

CURRICULUM VITAE



Prof. Madya Dr. Mazuri Binti Abd. Ghani

Associate Professor

Fakulti Perniagaan dan Pengurusan, Kampus Gong Badak, Universiti Sultan Zainal Abidin, Terengganu Darul Iman.

Personal Information

Email :	mazuri@unisza.edu.my
Gender :	Female
D.O.B :	22 February 1975
Age :	45
Race :	Malay
Religion :	Islam
Current Scheme:	DS54
Started in UniSZA:	01 January 2007
Qualification :	Ijazah Doktor Pentadbiran Perniagaan, <i>Universiti Kebangsaan Malaysia, Bangi</i> , 2014. Sarjana Pentadbiran Perniagaan, <i>Universiti Putra Malaysia</i> , 2003. Ijazah Sarjana Muda Pengurusan Perniagaan (perniagaan Antarabangsa), <i>Universiti Teknologi Mara, Cawangan Shah Alam</i> , 1998. Diploma Perdagangan Antarabangsa, <i>Kolej Ugama Sultan Zainal Abidin (kusza)</i> , 1996.
H-Index :	[Scopus: 3][Google Scholar: 7]

Area of Research

Management and Marketing, Brands Management, International business management, Tourism

Marketing and Internet Banking and Marketing

Work Experience

none

Administrative Responsibility

1. Penyelaras (penyelaras Jaminan Kualiti), Fakulti Perniagaan & Pengurusan, 01 Mar 2014 - 01 Dec 2014.
2. Ketua Pusat Pengajian (pusat Pengajian Sains Pengurusan), Fakulti Perniagaan & Pengurusan, 01 Dec 2014 - 14 Nov 2015.
3. Timbalan Dekan (akademik dan Pra Siswazah), Fakulti Perniagaan & Pengurusan, 15 Nov 2015 - 14 Nov 2017.
4. Timbalan Dekan (akademik dan Siswazah), Fakulti Perniagaan & Pengurusan, 15 Nov 2017 - 28 Feb 2019.
5. Timbalan Dekan, Pusat Pengajian Siswazah, 11 Apr 2019 - 10 Apr 2021.
6. Timbalan Dekan (akademik, Pusat Pengajian Siswazah), Pusat Pengajian Siswazah, 11 Apr 2019 - 10 Apr 2021.

Teaching

1. MSS22003 - International Business, SEM I 2016/2017,
2. MGF2053 - Human Resource Management, SEM II 2014/2015,
3. MMS1043 - Consumer Behavior, SEM II 2014/2015,
4. MMS2103 - International Marketing, SEM II 2014/2015,
5. MQF1013 - Business Mathematics I, SEM II 2014/2015,
6. MGS3023 - Organizational Behaviour, SEM I 2014/2015,
7. MMS4023 - Service Marketing, SEM II 2013/2014,
8. MMF1023 - Business Communication, SEM I 2013/2014,
9. MTS2013 - Physical Distribution, SEM I 2012/2013,
10. MTS4013 - International Business, SEM I 2012/2013,
11. MQF3023 - Business Statistics, SEM II 2011/2012,

Training

Conferences Attended

1. INTERNATIONAL CONFERENCE ON HUMANITIES, EDUCATION AND SOCIETY, JOHOR BHARU, MALAYSIA (21 Jul 2018 - 22 Jul 2018)
2. 3RD CHREST INTERNATIONAL CONFERENCE, TH HOTEL AND CONVENTION CENTRE KUALA TERENGGANU, MALAYSIA (04 Apr 2018 - 05 Apr 2018)
3. INTERNATIONAL CONFERENCE ON TOURISM, TECHNOLOGY AND BUSINESS MANAGEMENT (ICTTBM, 2018), TH Hotel & Convention Centre Terengganu, MALAYSIA (12 Mar 2018 - 13 Mar 2018)
4. INTERNATIONAL CONFERENCE ON INFORMATION SCIENCE, TECHNOLOGY, MANAGEMENT, HUMANITIES & BUSINESS (ITMAHUB 2016), PULAU PINANG, MALAYSIA (21 Nov 2016 - 23 Nov 2016)
5. , , MALAYSIA (01 Jan 1970 - 01 Jan 1970)

Publication

Journal Article

1. Factors Propelling The Adoption of Internet Banking: The Role of E-Customer Service, Website Design, Brand Image and Customer Satisfaction (2020), International Journal of Business Information Systems, pp. 549-569, ISSN: 17460972 [*Indexed by: Scopus - Main Author*]
2. Role of Corporate Identity, Image and Reputation in Investors' Behavioral Decision Making: Does Emotional Attachment Matter? (2020), Pakistan Journal of Commerce and Social Science, pp. 120-142, ISSN: 19978553 [*Indexed by: Scopus - Main Author*]
3. Integration of Unified Theory of Acceptance and Use of Technology in Internet Banking Adoption Setting: Evidence from Pakistan (2019), Technology in Society, pp. 1-2, ISSN: 0160791X [*Indexed by: ISIQ2 - Main Author*]
4. Does Gamified Elements Influence on User's Intention to Adopt Internet Banking with Integration of Utaut and General Self-Confidence? (2019), International Journal of Business Excellence, pp. 394-414, ISSN: 17560047 [*Indexed by: Scopus - Main Author*]
5. The Antecedent and Consequence of Youth Drug Abusers' Life Satisfaction: Delinquency Behavior as The Mediator (2019), Journal of Reviews on Global Economic, pp. 783-796, ISSN: 1929-7092 [*Indexed by: Scopus - Co-author*]
6. Investigating The Role of Utaut and E-Service Quality in Internet Banking Adoption Setting (2019), Tqm Journal, pp. 491-506, ISSN: 17542731 [*Indexed by: Scopus - Main Author*]
7. Management Accounting Practices in Many Countries Around The World: a Review of The Literature (2019), Iosr Journal of Business and Management (iosr-Jbm), pp. 05-09, ISSN: 2278-487X [*Indexed by: Other Index - Co-author*]
8. Integration of Expectation Confirmation Theory and Self-Determination Theory in Internet Banking Continuance Intention (2019), Journal of Science and Technology Policy Management, pp. 533-550, ISSN: 20534620 [*Indexed by: ISI - Main Author*]
9. Integration of Delone and McLean and Self-Determination Theory in Internet Banking Continuance Intention Context (2019), International Journal of Accounting and Information Management, pp. 512-528, ISSN: 18347649 [*Indexed by: ISI - Main Author*]
10. Does Gamified Elements Influence on User's Intention to Adopt and Intention to Recommend Internet Banking? (2019), International Journal of Information and Learning Technology, pp.

- 2-20, ISSN: 20564880 [*Indexed by: ISI - Main Author*]
11. Investigating The Role of Unified Theory of Acceptance and Use of Technology (utaut) in Internet Banking Adoption Context (2018), *Management Science Letters*, pp. 173–186, ISSN: 1923-9335 [*Indexed by: Scopus - Main Author*]
 12. The Effect of Total Quality Management and Knowledge Management on Organizational Performance in Higher Education Institution in Jordan (2018), *International Journal of Academic Research Economics and Management Sciences*, pp. 17-29, ISSN: 2226-3624 [*Indexed by: Other Index - Main Author*]
 13. The Impact of Smartphone Adoption on Marketing Therapeutic Tourist Sites in Jordan (2018), *International Journal of Engineering and Technology (uae)*, pp. 91-96, ISSN: 2227524X [*Indexed by: Other Index - Co-author*]
 14. Service Quality in Islamic Banks: The Role of Pakserv Model, Customer Satisfaction and Customer Loyalty (2018), *Accounting*, pp. 63-72, ISSN: 2369-7393 [*Indexed by: Other Index - Main Author*]
 15. A Structural Equation Model for Evaluating User's Intention to Adopt Internet Banking and Intention to Recommend Technology (2018), *Accounting*, pp. 1-14, ISSN: 2369-7407 [*Indexed by: Other Index - Main Author*]
 16. The Effect and The Challenges of Implementing Total Quality Management on Performance of Higher Education Institution (2018), *International Journal for Research in Educational Studies*, pp. 16-34, ISSN: 2208-2115 [*Indexed by: Other Index - Main Author*]
 17. The Relationship Between Social Media and Academic Performance: Facebook Perspective (2018), *International Journal of Information Technology and Language Studies*, pp. 12-18, ISSN: 2521-8727 [*Indexed by: Other Index - Main Author*]
 18. The Influence of Organizational Culture on Organizational Performance: an Exploratory Study in The Middle Eastern Higher Education Sector (2018), *International Journal of Research in Social Sciences*, pp. 1-5, ISSN: 2307-227X [*Indexed by: Other Index - Main Author*]
 19. The Role of Utaut, Doi, Perceived Technology Security and Game Elements in Internet Banking Adoption (2018), *World Journal of Science, Technology and Sustainable Development*, pp. 338-356, ISSN: 2042-5945 [*Indexed by: ISI - Main Author*]
 20. Predicting Customer's Intentions to Use Internet Banking: The Role of Technology Acceptance Model (tam) in E-Banking (2017), *Management Science Letters*, pp. 1-12, ISSN: 1923-9335 [*Indexed by: Scopus - Main Author*]
 21. Adoption of Internet Banking: Extending The Role of Technology Acceptance Model (tam) with E-Customer Service and Customer Satisfaction (2017), *World Applied Sciences Journal*, pp. 1918-1929, ISSN: 1818-4952 [*Indexed by: ERA - Main Author*]
 22. Does Leader-Member Exchange Impact on Organizational Citizenship Behaviour Readiness? Evidence from State Government Agency (2017), *International Review of Management and Marketing*, pp. 216-221, ISSN: 2146-4405 [*Indexed by: Other Index - Co-author*]
 23. Inspecting The Role of Intention to Trust and Online Purchase in Developing Countries (2017), *Journal of Socialomics*, pp. 1-7, ISSN: 2167-0358 [*Indexed by: Other Index - Main Author*]
 24. The Impact of Servqual Model and Subjective Norms on Customer's Satisfaction and Customer Loyalty in Islamic Banks: a Cultural Context (2017), *International Journal of Economics & Management Sciences*, pp. 1-7, ISSN: 2162-6359 [*Indexed by: Other Index - Main Author*]
 25. The Influence of Services Marketing Mix (7 Ps.) and Subjective Norms on Customer's Satisfaction in Islamic Banks of Palestine (2017), *European Journal of Business and Management*, pp. 20-25, ISSN: 2222-1905 [*Indexed by: Other Index - Main Author*]
 26. Customer's Perception of Public Relation in E-Commerce and Its Impact on E-Loyalty with

- Brand Image and Switching Cost (2016), Journal of Internet Banking and Commerce, pp. 219-219, ISSN: 12045357 [*Indexed by: Scopus - Main Author*]
27. Organizational Citizenship Behavior Evaluation: Insights from Local Government Agency in Malaysia (2016), International Business Management, pp. 1592-1598, ISSN: 19935250 [*Indexed by: Scopus - Co-author*]
 28. Relationship Marketing Practices and Effects on Marketing Effectiveness: an Empirical Insight from The Hotel Industry (2016), International Review of Management and Marketing, pp. 1026-1033, ISSN: 21464405 [*Indexed by: Scopus - Main Author*]
 29. Internet Banking, Customer Perceived Value and Loyalty: The Role of Switching Costs (2016), Journal of Accounting and Marketing, pp. 1-7, ISSN: 2168-9601 [*Indexed by: Other Index - Co-author*]
 30. Organisational Citizenship Behaviour Readiness: a Demographic Study on Local Government Employees in Southern Region of Malaysia (2015), Pertanika Journal of Social Sciences & Humanities, pp. 51-62, ISSN: 0128-7702 [*Indexed by: Scopus - Co-author*]
 31. Elevating Organizational Citizenship Behaviour Among Local Government Employees: The Mediating Role of Job Satisfaction (2013), Asian Social Science, Vol. 9 No. 13, pp. 92-104, ISSN: 1911-2017 [*Indexed by: Scopus - Co-author*]
 32. Organizational Citizenship Behavior Among Local Government Employees in East Coast Malaysia: a Pilot Study (2013), International Business Research, Vol. 6, No.6, Pp. 83-94, pp. 83-94, ISSN: 1913-9004 [*Indexed by: ERA - Co-author*]
 33. Factors Influencing The Night Market Traders' Performance in Malaysia (2012), International Journal of Business and Management, pp. 32-38, ISSN: 1833-3850 [*Indexed by: Other Index - Co-author*]

Book

1. Managing Hotel Brand Performance: a Study in Malaysia Using PIs Approach (2017), CreateSpace Independent Publishing Platform, ISBN: 978-1976335808 - **Main Author**

Chapter in Book

1. Kecerdasan Spiritual dan Emosi Dalam Perkembangan Warga Organisasi Efektif, Pembangunan Sosial Mengikuti Perspektif Islam (2020), Penerbit UUM, pp. 45-57, ISBN: 978-967-2363-32-3 - **Co-author**
2. Exploring Muslim Millennials' Perception and Value Placed on The Concept of 'halal' in Their Tourist Preferences and Behaviours, The Routledge Handbook of Halal Hospitality and Islamic Tourism (2020), ROUTLEDGE HANDBOOKS, pp. 130-142, ISBN: 9781138557055 - **Main Author**
3. Organizational Citizenship Behavior Readiness Among Local Government Employees in East Coast Region, Creating and Enhancing Service Organizations: Issues and Research Agenda in Malaysia (2016), Penerbit UniSZA, pp. 51-64, ISBN: 978-967-0899-34-3 - **Co-author**
4. Relationship Marketing: Why Does it Matter to Marketing Effectiveness in The Hotel Industry?, Creating and Enhancing Service Organizations: Issues and Research Agenda in Malaysia (2016), Penerbit UniSZA, pp. 31-40, ISBN: 978-967-0899-34-3 - **Main Author**
5. Market Orientation and Brand Orientation: Two Routes to Brand Performance of Hotel in Malaysia, Creating and Enhancing Service Organizations: Issues and Research Agenda in Malaysia (2016), Penerbit UniSZA, pp. 17-30, ISBN: 978-967-0899-34-3 - **Main Author**

Conference Proceedings

1. Designing Survey Research: Recommendation for Questionnaire Development, Calculating Sample Size and Selecting Research Paradigms (2019), 37th International Scientific Conference on Economic and Social Development - Socio Economic Problems of Sustainable Development, Baku, Azerbaijan - **Main Author**
2. The Implementation of Partial Least Square Modelling (pls) for Marketing Research in Arab Countries: Introduction to Beginner Users - Evidence from Islamic Banks of Palestine (2019), 37th International Scientific Conference on Economic and Social Development - Socio Economic Problems of Sustainable Development, Baku, Azerbaijan - **Main Author**
3. The Influence of Student's Attitude and Subjective Norm on Customer Satisfaction and Behavioral Intention to Use Bank Services in Jordan (2018), International Conference on Asean and Globalization (icag 2018), Unisza - **Main Author**
4. Brand Evangelism Among University Students: a Study on Antecedents (2018), International Conference on Humanities, Education and Society, Johor Bahru; Malaysia - **Main Author**
5. The Influence of Brand Strength, Electronic Word of Mouth and Course Satisfaction on Brand Evangelism: an International Student Perspective (2018), The 3rd Chrest International Conference 2018, Th Hotel Kuala Terengganu - **Main Author**
6. Market Orientation and University Brand Evangelism: a Student Perspective (2018), International Conference on Tourism, Technology and Business Management, Th Hotel Terengganu - **Main Author**
7. The Influence of Service Quality and Subjective Norms on Customer Loyalty: a Proposed Framework for Palestine Islamic Banks (2017), International Academic Conference on Business and Economics 2017 (iacbe 2017), Faculty of Economics and Management Sciences (fesp) Universiti Sultan Zaina - **Main Author**
8. Tertiary Education Evaluative Criteria of International Students? at Malaysia Higher Education Institutions (2016), International Postgraduate Research Conference Iprc 2016, Unisza - **Co-author**
9. How Customer and Brand Orientation Influence Brand Evangelism in University? (2016), International Conference on Information Science, Technology, Management, Humanities & Business (itmahub 2016), Pulau Pinang - **Main Author**
10. Organizational Citizenship Behaviour Readiness: a Demographic Study on Local Governments' Employees in Southern Region of Malaysia (2015), A Demographic Study on Local Governments' Employees in Southern Region of Malaysia. In: 4th International Conferences on Law and Society 2015, Unisza - **Co-author**
11. A Descriptive Analysis on Leader-Member Exchange and Its Impact on Organizational Citizenship Behaviour Readiness on Local Government Employees in Southern Region of Malaysia (2015), Unisza Research Conference, Gong Badak Campus, Unisza, Terengganu - **Co-author**

Research Grant

Principal Investigator

1. Developing a Customer-Based Brand Equity and Brand Evangelism Model for Higher

- Education in Malaysia, Skim Geran Penyelidikan Fundamental - Frgs, Government (2015), **Grant Value: RM70,000**
2. How Perceived Market and Brand Orientation Influence Brand Evangelism in Higher Education? a Student-Perceived Paradigm Using a Pls Approach, Dana Pembudayaan Penyelidikan - Rags, Government (2015), **Grant Value: RM45,000**
 3. Relationship Marketing in The Hotel Industry : an East Coast Study Using Partial Least Square (pls) Approach, Geran Dalam Universiti, University (2013), **Grant Value: RM8,600**

Co-Researcher

1. Factors Influencing Compulsive Buying Behaviour Among Malaysian Consumers: an Empirical Investigation of Antecedents and Moderators, Skim Geran Penyelidikan Fundamental - Frgs, External - Government (2019), Grant Value: **RM74,700**
2. Developing a Spiritual Model for Pregnant Young Women Out of Wed Lock Rehabilitation Centers in Terengganu, Geran Dalam Universiti, University (2017), Grant Value: **RM5,000**
3. Modelling The Perceived Social Support, Positive Development, Life Satisfaction, and Problem Behavior Among Care and Cure Rehabilitation Center (ccrc) Youth Clients., Geran Agensi Luar, Government (2015), Grant Value: **RM40,000**
4. The Impact of Leader-Member Exchange (lmx), Organizational Communication and Job Satisfaction Towards Organizational Citizenship Behaviour (ocb) Among Local Government Employees in Southern Region Mal, Geran Dalam Universiti, University (2014), Grant Value: **RM10,000**

Postgraduate Student

Main Supervision

1. [PhD] Dewi Shinta Wulandari Lubis, Indonesia, - **Ongoing**
2. [PhD] Alghizzawi Mahmoud Zeyad Mohammad, Jordan, - **Ongoing**
3. [PhD] Amaliasari Yoga, Indonesia, - **Ongoing**
4. [PhD] Mohammed Idris Gaas Ali, Lain-lain, - **Ongoing**
5. [PhD] Atif Mavra Riaz, Pakistan, - **Ongoing**
6. [PhD] Usman Ahmad Qadri, Pakistan, - **Ongoing**
7. [PhD] Alnjjar Ayish S M, Palestin , - **Ongoing**
8. [PhD] Abdul Samed Sayanara, India, - **Ongoing**
9. [PhD] Latif Shahid, Pakistan, - **Ongoing**
10. [PhD] Mubeen Shahid, Pakistan, - **Ongoing**
11. [PhD] Nur Azureen Binti Abd Hadi, Malaysia, - **Ongoing**
12. [PhD] Nazlin Emieza Binti Ngah, Malaysia, - **Ongoing**
13. [PhD] Nur Syazwani Bt Suhaimi, Malaysia, - **Ongoing**
14. [PhD] Muhamad Tasyrif Bin Ghazali, Malaysia, - **Ongoing**
15. [MASTER] Almhesen Almhesny Mohammad, Syria, - **Ongoing**
16. [MASTER] Bambale Sulaiman Abdullahi, Nigeria, - **Ongoing**
17. [MASTER] Norlaila Binti Ghazali, Malaysia, - **Ongoing**
18. [MASTER] Nik Mohammad Faizal Nik Azlan, Malaysia, - **Ongoing**

19. [PhD] Samar Rahi, Pakistan, - **Completed**
20. [PhD] Alnaser Feras M I, Palestin , - **Completed**
21. [PhD] Alshatnawi Hamza Ali Mohammad, Jordan, - **Completed**
22. [MASTER] Tasneem Shahid, Pakistan, - **Completed**

Co Supervision

1. [PhD] Khrais Lama Talal Abdel Rahman, Jordan, - **Ongoing**
2. [PhD] Zhang Shuguang, China, - **Ongoing**
3. [MASTER] Nurul Surainey Binti Deraman, Malaysia, - **Ongoing**
4. [MASTER] Rafazila Binti Ramli, Malaysia, - **Completed**

Awards

1. Graduate on Time (got) Supervisor's Award 2019 (2019), Ph.D Student, Majlis Hooding Siswazah - **Leader**
2. Anugerah Khidmat Bakti (2019), Perkhidmatan 15 Tahun Ke Atas, Majlis Anugerah Kecemerlangan Staf Unisza - **Leader**
3. Silver Medal Unisel 2018 (2018), Myfespbook: Your Academic Reference, Unisza Carnival on E-Learning 2018 (unisel 2018), Univ Sultan Zainal Abidin - **Leader**
4. Anugerah Pingat Emas (2013), Determinants of Citizenship Behaviour Among Local Government Employees in East Coast Malaysia : an Empirical Study, Unisza - **Member**
5. Best Paper Award (2013), The Impact of Leader-Member Exchange, Communication Satisfaction in Elevating Organizational Citizenship Behaviour Among Local Government Employees: The Mediating Role of Job Satisfaction, Unisza and Prince of Songkla University, Thailand - **Member**

Intellectual Property

1. My-licet Tool (ly2020000944) (2020), Copyright - **Owner**

Professional Membership

1. Member, Member / Malaysian Institute of Management, 2017-2018

Academic Ecosystem

1. Expert/pakar Rujuk, Panel Tanyaakademik@unisza, 2020-2020
2. Participant, Participant - Waqaf Pc, Persatuan Alumni Perintis Pkp Mrsm Kulim, 2020-2020
3. Examiner, Pemeriksa Luar Tesis Sarjana (gangga A/p Muniady) Umt, 2020-2020
4. Examiner, External Examiner for Ph.D Thesis (tayyab Amjad), Uum, 2020-2020
5. Speaker/trainer, Penceramah Taklimat Pendidikan Sempena Karnival Mara, 2019-2019
6. Committee, Program Qurban 2019, Aceh, Indonesia / Persatuan Alumni Mrsm Kulim, 2019-2019
7. Examiner, Pemeriksa Luar Tesis Ph.D (kogila Krishnan) / Umt, 2019-2019
8. Editor, Editorial Board / International Journal of Accounting, Finance & Business, 2017-2018
9. Committee, Ajk Program Komuniti: Back to School 4, 2018-2018
10. Committee, Program Komuniti: Ramadhan Box 2018, 2018-2018

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