010	:	1. Best Paper award in 2 <sup>nd</sup> International Conference on Technology & Operations Management

#### PROFESSIONAL MEMBERSHIP

1	:	Institute of Management Malaysia (MIM)
2	:	Institute of Marketing Malaysia (IMM)
3	:	SAP Certified Trainer - Monsoon Academy
4	:	Academic Exchange Information Centre (AEIC)

#### ADMINISTRATIVE EXPERIENCE

Oct 2018 – June 2020	:	Head of Program (Marketing) Azman Hashim International Business School
Mar 2017 – Feb 2019	:	Chairman of Alumni Committee Azman Hashim International Business School

Jan 2017 – Dec 2018	:	Internship Coordinator (Marketing) Faculty of Management
May 2015 - Feb 2017	:	Head of Marketing Panel Faculty of Management
May 2015 – Aug 2018	:	Internal Academic Auditor Universiti Teknologi Malaysia
Apr 2014 - Apr 2016	:	Internship Coordinator (Marketing) Faculty of Management
Apr 2014 - Apr 2016	:	Chairman of Alumni Committee Faculty of Management

#### OTHER ACTIVITIES

<b>Reviewer</b>	:	<ol style="list-style-type: none"> <li>1. British Food Journal</li> <li>2. Australasian Journal of Environmental Management</li> <li>3. Jurnal Kemanusiaan</li> <li>4. Journal of Arts and Social Sciences</li> <li>5. 7th International Graduate Conference on Engineering, Science and Humanity (IGCESH 2018)</li> <li>6. 2nd International Symposium on Social Sciences, Arts and Humanities (SYSSARM 2018)</li> <li>7. 2018 2nd International Symposium in Business, Management and Social Science (BIMSS'2018)</li> <li>8. Editorial Team Journal of Insurance and Financial Management (Mar 2016 – current)</li> <li>9. Expert Review of Book – Research Marketing 3<sup>rd</sup> Edition</li> <li>10. SAGE Open</li> <li>11. Business and Management Journal</li> <li>12. Journal of Sustainability Science and Management</li> <li>13. International Journal of Enterprise Network Management (IJENM)</li> <li>14. Total Quality Management &amp; Business Excellence</li> <li>15. 2017 2nd Advanced Research on Business, Management and Humanities (ARBUHUM)</li> <li>16. 2017 International Conference on Art, Business, Education</li> </ol>
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- and Social Sciences (ABESS'2017)
17. 2017 International Symposium in Business, Management and Social Sciences (BIMSS'2017)
  18. 2017 2nd International Conference on Information in Business and Technology (I2BM)
  19. 2017 International Conference on Business and Social Science (ICOBSS'2017)
  20. 2017 2nd Recent Research in Social Sciences International Conference (SOCSIC)
  21. 2016 International Symposium on Social Sciences, Arts and Humanities (SYSSARM)
  22. 2016 International Conference on Business, Economics, Management, Social Sciences, Art and Humanities (BEMSAHIC'2016)
  23. 2016 Recent Research in Social Sciences International Conference (SOCSIC)
  24. 2016 2nd International Conference on Business, Management, Tourism and Hospitality (BIZMATOUR 2016)
  25. 2016 Education in Science, Technology and Social Science World Conference (EDUSTS'2016)
  26. 2016 Advancement on Informatics, Business and Management International Conference (ADIBUM)
  27. International Journal of Enterprise Network Management (IJENM)
  28. International Conference on Information Science, Technology, Management, Humanities and Business ITMAHuB ( 2016)
  29. Indian Journal of Science and Technology
  30. 3rd International Conference on Computational and Social Sciences 2015 (ICCS 2015)
  31. 2015 1<sup>st</sup> International Conference on Business, Management, Tourism and Hospitality (BIZMATOUR 2015)
  32. International Symposium on Social Science, Arts and Humanities
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		<ol style="list-style-type: none"> <li>33. International Journal of Production Economics</li> <li>34. International Journal of Management Science and Engineering Management</li> <li>35. Malaysian Technical Universities Conference on Engineering and Technology</li> <li>36. International Conference on Computational and Social Sciences</li> <li>37. World Virtual Conference on Social and Behavioral Sciences</li> <li>38. The East Asian Journal of Business Management</li> </ol>
<p><b>International, National, University and Faculty</b></p>	<p>:</p>	<ol style="list-style-type: none"> <li>1. Editorial Board Member for Journal of Arts &amp; Social Sciences (Since 2018)</li> <li>2. Panel Penilai Undergraduate Research Conference (URC) (Dec 2018)</li> <li>3. Penilai Projek Sarjana Muda bagi Program Sarjana Muda Pengurusan (Teknologi) (SHAD), Semester 1, Sesi 2018/2019 (Dec 2018)</li> <li>4. Panel Juri bagi Program "Marketing Symposium 2018" (Dec 2018)</li> <li>5. Deputy Program Director - AHIBS Alumni Talk - Marketing (10 Dec 2018)</li> <li>6. Program Director for CRM System Used By Grocermart Singapore (Nov 2018)</li> <li>7. Ahli Jawatankuasa &amp; Fasilitator Program Libatsama Komuniti: "Re-use for Second Chance" (Oct – Dec 2018)</li> <li>8. Penilai Audit Dalaman Fakulti/Sekolah (Sept 2018 – Nov 2020)</li> <li>9. Program Director of AHIBS Alumni Talk - SHAD (18 Nov 2018)</li> <li>10. Ahli Jawatankuasa Program Ceramah Suruhanjaya Syarikat Malaysia - Proses Pendaftaran Entiti Perniagaan (Oct 2018)</li> <li>11. Committee Member for Innovation &amp; Technology Entrepreneurship Forum: An Experience from Silicon Valley – Maile Smith from Northgate Environmental Management, Rekha Pai from Fast Forward, Erin Keely from</li> </ol>

Techwomen, Diana Macias from Twitter Inc, Sandra Chen from Facebook Inc and Bianca Liderer from Genentech Inc (13 Aug 2018)

12. Ahli Task Force Penyediaan Kertas Kerja Semakan Kurikulum Bagi Program Sarjana Muda Pengurusan (Pemasaran) (SHAF) (Mar 2018)
13. Curriculum Development Committee (CDC) Meeting - Bachelor of Management (Marketing) Program (Feb 2018)
14. Facilitator For The Unmanned Ice-Cream Parlour (Grocermart Singapore) (Dec 2017 – Nov 2018)
15. Ahli Jawatankuasa 'Ministry of Higher Education Entrepreneurial Awards' (MEA) Tahun 2017
16. Program Director for Career Lives@Hilton (11 May 2017).
17. Program Director for Leadership Training by Alumni – Ms Ch'ng Huey Chin, Human Resource Development, Halliburton Manufacturing & Technology (M) Sdn Bhd (7 May 2017)
18. Program Director for SCM and Lean Management Talk by BMW – Mr. Rizal Abu Bakar, Parts Distribution Asia Manager (25 Apr 2017)
19. Chairperson for ASIA International Multidisciplinary Conference (1 – 2 May 2017)
20. Event Facilitator for SCM & Lean Management Talk for Southern University College (25 Apr 2017)
21. External Examiner for Bachelor of Supply Chain Management (Honours), Raffles University Iskandar (Mar 2017 – Feb 2018)
22. Ahli Jawatankuasa Jaringan Alumni Jabatan Pentadbiran Perniagaan, Fakulti Pengurusan, UTM (Mar 2017 – Feb 2019)
23. Jawatankuasa Penasihat Teknikal (Technical Advisory Committee) Program Kesetiausahaan Pentadbiran, Kolej Vokasional Perdagangan Johor Bahru (Mar 2017)
24. Jawatankuasa Panel Penasihat Program Diploma



- Kesetiausahaan Pentadbiran, Kolej Vokasional Perdagangan Johor Bahru (Feb 2017)
25. Coordinator for Research STPM SMK Tasek Utara, Johor
  26. Coordinator for Inbound Program between Faculty of Management and Beifang University of Nationalities, China (Mar 2017 – Jan 2018).
  27. Penyelia Latihan Industri Pelajar Sarjana Muda Pengurusan (Pemasaran) – SHAF Semester 2, Sesi 2016/2017 (Mar 2017)
  28. Ahli Task Force Sesi Perkongsian Pengalaman Alumni SHAD (Jan – Dec 2017)
  29. Facilitator for E-Learning Workshop 2, “Teaching With Moodle E-Learning System” (March 2017)
  30. Speaker for “My Teaching Style: I Did It My Way” (March 2017)
  31. Person in Charge for Memorandum of Understanding between Grocermart Singapore and Universiti Teknologi Malaysia (Feb 2017)
  32. Facilitator for Cyber Copywriting Workshop in Pusat Internet 1Malaysia, Kampung Permatang Sepam, Benut Pontian (Jan 2017)
  33. Lantikan Ketua Pengawas Peperiksaan Akhir Semester 1, Sesi 2016/2017 – Program Sarjana Muda Pengajian Separuh Masa UTM (Jan 2017)
  34. Ahli Jawatankuasa Projek Sarjana Muda (PSM) Bagi Program Ijazah Sarjana Muda Pengurusan (Pemasaran) – SHAF (Jan 2017 – Dec 2018)
  35. Facilitator for Grocermart Singapore Incubator Office at Faculty of Management, UTM (2017 – 2018)
  36. Raised RM5,000 for National Stroke Association of Malaysia (NASAM) via “Run for NASAM 2016”
  37. Ahli Jawatankuasa Perabot dan Peralatan Staff Lounge Fakulti Pengurusan (Sept – Dec 2016)
  38. Ahli Jawatankuasa Kualiti dan Keaslian (Turnitin ) Bagi

- Projek Sarjana Muda (Psm), Program Ijazah Sarjana Muda Pengurusan (Pemasaran) - SHAF Sesi 2015/2016 (Dec 2016)
39. Ahli Jawatankuasa Electrui - Run For Earth (Dec 2016)
  40. Facilitator B2B Desk Research on Competitor Analysis and Supplier Identification for Grocermart Singapore (Sept – Dec 2016)
  41. Program Director for CRM Talk by Grocermart Singapore (Nov 2016)
  42. Ketua untuk Pengawasan Peperiksaan Akhir Program Sarjana Muda Pengajian Separuh Masa Semester III Sesi 2015/2016 (Sept 2016)
  43. Penyelaras Kursus Bengkel Pengajaran dan Pembelajaran Program Kerjasama Semester 1 Sesi 2016 2017 (Aug 2016)
  44. Penyelaras Kursus Bagi Program Kerjasama UTMSPACE Semester 2 Sesi 2015 2016 (June 2016)
  45. Ahli Jawatankuasa Luminous Night Run (May 2016)
  46. Penilai "Research Method Colloquium" Bagi Semester 2, Sesi 2015/2016 (May 2016)
  47. Panel Penilai Audit Susulan Program Pra Siswazah Bukan Professional UTM (June – Aug 2016)
  48. Fasilitator Projek Transformasi Komuniti Melalui Keusahawanan Sosial (CTSE) - Kampung Layang-Layang (Apr 2016)
  49. Co-organizing the One Day Training By BMW (May 2016)
  50. Pengawas Peperiksaan Akhir Semester II Sesi 2015/2016 (June 2016)
  51. Panel Penilai Post Graduate Progress Colloquium (Dec 2016)
  52. Ahli Jawatankuasa Program 'Faculty of Management - First Year Experience (FYE) Explore-Snap-Race 2016 (Aug 2016 – Sept 2016)
  53. Facilitator for Program 'Faculty of Management - First Year Experience (FYE) Explore-Snap-Race 2016 (Sept 2016)
  54. Ahli Jawatankuasa Penajaan Kewangan dan Endowment

- (E-PEN), Fakulti Pengurusan (Nov 2016 – Nov 2018)
55. Memorandum of Understanding between Country Garden Pacificview and Universiti Teknologi Malaysia (8 Nov 2016)
  56. Ahli Jawatankuasa Promosi dan Pengantarabangsaan Fakulti Pengurusan (Aug 2015 – Aug 2017)
  57. Advisor for “Run for NASAM 2016” (May 2016)
  58. Facilitator Bengkel “How to Achieve 30% Integrated E-Learning Score” (July 2016)
  59. Pembantu Editor Penerbitan Simposium Pemasaran 2016 (July 2016 – current)
  60. Facilitator Bengkel Webometric (Aug 2016)
  61. Co-organizing the Malaysia Country Level Enterprise Resource Management Challenge 2016 (Sept 2016)
  62. Ahli Jawatankuasa Bengkel dan Pertandingan Simulasi Perniagaan Menggunakan Perisian Monsoon Sim 4.0 Peringkat Kebangsaan (24-25 Aug 2016)
  63. Coordinator for Internship with UCAM SPAIN and Grocermart Singapore (Jan 2016 – current)
  64. Ahli Jawatankuasa Penajaan Kewangan, Fakulti Pengurusan (Nov 2015 – Nov 2016)
  65. Panel Penilai Teknikal Penilaian Proposal Gup Tier 2 2016/2 (Ss) Niche Area Smart Digital Community (Nov 2016)
  66. Pengerusi Stroke Awareness Talk by Nasam (Apr 2016)
  67. CTSM's Academia Open Day and Tour of GBS Iskandar in Iskandar Puteri (Apr 2016)
  68. Ahli Jawatankuasa Promosi dan Jaringan Fakulti Pengurusan (July 2015 – July 2017)
  69. Ahli Jawatankuasa Kualiti dan Nilai Holistik Fakulti Pengurusan (July 2015 – July 2017)
  70. Ahli Jawatankuasa Merangka Kertas Kerja Sarjana Pengurusan Perniagaan — Taught Course Fakulti Pengurusan (July 2015 – July 2017)
  71. Ahli Jawatankuasa Task Force Aktiviti Pengajaran & Pembangunan Bersama BMW Asia Technology Centre Sdn

		<p>Bhd — Kursus "Supply Chain &amp; Logistic Management" Untuk Pelajar (Apr 2015 —Apr 2018)</p> <p>72. Ahli Jawatankuasa Kualiti dan Keaslian Projek Sarjana Muda Pengurusan (Pemasaran) (Mar 2015 — Dec 2015)</p> <p>73. Penasihat Akademik Pelajar Lulusan STPM/Matrik Sarjana Muda Pengurusan (Pemasaran) (Aug 2013 — Current)</p> <p>74. Penyelia Latihan Industri Pelajar Sarjana Muda Pengurusan (Pemasaran) (Jan 2013 — June 2015)</p> <p>75. Penyelia Projek Sarjana Muda Pengurusan (Pemasaran) (Jan 2013 — Dec 2015)</p> <p>76. Emergency Rescue Team Fakulti Pengurusan (Jan 2015 —Jan 2017)</p> <p>77. Organizer for Academic Visit from Han University of Applied Sciences, The Netherlands (May 2015)</p> <p>78. Focus Group Discussion for the Top-Down Flagship Research Project on UTM Impact on Community (Component Research on Jobs and Spending by the UTM Community) (May 2015)</p> <p>79. Pengerusi Program Pemasaran Eko-Pelancongan di Kampung Sungai Melayu, Nusajaya (Apr 2015)</p> <p>80. Interviewer in Program "How to Get Yourself Employed", Fakulti Pengurusan (June 2014 — Nov 2014)</p> <p>81. Panel Penilai Kolokium Pasca Siswazah Fakulti Pengurusan (Mar 2014 — Nov 2014)</p> <p>82. SE Champion Member in Program "Community Transformation Through Social Entrepreneurship", Kampung Sungai Melayu, Nusajaya (Nov 2014)</p>
<p><b>Sport</b></p>	<p>:</p>	<ol style="list-style-type: none"> <li>1. The Maze Runner 50 km finisher (Jan 2017)</li> <li>2. Awakening Run – 42km (Jan 2017)</li> <li>3. Balloon Run – 5km (Feb 2017)</li> <li>4. Wild Run 60km finisher (Mar 2017)</li> <li>5. Girls Power Virtual Run – 5km (Mar 2017)</li> <li>6. O2 Run – 5km (Apr 2017)</li> </ol>

		<ol style="list-style-type: none"> <li>7. Iskandar Puteri Night Marathon – 5km (Apr 2017)</li> <li>8. Run with the Unstoppable T-rex – 21km (Apr 2017)</li> <li>9. Iskandar Puteri Night Marathon – 5km (Apr 2017)</li> <li>10. Easter Run – 3km (Apr 2017)</li> <li>11. 21Day Challenge Apr 2017 – 20km (Apr 2017)</li> <li>12. Standard Chartered KL Virtual Marathon 2017 – 5km (May 2017)</li> <li>13. Mother's Day Virtual Run 2017 – 5km (May 2017)</li> <li>14. 21Day Challenge May 2017 – 20km (May 2017)</li> <li>15. Father's Day Virtual Run 2017 – 5km (June 2017)</li> <li>16. 21Day Challenge Jun 2017 – 20km (June 2017)</li> <li>17. 21Day Challenge Jul 2017 – 20km (Jul 2017)</li> </ol>
<b>RESEARCH ACTIVITIES</b>		
2018 – 2021	:	<p>Environmental Consciousness and Sustainable Development Performance of Eco-Industrial Park In Malaysia</p> <p><b>Project Leader</b>, Budget approved RM40,000 (Tier 2)</p>
2018 – 2021	:	<p>Pembangunan dan Penilaian Model Keusahawanan Mukmin Profesional Bersepadu</p> <p><b>Member</b>, Budget approved RM30,000</p>
2018 – 2019	:	<p>Penyelidikan Berkaitan Pembangunan Proses Dan Sistem Pengurusan Kualiti Syarikat Dalam Skop Kerja-Kerja Pembinaan</p> <p><b>Member</b>, Budget approved RM33,300</p>
2018 – 2018	:	<p>Kajian Rakyat Malaysia Bekerja Di Singapura Fasa 2</p> <p><b>Member</b>, Budget approved RM391,773</p>
2018 – 2021	:	<p>Modelling of Eco Industrial Park Business Model</p> <p><b>Member</b>, Budget approved RM40,000</p>
2018 – 2021	:	<p>Modelling of Eco-Industrial Park Network Design</p> <p><b>Member</b>, Budget approved RM80,000</p>
2018 – 2019	:	<p>Medical Images Classification Using Massive Training Artificial Immune Recognition System</p> <p><b>Member</b>, Budget approved RM20,000</p>
2017 – 2018	:	<p>Strengthening awareness on tooth brushing behaviour among students of Tadika Genius Sinar Bakat</p>

		<b>Member</b> , Budget approved RM4403
2018 – 2019	:	Medical Tourism in Malaysia <b>Project Leader</b> , Budget approved RM10,000 (Tier 2)
2016 – 2018	:	Fundamental Approach to Develop Sustainability-Value-Added Concept for Public Universities Financial Sustainability via Lean Six Sigma Concepts <b>Member</b> , Budget approved RM52,800
2016 – 2018	:	The Impact of Enterprise Risk Management Practices on Malaysian Higher Educational Institutions Performance <b>Member</b> , Budget approved RM50,000
2016 – 2018	:	Three-Dimensional Modelling of Multi-Storey Buildings Administration <b>Member</b> , Budget approved RM40,000
2016 – 2017	:	Comparative Study between Malaysia and Philippines on Motivational Factors in Women Entrepreneurship <b>Member</b> , Budget approved RM20,000
2016 – 2017	:	Bengkel Cyber Copywriting <b>Member</b> , Budget approved RM5,000
2016 – 2017	:	Pembangunan Mobile Apps Visit Pontian <b>Member</b> , Budget approved RM36,000
2015 – 2016	:	3D Property Rights and Malaysian Perspective <b>Member</b> , Budget approved RM20,000
2016 – 2017	:	Pemasaran dan Penjenamaan Produk Makanan IKS Batu Pahat <b>Member</b> , Budget approved RM36,500
2016 – 2016	:	Kajian Rakyat Malaysia Bekerja Di Singapura <b>Member</b> , Budget approved RM194,669
2016 – 2016	:	Jejak Usahawan Makanan IKS Batu Pahat 2016 <b>Member</b> , Budget approved RM5,000
2016 – 2016	:	Projek Transformasi Komuniti Melalui Keusahawanan Sosial-Mini Rural Transformation Centre (RTC) Mawai <b>Member</b> , Budget approved RM10,000
2016 – 2016	:	Projek Transformasi Komuniti Melalui Keusahawanan Sosial-Mini RTC Layang Layang, Johor (Community Transformation Through Social Enterprise (CTSE)

		<b>Member</b> , Budget approved RM10,000
2015 – 2016	:	Environmental Collaboration for Green Supply Chain Management and Sustainability Performance in Malaysian Manufacturing Industry <b>Project Leader</b> , Budget approved RM20,000 (EG)
2014 – 2015	:	The Influence of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance <b>Project Leader</b> , Budget approved RM20,000 (PAS)
2014 – 2015	:	The Community Impact of UTM as an Education Provider <b>Member</b> , Budget approved RM60,000 (Flagship)
2014 – 2016	:	The Study of UTM Commercialization and University-Industry Linkages Impact on the Community <b>Member</b> , Budget approved RM65,000 (Flagship)

#### CONSULTATION & SPONSORSHIP

Jan 2017 – Dec 2019	:	Academic Consultant cum External Examiner for Faculty of Business & Management Southern University College, PTD 64888, 15KM, Jalan Skudai, P.O.Box 76, 81300 Skudai, Johor, Malaysia
Jun 2018	:	Perunding Kursus Penilaian SPK ISO 9001: 2015 dan Simulasi Mesyuarat Semakan Pengurusan (MSP) Universiti Malaysia Terengganu (Modul 3)
May 2018	:	Perunding Kursus Maklumat Berdokumen SPK ISO 9001: 2015 P&P Universiti Malaysia Terengganu dan Audit Dalaman (Modul 2)
Oct 2018	:	Perunding Program Pembangunan, Pelaksanaan dan Pengauditan Sistem Pengurusan Kualiti SPK ISO 9001:2015 Perkhidmatan Pengajaran dan Pembelajaran, Universiti Malaysia Terengganu
2016 – Current	:	External Examiner For Diploma in Parts Management International College of Automotive, Kompleks Automotif DRB-Hicom Pekan, P.O.Box 8, 26607 Pekan, Pahang Darul Makmur, Malaysia
Apr 2016 – Apr 2017	:	External Examiner for Bachelor of Business Administration (Honors) Raffles University Iskandar, Malaysia Menara Kotaraya Level 9, Unit No. 09-01, Jalan Trus, 80000 Johor Bahru, Johor, Malaysia

May 2016 – Apr 2017	:	External Examiner for Diploma in Business Studies Raffles University Iskandar, Malaysia Menara Kotaraya Level 9, Unit No. 09-01, Jalan Trus, 80000 Johor Bahru, Johor, Malaysia
May 2016 – Apr 2017	:	External Examiner for Master of Business Administration Raffles University Iskandar, Malaysia Menara Kotaraya Level 9, Unit No. 09-01, Jalan Trus, 80000 Johor Bahru, Johor, Malaysia
June 2015 – 2016	:	External Moderator for the Master (MBA) programme course Faculty of Business, Management and Social Sciences Quest International University Perak, Malaysia
Dec 2016	:	Marketing Symposium 2016 from Grocermart Singapore (RM1,000)
Dec 2016	:	B2B Desk Research on Competitor Analysis and Supplier Identification for Grocermart Singapore (RM1,026.90)
Apr 2016	:	Internship Visit to Grocermart Singapore (RM4,411.71)
Jan – Dec 2016	:	Perunding Program Pembangunan & Pengauditan ISO 9001:2015 KUIM (RM42,400)
Jan – Dec 2016	:	Perunding Program Pembangunan dan Pelaksanaan ISO 9001:2015 Perkhidmatan Perpustakaan, Pengurusan Projek dan Fasiliti (RM70,967)
Oct 2016	:	Perunding Program Implementasi ISO 9001:2015 Dalam Pengajaran dan Pembelajaran Universiti Malaysia Terengganu (UMT) (RM12,720)
Nov 2016	:	Bengkel Pengurusan Risiko Universiti - Universiti Pertahanan Nasional Malaysia (UPNM) (RM5,300)
May 2016	:	Bengkel Pengurusan Risiko Universiti Awam - Universiti Sains Islam Malaysia (USIM) (RM6,360)

#### **SUBJECTS TAUGHT (UNDERGRADUATE COURSES)**

1	:	Supply Chain Management
2	:	Principles of Marketing
3	:	Marketing Research
4	:	Tourism Marketing



5	:	B2B Marketing
6	:	Customer Relationship Management
7	:	Entrepreneurship and Enterprise Development

### SUBJECTS TAUGHT (POSTGRADUATE COURSES)

1	:	Marketing Management
2	:	Contemporary Issues in Marketing and Consumer Behaviour
3	:	Entrepreneurship and New Venture Creation

### SUPERVISION

<b>PhD Students</b>	:	<p><b><u>Main Supervisor:</u></b></p> <ol style="list-style-type: none"> <li>1. Mohamed Syazwan Bin Ab Talib, "Halal Certification and Its Impact on Firm Performance: The Case of Malaysian Halal Food Manufacturers" <b>(Completed in 2017)</b></li> <li>2. Gafar Olanrewaju Yusuf, "Assessing The Influence of Internal Marketing and Customer Orientation in the Nigerian Banking Sector" <b>(Completed in 2018)</b></li> <li>3. Zhang Dawei, "A Multiple-Group Analysis of Green Supplier Selection and Green Supplier Development In Chinese Manufacturing" <b>(Completed in 2017)</b></li> <li>4. Kooi Chung Leng, "A Study on the Factors Affecting Consumer's Purchase Decision on Automotive Malaysia (Hybrid Car)" <b>(Pending for Re-viva)</b></li> <li>5. Wong Han Fei, "Determinants of Key Account Management Effectiveness in Malaysia" <b>(Pending for Final Correction)</b></li> <li>6. Ehsan Salavatihesari, "Supply Chain Management and Supply Chain Flexibility Relationship in Different Context of Supply Chain Complexity" <b>(Final Write-Up)</b></li> <li>7. Lom Hui Shan, "Information Privacy Concerns on Mobile Users" <b>(Final Write-Up)</b></li> <li>8. Renugala Shollunayagam, "Green and Lean Logistics Practices for Sustainability Performance In Malaysia" <b>(Pending for Proposal Defense)</b></li> </ol>
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		<p>9. Yasar Awad Addad Shatnawi, "Mindfulness in Green Purchase Behaviour" <b>(Pending for Proposal Defense)</b></p> <p>10. Abba Adam, "Sustainability Performance in Nigerian Manufacturers" <b>(Pending for Proposal Defense)</b></p> <p>11. Tamilarasan Subra, "Recycling Behaviour in a Multinational Company" <b>(Pending for Proposal Defense)</b></p> <p>12. Ezam Bin Daud "Determinants of E-Waste Behaviour" <b>(Pending for Proposal Defense)</b></p> <p>13. Nur Amira Zureena Binti Zulkurnain "Halal Integrity" <b>(Pending for Proposal Defense)</b></p> <p><b><u>Co- Supervisor:</u></b></p> <p>1. Ali Asgari, "The Effect of Supplier Integration and Knowledge Management Process on Operational Performance" <b>(Completed in 2016)</b></p> <p>2. Norlaile Binti Salleh Hudin, "Supply Chain Risk Management in Malaysian Automotive Industry" <b>(Completed in 2016)</b></p> <p>3. Wee Sin Yi, "Supply Chain Collaboration, Market Orientation and Market Performance in Malaysian SMEs" <b>(Pending for viva)</b></p> <p>4. Muhamad Syakir Bin Shukor, "Moderating Effects of Altruism and Sustainable Claim on Environmental Responsible Behaviour of Energy Efficient Vehicle (EEV)" <b>(Pending for viva)</b></p>
Msc. Students	:	<p><b><u>Main Supervisor:</u></b></p> <p>1. Ho Peng Han, "Antecedents and Outcomes of Customer Brand Engagement in MyTeksi Facebook Fan Page" <b>(Completed in 2015)</b></p> <p>2. Airini Binti Ab Rahman , "Endorser Credibility and Selfbrand Connections in the Context of Malaysian Consumers" <b>(Completed in 2016)</b></p> <p>3. Asif Ashrafov, 'Sport Sponsorship as a Marketing Tool'</p>

		<p><b>(Completed in 2015)</b></p> <p>4. Siti Fatin Fatehah Binti Pauzi, "Factors Influencing Consumers Intention For Online Grocery Shopping For Tesco Malaysia" <b>(Completed in 2017)</b></p> <p><b>Co-Supervisor:</b></p> <p>1. Roslin Binti Abdul Rahim, "The Effect of Electronic Word of Mouth (EWOM) Review Adoption On Green Purchase Intention" <b>(Completed in 2016)</b></p> <p>2. Sayyed Ali Yahyazadeh, "Service Marketing Mix and Customer Satisfaction of Hotels in Johor Bahru Malaysia" <b>(Completed in 2015)</b></p>
<p><b>Undergraduate Students</b></p>	<p>:</p>	<p>1. Danny Poh Wai Chong (2018). "Drivers to Collaboratively Consume Apparel via Internet" <b>(Completed) - Best Presentation First Runner-Up Award in 7th International Graduate Conference on Engineering, Science and Humanities</b></p> <p>- <b>Best Paper Silver Award in Marketing Symposium 2018</b></p> <p>2. Intan Nur Anisah Rosli (2018). "Consumers' Willingness to Pay for the Halal Logistics" <b>(Completed)</b></p> <p>3. Malihah Mahmood (2018). "What Drives Internet Giving Behaviour in Malaysia?" <b>(Completed)</b></p> <p>4. Nor Syazana Masron (2018). "Motivations of Electronic Waste Recycling" <b>(Completed)</b></p> <p>5. Wong Xiao Hong (2018). "Factors Driving Customers' Intention to Use Self-Service Technology in Online Shopping" <b>(Completed)</b></p> <p>6. Soh Xuan Ling (2018). "Effects of Corporate Social Responsibility on Purchase Intention" <b>(Completed)</b></p> <p>7. Yeo Kang Yu (2018). "The Conspicuous Consumption in Facebook" <b>(Completed)</b></p> <p>8. Khairul Adha Bin Abdul Aziz (2017). "Measuring Consumer Perceptions of Online Shopping Convenience"</p>

**(Completed)**

9. Pow Mei Foong (2017). "Factors Affecting Sport Team Loyalty in Malaysian Netball Game" **(Completed) – Best Presentation Award in Marketing Symposium 2017**
10. Anis Izzren Binti Noor Khairuddin (2017). "Medical Tourism in Malaysia" **(Completed) – Best Presentation Award in ASIA International Multidisciplinary Conference (AIMC 2017)**
11. Chua Chee Fong (2017). "Human Brand: Idol Attachment and Loyalty Amongst Young Consumers" **(Completed)**
12. Muhammad Hafizuddin Bin Junaidi (2017). "Airbnb in Malaysia" **(Completed)**
13. Nor Haslinda Binti Mohd Lawi (2017). "Green Purchase Intention Towards Multi-Level Marketing Company" **(Completed) – Best Presentation Award in ASIA International Multidisciplinary Conference (AIMC 2017)**
14. Nur Ain Nasyazwanie Binti Salimi (2017). "eReferral and eWOM Matter for Brand Image and Purchase Intention of GrabCar" **(Completed) – Best Presentation Award in ASIA International Multidisciplinary Conference (AIMC 2017)**
15. Amanda Tay Yiting (2016). "Halal Supply Chain Factors for Consumers' Intention to Purchase Halal Food" **(Completed)**
16. Rabiatul Atikah Ramli (2016). "Understanding Generation Y and Their Satisfaction and Loyalty of Online Facebook Game" **(Completed)**
17. Nurul Fatin Binti Md Radzi (2015). "Fan Identification, Event-Sponsor Fit, Sponsor Receptiveness, Attitude towards Sponsor and Purchase Intention" **(Completed)**
18. Chee Wei Ting (2015). "Effects of Perceived Service Recovery Justice on Customer Affective Commitment, Loyalty and Word-of-Mouth: The Case of Restaurants" **(Completed) – Best Paper Award in Marketing**

	<p style="text-align: center;"><b>Symposium 2015</b></p> <p>19. Gan Ru Jia (2015). "The Implementation of Halal Food Certification Among Malaysian Food Manufacturers" <b>(Completed) – Best Paper Award in Marketing Symposium 2015</b></p> <p>20. Uthayabanu a/p Govindasamy (2015). "Factors Affecting The Proness to Buy 99-ends Products Among Consumers" <b>(Completed)</b></p> <p>21. Kanageswari a/p Saigaradran (2015). "Regulatory and Incentive Measures, Customer Pressure, Enviropreneurship and Eco-Design Performance in Malaysian Manufacturers" <b>(Completed)</b></p> <p>22. Joan Ann Johnny (2015). "Purchase Intention Towards Remanufactured Smartphone in Closed-Loop Supply Chains: A study on Young Consumers" <b>(Completed)</b></p> <p>23. Tan Lay Jie (2014). "Stakeholder Influences, Environmental Management Practices and Business Performance in Fleet Operation" <b>(Completed)</b></p> <p>24. Nurul Farah Izzati Binti Ab Malik (2014). "The Impact of Green Purchasing Practices on Environmental and Business Performance" <b>(Completed) – Best Paper Award in Marketing Symposium 2014</b></p> <p>25. Siti Nor-fatin Liana Binti Muhamad Zainon (2014). "The Influences of Green Supply Chain Management Practices on Sustainability Performance in Manufacturing Industry" <b>(Completed)</b></p>
<b>POSTGRADUATE EXAMINATION/PROPOSAL DEFENSE/VIVA</b>	
<b>Master</b>	<p style="text-align: center;"><b><u>External Examiner</u></b></p> <p>1. Fadia Abdalla Musbah (2016) The Relationships between Nurse Care, Attitude of Patient and Nurse with Cancer Patient Satisfaction Universiti Tun Hussein Onn Malaysia (UTHM)</p>

	<p><b><u>Internal Examiner</u></b></p> <ol style="list-style-type: none"> <li>1. Juliyana Binti Jamil (2017) Antecedents and Outcomes of Consumer Brand Knowledge on Loud Luxury Brand's Purchase Intentions in Malaysia</li> <li>2. Yang Hongjun (2016) The Effect of Green Management on Customer Satisfaction in Hotel Industry in China</li> <li>3. Zamri Bin Ahmad (2016) Supplier Selection and Performance Evaluation in Seagate International Johor</li> <li>4. Ezam Bin Daud (2016) Hybrid Vehicles: The Role of New Media on Millennial Purchasing Intention in Malaysia</li> <li>5. Az'wan Bin Amin (2015) Critical Success Factors for Implementation of Total Quality Management in Medical Device Industry (Case Study: Alcon Johor)</li> <li>6. Mohd Zamri Bin Mujir (2015) Critical Success Factors of Supply Chain Management in a Manufacturing Company</li> <li>7. Nor Baizura Binti Mohd Noordin (2014) Determining the Supplier Selection Criteria of the Contractors of Ministry of Defense</li> </ol>
<p><b>Doctor of Philosophy</b></p>	<p><b><u>Internal Examiner – Proposal Defense</u></b></p> <ol style="list-style-type: none"> <li>1. Hii Puong Koh (2018) - "Fast Track" Assessment Critical Success Factors of Implementation of E-Learning system Among Malaysian Universities</li> <li>2. Septa Akbar Aulia (2017) The Influence of Context Value on In-Use Value in Mobile Phone Industry</li> <li>3. Muhamad Syakir bin Syukor (2016) Moderating Effects of Altruism and Sustainable Claim on</li> </ol>

	<p>Environmental Responsible Behavior of Energy Efficient Vehicle (EEV)</p> <p>4. Wong Wui Kiet (2016) The Implementation and Implication of Green Supply Chain Practices in Malaysian ISO 14001 Certified Firms</p> <p>5. Ehsan Salavatihesari (2016) The Effect of Supply Chain Management Practice on Supply Chain Flexibility – Moderating Effects of Supply Complexity in Iranian Manufacturing SMEs</p> <p>6. Masoomah Jafarpour (2015) The Effect of Internet Banking Website Quality on Customer Loyalty Through Perceived Value</p> <p>7. Kamyar Kianpour Consumer Participation in Green Reverse Supply Chain Management</p> <p>8. Fitra Lestari Norhiza Measuring Supply Chain Configuration Oil Palm Downstream Industry Using SCOR Model and Discrete Event Simulation</p>
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## JOURNAL PUBLICATIONS

1. **Thoo Ai Chin**, Zuraidah Sulaiman, Farrah Merlinda Muharam and Rabiatal Atikah Ramli (2018). Determinants of Customer Satisfaction towards Local Malaysian Restaurants. *Advanced Science Letters*, 24(6): 3844-3848 **(ISI indexes)**.
2. **Thoo Ai Chin**, Rabiatal Atikah Ramli, Tan Liat Choon, Zuraidah Sulaiman and Farrah Merlinda Muharam (2018). Factors Affecting Generation Y Satisfaction and Loyalty in Online Brand Community. *Advanced Science Letters*, 24(6): 4265-4268 **(ISI indexes)**.
3. Huam Hon Tat, **Thoo Ai Chin**, Choi Sang Long, Tan Liat Choon and Norhayati Zakuan (2018). Online Shopping Convenience and Repurchase Intention of Mudah.My. *AIP Conference Proceedings*, 2044(1): 020004-1-6. **(Scopus indexes)**.
4. **Thoo Ai Chin**, Farrah Merlinda Muharam, Lee Yoke Lai, Zuraidah Sulaiman, Huam Hon Tat and Tan Liat Choon (2018). Perceived Value and Customer Brand Engagement of Transportation Network Company Facebook Fan Page. *AIP Conference Proceedings*, 2044(1): 020005-1-6. **(Scopus indexes)**.

5. Wong Han Fei, **Thoo Ai Chin**, Tan Liat Choon, Huam Hon Tat and Zuraidah Sulaiman (2018). The Key Account Management Practices and Effectiveness. *AIP Conference Proceedings*, 2044(1): 020006-1-5. **(Scopus indexes)**.
  6. Siti Salwa Sait, Farrah Merlinda Muharam, **Thoo Ai Chin**, Zuraidah Sulaiman, Norhayati Zakuan and Tan Liat Choon (2018). Impacts of Technology Assessments on Firm Performance. *AIP Conference Proceedings*, 2044(1): 020009-1-10. **(Scopus indexes)**.
  7. Nurul Nabihah Binti Buang, Zuraidah Sulaiman, **Thoo Ai Chin**, Farrah Merlinda Muharam, Adaviah Masod, Norhayati Zakuan and Tan Liat Choon. (2018). Muslim Consumers' Patronage Intention towards Korean Restaurant Chains in Malaysia. *AIP Conference Proceedings*, 2044(1): 020010-1-7. **(Scopus indexes)**.
  8. Vinooteny A/P Krisnakumar, Zuraidah Sulaiman, **Thoo Ai Chin**, Adaviah Mas'od, Norhayati Zakuan and Tan Liat Choon (2018). Consumer Proneness towards In-Store Promotion in Foreign-Based Hypermarket Vs Local-Based Hypermarket. *AIP Conference Proceedings*, 2044(1): 020011-1-8. **(Scopus indexes)**.
  9. Norliza Mohd Salleh, Norhayati Zakuan, Mohd Shoki Md Ariff, Ahamad Zaidi Bahari, **Thoo Ai Chin**, Zuraidah Sulaiman, Shafudin Mohd Yatim, Siti Rahmah Awang and Muhamad Zameri Mat Saman (2018). Critical Success Factors of Total Quality Management Implementation in Higher Education Institution: UTM Case Study. *AIP Conference Proceedings*, 2044(1): 020007-1-6. **(Scopus indexes)**.
  10. **Thoo Ai Chin**, Ho Peng Han, Farrah Merlinda Muharam and Lom Hui Shan (2018). Millennials' Attitudes toward Facebook Advertising. *Advanced Science Letters*, 24(6): 3864-3868 **(ISI indexes)**.
  11. Renugala Shollunayagam and **Thoo Ai Chin** (2018). The Evolution of Logistics. *Advanced Science Letters*, 24(6): 4455-4458 **(ISI indexes)**.
  12. Renugala Shollunayagam, **Thoo Ai Chin** and Low Hock Heng (2018). Drivers of Green Logistics Practices for Sustainability Performance: A Review. *Advanced Science Letters*, 24(6): 3858-3863 **(ISI indexes)**.
  13. Lom Hui Shan, **Thoo Ai Chin**, Zuraidah Sulaiman and Sabrinah Adam (2018). Moderating Role of Information Privacy Concerns on Mobile Users Behavioural Intention and Use Behaviour. *Advanced Science Letters*, 24(6): 4259-4264 **(ISI indexes)**.
  14. Wee Sin Yi, Noriza Mohd Jamal and **Thoo Ai Chin** (2018). The Strategic Roles of Market Orientation on Supply Chain Collaboration for Small and Medium-Sized Manufacturers. *Advanced Science Letters*, 24(6): 3854-3857 **(ISI indexes)**.
  15. Huam Hon Tat, Wong Tai Chee, **Thoo Ai Chin**, Abu Bakar Abdul Hamid and Mohd Hassan
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- Mohd Osman (2018). Globalization, Colonialism and the Belt and Road Initiative (Bri): A Review of Literature. *The Journal of Social Sciences Research*, Special Issue 2: 98-103. **(Scopus indexes)**.
16. **Thoo Ai Chin**, Nor Hasinda Mohd Lawi, Farrah Merlinda Muharam, Umar Haiyat Abdul Kohar, Tan Liat Choon and Norhayati Zakuan (2018). Determinants of Green Product Purchase Intention. *Asia Proceedings of Social Sciences (APSS)*, 2(3): 247-250.
  17. **Thoo Ai Chin**, Anis Izzren Noor Khairuddin, Huam Hon Tat, Zuraidah Sulaiman, Lee Yoke Lai and Adaviah Mas'od (2018). Factors Affecting Medical Tourists to Malaysia. *Asia Proceedings of Social Sciences (APSS)*, 2(3): 238-242.
  18. Mohamed Syazwan Ab Talib and **Thoo Ai Chin** (2018). Halal Food Standard Implementation: Are Malaysian Firm Proactive or Reactive? *British Food Journal*, 120(6): 1330-1343 **(Impact Factor: 1.583)**.
  19. Mohd Fauzi Ahmad, Norhayati Zakuan, **Thoo Ai Chin**, Chan Shiau Wei, Raja Zuraidah Raja Mohd Rasi, Nor Aziati Abdul Hamid and Nor Aida Abdul Rahman (2018). The Strength of Japanese Companies: A Proposed TQM Framework Using Atlas.Ti. *Journal of Advanced Manufacturing Technology*, 12(1): 431-440 **(Scopus indexes)**.
  20. Huam Hon Tat, **Thoo Ai Chin** and Dan Joon Chew (2018). Does the Belt and Road Initiative in the East Coast of Peninsular Malaysia Create Win-Win Partnership with China? *Journal of Arts and Social Sciences*, 1(2): 98-105.
  21. **Thoo Ai Chin**, Nur Ain Nasyazwanie Salimi, Zuraidah Sulaiman, Lee Yoke Lai and Huam Hon Tat (2018). Determinants of Brand Image and Their Impacts on Purchase Intention of Grab. *Journal of Arts and Social Sciences*, 2(1): 26-36.
  22. Nur Adibah Md Lazim, Zuraidah Sulaiman, Thoo Ai Chin, Adaviah Mas'od and Farrah Merlinda Muharam (2018). Children's Ownership Intention towards Licensed Character Products: The Influence of Packaging, Advertising, Peers and Pester Power. *Journal of Arts and Social Sciences*, 2(1): 1-13.
  23. **Thoo Ai Chin**, Tan Liat Choon, Zuraidah Sulaiman and Norhayati Zakuan (2017). A Review of Theoretical Frameworks for Supply Chain Integration. *IOP Conf. Series: Materials Science and Engineering*, 215(1): 1-6 **(Scopus indexes)**.
  24. Siti Fatin Fatehah Pauzi, **Thoo Ai Chin**, Tan Liat Choon, Farrah Merlinda Muharam and Noraini Abu Talib (2017). Factors Influencing Consumers Intention for Online Grocery Shopping – A Proposed Framework. *IOP Conf. Series: Materials Science and Engineering*, 215(1): 1-12 **(Scopus indexes)**.
  25. **Thoo Ai Chin**, Zuraidah Sulaiman, Choi Sang Long and Umar Haiyat Abdul Kohar (2017).
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- Understanding Supply Chain Management Practices for Small and Medium-Sized Enterprises. *IOP Conf. Series: Materials Science and Engineering*, 215(1): 1-8 (**Scopus indexes**).
26. Roslin Abdul Rahim, Zuraidah Sulaiman, **Thoo Ai Chin**, Mohd Shoki Mohd Arif and Mohd Hakim Abdul Hamid (2017). E-WOM Review Adoption: Consumers' Demographic Profile Influence on Green Purchase Intention. *IOP Conf. Series: Materials Science and Engineering*, 215(1): 1-6 (**Scopus indexes**).
27. Muhamad Syakir Shukor, Zuraidah Sulaiman, **Thoo Ai Chin**, Norhayati Zakuan and Farrah Merlinda Muharam (2017). Materialism, Altruism, Environmental Values, Learning Strategies and Sustainable Claim on Purchase Intention of Energy Efficient Vehicle (EEV) – A Literature Review. *IOP Conf. Series: Materials Science and Engineering*, 215(1): 1-11 (**Scopus indexes**).
28. Siti Salwa Sait, Farrah Merlinda Muharam, **Thoo Ai Chin** and Zuraidah Sulaiman (2017). Technology Assessment Need: Review on Attractiveness and Competitiveness. *IOP Conf. Series: Materials Science and Engineering*, 215(1): 1-7 (**Scopus indexes**).
29. Mohamed Syazwan Ab Talib, **Thoo Ai Chin** and Fischer Johan (2017). Linking Halal Food Certification and Business Performance. *British Food Journal*, 119(7): 1606-1618 (**Impact Factor: 0.973**).
30. Kooi Chung Leng and **Thoo Ai Chin** (2017). The Influence of Marketing Mix Factors on Consumer's Purchase Intention toward Hybrid Car in Johor Bahru. *Advanced Science Letters*, 23(9): 9115-9116 (**Scopus indexes**).
31. Siti Fatin Fatehah Pauzi, **Thoo Ai Chin**, Tan Liat Choon and Zuraidah Sulaiman (2017). Motivational Factors for Online Grocery Shopping: A Review. *Advanced Science Letters*, 23(9): 9140-9144 (**Scopus indexes**).
32. Gafar Olanrewaju Yusuf, **Thoo Ai Chin**, Zhang Dawei, Huang Xiuli and Tan Liat Choon (2017). The Impact of Internal Marketing on Customer Orientation in the Banking Industry. *Advanced Science Letters*, 23(9): 9055-9059 (**Scopus indexes**).
33. Gafar Olanrewaju Yusuf, **Thoo Ai Chin**, Zhang Dawei, Huang Xiuli and Tan Liat Choon (2017). A Review of the Relationship between Internal Marketing and Customer Orientation. *Advanced Science Letters*, 23(9): 9076-9080 (**Scopus indexes**).
34. **Thoo Ai Chin**, Huam Hon Tat, Zuraidah Sulaiman, Choi Sang Long and Wee Sin Yi (2017). Revisit Supply Chain Management: Evolution, Definition and Benefits. *The Social Sciences*, 12(5): 803-810.
35. Kooi Chung Leng, **Thoo Ai Chin**, Abu Bakar Bin Abdul Hamid and Tan Liat Choon (2017).
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- Exploring the Influence of Governmental Policies on Hybrid Car Purchase Intention in Malaysia. *The Social Sciences*, 12(5): 762-768.
36. Ho Peng Han, **Thoo Ai Chin**, Abu Bakar Abdul Hamid and Huam Hon Tat (2017). Moderating Effect of Trust between Perceived Value and Customer Brand Engagement in SNSs. *The Social Sciences*, 12(5): 794-802.
37. Choi Sang Long, Tan Owee Kowang and **Thoo Ai Chin** (2017). HR Practices and Employee's Turnover Intention: A Proposed Framework. *The Social Sciences*, 12(5): 826-830.
38. Muhamad Syakir Shukor, Zuraidah Sulaiman, Thoo Ai Chin and Norhayati Zakuan (2016). The Effects of Emotional Versus Rational Appeal in Advertising on Malaysian Consumers' Purchase Intention of Hybrid Cars. *ARP Journal of Engineering and Applied Sciences*, 11(24): 14106-14111.
39. **Thoo Ai Chin**, Nurul Fatin Md Radzi, Farrah Merlinda Muharam and Ho Peng Han (2016). Factors Affecting Football Fans' Purchase Intention Toward Sponsoring Product—A Conceptual Model. *Advanced Science Letters*, 22(12): 4241-4244 (**Scopus indexes**).
40. **Thoo Ai Chin**, Uthayabanu Govindasamy, Zuraidah Sulaiman and Huam Hon Tat (2016). Factors Affecting the Consumers Proneness to Buy 99-Ends Products. *Advanced Science Letters*, 22(12): 3991-3994 (**Scopus indexes**).
41. Roslin Abdul Rahim, Zuraidah Sulaiman, **Thoo Ai Chin**, Rohaizat Baharun and Farrah Merlinda Muharam (2016). Measuring Electronic Word of Mouth Review Adoption on Green Purchase Intention Using Source Credibility Theory. *Advanced Science Letters*, 22(12): 4283-4287 (**Scopus indexes**).
42. Wong Han Fei, **Thoo Ai Chin**, Farrah Merlinda Muharam and Zuraidah Sulaiman (2016). The Mediation Role of Key Account Management Effectiveness on Key Account Management Practices and Market Performance. *The Social Sciences*, 11(21): 5260-5264 (**Scopus indexes**).
43. Tan Liat Choon, Muhamad Uznir Bin Ujang, **Thoo Ai Chin**, Ng See Eng, Goh Leong Sen, Mohd Hanif Bin Abu Hasan and Shaidatul Nur Wahidah Binti Muhamad Shah (2016). Condominium Rights in Malaysia. *Advanced Science Letters*, 22(12): 4194-4196 (**Scopus indexes**).
44. Aimie Nadia Dedy, Norhayati Zakuan, Ahamad Zaidi Bahari, Mohd Shoki Md Ariff, **Thoo Ai Chin** and Muhamad Zamari Mat Saman (2016). Identifying Critical Success Factors for TQM and Employee Performance in Malaysian Automotive Industry: A Literature Review. *IOP Conference Series: Materials Science and Engineering*, Volume 131: 1-7 (**Scopus indexes**).
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45. Wee Sin Yi, Noriza Mohd Jamal and **Thoo Ai Chin** (2016). Critical Dimensions of Supply Chain Collaboration for Small and Medium-Sized Manufacturers: A Review. *Advanced Science, Engineering and Medicine*. 8(10): 759-762.
  46. Mohamed Syazwan Ab Talib, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2016). Can Halal Certification Influence Logistics Performance? *Journal of Islamic Marketing*, 7(4): 461 – 475 (**Scopus indexes**).
  47. Mohamed Syazwan Ab Talib, Siti Salwa Md. Sawari, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2016). Emerging Halal food market: an Institutional Theory of Halal certificate implementation. *Management Research Review*, 39(9): 987 – 997 (**Scopus indexes**).
  48. Wee Sin Yi, **Thoo Ai Chin**, Zuraidah Sulaiman and Farah Merlinda Muharam (2016). A Review of Supply Chain Collaboration Practices for Small and Medium-Sized Manufacturers. *IOP Conference Series: Materials Science and Engineering*, Volume 131: 1-7 (**Scopus indexes**).
  49. Lom Hui Shan, **Thoo Ai Chin** and Zuraidah Sulaiman (2016). Effective Mobile Advertising on Mobile Devices. *Journal of Global Business and Social Entrepreneurship*, 2(4): 164-177.
  50. Choi Sang Long, Tan Owee Kowang, **Thoo Ai Chin** and Ong Choon Hee (2016). Improving Organizational Performance through Training Function: A Review. *International Business Management*, 10(4): 475-478 (**Scopus indexes**).
  51. **Thoo Ai Chin** and Huam Hon Tat (2015). Does Gender Diversity Moderate the Relationship Between Supply Chain Management Practice and Performance in Electronic Manufacturing Services Industry? *International Journal of Logistics: Research and Applications*, 18(1): 35-45 (**Impact Factor: 0.469**).
  52. **Thoo Ai Chin**, Huam Hon Tat and Zuraidah Sulaiman (2015). Green Supply Chain Management, Environmental Collaboration and Sustainability Performance. *Procedia CIRP*, 26: 695-699 (**Most Downloadable Paper, ScienceDirect & Scopus indexes**).
  53. Mohamed Syazwan Ab Talib, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Critical Success Factors of Supply Chain Management: A Literature Survey and Pareto Analysis. *EuroMed Journal of Business*, 10(2) (**Scopus indexes**).
  54. Zhang Dawei, Abu Bakar Abdul Hamid, **Thoo Ai Chin** and Kooi Chung Leng (2015). Green Supply Chain Management: A Literature Review. *Sains Humanika*, 5(2): 15-21.
  55. Huam Hon Tat, Sin Kai Han, **Thoo Ai Chin** and Amran Rasli (2015). Employee Branding and Service Quality: The Moderating Effect of Employees' Role Behavior. *Sains Humanika*, 5(2): 23-29.
  56. Kooi Chung Leng, Abu Bakar Abdul Hamid, **Thoo Ai Chin** and Zhang Dawei (2015).
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- Understanding Generation Y Buying Intention toward Hybrid Car in Johor Bahru. *Sains Humanika*, 5(2): 71-75.
57. **Thoo Ai Chin**, Huam Hon Tat, Zuraidah Sulaiman and Siti Norfatin Liana Muhamad Zainon (2015). Green Supply Chain Management Practices and Sustainability Performance. *Advanced Science Letters*, 21(5): 1359-1362 (**Scopus indexes**).
58. Roslin Abdul Rahim, Zuraidah Sulaiman, **Thoo Ai Chin**, Norzaidahwati Zaidin and N Zakuan (2015). E-WOM Review Adoption and Green Purchase Intention: The Application of Source Credibility Theory (SCT). *Advanced Science Letters*, 21(6): 2150-2154 (**Scopus indexes**).
59. Norlaile Salleh Hudin, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Case Studies of Risk Communication in Automotive Part Manufacturers. *Advanced Science Letters*, 21(5): 1575-1578 (**Scopus indexes**).
60. **Thoo Ai Chin**, Abu Bakar Abdul Hamid and Amran Rasli (2015). Operational Capability: The Missing Link between Supply Chain Practices and Performance. *Applied Mechanics and Materials*, vol. 773-774: 856-860 (**Scopus indexes**).
61. **Thoo Ai Chin** and Tan Lay Jie (2015). Stakeholder Influences, Environmental Management Practices and Business Performance in Fleet Operations — A Research Agenda. *Applied Mechanics and Materials*, vol. 773-774: 1360-1364 (**Scopus indexes**).
62. NorlaileSalleh Hudin, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Determinants of Risk Management Adoption in Organisations and Supply Chains. *Applied Mechanics and Materials*, vol. 773-774: 804-808 (**Scopus indexes**).
63. Muhamad Syakir Shukor, Zuraidah Sulaiman and **Thoo Ai Chin** (2015). The Effect of Emotional versus Rational Appeal in Advertising on Malaysian Consumers' Purchase Intention of Hybrid Car. *Applied Mechanics and Materials* (ISSN: 1660-9336) (**Scopus indexes**).
64. Gafar Olanrewaju Yusuf, Inda Sukati and **Thoo Ai Chin** (2014). Mediating Role of Personality Factors in the relationship between Internal Marketing and Customer Orientation: A Review. *Asian Social Science*, 10(17): 250-257 (**ISI and Scopus indexes**).
65. Zhang Dawei, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2014). Sustainable Supplier Selection: An International Comparative Literature Review for Future Investigation. *Applied Mechanics and Materials*, vol. 525: 787-790 (**ISI and Scopus indexes**).
66. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Zhang Dawei (2014). The Moderating Effect of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance. *Advanced Materials Research, Sustainable Development*
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- of Industry and Economy*, 869-870 (**ISI and Scopus indexes**).
67. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Huam Hon Tat (2014). A Literature Analysis on the Relationship between External Integration, Environmental Uncertainty and Firm Performance in SMEs. *Elsevier in Journal of Procedia Social and Behavioral Sciences*, vol. 130C: 75-84 (**ScienceDirect & Scopus indexes**).
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## TRAININGS AND SEMINARS

1. Bengkel " Future Ready Curriculum 4.0 Framework", AHIBS UTM, 10 Oct 2018
  2. Bengkel Permurniaan "Course Information", 1 Aug 2018
  3. Bengkel Semakan Kurikulum Program Pra Siswazah, 7 Feb 2018
  4. Bengkel Semakan Kurikulum Program Pra/Pasca Siswazah, 8 Feb 2018
  5. FM Research Supervision Sharing Session, 20 Feb 2018
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6. Kursus Service Learning, 28 June 2018, CTL, UTM Johor
  7. Workshop On Conducting Reflective Practice In Teaching & Learning, 27 June 2018, CTL, UTM Johor
  8. Introduction to BMW Supply Chain Management, BMW Asia Technology Centre Sdn. Bhd, 28 Mar 2017.
  9. Engaging & Gamifying Learning Using Kahoot, UTM Academic Leadership, 15 Mar 2017
  10. Kursus Advanced E-Learning @ UTM, 8 Feb 2017
  11. Public Lecture By Prof. Dr. Arturas Kaklauskas, 13 Sept 2016
  12. Advanced E-Learning@UTM, 7 Sept 2016, CTL, UTM Johor
  13. Basic E-Learning@UTM, 6 Sept 2016, CTL, UTM Johor
  14. Kursus Training To Trainers UHAS3012, 23 – 24 Aug 2016
  15. Bengkel E-Learning How To Achieve 30% Integrated E-Learning Score, 27 July 2016, Faculty of Management, UTM Johor
  16. Syarahan Perdana Transformasi Perkhidmatan Awam, 24 July 2016
  17. Bengkel Penulisan Buku Penyelidikan Kepada Fakulti Pengurusan, 20 July 2016
  18. Bengkel Pembentangan Laporan Permarkahan Peperiksaan, 13 July 2017, Utm
  19. Bengkel Pengisian Copyright Bahan (OER), 15 June 2016
  20. Bengkel Penyediaan Bahan Pembelajaran Open Courseware (OCW), 13 – 14 June 2016
  21. Kursus Latihan Kejurulatihan Simulasi Perniagaan Monsoosim FM UTM JB, 19 – 20 May 2016
  22. Web 2.0 For Teaching & Learning : Media Social & Blog, 16 May 2016
  23. CEO @ Faculty Program, 27 Apr 2016
  24. Ceramah Public Lecture Quality System & ISO 9000 In Higher Education, 6 Apr 2016
  25. Sesi Perkongsian Maklumat Halatuju Program Pengurusan Teknologi (SHAD), 7 Apr 2016
  26. Impact Factor Journal Publication Workshop For Intermediate Group, 25 Apr 2016
  27. Supervisor Development Program - Module 3, 19 Apr 2016
  28. Ceramah Stroke Awareness Talk By NASAM, 13 Apr 2016
  29. Supervisor Development Program (AS102), 12 Apr 2016
  30. Supervisor Development Program (AS102) - Module 2 Research Academic Supervision, 8 Mar 2016
  31. Supervisor Development Program (AS102) - Module 5, 22 Mar 2016
  32. Simposium Sinergi IPT, Industri dan Kerajaan Negeri Johor Dalam Memperkasa Inovasi 2016, 21 Mar 2016
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34. Bengkel Perancangan Strategik 2016 Fakulti Pengurusan, 16 – 18 Feb 2016
  35. Kursus Blended Learning - Dr. Henny Van Der Meijden, 15 Feb 2016
  36. Supervisor Development Program (AS102) Module 1 - Skills In Supervision, 2 Feb 2016
  37. Bengkel Penerbitan - Impact Factor Journal di Fakulti Pengurusan, 1 Feb 2016
  38. Delivering and Assessing Internship Programme, 27 Jan 2016
  39. Using SmartPLS: A Hand on Approach (Introduction to Basic and Advance Level SEM for Survey Research), 29-30 Oct and 5-6 Nov 2015, Prof. Ramayah Thurasamy
  40. Effective Multimedia Creative Presentation, 28 July 2015, CTL, UTM Johor
  41. Effective Communication Using Social Network, 27 May 2015, CTL, UTM Johor
  42. Interactive Video/Digital Content Sharing For Teaching and Learning, 25 May 2015, CTL, UTM Johor
  43. Advanced E-Learning @UTM, 21 Apr 2015, CTL, UTM Johor
  44. Kursus Auditor Dalaman, 22-23 Dec 2014, UTM QRiM Johor
  45. Writing and Publication Leadership (Advanced), 15-16 Dec 2014, Akademi Kepimpinan Pengajian Tinggi (AKEPT), Kementerian Pendidikan Malaysia (KPM)
  46. Writing and Publication Leadership (Introductory), 12-13 Oct 2014, Akademi Kepimpinan Pengajian Tinggi (AKEPT), Kementerian Pendidikan Malaysia (KPM)
  47. Writing and Publication Leadership (Intermediate), 29-30 Oct 2014, Akademi Kepimpinan Pengajian Tinggi (AKEPT), Kementerian Pendidikan Malaysia (KPM)
  48. Program Transformasi Minda, 24-28 Aug 2014, UTM Johor
  49. AMOS, 28-29 Sept 2013, Prof. Dr. Ananda Kumar Palaniappan
  50. Bengkel Penerbitan Jurnal Berimpak, 19-20 Dec 2013, Prof. Ramayah Thurasamy
  51. Kursus Kaedah Penyelidikan, 14-24 Jun 2010, Prof. Muhd Rashid Hi. Rajuddin
  52. Kursus Penyediaan IELTS, 26-30 Apr 2010, Assoc. Prof. Dr. Zubaidah Awang and Mr. Jack Cornelius Wynker
  53. Writing for Publication in English, 8-9 Dec 2009, Assoc. Prof. Dr. Ummul Khair Ahmad
  54. Teaching Preparation for Teaching Assistant, 27-28 July, Prof. Ir. Dr. Hasanan Md Nor
  55. Basic i2 System Knowledge for Supply Chain Planner, 17 Sept 2007, Lu Jinhan
  56. Developing Supply Management Expertise, 13 Aug 2007, Jan Willem Pronk
  57. Brain Power for Excellence, 13 Dec 2005, KC Chan
  58. Flex Factory Materials Buyer/Planner Training Courses, 14 Oct 2005, Flextronics University
  59. Baan ERP 5.0c-Planning, 23 Aug 2005, PJ Wong
  60. Excel Tips & Tricks, 23 June 2005, KC Chan
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  62. RoHS Training, 20 Dec 2004, LP Lim
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## REFEREES

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