



## Curriculum Vitae

### RESEARCH ACTIVITIES

**Researcher ID:** G-2932-2017

**Google Scholar:** Citation- 1785

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#### **Current Position**

**A.K.M. AHASANUL HAQUE, PHD**  
Professor of Marketing  
Department of Business Administration  
Faculty of Economics and Management Sciences  
International Islamic University Malaysia (IIUM)  
Box No. 10, 50728 Kuala Lumpur, Malaysia.

#### **Adjunct Professor**

: I. Graduate School of Management (GSM)  
Management and Science University (MSU) since 2010  
to till at present

#### **Visiting Professor**

: I. Graduate School of Management (GSM)  
University of Kigali, Rwanda

#### **External Examiner**

: The assessment Marketing Management Programme (Hons),  
Faculty of Business (FOB), Multimedia University (Melaka  
Campus) Malaysia, 2016/2017 till 2019/2020 Academic sessions

#### **Field of Specialization**

: International Marketing/Business

### **EDUCATIONAL QUALIFICATIONS**

- Doctor of Philosophy in Marketing from Putra Graduate School of Management, Universiti Putra Malaysia (UPM), January 2001
- Master of Business Studies (MBS), majoring in Marketing, from Rajshahi University, Bangladesh in 1993
- B. Com. (Hon's), majoring in Marketing from Rajshahi University, Bangladesh in 1991

## **TEACHING EXPERIENCE**

- Professor in Marketing, International Islamic University Malaysia, from July 2012 to till at present.
- Associate Professor in Marketing, International Islamic University Malaysia from March 2007 to June 2012.
- Assistant Professor in Marketing, International Islamic University, Malaysia from July 2005 to March 2007.
- Assistant Professor, King Abdul Aziz University Jeddah, Saudi Arabia 2004 – 2005.
- Lecturer in marketing at Multimedia University (MMU), Malaysia from January 2001 to June 2004
- Lecturer (in Marketing) Degree College, Dinajpur, Bangladesh, from 15<sup>th</sup> March 1994 to 30<sup>th</sup> April 1996.

## **ADMINISTRATIVE EXPERIENCE (Administrative Position)**

- Academic Advisor, Faculty of Economics and Management Sciences International Islamic University Malaysia, from July 2012 to June 2013
- Member of Student Disciplinary committee for Academic Misconduct from 1<sup>st</sup> Feb 2013 to 1<sup>st</sup> Feb 2014
- Member of Student Disciplinary committee for Academic Misconduct from 1<sup>st</sup> Feb 2017 to 31<sup>st</sup> Dec 201

## **INDUSTRIAL EXPERIENCE**

- Marketing Manager–Engineers Electric Company (Pvt.) Ltd. Dhaka, Bangladesh since 5<sup>th</sup> January 1992 to 15<sup>th</sup> February 1994

## **COURSES TAUGHT**

▪ **Graduate Level**

- Principles of Marketing;
- Marketing Communication;
- International Marketing,
- Product Planning & Management;
- Marketing Research,
- Consumer Behaviour and Global Marketing;
- Marketing Management;
- Managerial Communication;
- E-commerce;
- Internet Marketing;
- Sales Management,
- Consumer Behaviour on the Internet;
- Bank Marketing.

▪ **MBA/Post Graduate Master Level**

- Marketing Management;
- Consumer Behaviour;
- International/Global Marketing;
- Research Methodology;
- Marketing Strategy;
- International Business;
- Sales Management;
- Product Management;
- Internet Marketing;
- Channel Management,
- Integrated Marketing Communication (IMC);
- Islamic Marketing, Services Marketing etc.

▪ **PhD/DBA Level**

- Advance Marketing;
- Research Methodology;
- Seminar in Contemporary Issues;
- Islamic Marketing.

▪ **Teaching Interest Subjects**

- Principles of Marketing,
- Consumer Behaviour,
- Marketing Communication,
- Product Planning and Management,
- Marketing Research,
- International/Global Marketing,
- Marketing Management,
- Marketing Strategy,

- Research Methodology,
- Service Marketing,
- Industrial Marketing,
- E-Commerce,
- Internet Marketing,
- Sales Management etc. and some other related marketing and Business subjects,
- International Business.

## COMPUTER SKILLS

- Microsoft Office, Lotus Application, Lotus Note, Statistical Package (SPSS, AMOS, PLS, Sazam)
- Successfully Completed workshop on AMOS, (Analysis of Momentum Structure) 2003 and 2010
- Successfully Completed Training Course on Computer Hardware, Assembling, Maintenance and Networking from 'The Institute of Engineers Bangladesh' in 1999.

## LANGUAGE PROFICIENCY

- Well communication skills, oral and written in English and Bengali, as well as Malay.

## POSTGRADUATE STUDENTS SUPERVISION

- **PhD Supervision (as a Main Supervisor)**

<b>Name of Student:</b>	<b>Chowdhury Naila Anwar (G1610968)</b>
<b>Title of thesis:</b>	Antecedents of Behavioural Brand Loyalty of Consumers Towards Retail Marketing in Malaysia
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	Present (On-going)
<b>Name of Student:</b>	<b>Anhar Abdul Malek</b>
<b>Title of thesis:</b>	The Role of Emotion on the relationship between Service Quality and Customer Loyalty in Service Industry
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>Present (On-going)</b>
<b>Name of Student:</b>	<b>Ali Shafiq (G1220831)</b>
<b>Title of thesis:</b>	Determining Muslim Consumers' Attitudes Toward Advertising From Islamic Perspective: An Empirical Study In Malaysia
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2017 Graduated</b>

<b>Name of Student:</b>	<b>Majed M. M. Abusharar (G0925383)</b>
<b>Title of thesis:</b>	Customer Satisfaction And Loyalty Towards Grocery Stores In Palestine
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>22<sup>nd</sup> June 2017, Graduated</b>
<b>Name of Student:</b>	<b>Zahra Ibrahim Adam (G1011046)</b>
<b>Title of thesis:</b>	Customer Retention In The Nigerian Mobile Telecommunication Industry
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2017, Graduated</b>
<b>Name of Student:</b>	<b>Nurhazirah Binti Hashim (G1227838)</b>
<b>Title of thesis:</b>	Guests' Behavioral Intention At Eco-Resorts: Some Empirical Evidence From Malaysia
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	2017, Graduated
<b>Name of Student:</b>	<b>Faruk Ahmed (G1417415)</b>
<b>Title of thesis:</b>	Marketing Communication, Image And Brand Equity Of Shariah-Compliant Tourism In Malaysia
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	2017, Graduated
<b>Name of Student:</b>	<b>Md. Bashir Uddin (G1412751)</b>
<b>Title of thesis:</b>	The Effect Of E-Service Quality And Perceived Risk On Customer Loyalty Among Bangladeshi Online Banking Customers
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	2017, Graduated
<b>Name of Student:</b>	<b>Seyama Sultana (G1128502)</b>
<b>Title of thesis:</b>	International Students Satisfaction And Loyalty: A Comparative Study of Malaysian And Australian Higher Learning Institutions
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2016, Graduated</b>
<b>Name of Student:</b>	<b>Lim Ka Bian (G0910115)</b>
<b>Title of thesis:</b>	The Mediating Role Of Customer Satisfaction Towards Customer Loyalty In The Motor Takaful Industry In Malaysia
<b>Program:</b>	Doctor of Business Administration
<b>Year and Status:</b>	2016, Graduated
<b>Name of Student:</b>	<b>Md. Abdul Momen (G1123163)</b>
<b>Title of thesis:</b>	Configuring Integrated Marketing Communication Towards Brand Image And Brand Equity of Malaysian Higher Educational Institutions
<b>Program:</b>	Doctor of Philosophy (Business Administration)

<b>Year and Status:</b>	2015, Graduated
<b>Name of Student:</b>	<b>Nor Asmalina Binti Mohd Anuar (G 0911590)</b>
<b>Title of thesis:</b>	Travel and Tour Businesses' Strategies in Engaging Tour Packages Towards Islamic Tourism: An Empirical Study in Malaysia
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2015, Graduated</b>
<b>Name of Student:</b>	<b>Ismah Osman</b>
<b>Title of thesis:</b>	Corporate Image in Islamic Banking and Its Effect on Customer Loyalty from Malaysian Perspectives
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2011, Graduated</b>
<b>Name of Student:</b>	<b>Mohammad Sabbir Rahman</b>
<b>Title of thesis:</b>	Customer Perception towards Mobile Services and their influencing the choice of service provider
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2010, Graduated</b>
<b>Name of Student:</b>	<b>Shameem Al Mahmud</b>
<b>Title of thesis:</b>	Sales Promotion through Internet Advertising in Malaysia: An Empirical Study
<b>Program:</b>	Doctor of Philosophy
<b>Year and Status:</b>	<b>2009, Graduated</b>
<b>Name of Student:</b>	<b>Javad Sadeqzadeh</b>
<b>Title of thesis:</b>	Compiling the Electronic Shopping Strategy for Malaysian Products by "ES Test"
<b>Program:</b>	Doctor of Philosophy
<b>Year and Status:</b>	<b>2007, Graduated</b>

- **PhD Supervision (as a Co-Supervisor)**

<b>Name of Student:</b>	<b>Lee Kwee Fah (G1328234)</b>
<b>Title of thesis:</b>	Consumer Perceived Risk and Brand Equity Towards Online Airline Ticketing
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2018 Graduated</b>
<b>Name of Student:</b>	<b>Norhizan Binti Rosli (G 0926576)</b>
<b>Title of thesis:</b>	The Effect Of Green Marketing On Malaysian Consumers' Behavior Toward Environmental Protection
<b>Program:</b>	Doctor of Philosophy (Business Administration)
<b>Year and Status:</b>	<b>2018 Graduated</b>

<b>Name of Student:</b>	<b>Masripan Bin Salleh</b>
<b>Title of thesis:</b>	Effect of Branding on Performance of Small to Medium Sized Enterprises (SME's) in Malaysian
<b>Program:</b>	Doctor of Business Administration (DBA)
<b>Year and Status:</b>	<b>2018 Graduated</b>

### SUPERVISION MASTER STUDENTS

<b>Name of Student:</b>	BAH, AISSATOU FATOUMATA (G1417332)
<b>Title of thesis:</b>	Factors Influencing the Purchasing Behaviour of Counterfeit Mobile Phone
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	<b>Present (On-going)</b>
<b>Name of Student:</b>	MIRZA KASHIF BEG (G1324095)
<b>Title of thesis:</b>	The Perception of Halal Certification in Airlines Industry, Empirical Study in Malaysian Perspective
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	<b>Present (On-going)</b>
<b>Name of Student:</b>	MOHAMMED IDRIS GAAS (G1518525)
<b>Title of thesis:</b>	Factors Affecting Dissatisfaction Among International Students: An Empirical Study on Higher Learning Institutions in Malaysia
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	<b>Present (On-going)</b>
<b>Name of Student:</b>	SHAFINAZ BINTI ALI JINNAH (G1517280)
<b>Title of thesis:</b>	Factor Influencing the Intention of Consuming Herbal Cosmetic Products: A study on Malaysian Women's Perspective
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	<b>Present (On-going)</b>
<b>Name of Student:</b>	Huma Ozev
<b>Title of thesis:</b>	Consumer Perception towards Health Tourism in Malaysia
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	<b>Present (On-going)</b>
<b>Name of Student:</b>	MD ASHRAFUL AZAM KHAN
<b>Title of thesis:</b>	Factors Affecting International Students' Level Of Satisfaction Towards Selected Public Higher Learning Institutions In Malaysia
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2017 Graduated
<b>Name of Student:</b>	MD. ABDULLAH AL-MASUD (G1319925)
<b>Title of thesis:</b>	Factors Influencing Customer Loyalty Towards Fast Food Restaurants In Malaysia: An Empirical Study
<b>Program:</b>	Master of Science (Marketing)

<b>Year and Status:</b>	2017 and Graduated
<b>Name of Student:</b>	AZIZAH ENDATUN TALUSAN (G1321662)
<b>Title of thesis:</b>	Young Customers' Perception Towards Facebook As A Social Networking Site: An Empirical Study Of Filipino Consumers
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2017 and Graduated
<b>Name of Student:</b>	ROKIBUL HASAN (G1521255)
<b>Title of thesis:</b>	The Impact Of Brand Image On Consumer Purchase Intention: A Study Of The Smartphone Industry In Malaysia
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2017 and Graduated
<b>Name of Student:</b>	VAHID MEYSAMI (G1221603)
<b>Title of thesis:</b>	The Impact Of Marketing Strategies On Green Products Purchasing Behaviour: A Study On Malaysian Consumers' Perspectives
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2017 and Graduated
<b>Name of Student:</b>	ABDUR RAKIB NAYEEM (G1327617)
<b>Title of thesis:</b>	Factors Affecting On Consumer Purchasing Intention: A Study Of Online Shopping In Bangladesh
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2017 and Graduated
<b>Name of Student:</b>	FAHRIBA ABDULLAH (G1414698)
<b>Title of thesis:</b>	Factors Affecting Malaysian Consumers' Satisfaction Towards Ecofriendly Products
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2017 and Graduated
<b>Name of Student:</b>	MARYAM LADI ISA (G1428308)---co
<b>Title of thesis:</b>	Influence Of Store Brand Equity Dimension On The Malaysian Customers' Intention To Repurchase Store-Brand Products
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2017 and Graduated
<b>Name of Student:</b>	S D ROBEL (G1223353)
<b>Title of thesis:</b>	The Effect Of Religiosity And Cultural Values On Purchase Intention Of Bangladeshi Consumers
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2016 and Graduated
<b>Name of Student:</b>	NIHA AISHATH (G1216984)
<b>Title of thesis:</b>	Customer Perception Towards Ethical Advertisements In Malaysia
<b>Program:</b>	Master of Science (Marketing)



<b>Year and Status:</b>	2016 and Graduated
<b>Name of Student:</b>	AISHATH SHENEEN IBRAHIM (G1115278)
<b>Title of thesis:</b>	Tourists' Perception Towards An Effective Destination Brand: A Study of Maldives
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2015 and Graduated
<b>Name of Student:</b>	ABDULLAH-AL-MAMUN (G1118507)
<b>Title of thesis:</b>	Perception Of Muslim Consumers Towards Income Tax Rebate Through Zakat-On-Income: Malaysian Perspective
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2015 and Graduated
<b>Name of Student:</b>	Muhammad Khalilur Rahman
<b>Title of thesis:</b>	Measuring Customer Satisfaction and Loyalty towards Retail Marketing Strategy: An Empirical Study on Hypermarket in Malaysia
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2013 and Graduated
<b>Name of Student:</b>	Abdul Highe Khan
<b>Title of thesis:</b>	Exploring Critical Factors for Tourist Satisfaction: An Empirical Investigation on Malaysia as an Islamic Tourist Destination
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2013 and Graduated
<b>Name of Student:</b>	Naila Anwar Chowdhury
<b>Title of thesis:</b>	Factors Affecting Intention of Foreign products Purchase: A Study on Bangladeshi Consumer Perspective
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2013 and Graduated
<b>Name of Student:</b>	Ahmed Mohammed Abdul Qader Almalmi
<b>Title of thesis:</b>	The Impact of Electronic Word-of-Mouth on Purchase Intention: A Motivational Analysis in the Malaysian Context
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2013 and Graduated
<b>Name of Student:</b>	Zariyah Ibrahim M. Zein
<b>Title of thesis:</b>	A Study on Malaysian Consumers Attitude towards Green Marketing Movement as an Environmental Protectionism
<b>Program:</b>	Master of Science (Marketing)
<b>Year and Status:</b>	2013 and Graduated
<b>Name of Student:</b>	Arasu Raman
<b>Title of thesis:</b>	Security Concern of Internet Banking in Malaysia

<b>Program:</b>	Master Specializing in Marketing
<b>Year and Status:</b>	2010, Graduated
<b>Name of Student:</b>	Mubarak Abdelbasit
<b>Title of thesis:</b>	Effective of firms' e-Marketing tools
<b>Program:</b>	Master Specializing in Marketing
<b>Year and Status:</b>	2011, Graduated
<b>Name of Student:</b>	Sayeada Irfath Jahan
<b>Title of thesis:</b>	Dollar Crisis and the Growth of Islamic Banking
<b>Program:</b>	Master Specializing in Marketing
<b>Year and Status:</b>	2011, Graduated
<b>Name of Student:</b>	Almas Bt. Mohd Asri
<b>Title of thesis:</b>	Factors Influencing coice of fast food restaurent advertising effectiveness: A study on Malaysian customers perspectives
<b>Program:</b>	Master of Management
<b>Year and Status:</b>	2011, Graduated
<b>Name of Student:</b>	
<b>Title of thesis:</b>	Managing Procurement Process with e-procurement: Problems and Prospects for Automobile Assemblers and Manufacturers in Malaysia
<b>Program:</b>	Master of Management
<b>Year and Status:</b>	2005, Graduated
<b>Name of Student:</b>	
<b>Title of thesis:</b>	Measuring Advertising Effects Using a Combination of offline and online Techniques
<b>Program:</b>	Master of Management
<b>Year and Status:</b>	2003, Graduated
<b>Name of Student:</b>	
<b>Title of thesis:</b>	Prospect of E-Commerce and its Impact on Traditional Business in Malaysia
<b>Program:</b>	Master of Management
<b>Year and Status:</b>	2003, Graduated
<b>Name of Student:</b>	
<b>Title of thesis:</b>	A Study of Mykad usage as an e-commerce tool in Malaysia
<b>Program:</b>	Master of Management
<b>Year and Status:</b>	2003, Graduated

<b>Name of Student:</b>	Md. Irfanuzzaman Khan
<b>Title of Thesis:</b>	Predictors of Health Professionals and Health Consumers Social Media Adoption Behaviours
<b>University Name:</b>	International Islamic University Malaysia.
<b>Year and Status</b>	October 2018, Evaluated
<b>Name of Student:</b>	Siti Munerah Binti Abd Karim
<b>Title of Thesis:</b>	Consumer Purchase Intention of Environmentally- Friendly Cosmetic Products
<b>University Name:</b>	Multimedia University, Malaysia
<b>Year and Status</b>	December 2018, Evaluated
<b>Name of Student:</b>	Sheetal Bapna M
<b>Title of Thesis:</b>	Identifying The Green Consumers And Analysing Their Perception, Attitude And Behaviour Towards Eco-friendly Products-A Segmentation Study With Special Reference to Chennai Metro
<b>University Name:</b>	Bharathiar University, Tamilnadu, India.
<b>Year and Status</b>	September 2018, Evaluated
<b>Name of Student:</b>	D. Duraimurugan
<b>Title of Thesis:</b>	A Study on Customers' Attitude towards Electronic Tecnologies in Namakkal District
<b>University Name:</b>	Selvamm Arts and Science College, Affiliated to Periyar University (Salem), Pappinaickenpatti, Namakkal.
<b>Year and Status</b>	September 2018, Evaluated.
<b>Name of Student:</b>	Anand. K
<b>Title of Thesis:</b>	Assessing the Efficiency Using Cramels Model and The Impact of Service Quality on Customer Satisfaction of The Public and Private Sector Banks
<b>University Name:</b>	Bharathiar University, Tamilnadu, India.
<b>Year and Status</b>	July 2018, Evaluated
<b>Name of Student:</b>	Chitra C N
<b>Title of Thesis:</b>	Impact of Engagement and Disengagement on Employee Performance in Select Private and Public Defense Electronic Sectors in Bengaluru city
<b>University Name:</b>	Bharathiar University, Tamilnadu, India.
<b>Year and Status</b>	July 2018, Evaluated
<b>Name of Student:</b>	Mohammad Serazul Islam
<b>Title of Thesis:</b>	An Empirical Study on Muslim Tourist Behaviour to Malaysia
<b>University Name:</b>	Universiti Kuala Lumpur (UniKL) Malaysia
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	D. Duraimurugan

<b>Title of Thesis:</b>	A Study on Customer Attitude towards Electronic Banking Technologies in Namakkal Distric
<b>University Name:</b>	Periyar University, India
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	Ms Sarabjit Kaur
<b>Title of Thesis:</b>	Perceived Justice and Consumer Post Service Failure Behavior: The Moderating Role of Failure Severity, Attachment Styles, and Brand Authenticity
<b>University Name:</b>	Universiti Tun Abdul Razak
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	Mussab Kamal Alhabi
<b>Title of Thesis:</b>	Impact of Electronic Word of Mouth on Purchase Intention among Saudi Arabia Online User Testing the Moderating Role of Trust
<b>University Name:</b>	Universiti Putra Malaysia (UPM)
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	Vipan Kumar Bhulal
<b>Title of Thesis:</b>	Customer Relationship Management in Cooperative Banking: A Study of Kangra Central Cooperative Bank
<b>University Name:</b>	Panjab Technical University
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	Pushkar Narayan Singh
<b>Title of Thesis:</b>	A Study of Food Related Life Style and Its Impact on Packed Ready to Heat and Eat Food Products
<b>University Name:</b>	Bharathidasan University India
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	Sivaranjini C. I
<b>Title of Thesis:</b>	Customers Perception towards Retail Banking of the New Generation Private Banks in Puducherry
<b>University Name:</b>	Bharathidasan University India
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	Vipan Kumar Bhulal
<b>Title of Thesis:</b>	Customer Relationship Management in Co-operative Banking (A Case Study of Kangra Central Co-operative Bank)
<b>University Name:</b>	Panjab Technical University, Kapurthala, India.
<b>Year and Status</b>	2018, Evaluated
<b>Name of Student:</b>	Pushkar Narayan Singh
<b>Title of Thesis:</b>	A Study on Food Related Life Style and It's Impact on Packed Ready to Heat And Eat Food Products
<b>University Name:</b>	Jalal Institute of Management, Tiruchirappalli, India.

<b>Year and Status</b>	September 2017, Evaluated
<b>Name of Student:</b>	A. Sengottuvel
<b>Title of Thesis:</b>	Dynamics of Organizational Culture and Knowledge Management In Organizational Performance of Information Technology Sector: An Empirical Research
<b>University Name:</b>	Bharathidasan University
<b>Year and Status</b>	2017, Evaluated
<b>Name of Student:</b>	A. Ramya Shree
<b>Title of Thesis:</b>	A Study on Awareness, Attitude, Preference and Investment Pattern of Salaried Class Investors (College Teacher) in Erode District
<b>University Name:</b>	Periyar University, India
<b>Year and Status</b>	2017, Evaluated
<b>Name of Student:</b>	Nisamudheen. T
<b>Title of Thesis:</b>	Effect of Human Resource Management Practices on Job Satisfaction of Employee in Kerala State Road Transport Corporation
<b>University Name:</b>	Bharathiar University, India
<b>Year and Status</b>	2017, Evaluated
<b>Name of Student:</b>	Tahereh Hasani
<b>Title of Thesis:</b>	Determinants Affecting Malaysian Start-Up Companies Intention to Adopt Social Customer Relationship Management Services and Their Effects on Marketing Perform
<b>University Name:</b>	University Putra Malaysia (UPM)
<b>Year and Status</b>	2016, Evaluated
<b>Name of Student:</b>	Lai Kim Piew
<b>Title of Thesis:</b>	E-Services cape Attributes and Their Linkage to Online Brand Image
<b>University Name:</b>	Multimedia University
<b>Year and Status</b>	2016, Evaluated
<b>Name of Student:</b>	Jessica Ho Sze Yin
<b>Title of Thesis:</b>	Antecedents and Consequences of Relationship Marketing for Internet Banking: A Malaysian Gen-Y Perspective"
<b>University Name:</b>	Multimedia University
<b>Year and Status</b>	2016, Evaluated
<b>Name of Student:</b>	Khondaker Sazzadul Karim
<b>Title of Thesis:</b>	Willingness to Buy Foreign Products by Bangladeshi Consumers: The Effects of Consumer Ethnocentrism, Country of origin and Animosity
<b>University Name:</b>	International Islamic University Malaysia (IIUM)
<b>Year and Status</b>	2016, Evaluated
<b>Name of Student:</b>	Leila Agha Kasiri

<b>Title of Thesis:</b>	Effects of the Customization-Standardization Continuum on Service Quality and Moderation of Customer Needs and Service Nature
<b>University Name:</b>	<b>University Putra Malaysia (UPM)</b>
<b>Year and Status</b>	2015, Evaluated
<b>Name of Student:</b>	Perbaharen Balasubrammaniam
<b>Title of Thesis:</b>	The Effect of Brand Attitude on Brand Loyalty: The Hedonic and Utilitarian Perspective
<b>University Name:</b>	Multimedia University
<b>Year and Status</b>	2015 Evaluated
<b>Name of Student:</b>	Tan Booi Chen
<b>Title of Thesis:</b>	Green Restaurant Behavioural Intention from Customers' Perspective
<b>University Name:</b>	Multimedia University Malaysia
<b>Year and Status</b>	2014, Evaluated
<b>Name of Student:</b>	A. Jainullabdeen
<b>Title of Thesis:</b>	Missionary Selling and Customer Retention in Indian Pharmaceutical Industry – Focus on Tamilnadu State
<b>University Name:</b>	Jamal Institute of Management, India
<b>Year and Status</b>	2014, Evaluated
<b>Name of Student:</b>	P. Marishkumar
<b>Title of Thesis:</b>	Customers' Perception towards Service Quality of the New Generation Private Banks in Salem District
<b>University Name:</b>	<b>Bharathiar University, Coimbatore, India 2014</b>
<b>Year and Status</b>	2014, Evaluated
<b>Name of Student:</b>	J. Arul
<b>Title of Thesis:</b>	Impact of Corporate Retailing on Consumers and Small Traders in Coimbatore District
<b>University Name:</b>	<b>Bharathiar University, Coimbatore, India</b>
<b>Year and Status</b>	2014, Evaluated
<b>Name of Student:</b>	Nor Suziwana Hj. Tahir
<b>Title of Thesis:</b>	Impact of Work Ethics on Perception of Corporate Social Responsibility (CSR) Practices among Managers of Selected Public Listed Companies in Malaysia
<b>University Name:</b>	International Islamic University Malaysia (IIUM), Malaysia.
<b>Year and Status</b>	2013, Evaluated ( <b>PhD Thesis Internal Examiner</b> )
<b>Name of Student:</b>	Mr. S. Pravin Kumar
<b>Title of Thesis:</b>	A Study on Brand Image and Equity Analysis towards Hero Honda Bikes
<b>University Name:</b>	<b>Vinayaka Missions University, Tamil Nadu, India.</b>

<b>Year and Status</b>	2013, Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	Mr. V. Ramesha
<b>Title of Thesis:</b>	Ethics in Marketing – An Empirical Study
<b>University Name:</b>	<b>Vinayaka Missions University</b> , Tamil Nadu, India
<b>Year and Status</b>	2013, Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	Nor Suziwana Hj. Tahir
<b>Title of Thesis:</b>	Impact of Islamic work ethics on Corporate Social Responsibility (CSR) Practices among Managers of Selected Public Listed Companies in Malaysia
<b>University Name:</b>	International Islamic University Malaysia (IIUM), Malaysia.
<b>Year and Status</b>	2013 Evaluated ( <b>PhD Thesis Internal Examiner</b> )
<b>Name of Student:</b>	Enayet Hossain
<b>Title of Thesis:</b>	Tourism Consumers' Choice Behaviour Regarding Tour Destination Loyalty
<b>University Name:</b>	<b>Curtin University</b> , Perth Australia
<b>Year and Status</b>	2012 ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	
<b>Title of Thesis:</b>	Critical Success Factors (CSF) Of Electronic Customer Relationship (E-CRM) Adoption In Banking Sector In Iran
<b>University Name:</b>	Graduate School of Management, University Putra Malaysia (UPM), Malaysia.
<b>Year and Status</b>	2012 Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	Majid Karimzadeh
<b>Title of Thesis:</b>	E-Banking in India: Opportunities and Challenges
<b>University Name:</b>	Aligarh Muslim University India
<b>Year and Status</b>	2012 Evaluated (PhD Thesis External Examiner)
<b>Name of Student:</b>	Tareq Faizur Rasul
<b>Title of Thesis:</b>	The influences of web 2.0 technologies on consumer attraction and retention to build strong business to customer (B2C) relationships: A case study in Bangladesh
<b>University Name:</b>	<b>University of South Australia</b>
<b>Year and Status</b>	2011, Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	Hadi Nijatian Khalilabad
<b>Title of Thesis:</b>	Knowledge Management for an effective CRM: Empirical investigation of Malaysian ICT Companies by
<b>University Name:</b>	Faculty of Management, Multimedia University Malaysia, Malaysia.
<b>Year and Status</b>	2011, Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	Muhammad Tahir Jan

<b>Title of Thesis:</b>	The Impact of Critical Success Factors on Successful Implementation of CRM: An Empirical Study of Banks in Malaysia
<b>University Name:</b>	International Islamic University Malaysia, Malaysia.
<b>Year and Status</b>	2011, Evaluated ( <b>PhD Thesis Internal Examiner</b> )
<b>Name of Student:</b>	Thomas Ooi Wei Min
<b>Title of Thesis:</b>	Exploring the key determinatants of a successful organization transformation
<b>University Name:</b>	Multimedia University Malaysia, Malaysia.
<b>Year and Status</b>	2011 Evaluated ( <b>DBA thesis External Examiner</b> )
<b>Name of Student:</b>	V. Rajeshwari
<b>Title of Thesis:</b>	A Study on the Effect of Celebrity Advertisements with Special Reference to Coimbatore District in Tamilnadu
<b>University Name:</b>	Bharathiar University, India
<b>Year and Status</b>	2010 Evaluated, ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	V. Rajeshwari
<b>Title of Thesis:</b>	A Study on the Effect of Celebrity Advertisements with Special Reference to Coimbatore District in Tamilnadu
<b>University Name:</b>	Bharathiar University, India
<b>Year and Status</b>	2010, Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	V. Dharanimalai
<b>Title of Thesis:</b>	A Study of Rural Proverty and Inequality: A Social Exclusion Approach in the Villupuram District of Tamilnadu
<b>University Name:</b>	Govt. Arts College (Autonomous), Kumbakonam, India
<b>Year and Status</b>	2010, Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	P. Baskar
<b>Title of Thesis:</b>	A Study on Quality of Work Life in Petroleum Industry
<b>University Name:</b>	Annamalai University, India
<b>Year and Status</b>	2009, Evaluated ( <b>PhD Thesis External Examiner</b> )
<b>Name of Student:</b>	
<b>Title of Thesis:</b>	<b>A Study on the Impact of</b> Celebrity Endorsement on Indian Brands
<b>University Name:</b>	Madurai Kamaraj University, India
<b>Year and Status</b>	2005, Evaluated ( <b>PhD Thesis External Examiner</b> )

#### MASTER THESIS EVALUATOR/EXTERNAL EXAMINER

<b>Name of Student:</b>	Boumaali Said
<b>Title of Thesis:</b>	Factors Affecting Current Foreign Students intention to Enrol in Islamic Banking and Finance Programs in Malaysia
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2016 ( <b>Master Thesis Examiner</b> )



<b>Name of Student:</b>	Amel Malki
<b>Title of Thesis:</b>	The Antecedents of Purchase Intention of Halal Cosmetic: A Study of Female Living in Malaysia
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2016 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Tarek Sidi
<b>Title of Thesis:</b>	Antecedents and Consequences' of Customer Satisfaction in an Islamic Bank of Thailand: A Relationship Marketing Perspective
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2016 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Hazeez Olanrewaju
<b>Title of Thesis:</b>	Impact of Consumer Attitude towards Advertising and Intention to Purchase Malaysian Small Medium Enterprise (SME) products
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2016 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Muhammad Akmal Afzal
<b>Title of Thesis:</b>	The Influence of Entrepreneurial Marketing Skills on the Performance of Small Medium Enterprise in Malaysia
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2016 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Ahmad Ahsan
<b>Title of Thesis:</b>	The Perception of Customers towards the Adoption of Automated Guided Vehicle (A G Vs'): A study of Malaysian Manufacturing Industry
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2016 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Mizzammir Ibne Hossain Ibrahim Atchia
<b>Title of Thesis:</b>	The effect of Service Quality, University Reputation, student Satisfaction and Islamic Attributes on Student Loyalty
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2016 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Hla Theingi Win
<b>Title of Thesis:</b>	Factors Affecting Muslim Women's Intention to Use Fashion Products
<b>University Name:</b>	International Islamic University Malaysia
<b>Year and Status</b>	2015 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Siti Aisyah Binti Ya'kob
<b>Title of Thesis:</b>	The Impact of Supply Chain Linkages on Micro and Small Scale Enterprises' Performance in Sarawak,

<b>University Name:</b>	<b>International Islamic University Malaysia (IIUM), Malaysia.</b>
<b>Year and Status</b>	2014 <b>(Master Thesis Examiner)</b>
<b>Name of Student:</b>	Muhammad Sayem
<b>Title of Thesis:</b>	Measuring the Effects of Sustainability Oriented Service Innovation on Firm Performance
<b>University Name:</b>	<b>University of Canberra, Australia.</b>
<b>Year and Status</b>	2013, Evaluated <b>(Master Thesis External Examiner)</b>
<b>Name of Student:</b>	Tan Teck Ming
<b>Title of Thesis:</b>	An Empirical Study on Brand Equity in Malaysian Fast Food Industry
<b>University Name:</b>	<b>Multimedia University Malaysia, Malaysia.</b>
<b>Year and Status</b>	2012 <b>(Master Thesis External Examiner)</b>
<b>Name of Student:</b>	Beata Mandy Shemuvalula
<b>Title of Thesis:</b>	Antecedents of Online Consumer Buying Behaviour: An Empirical Analysis of Malaysian Consumers
<b>University Name:</b>	<b>Monash University,</b>
<b>Year and Status</b>	<b>2010 (Master Thesis External Examiner)</b>

## RESEARCH PROJECTS ( ON GOING )

- **Research Project (On Going)**

<b>Project Title:</b>	Development of Multi-Array Bio-Sensors and Bio-chips for food Security Analysis Sub  <b>Title of Project:</b> Market Assessment and Technology Commercialization of Bio-chip Product for Food Security Detection
<b>Project Approved Authority:</b>	Collaboration project with Universiti Malaya Grand Challenge (GC) Grant
<b>Project Duration:</b>	2.5 Million (Allocation will be given step by step yearly basis), Sub Project RM 122,000
<b>Grant amount</b>	September 2014 - October 2019 (Maximum 5 years)
<b>Position/Status of this Project:</b>	Project Leader

- **Research Project (Completed)**

<b>Project Title:</b>	Islamic Tourism in Malaysia: The Involvement of Travel and Tour Business as a Stakeholder in Strategizing Travel Packages
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Project Approved Authority:	Ministry of Higher Education (MOHE), MYRA Incentive Research Grant Scheme (MIRGS)
Project Duration:	1 <sup>st</sup> October 2013 until 31 <sup>st</sup> March 2017.
Grant amount	RM 90,000
Position/Status of this Project:	Project Leader
Project Title:	Internet and Persons with Disabilities: Implication towards Digital Inclusion Policy
Project Approved Authority:	Malaysian Communications and Multimedia Commission (MCMC)
Grant amount	RM 160,344.00
Project Duration:	One year from 2016 – 2017
Position/Status of this Project:	
Project Title:	Towards Devising A Fundamental Theory of Islamic Advertising
Project Approved Authority:	Ministry of Higher Education (MOHE)
Grant amount	RM 16500
Project Duration:	Two years from November 2015 – September 2017
Position/Status of this Project:	Co-Leader
Project Title:	Novel Islamic Framework for Television Advertising of Halal Products in Muslim Countries
Project Approved Authority:	Ministry of Higher Education (MOHE)
Grant amount	RM 78000
Project Duration:	November 2015 – October 2017
Position/Status of this Project:	Co-Researcher
Project Title:	Developing a Framework of Quality Pledge by Addressing the Influence of Millennial Personality
Project Approved Authority:	Collaboration Project with Universiti Teknologi Mara (UiTM), Funded by Ministry of Higher Education (MOHE)
Grant amount	RM 50000
Project Duration:	2 years from December 2014 – November 2016
Position/Status of this Project:	
Project Title:	Factors Influencing Selection of Higher Learning Institutes: An Empirical Investigation on Higher Learning's Institutions in Malaysia
Project Approved Authority:	Ministry of Higher Education (MOHE)

Project Duration:	July 2012 – 31 <sup>st</sup> July 2015
Grant amount	RM 60,000
Position/Status of this Project:	Project Leader
Project Title:	Measuring Customer Satisfaction and Loyalty towards Marketing Retail Strategy: An Empirical Study of Some Selected Hypermarkets in Malaysia
Project Approved Authority:	GSMRF Internal Research Grant, International Islamic University Malaysia (IIUM)
Grant amount	RM 16000
Project Duration:	15 <sup>th</sup> January 2013 – 15 <sup>th</sup> December 2014
Position/Status of this Project:	
Project Title:	Assessing export performance of Malaysian Furniture Industries Products: Measure of Competitiveness
Project Approved Authority:	Management Centre Research Grant, International Islamic University Malaysia, Malaysia.
Project Duration:	1st November 2011 – 30th October 2013
Grant amount	RM 15,000
Position/Status of this Project:	Project Leader
Project Title:	The Perception of Young Muslim Users towards Facebook as Social Network Service: A Study on Malaysian User Perspective
Project Approved Authority:	Research Endowment Fund; Type-B International Islamic University Malaysia, Malaysia.
Project Duration:	1st November 2011 – 30th October 2013
Grant amount	RM 20,000
Position/Status of this Project:	Project Leader
Project Title:	Advertisement Effectiveness and Choice of Fast Food Restaurant: An Exploratory Study of Malaysian Muslim Consumers
Project Approved Authority:	Management Centre Research Grant, International Islamic University Malaysia, Malaysia.
Grant amount	RM 5,000
Project Duration:	1st January 2011 – 31 <sup>st</sup> December 2011
Position/Status of this Project:	Project Leader
Project Title:	Factors Influencing Choice of Telecommunication Service Providers and its Implication to Malaysian Customers
Project Approved Authority:	Research Endowment Fund; (Type B) International Islamic University Malaysia, Malaysia.

Grant amount	RM 20,000
Project Duration:	1st September'09 – 1st September 2011
Position/Status of this Project:	Project Leader
Project Title:	An investigation on the factor influencing students choosing sales as their career
Project Approved Authority:	Research Endowment Grant, International Islamic University Malaysia, Malaysia.
Grant amount	RM 5000
Project Duration:	1 <sup>st</sup> May 2010 – 31 <sup>st</sup> August 2011
Position/Status of this Project:	Co- Researcher
Project Title:	An empirical study of religiosity and ethnocentrism to purchase foreign goods across Malay Muslim consumers
Project Approved Authority:	Management Centre Research Fund (MCRF), International Islamic University Malaysia, Malaysia.
Project Duration:	16 <sup>th</sup> June'10 2010 – 15 <sup>th</sup> June 2011
Grant amount	RM 10,000
Position/Status of this Project:	Project Leader
Project Title:	E-commerce: The Study of the Perception of Malaysian Customers towards Internet Banking System
Project Approved Authority:	Fundamental Research Grant (FRGS), Funded by (MOHE)
Grant amount	RM 14300
Project Duration:	2007-2009
Position/Status of this Project:	Project Leader
Project Title:	An Investigation of Advertising Practices of Islamic Banking under Sariah Observation
Project Approved Authority:	Management Centre, IIUM, Malaysia.
Grant amount	RM 10,000
Project Duration:	December'07 – January 2009.
Position/Status of this Project:	Project Leader
Project Title:	New Agro-food marketing system: Structural and impact analyses
Project Approved Authority:	Collaboration with Universiti Putra Malaysia, Funded by Federal Agricultural Marketing Authority (FAMA)
Grant amount	RM 4.5 Million
Project Duration:	2007-2008

Position/Status of this Project:	Member of the Project
Project Title:	A Study of Sales Promotion through Multimedia Advertising and the Implication of Incorporating Internet into the Integrated Marketing Communication Mix in Malaysia
Project Approved Authority:	Collaboration with Multimedia University. Funded by Ministry of Science and Technology Innovation (MOSTI)
Grant amount	RM 54000
Project Duration:	2005-2007
Position/Status of this Project:	Project Leader
Project Title:	Piracy and it's Impact on the Malaysian Market: A Study on Consumer Attitude toward the Pirated Product
Project Approved Authority:	Telekom Malaysia
Grant amount	RM 10000
Project Duration:	January 2005 – December 2005
Position/Status of this Project:	Project Leader
Project Title:	Consumer Perception towards Wireless Application Protocol (WAP): A Study of Multimedia University Organization
Project Approved Authority:	Telekom Malaysia
Grant amount	RM 10000
Project Duration:	January 2004 – December 2004
Position/Status of this Project:	Project Leader
Project Title:	Consumer Perception toward Internet Advertisement and it's Impact on the Purchasing Decision and Brand Building
Project Approved Authority:	Telekom Malaysia
Grant amount	RM 5000
Project Duration:	July 2004 – December 2004
Position/Status of this Project:	Project Leader
Project Title:	Factor Affecting the Consumer Response and Involvement in Attitude towards the Advertisement: A Study on Advertising Effectiveness in Malaysia
Project Approved Authority:	Telekom Malaysia
Grant amount	RM 10000

Project Duration:	January 2003 – December 2003
Position/Status of this Project:	Project Leader

### FUNCTIONED AS A CONSULTANT

<b>Program</b>	Mangung Blueprint Development.
<b>Hosted Organization</b>	Perak Malaysia
<b>Funded Authority</b>	Z Consulting Group Malaysia
<b>Duration</b>	2016-2017
<b>Contribution</b>	Principal Consultant
<b>Program</b>	Higher Education Quality Enhancement Project (HEQEP)
<b>Hosted Organization</b>	Department of Finance, North South University, Dhaka, Bangladesh.
<b>Funded Authority</b>	World Bank
<b>Duration</b>	2017
<b>Contribution</b>	Consultant
<b>Program</b>	Higher Education Quality Enhancement Project (HEQEP)
<b>Hosted Organization</b>	Department of Management, North South University, Dhaka, Bangladesh.
<b>Funded Authority</b>	World Bank
<b>Duration</b>	2017
<b>Contribution</b>	Consultant
<b>Program</b>	Higher Education Quality Enhancement Project (HEQEP)
<b>Hosted Organization</b>	Forestry and Wood Technology (FWT) Discipline, Khulna University, Khulna – 9208, Bangladesh.
<b>Funded Authority</b>	World Bank
<b>Duration</b>	2017
<b>Contribution</b>	Consultant
<b>Program</b>	Higher Education Quality Enhancement Project (HEQEP)
<b>Hosted Organization</b>	Department of Mathematics, Dhaka University, Dhaka, Bangladesh.
<b>Funded Authority</b>	World Bank

<b>Duration</b>	2016
<b>Contribution</b>	Consultant
<b>Program</b>	Higher Education Quality Enhancement Project (HEQEP)
<b>Hosted Organization</b>	Department of Physics, Dhaka University, Dhaka, Bangladesh.
<b>Funded Authority</b>	World Bank
<b>Duration</b>	2016
<b>Contribution</b>	Consultant
<b>Program</b>	Higher Education Quality Enhancement Project (HEQEP)
<b>Hosted Organization</b>	Department of Marketing, University of Rajshahi, Rajshahi – 6205, Bangladesh
<b>Funded Authority</b>	World Bank
<b>Duration</b>	2013
<b>Contribution</b>	Consultant
<b>Program</b>	Higher Education Quality Enhancement Project (HEQEP), SA/HEQEP/CP2463.
<b>Hosted Organization</b>	Department of Population Science and Human Resource Management, University of Rajshahi, Rajshahi – 6205, Bangladesh.
<b>Funded Authority</b>	World Bank
<b>Duration</b>	2013
<b>Contribution</b>	Consultant
<b>Program</b>	Sub-project: Capacity Building to Enhance Quality of Teaching and Learning through Technology Integration, (HEQEP)
<b>Hosted Organization</b>	Department of Marketing, University of Rajshahi, Rajshahi – 6205, Bangladesh.
<b>Funded Authority</b>	World Bank
<b>Duration</b>	2013
<b>Contribution</b>	Consultant
<b>Program</b>	Islamic Tourism: Perception of Tourists in Malaysia on the Prospects of as-SalEm Ayyuha an Nabiyya Project



<b>Hosted Organization</b>	
<b>Funded Authority</b>	Saudi Arabia
<b>Duration</b>	2013
<b>Contribution</b>	Consultant

#### PROFESSIONAL EXPERIENCE (EDITORIAL BOARD MEMBER OF INTERNATIONAL JOURNAL)

- Appointed as member of the editorial board - **International Journal of Business Management** since 2019
- Appointed as member of the editorial board – **Journal of Islamic Marketing (Emerald)** since 2010
- Appointed as member of the editorial board – **The Pacific Business Review (PBR)** since 2018
- Appointed as Chief editor – **International Tourism and Hospitality Journal** since 2018
  
- Appointed as member of the editorial board – International Journal of Business Management since 2018
- Guest Reviewer – Oxford University Press (OUP) Academic Publishing, since 2017
- Appointed as member of editorial board –Journal of Competitiveness, since 2016
- Appointed as member of editorial board – **Transactions on Marketing Research**, since 2013
- Appointed as member of editorial board –**Transactions on Economic Research**, since, 2013
- Appointed as member of editorial board – **The Indian Journal of Management** Since July 2012
- Appointed as member of editorial board – **JMIJ of Management Research** Since, 2012
- Appointed as Reviewer **Emerald Best International Symposium Award** for the 2009, Academy of Management
- Guest Reviewer - **Journal of Asia Pacific Marketing** from 30<sup>th</sup> October 2002
- Appointed as member of editorial board – **American Journal of Applied Sciences** since 2004
- Appointed as member of editorial advisory council - **International Journal of Management & Entrepreneurship** from January 2006
- Appointed as member of editorial board – **The Social Science Journal**, from 2006
- Appointed as member of the editorial board – **Asian Journal of Marketing**, from 2006
- Appointed as member of the editorial board – **JM International Journal of Management Research** since 2010
- Appointed as Honorary Consultative Editor – **The Pacific Business Review, Since----**
- 

#### PROFESSIONAL MEMBERSHIP

- Fellow Member (FCIM) Chartered Institute of Marketing CIM, UK, Since March 2018 to present
- Fellow Member (FCIM) Chartered Institute of Marketing CIM, Malaysia, Since April 2018 to present, Membership Number (M541)
- Institute of Marketing Malaysia (IMM) Member since December 2017 to present
- Asian Academy of Management (AAM) Member since 10 December 2016 until to date
- European Centre for Research Training and Development UK, Member from December 2016 until to date
- Member of American Marketing Association (AMA) from 2002 to till to date
- Associate member of Academy of World Business and Marketing Management (AWB)

- Fellow Member World Business Institute (WBI) Australia since 2008
- International Academy of Business and Economics Society (IABE)
- International Foundation for Research and Development (IFRD), since 2012
- Appointed Research Fellow, Centre for Islamic Economics (CIE), IIUM, since 2014

## INVITED SPEAKER

- Key Note Speaker ASEAN Islamic Student Summit 2017, Organizing by Jama'ah Shalahuddin Universitas Gadjah Mada, Yogyakarta, Indonesia, **September 24, 2017 at 14.00 - 17.00 P.M. Malaysia**
- Speaker at the Journal Writing Workshop: Hands-On-Training in Writing and Publishing In Top Rating Journals-Rescue Postgraduates From Being Lost-And Help Rise in Career (JWW 2017), 09'n May 2017 at Auditorium, Institute Kongzi, University of Malaya, Kuala Lumpur.
- Key Note Speaker for International Conference on Innovation, Emerging Trends and Practices, 12<sup>th</sup> – 13<sup>th</sup> January 2017, Bhubaneswar, Udisha, India
- Key Note Speaker for International Conference on Advanced Management Challenges in Knowledge Era on 8-9 January 2015
- Guest Speaker – International Seminar on Islamic Advertising, Organized by Department of Communication, Faculty of Revealed Knowledge and Human Sciences, **International Islamic University Malaysia**, 6-27 September, 2014
- Guest Speaker – Talk on Islamic Consumerism, Faculty of Management, **Multimedia University Malaysia**, 21<sup>st</sup> November 2013
- Speaker – Luncheon Talk on “Philip Morris, Being Responsive and Responding to Society’s Expectations” **University Technology Mara (UiTM)**, Malaysia, 28<sup>th</sup> March 2003
- Speaker- Peace through Effective Communication and Public Relation, **University Technology Mara (UiTM)**, Malaysia, 23<sup>rd</sup> June 2003.

## AWARD RECEIVED

- **Academic Achievement)**
  - Highest Citation Indexed Journal Publication Award, received from International Islamic University Malaysia, **Quality Day 2018**
  - Top MyRA Contributor Award received from International Islamic University Malaysia, **Quality Day 2018**
  - Top Best PhD Thesis Supervisor Award received from International Islamic University Malaysia, **Quality Day 2018**

- Top Best Master Thesis Supervisor Award received from International Islamic University Malaysia, **Quality Day 2018**
  - Emerald Literati Network Awards for Excellence 2016, Highly Commended Award for outstanding Paper entitle “Non-Muslim Consumers’ Perception towards Purchasing Halal Food Products in Malaysia, Journal of Islamic Marketing, and Award received from **Emerald Group Publishing Limited**
  - Outstanding Researcher Award 2012 received from International Islamic University Malaysia
  - Outstanding Researcher Award 2009 received from International Islamic University Malaysia (University Level)
  - Best Promising Researcher Award 2007 received from International Islamic University Malaysia (University Level)
  - Best Promising Researcher Award 2007 received from International Islamic University Malaysia (Faculty Level)
  - Award received from the president of Multimedia University for outstanding teaching evaluation, 2002
  - Board Scholarship on the basis of Higher Secondary Certificate result since 1985/86 to 1989/90
  - Graduate Research Assistantship at University Putra Malaysia, since June1997 to January 1998
  - Travel grant for pursuing Ph.D. in Malaysia, funded by Switzerland Bangladesh kallyan trust in 1997
- **Research, Invention and Innovation (IRIIE)**
    - Islamic Banking in Malaysia: A Study of Attitudinal Differences of Malaysian Customers (**Bronze Medal, IRIIE 2012**)
    - Textile and Apparel Export from Malaysia: Measures of Competitiveness (**Bronze Medal, IRIIE 2012**)
    - Advertising Practices and Promotion in the Islamic World under the Shariah Observation: A case study on Bank Islam in Malaysia (**Gold Medal, IRIIE 2011**)
    - Exploring influencing factors for the selecting of Mobile phone service providers: A structural equation modeling (SEM) approach on Malaysian Consumers’ (**Gold Medal, IRIIE 2011**)

- Factors influencing Malay Muslim consumer's to purchase foreign goods: A structural equation modeling approach on Religiosity and Ethnocentrism perspective (**Silver Medal, IRIIE 2011**)
- **Best Paper Award (International Conference)**
  - Haque, A., Sultana, S., Momen, A., & Yasmin, F. (2013) "Export performance of Malaysian Telecommunication products: Market prospect and challenges". Third Asia Pacific Business Research Conference, 25-26 February 2013, Hotel Istana, Kuala Lumpur, Malaysia. (**Awarded as Best Paper**)
  - Ahasanul Haque, Sabbir Rahman and Farzana Yasmin (2011), The Perception of Young Muslim Consumers: Religiosity, Ethnocentrism and Corporate Image Perspective, World Business, Economics and Finance Conference (WBEFC), 26-27 September 2011, Novotel Hotel Bangkok, Siam Squire, Thailand (**Awarded as Best Paper**)
  - Ismah Osman, Ahasanul Haque Kalthom Abdullah and Nurdianawati (2010), Corporate Image and Customer Loyalty of Islamic Banks from Malaysian Perspectives, **1<sup>st</sup> International Conference on Islamic Marketing and Branding (ICIMB)**, 29-30 November 2010, Best Western Seri Pacific Hotel, Kuala Lumpur (**Awarded as Best Paper**)
  - Ahasanul Haque, Ismail Sayeed Ahmed and Sabbir Rahman (2010), "Exploring critical factors for choice of Mobile service providers and its effectiveness on Malaysian Consumers" **Annual Asian Business Research Conference, 1-2 January 2010 VENUE: BIAM Foundation, 63 Eskaton, Dhaka, Bangladesh; Paper Number 503 (Awarded as Best Paper)**
  - Measuring Customer Satisfaction towards the Mobile Phone Services in Bangladesh-A comparative study between Grameen phone (GP) and Banglalink (BL), Proceeding of **Global Academy of Business and Economic Research Conference**, Bangkok, 28-30 December, 2008, pp. 149-167. ISSN: 1940-5391. (**Best Paper Award**)

## LIST OF PUBLICATIONS

### **International Refereed Journal (ISI/SCOPUS/ERA's, Emerald and others)**

- (2019) Impact of Ecological Factors on Nationwide Supply Chain Performance, Ekologi
- Lee Kwee-Fah and Ahasanul Haque (2018). Risk Reduction in Online Flight Reservations: The Role of Search Behaviour, Journal of Competitiveness, Submitted for possible Publication.

- Ahasanul Haque, Naila Chowdhury, Bashir Uddin (2018) Measuring the Effects of Service Quality on Muslim Customers' Satisfaction and Loyalty toward Islamic Banking in Bangladesh, submitted for possible publication
- Haque, Ahasanul and Anwar, Naila and Tarofder, Arun Kumar and Ahmad, Nor Suhana and Sharif, Sultan Rahaman (2018) Muslim consumers' purchase behavior towards halal cosmetic products in Malaysia. *Management Science Letters*, 8 (12). pp. 1305-1318. ISSN 1923-9335
- Bashir Uddin, Ahasanul Haque, Abdur Rakib Nayeem, Tarekol Islam Maruf (2018). Online Services of Commercial Banks Towards Customer Loyalty in Bangladesh, *The European Proceedings of Social & Behavioural Sciences*, pp: 718-729, ISSN: 2357-1330
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