



**PERSONAL DETAILS**

**Name** : Dr. Zuraidah Sulaiman  
**Nationality** : Malaysian  
**Address** : T08, Azman Hashim International Business School (AHIBS),  
Universiti Teknologi Malaysia (UTM), 81310 Skudai, Johor, Malaysia  
**E-mail** : zuraidahs@utm.my / zuraidah\_sulaiman@yahoo.com  
**Areas of Interest:** Consumer Behaviour, Digital Marketing, Green Marketing, Market Research

**ACADEMIC QUALIFICATIONS**

**2014** : **Ph.D.**  
Discipline of Marketing, Business School, University of Sydney, Australia  
**2006** : **M.Sc. in Information Technology**  
Fac. of Information Technology and Quantitative Sc., Universiti Teknologi MARA, Malaysia  
**2004** : **Postgrad. Dip. in Data Communication, Networks and Distributed Systems**  
Faculty of Engineering and Applied Sciences, University College London, United Kingdom  
**2001** : **Bachelor in Information Technology**  
Faculty of Information Science and Technology, Universiti Kebangsaan Malaysia

**PROFESSIONAL MEMBERSHIPS**

**Dec 2017 – present** : **Member of NMSBA**  
Neuromarketing Science and Business Association (NMSBA)  
**May 2015 – present** : **Member of SEEM**  
Society of Engineering Education Malaysia (SEEM)  
**March 2015 – present** : **TRIZ Practitioner (Level 1) – “Theory of Inventive Problem Solving”**  
The International TRIZ Association (MATRIZ)  
**2014 – May 2015** : **Member of IEOM Society**  
Industrial Engineering and Operations Management (IEOM) Society  
**Aug 2005 – Aug 2007** : **Member of IEEE Computer Society**  
IEEE Organization (Institute of Electrical & Electronics Engineers)

**WORKING EXPERIENCES**

**January 2015 – Present** : **Senior Lecturer**, Universiti Teknologi Malaysia (UTM), Malaysia  
Department of Business Administration, Azman Hashim International Business School  
**Sept 2007 – December 2014** : **Lecturer**, Universiti Teknologi Malaysia (UTM), Malaysia  
Department of Business Administration, Faculty of Management  
**Oct 2002 – Aug 2007** : **Trainee Lecturer / Lecturer**, Universiti Teknologi PETRONAS (UTP), Malaysia  
Department of Computer and Information Sciences  
Faculty of Science and Information Technology  
**June 2001 – Sept 2002** : **IT & Administration Executive**, HONDA Malaysia Sdn. Bhd.  
Dept. of Pre-Delivery Inspection (PDI), General Management Division

**ADMINISTRATIVE POSTS**

**Oct 2018 – Present** : **General Manager**, UTM Souvenir Shop Sdn. Bhd.  
**Sept 2014 – Sept 2018:** **Program Coordinator / Head**, Bachelor of Management (Marketing) Program, UTM  
**Aug – Oct 2015** : **Undergraduates Program Manager (Acting)**, Faculty of Management, UTM  
**May – Dec 2014** : **Head (Acting)**, Panel of Marketing, Faculty of Management, UTM

**COURSES TAUGHT**

**Universiti Teknologi Malaysia (UTM)**

**Postgraduate** : Marketing Management, E-Business  
**Undergraduate** : Consumer Behaviour, Marketing Research, Green Marketing, Tourism Marketing,  
Global Marketing, Marketing Information Systems, Principles of Marketing,  
Social Entrepreneurship, Entrepreneurship & Enterprise Development

**Universiti Teknologi PETRONAS (UTP)**

**Undergraduate** : Computer Network Management & Security, Data Communications,  
Structured Programming in C, Operating Systems & UNIX Lab, System Analysis & Design

**EDITORIAL BOARD**

**Mar 2016 – Present:** **Editor**, Journal of Insurance and Financial Management  
**Jan 2014 – 2016** : **Editor**, Jurnal Kemanusiaan

**INVITED SPEAKER****Marketing Field Related**

- December 2018 :** **Marketing Strategies in Online Platform**  
Organizer: Henley Business School, University of Reading Malaysia
- Oktober 2018 :** **Kursus Minda Penajaan dan Keusahawanan – Pemasaran Keusahawan**  
Organizer: Talent Transformation Centre, Office of the Registrar, UTM
- March 2018 :** **K-Sharing Session – Jom Kaut Untung Melalui Media Sosial**  
Organizer: Perpustakaan Sultanah Zanariah, UTM
- Nov 2017 :** **Iskandar Malaysia Women Entrepreneurship Empowerment Seminar 2017 – Shifting Business to Online Platform**  
Organizer: Iskandar Regional Development Authority (IRDA)
- May 2017 :** **Pelancaran Produk Dan Pemindahan Teknologi Makanan Dan Spa Daerah Mersing – Jom Tarik Untung Cara 5P**  
Organizer: Institute of Bioproduct Development (IBD), UTM
- January 2017 :** **Cyber Copywriting Workshop**  
Organizer: 1Malaysia Internet Centre, Kg. Permatang Sepam, Benut, Pontian, Johor
- May 2015 :** **Marketing Strategies for Innovative Products**  
Organizer: UTM Centre of Students Innovation (CSI)

**Research Methodology Related**

- July 2018 :** **Seminar in Quantitative Data Analysis for PhD Students**  
Organizer: Southern University College, Johor
- Nov 2018, 2017 :** **Workshop on Questionnaire Design**  
Organizer: Scientia Academia
- Nov 2018, 2017 :  
2016, 2015 :** **How To Find Your Research Gap and Good Research Objective**  
Organizer: Postgraduate Student Society (PGSS) and School of Postgraduate Studies (SPS), UTM

**AWARDS RECEIVED**

- 2018 :** **Anugerah Pencapaian Cemerlang 2017**  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2018 :** **Bronze Award – Non-Indexed Journal Publication Award 2017**  
Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM)
- 2018 :** **Silver Medal Award**  
New Academia Learning Innovation for Education 4.0 (NALI 2018)  
Project: Using Toy Bricks as An Innovative Teaching Technique in Operations Mgmt.
- 2018 :** **Award of Excellence – Active Blended Learning Course (Sem 2 2017/2018: Marketing Information Systems II) (Sem 1 2017/2018: Principles of Marketing)**  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
- 2017 :** **Award of Excellence – Active Blended Learning Course (Sem 2 2016/2017: Marketing Information Systems II, Green Marketing) (Sem 1 2016/2017: Principles of Marketing)**  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
- 2018, 2017, 2016:  
2015, 2014 :** **Supervisor Award**  
Marketing Symposium, Faculty of Management – For supervising undergraduates Final Year Project students leading to winning the Best Thesis and Best Presenter Awards
- 2017 :** **Bronze Medal Award**  
19th Industrial Art & Technology Exhibition (INATEX) 2017, Universiti Teknologi Malaysia  
Project - Regenerated NPK Fertilizer as Recycled Repeated Controlled Released Fertilizer
- 2017 :** **Anugerah Pencapaian Gemilang Fakulti 2016**  
Faculty of Management, Universiti Teknologi Malaysia (UTM)
- 2017 :** **Excellence Service Award 2016**  
Universiti Teknologi Malaysia (UTM)
- 2017 :** **Award of Excellence – Active Blended Learning Course (Sem 2 2016/2017: Marketing Information Systems II, Green Marketing) (Sem 1 2016/2017: Principles of Marketing)**  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia
- 2016 :** **Anugerah Pencapaian Gemilang Fakulti 2015**  
Faculty of Management, Universiti Teknologi Malaysia (UTM)
- 2016 :** **Non-Indexed Journal Publication Award 2015**  
Faculty of Management, Universiti Teknologi Malaysia (UTM)
- 2016 :** **Award of Excellence – Active Blended Learning Course (Sem 2 2015/2016: Green Marketing) (Sem 1 2015/2016: Consumer Behaviour)**  
UTM Academic Leadership (UTMLead), Universiti Teknologi Malaysia

<b>2016</b>	:	<b>Silver Medal Award</b> 3rd International Innovative Practices in Higher Education Expo (I-PHEX 2016), Malaysia Project – Community Transformation through Social Entrepreneurship
<b>2010</b>	:	<b>Higher Education Research Data Collection Award (HERDC)</b> Uni. of Sydney Business School research publication output (conference proceeding)
<b>2009</b>	:	<b>Postgraduate Research Support Scheme Award (PRSS)</b> Uni. of Sydney Business School travel research grants for ANZMAC 2009, Melbourne
<b>2005</b>	:	<b>Faculty Postgraduates Award (FPA)</b> M.Sc. in IT, Universiti Teknologi MARA (UiTM) – Dean's List for sem July-Dec 2005
<b>2001</b>	:	<b>Malaysia Book of Records (Millennium Edition)</b> Most Outstanding Student Achievement – Beijing 2000 Project
<b>2000</b>	:	<b>UKM Quality Day Award</b> Best Student Project Overall: Beijing 2000

#### RESEARCH ACTIVITIES

No	Project Title	Client	Type of Client	Duration	Role/ Position
<b>QUALITY EDUCATION</b>					
1	The Community Impact of UTM as an Education Provider Grants Value: RM 60,000.00	UTM	Internal (Flagship)	01/10/2014 – 31/03/2016	Leader
2	The Impact of Enterprise Risk Management Practices on Malaysian Higher Educational Institutions Performance	UTM	Internal (Tier 1)	13/05/2016 – 15/11/2016	Member
<b>DIGITAL MARKETING</b>					
3	Visit Pontian Mobile Apps Development Grants Value: RM 36,000.00	Institut Inovasi Strategik Johor (IISJ)	External	15/07/2016 – 15/05/2017	Member
4	Cyber Copywriting for Pontian SME Owners Grants Value: RM 5,000.00	Centre for Community & Industry Network (CCIN)	External (Business Entity)	01/11/2016 – 31/01/2017	Member
5	Instagram Hashtag Content Analysis: What Do They Say About Our Food? Grants Value: RM 20,000.00	UTM	Internal (Tier 1)	01/07/2014 – 31/06/2015	Member
<b>GREEN / SUSTAINABILITY MARKETING</b>					
6	Optimized New Fundamental Hybrid Quantitative Approach for Development of Sustainability in Manufacturing Industry Grants Value: RM 117,000.00	UTM	External (FRGS)	01/08/2016 – 31/07/2018	Member
7	The Influence of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance Grants Value: RM 20,000.00	UTM	Internal (Potential Academic Staff – PAS)	01/12/2014 – 30/11/2015	Member
8	Environmental Collaboration for Green Supply Chain Management and Sustainability Performance in Malaysian Manufacturing Industry Grants Value: RM 20,000.00	UTM	Internal (Potential Academic Staff – PAS)	01/09/2015 – 31/08/2016	Member
9	Environmental Consciousness and Sustainable Development Performance of Eco-Industrial Park in Malaysia Grants Value: RM 40,000.00	UTM	Internal (Transdisciplinary Research Grant - TDR)	01/12/2018 – 30/11/2021	Member
<b>ENTREPRENEUR DEVELOPMENT</b>					
10	Community Transformation Through Social Entrep. (CTSE), Mini RTC Layang- Layang, Johor Grants Value: RM 10,000.00	Centre for Community & Industry Network (CCIN)	External (Business Entity)	10/03/2016 – 30/09/2016	Member
11	Community Transformation Through Social Enterprise (CTSE) at Mawai, Johor Grants Value: RM 10,000.00	Centre for Community & Industry Network (CCIN)	External (Business Entity)	10/03/2016 – 30/09/2016	Member
12	Entrepreneurship and Business Knowledge Transfer Using Gamification Platform Grants Value: RM 3,500.00	Centre for Community & Industry Network (CCIN)	External (Networking Grant)	24/08/2015 – 25/08/2016	Member

13	Product Marketing and Branding for Batu Pahat Food SMEs Grants Value: RM 36,500.00	Institut Inovasi Strategik Johor (IISJ)	External	15/07/2016 – 14/04/2017	Member
14	Jejak Usahawan Makanan IKS Batu Pahat 2016 Grants Value: RM 5,000.00	Centre for Community & Industry Network (CCIN)	External (Business Entity)	10/03/2016 – 30/09/2016	Member
15	Comparative Study between Malaysia and Philippines on Motivational Factors in Women Entrepreneurship Grants Value: RM 20,000.00	UTM	Internal (PAS)	01/07/2016 – 30/06/2017	Member
	<b>MARKET STUDY / COMMERCIALISATION</b>				
16	Market Study and Commercialisation of Cardio Devices – UTM-IJN Collaboration Grants Value: RM 30,000.00	UTM	Internal (Flagship)	01/04/2013 – 31/03/2014	Member
17	The Psychographic and Demographic Segmentation of Malaysian Population in Expenditure and Investment Pattern Grants Value: RM 320,000.00	Yayasan Tun Ismail Mohamed Ali, Permodalan Nasional Berhad (PNB)	External (Contract Research)	01/08/2007 – 01/09/2008	Member
18	Prototype Development of Bag Containing NPK-Organic-Zeolite as Advanced Controlled Released Fertilizer Grants Value: RM 20,000.00	Prototype Development Grant (PRGS – ICC), UTM	External (Ministry of Higher Education)	15/07/2018 – 14/07/2019	Member
	<b>TOURISM MANAGEMENT</b>				
19	Medical Tourism in Malaysia Grants Value: RM 10,000.00	UTM	Internal (Tier 2)	01/02/2018 – 31/01/2018	Member
20	Blueprint Development to Promote Lifestyle Tourism in Tangkak Grants Value: RM 39,000.00	Institut Inovasi Strategik Johor (IISJ)	External	15/07/2016 – 30/07/2017	Member
	<b>QUALITY MANAGEMENT</b>				
21	Menaik Taraf SPK ISO 900:2008 CP Ke ISO:2015 CP Grants Value: RM 21,200.00	Lembaga Tabung Haji	External	01/12/2017 – 01/03/2018	Member
22	Penilaian Kompetensi Anggota Tabung Haji Grants Value: RM 93,000	Lembaga Tabung Haji	External	01/06/2015 – 01/02/2016	Member
23	Kajian Amalan Prinsip Pengurusan Kualiti Grants Value: RM 20,000	Lembaga Tabung Haji	External	01/08/2015 – 01/06/2016	Member
24	Kajian Identifikasi Risiko Haji Grants Value: RM 20,000	Lembaga Tabung Haji	External	01/06/2016 – 01/08/2017	Member
25	Exploring New Technical Approach of Total Quality Management (TQM) and Business Transformation Performance Model for Japanese and Non-Japanese Companies in Malaysia Automotive Industry Grants Value: RM 55,000.00	UTM	Internal (Tier 1)	01/04/2014 – 30/09/2016	Member
26	Penyelidikan Berkaitan Pembangunan Proses Dan Sistem Pengurusan Kualiti Syarikat Dalam Skop Kerja-Kerja Pembinaan Grants Value: RM 33,000.00	KYS Construction Sdn. Bhd.	External	01/07/2018 – 30/06/2019	Member

## PUBLICATIONS

### IMPACT FACTOR JOURNAL

2011

1. Rohaizat Baharun, Abu Bakar Abdul Hamid, Ahmad Sharifuddin Shamsudin, Nor Zafir Md Salleh, Norzaidahwati Zaidin and **Zuraidah Sulaiman** (2011) 'Market Segmentation in Malaysia by Using Psychographic Dimensions for Unit Trust Products'. *African Journal of Business Management*, Vol. 5(13), pp. 5040-5047. **Impact Factor: 1.105, Q3 Journal**

### INDEXED JOURNAL ARTICLES

2018

1. Irfan, A., Rasli, A., **Sulaiman, Z.**, Sami, A., Qureshi, M.I. (2018) 'Use of Social Media Sites by Malaysian Universities and Its Impact on University Ranking'. *International Journal of Engineering and Technology (UAE)* 7(4.28 Special Issue 28), pp. 67-71 (**SCOPUS**)
2. HS Lom, AC Thoo, **Z Sulaiman**, S Adam (2018) 'Moderating Role of Mobile Users' Information Privacy Concerns Towards Behavioural Intention and Use Behaviour in Mobile Advertising'. *Advanced Science Letters*, 24 (6), 4259-4264 (**SCOPUS**)
3. TA Chin, RA Ramli, TL Choon, **Z Sulaiman**, FM Muharam, LY Lai (2018) 'Factors Affecting Generation Y Satisfaction and Loyalty in Online Brand Community'. *Advanced Science Letters*, 24 (6), 4265-4268 (**SCOPUS**)

2017

1. SFFB Pauzi, TA Chin, TL Choon, **Z Sulaiman** (2017) 'Motivational Factors for Online Grocery Shopping'. *Advanced Science Letters*, 23 (9), 9140-9144 (**SCOPUS**)
2. AC Thoo, **Z Sulaiman**, SL Choi and UHA Kohar (2017) 'Understanding Supply Chain Management Practices for Small and Medium-Sized Enterprises'. *IOP Conference Series: Materials Science and Engineering*, 215 (1), 012014 (**SCOPUS**)
3. RA Rahim, **Z Sulaiman**, TA Chin, MSM Arif, MHA Hamid (2017) 'E-WOM Review Adoption: Consumers' Demographic Profile Influence on Green Purchase Intention. *IOP Conference Series: Materials Science and Engineering* 215 (1), 012020 (**SCOPUS**)
4. MW Hawapi, **Z Sulaiman**, UHA Kohar, NA Talib (2017) 'Effects of Perceived Risks, Reputation and Electronic Word of Mouth (E-WOM) on Collaborative Consumption of Uber Car Sharing Service' *IOP Conference Series: Materials Science and Engineering* 215 (1), 012019 (**SCOPUS**)
5. SS Sait, FM Muharam, TA Chin, **Z Sulaiman** (2017) 'Technology Assessment Need: Review on Attractiveness and Competitiveness' *IOP Conference Series: Materials Science and Engineering* 215 (1), 012017 (**SCOPUS**)
6. MS Shukor, **Z Sulaiman**, TA Chin, N Zakuan, FM Muharam (2017) 'Materialism, Altruism, Environmental Values, Learning Strategies and Sustainable Claim on Purchase Intention of Energy Efficient Vehicle (EEV)—A Literature Review' *IOP Conference Series: Materials Science and Engineering* 215 (1), 012021 (**SCOPUS**)
7. AC Thoo, LC Tan, Z Sulaiman, N Zakuan (2017) 'A Review of Theoretical Frameworks for Supply Chain Integration' *IOP Conference Series: Materials Science and Engineering* 215 (1), 012010 (**SCOPUS**)

2016

1. Wee Sin Yi, Thoo Ai Chin, **Zuraidah Sulaiman**, Farrah Merlinda Muharam (2016) 'A Review of Supply Chain Collaboration Practices for Small and Medium-sized Manufacturers'. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012008 (**SCOPUS**)
2. Aimie Nadia Dedy, Norhayati Zakuan, Kamaruzzaman Abdul Rahim, Mohd Shoki Md Ariff, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016) 'An Analysis of the Impact of Total Quality Management on Employee Performance with mediating role of Process Innovation. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012017 (**SCOPUS**)
3. Nurhidayah Mohd Salleh, Mohd Shoki Md Ariff, Norhayati Zakuan, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016) 'Consumers' Attitude Towards Viral Advertising Pass-On Behavior on Facebook'. *Advanced Science, Engineering and Medicine*, 8 (10), 826-830 (**SCOPUS**)
4. Tan Shea Lee, Mohd Shoki Md Ariff, Norhayati Zakuan, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016) 'Assessing Website Quality Affecting Online Purchase Intention of Malaysia's Young Consumers.' *Advanced Science, Engineering and Medicine* 8 (10), 836-840 (**SCOPUS**)
5. Ong Soo Ting, Mohd Shoki Md Ariff, Norhayati Zakuan, **Zuraidah Sulaiman**, Muhamad Zameri Mat Saman (2016) 'Relationship Between e-Service Quality, e-Satisfaction and e-Loyalty in B2C e-Commerce.' *Advanced Science, Engineering and Medicine*, 8 (10), 819-825 (**SCOPUS**)
6. Roslin Abdul Rahim, **Zuraidah Sulaiman**, Thoo Ai Chin, Rohaizat Baharun, Farrah Merlinda Muharam (2016) 'Measuring E-WOM Review Adoption on Green Purchase Intention using Source Credibility Theory'. *Advanced Science Letter* 22 (12), 4283-4287 (**SCOPUS**)

7. Yap Soon Jing, **Zuraidah Sulaiman**, Thoo Ai Chin, Norhayati Zakuan (2016) 'University as Education Provider to Community: Applying Theory-Based Impact Evaluation (TBIE) Approach.' *Advanced Science Letters*, 22 (12), 4275-4278 (**SCOPUS**)
8. Thoo Ai Chin, Uthayabanu Govindasamy, **Zuraidah Sulaiman**, Huam Hon Tat (2016) 'Factors Affecting the Consumers Proneness to Buy 99-Ends Products'. *Advanced Science Letters* 22 (12), 3991-3994 (**SCOPUS**)
9. Nur Helyana Yunus, Mohd Shoki Md Ariff, Norhuzaimah Mohd Som, Norhayati Zakuan, **Zuraidah Sulaiman** (2016) 'The Mediating Effect of Brand Image Between Electronic Word of Mouth and Purchase Intention in Social Media'. *Advanced Science Letters*, 22 (10), 3176-3180 (**SCOPUS**)
10. OS Ting, MSM Ariff, N Zakuan, **Z Sulaiman**, MZM Saman (2016) 'E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia'. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012012 (**SCOPUS**)
11. HF Wong, AC Thoo, FM Muharam, **Z 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**)
12. NM Salleh, MSM Ariff, N Zakuan, Z Sulaiman, MZM Saman (2016) 'Attitudinal Factors Affecting Viral Advertising Pass-On Behaviour of Online Consumers in Food Industry'. *IOP Conference Series: Materials Science and Engineering* 131 (1), 012013 (**SCOPUS**)
13. A Masod, **Z Sulaiman**, NH Hashim, Z Khalifah (2016) 'The Moderating Role of Integrated Persuasive Communication Messages Towards Pro-Environmental Behaviour'. *The Social Sciences* 11 (20), 4924-4931 (**SCOPUS**)

#### 2015

1. Roslin Abdul Rahim, **Zuraidah Sulaiman**, Thoo Ai Chin, Norzaidahwati Zaidin, Norhayati Zakuan (2015) 'E-WOM Review Adoption and Green Purchase Intention: The Application of Source Credibility Theory (SCT)'. *Advanced Science Letters*, Vol. 21, Issue 6, June 2015, pp. 2150 – 2154, ISSN: 19366612, DOI: 10.1166/asl.2015.6238 (**SCOPUS**)
2. Rasoul, Abu Bakar Abdul Hamid, **Zuraidah Sulaiman** (2015) 'Efficiency or Inefficiency of Customer Satisfaction as One of the Main Antecedents of Customer Loyalty in Tourism and Hospitality Industry'. *Advanced Science Letters*, Vol. 21, Issue 6, June 2015, pp. 1842 – 1844, ISSN: 19366612, DOI: 10.1166/asl.2015.6133 (**SCOPUS**)
3. Thoo Ai Chin, Huam Hon Tat, **Zuraidah Sulaiman**, Siti Norfatin Liana Muhamad Zainon (2015) 'Green Supply Chain Management Practices and Sustainability Performance'. *Advanced Science Letters*, Vol. 21, Issue 5, May 2015, pp. 1359-1362, ISSN: 19366612, DOI: 10.1166/asl.2015.6029 (**SCOPUS**)

#### INDEXED PROCEEDINGS

##### 2018

1. Hamid, M.H.A., Abu, N.A., Mohamad, S.N.M., Idris, A., Zakaria, Z., **Sulaiman, Z.** (2018) 'Data Analytics Algorithm Benchmark on Distributed Systems'. *AIP Conference Proceedings*, 2016, 020002 (**SCOPUS**)
2. Salleh, N.M., Zakuan, N., Ariff, M.S.M., Bahari, Chin, T.A., **Sulaiman, Z.**, Yatim, S.M., Awang, S.R., Saman, M.Z.M. (2018) 'Critical Success Factors of Total Quality Management Implementation in Higher Education Institution: UTM Case Study'. *AIP Conference Proceedings*, 2044, 020007 (**SCOPUS**)
3. Buang, N.N.B., **Sulaiman, Z.**, Chin, T.A., Muharam, F.M., Masod, A., Zakuan, N., Choon, T.L. (2018) 'Muslim Consumers' Patronage Intention towards Korean Restaurant Chains in Malaysia'. *AIP Conference Proceedings*, 2044, 020010 (**SCOPUS**)
4. Krishnakumar, V.A.P., **Sulaiman, Z.**, Chin, T.A., Masod, A., Zakuan, N., Choon, T.L. (2018) 'Consumer Proneness Towards In-Store Promotion in Foreign-Based Hypermarket vs Local-Based Hypermarket'. *AIP Conference Proceedings*, 2044, 020011 (**SCOPUS**)
5. Sait, S.S., Muharam, F.M., Chin, T.A., **Sulaiman, Z.**, Zakuan, N., Choon, T.L. (2018) 'Impacts of Technology Assessments on Firm Performance'. *AIP Conference Proceedings*, 2044, 020009 (**SCOPUS**)
6. Chin, T.A., Muharam, F.M., Lai, L.Y., **Sulaiman, Z.**, Tat, H.H., Choon, T.L. (2018) 'Perceived Value and Customer Brand Engagement of Transportation Network Company Facebook Fan Page' *AIP Conference Proceedings* 2044, 020005 (**SCOPUS**)
7. Fei, W.H., Chin, T.A., Choon, T.L., Tat, H.H., **Sulaiman, Z.** (2018) 'The Key Account Management Practices and Effectiveness' *AIP Conference Proceedings* 2044, 020006 (**SCOPUS**)

##### 2015

1. Thoo Ai Chin, Huam Hon Tat, and **Zuraidah Sulaiman** (2015) 'Green Supply Chain Management, Environmental Collaboration and Sustainability Performance'. *Procedia CIRP*, pp. 695-699 ISSN: 2212-8271, DOI: 10.1016/j.procir.2014.07.035 (**SCOPUS**)

- Mariam Setapa, Norhayati Zakuan, Muhamad Zameri Mat Saman, Mohd Shoki Md Ariff, Norzaidahwati Zaidin, and **Zuraidah Sulaiman** (2015) 'The Impact of Enterprise Risk Management Practises on Malaysian Public Higher Educational Institution Performance: A Literature Review'. *Proceedings of The 5<sup>th</sup> International Conference on Industrial Engineering and Operations Management, IEEE Xplore Digital Library*, pp. 1-7. ISBN: 978-1-4799-6064-4. DOI: 10.1109/IEOM.2015.7093782 (**SCOPUS**)

#### 2014

- Sharon Lew and **Zuraidah Sulaiman** (2014) 'Consumer Purchase Intention toward Products Made in Malaysia vs. Made in China: A Conceptual Paper'. *Procedia Social and Behavioral Sciences*, Vol. 130 (2014), pp. 37-45. ISSN: 1877-0428 (**Web of Science/ELSEVIER – ScienceDirect**)

#### 2013

- Mohamad Hazwan Zaharudin, **Zuraidah Sulaiman** and Norhayati Zakuan (2013) 'Philanthropic Corporate Social Responsibility (CSR), Product Performance, and Emotion in Fuel Advertisement: A Research Agenda'. *Advances in Education Research*, Vol. 44, pp. 303-308. ISBN: 978-1-61275-062-0 (**Web of Science**)
- Muhammad Firdaus Abdul Talib and **Zuraidah Sulaiman** (2013) 'Taste or Label? A Conceptual Model on What Drives Malaysian Consumers' Preferences towards Coffee'. *Advances in Education Research*, Vol. 44, pp. 309-314. ISBN: 978-1-61275-062-0 (**Web of Science**)
- Ashmal Hafiz Ahmad Suhaimi and **Zuraidah Sulaiman** (2013) 'A Conceptual Model on Boycott Intention among Malaysian Youths – An Insight into McDonald's'. *Advances in Education Research*, Vol. 44, pp. 315-320. ISBN: 978-1-61275-062-0 (**Web of Science**)

#### 2007

- Sulaiman, Z.**, Md Noor, N., Singh, N. and Yong, S. (2007) 'Evaluating the Effectiveness of Digital Storytelling with Panoramic Images to Facilitate Experience Sharing', in, J. Jacko (Ed.) *Human-Computer Interaction: HCI Intelligent Multimodal Interaction Environments*, Lecturer Notes In Computer Science series, Springer-Verlag Berlin/Heidelberg, LNCS\_4552, pp. 981-989, ISBN: 978-3-540-73108-5. (**SCOPUS/Web of Science**)

#### H-INDEX

*h-Index Google Scholar* : 6      *i10-Index Google Scholar* : 4      *h-Index Scopus* : 3

#### RESEARCH SUPERVISION

PhD in Management					
Year	No	Name	Status	Title	Role
2014	1	Rasoul Asgarpour	<b>Graduated</b> 2014 - 2016	Mediating Effects of Customer Satisfaction and Customer Delight on Perceived Value and Customer Loyalty in Iran's Hotel Industry	Co-Supervisor
2014	2	Adaviah Mas'od	<b>Graduated</b> 2014 – 2017 <b>(Graduate On Time)</b>	The Effects of Social Marketing Concepts toward Pro-Environmental Intention and Behaviour among Female Consumers	Main Supervisor
2014	3	Masoomah Jafarpoor	Ongoing 2014 - 2019	The Effect of Internet Banking Website Quality on Customer Loyalty through Perceived Value	Co-Supervisor
2015	4	Muhamad Syakir Shukor	Ongoing 2015 - 2019	Effects of Cynicism and Sustainable Claim of Greenwashing Advertisement toward Environmental Responsible Purchase Behaviour of Energy Efficient Vehicle	Main Supervisor
2015	5	Septa Akbar Aulia	Ongoing 2015 - 2019	Role of Skill-Based Habit on Perceived Value and Behavioral Loyalty among Gen Y Smartphone Users	Main Supervisor
2015	6	Nadiyah Hakimah Zainal Azhar	Ongoing 2015 - 2019	Website Stickiness Approaches towards Online User Intention to Visit and Purchase	Co-Supervisor
2016	7	Tam Yin Ling @ Adeline Tam	Ongoing 2016 - 2019	Perceived Autonomy Support, Motivation and Consumer Perceived Value on The Consumption Behaviour of Complementary Health Herbal Medicine	Main Supervisor
2016	8	Asmara Irfan	Ongoing 2016 - 2019	Relationship among Social Media, Student Expectation, University Performance, Student Satisfaction, Student Loyalty, and University Reputation	Co-Supervisor
2016	9	Roslin Binti Abdul Rahim	Ongoing 2016 - 2019	The Effect of Electronic Word of Mouth on Green Purchase Intention among	Main Supervisor

				Malaysian Consumers	
2018	10	Ayesha Sharif	Ongoing 2018 - 2020	Leveraging Social Media Brand Communities to Increase Brand Loyalty	Main Supervisor
2018	11	Fakhri Lakzadeh	Ongoing 2018 - 2020	Mobile Banking App Adoption by Extending Technology Acceptance Model Between Gen Y in Malaysia	Main Supervisor
2018	12	Liew Jan Fui	Ongoing 2018 - 2020	Congruency of the Projected and Perceived Image towards Sustainable Adventure Tourism Destination in Malaysia	Main Supervisor
2018	13	Nornajihah Nadia Hasbullah	Ongoing 2018 - 2020	The Moderating Roles of Self-Regulatory Focus Appeal and Coupon Proneness towards Sustainable Luxury Purchasing Behaviour	Main Supervisor
2018	14	Siti Nurhafizah Ahmad	Ongoing 2018 - 2020	Event Volunteer Motivations	Main Supervisor
2018	15	Zaidan Hatem Jasim Zaidan	Ongoing 2018 - 2020	The Impact of Marketing Intelligence on Competitive Advantage	Main Supervisor

#### **MPhil in Management**

<b>Year</b>	<b>No</b>	<b>Name</b>	<b>Status</b>	<b>Title</b>	<b>Role</b>
2014	1	Yap Soon Jing	<b>Graduated</b> 2014 - 2017	Using University Performance and Students Outcome in Determining Students Satisfaction and Student Loyalty in Higher Education	Main Supervisor
2015	2	Fatin Faseha Abd Wahid	Ongoing 2015 - 2019	Purchase Intention of Islamic Apparel	Main Supervisor

#### **Master in Management (Mixed Mode)**

<b>Year</b>	<b>No</b>	<b>Name</b>	<b>Status</b>	<b>Title</b>	<b>Role</b>
2014	1	Sayyed Ali Yahyazadeh	<b>Graduated</b> 2014 - 2015	Service Marketing Mix and Customer Satisfaction of Hotel in Johor Bahru	Main Supervisor
2014	2	Roslin Binti Abdul Rahim	<b>Graduated</b> 2014 - 2016	The Effect of Electronic Word of Mouth (E-WOM) Review Adoption on Green Purchase Intention	Main Supervisor
2014	3	Juliyana Binti Jamil	<b>Graduated</b> 2014 - 2018	Materialism and Malaysian Consumers' Purchase Intention of Luxury Brand Apparels	Main Supervisor
2014	4	Ezam Bin Daud	<b>Graduated</b> 2014 - 2016	Affecting Generation Y Hybrid Vehicle Purchasing Intention using Internet Advertising	Main Supervisor
2017	5	Nur Adibah Md. Lazim	<b>Graduated</b> 2017 - 2018	Post-Purchase Regret in Online Shopping Experience	Main Supervisor