

Resume of Dr. Muhammad Sabbir Rahman

Dr. Muhammad Sabbir Rahman

Associate Professor

School of Business and Economics

Department of Marketing and International Business

North South University

Plot # 15, Block # B, 1229, Dhaka, Bangladesh

Career Objective

To contribute the community especially in the academic arena through disseminating and learning of knowledge and conducting research works.

Educational Background

PhD in Business Administration

International Islamic University Malaysia (IIUM)

February, 2011

Faculty of Economics and Management Sciences

Area of Research: Consumer Behaviour

Area of Specialization: Marketing

2006

Master of Business Administration (MBA)

North South University (NSU)

Concentration: Marketing & Human Resource Management

Full Time Academic Experiences

North South University (NSU)

March 2017-Ongoing

Faculty: School of Business and Economics

Department of Marketing and International Business

Position: Associate Professor

North South University (NSU)

July 2016- March 2017

Faculty: School of Business and Economics

Department of Marketing and International Business

Position: Assistant Professor

International Islamic University Malaysia (IIUM)

May 2014- May 2016

Faculty: Faculty of Language and Management

Position: Assistant Professor

Area of Teaching:

MBA Program: Marketing Management, Entrepreneurship, Advance Marketing , Global Marketing, Consumer Behavior, Multimedia Marketing, Research Methodology

PHD Program: Advance Research Methodology

DBA Program: Advance Marketing, Marketing Research

International Islamic University Malaysia (IIUM)
Faculty: Faculty of Language and Management
Position: Head of Research

June 2014- July2016

Multimedia University (MMU)
Faculty: Graduate School of Management (GSM)
Position: Senior Lecturer, Program Coordinator MBA Program
Area of Teaching:
MBA Program: Marketing Management, Advance Marketing ,
Global Marketing, Consumer Behavior, Multimedia Marketing,
Research Methodology
PHD Program: Advance Research Methodology
DBA Program: Advance Marketing, Marketing Research

September 2011- 19th April 2014

Multimedia University (MMU)
Faculty: Faculty of Management (FOM)
Position: Lecturer
Area of Teaching: Marketing Management, Consumer Behavior, Global Marketing, Multimedia Marketing,

February 2011- September 2011

Part Time Academic Experiences

Multimedia University (MMU)
Faculty: Graduate School of Management (GSM)
Position: Adjunct Faculty

May 2014- December 2015

Sharif University of Technology (International Campus- Iran)
Guest Lecturer of MBA program
Area of Teaching: Marketing Management

International Islamic University Malaysia (IIUM)
Faculty: Graduate School of Management (GSM)
Guest Lecturer of MBA program
Area of Teaching: Marketing Management and Practice

Until December 2015

University Tun Abdul Razzak
Guest Lecturer of BBA Program
Area of Teaching: Research Methodology

International Islamic University Malaysia (IIUM)
Faculty: Faculty of Economics and Management Sciences (KENMS)
Part Time Lecturer of BBA program
Area of Teaching: Marketing Principles; International Marketing, Organizational Behavior,
International Business

February 2008- September 2011

Institute of Centre For Continuing Education-(ICCE) wholly owned subsidiary of IIUM Holdings Sdn.Bhd. (685146-P).
Part Time Lecturer of Executive Bachelor of Business Management and Executive Diploma in Business Administration
Area of Teaching: Marketing Principles; Human Resources Management; Strategic Management

Supervision Completed -Thesis/Dissertation (3)

Student Name: Rashad Yazdanifard ; PhD Thesis ; Thesis Title : “*Developing an Internet Marketing Mix Matrix Using Product Life Cycle (PLC) and Customer Maturity* ” (Co-Supervisor)

Student Name: Hasliza Binti Hassan (ID No: 1091600112); PhD Thesis Title: *Brand Extension And The Mediation Effect Of Experience And Brand Personality* (Main Supervisor)

Student Name: Fadi Abdelmuniem Ahmad Abdelfattah (ID No: 1121600032) PhD Thesis Title: “*Customers’ Loyalty on Healthcare Insurance Products: Service Quality and Customer Satisfaction Embedded Model*”.

External/ Internal Research Grant (19)

Current Project Title: Effects of Emotional Intelligence and Spiritual Intelligence on Leadership Effectiveness: An Empirical Study on Asian Business Leaders.

Amount: 1.4 Million Japanese Yen/ USD12000

Principal Researcher: Prof. Dr. Aahad Osman (IIUM- Malaysia)

Co-Researcher: Dr. Muhammad Sabbir Rahman (NSU- Bangladesh)

Dr. Zabeda Abdul Hamid (IIUM- Malaysia)

Prof. Dr. Yasunaga Wakabayashi (Kyoto University- Japan)

Assoc Prof. Dr. Kwangmoon Kim (Kyoto University- Japan)

Duration : Year 2016- 2018 (two Years)

Project Title: Configuring Malaysian Behaviors and Personalities to stay fit through Functional Food Consumption

Grant’s Name: Mini Fund – Multimedia University Internal Fund

Project Members: Prof. Dr. Abu Bakar Sade, Asst. Prof. Dr. Muhammad Sabbir Rahman, Dr. Tan Siow Kian and Dr. Junainah Mohd Mahdee

Project approved value: RM 8000/ USD2000

Duration: **14 months (1 December 2016 – 31 January 2018)**

Source: Faculty of Management, Multimedia University (MMU), Cyberjaya, Selangor.

Project Title: Brand Health of Non-Bank Financial Institution: A Case of IPDC Ltd.

Funded by: IPDC Ltd, Bangladesh (BDT 200000)

Principal Researcher: Dr. Muhammad Sabbir Rahman (NSU-Bangladesh)

Co-Researcher: Mahmud Habib Zaman (NSU-Bangladesh), Md Afnan Hossain (NSU-Bangladesh) & Sumaiya Farhana Sumi.

Duration : Six Months (Jul 17 - Dec 17)

Project Title: Combating Obesity through Slimming Centre Technology Innovations

Grant’s Name: Mini Fund – Multimedia University Internal Fund

Project Members: Prof. Dr. Abu Bakar Sade, Asst. Prof. Dr. Muhammad Sabbir Rahman, Dr. Tan Siow Kian and Dr. Junainah Mohd Mahdee

Project approved value: RM 5000/ USD1000

Duration: **14 months (1 December 2015 – 31 January 2017)**

Source: Faculty of Management, Multimedia University (MMU), Cyberjaya, Selangor.

Worked as a **project member** under the project Title “Modeling "Cradle to Grave" Financial Literacy and Money Management Programs for rural citizens in Malaysia.” Grant approved from Fundamental Research Grant Scheme (**FRGS-2**), Amount **RM 72,200** by Malaysian Government

(January 1, 2015- December 30, 2016); **Project Id: (Ref: FRGS/2/2014/SS07/MMU/02/3)**
(Funded by Ministry of Higher Education, Malaysia)

Worked as a **project leader** under the project Title “Perceived Value and image embedded model for customers patronage decisions on health insurance products in Malaysia” Grant approved from Fundamental Research Grant Scheme (**FRGS-2**), Amount **RM 71,000** by Malaysian Government (December1, 2013- November 30, 2015) (**Now Member Only**); **Project Id: (Ref: FRGS/2/2013/SS05/MMU/02/7)** (**Funded by Ministry of Higher Education, Malaysia**)

Worked as a Co-Researcher under the project Title “Beyond Philanthropy: New CR (Corporate Responsibility) Model of Sustainability for Malaysian Comp”. Grant approved from Exploratory Research Grant Scheme (**ERGS-1**), Amount **RM 77,000** by Malaysian Government (August 31, 2013- June 30, 2015) **Project Id: EP20130516007** (**Funded by Ministry of Higher Education, Malaysia**)

Worked as a Co-Researcher under the project Title “Competency model for Malaysian SMES entrepreneurial leaders”. Grant approved from Fundamental Research Grant Scheme (FRGS 2014-1), Amount **RM 77,000** by Malaysian Government (April/2014 - March/2016); **Project Id: (Ref: FRGS/1/2014/SS05/MMU/01/3)** (**Funded by Ministry of Higher Education, Malaysia**)

Worked as a Principal Researchers under the project Title “Developing Edutourism Satisfaction Index: Religiosity and spirituality Embedded Model in the Selection of a destination for Edutoursim” Grant approved from Research Management Centre under research initiative grant scheme (RIGS); Amount **RM 14,000** by Ministry of higher education Malaysia. (15th December 2015- 14th June 2017)

Worked as a Principal Researchers under the project Title “Modeling the Antecedents of Knowledge Sharing Effectiveness Among Non-Academic Administrative Staff in Institutions of Higher Learning in Malaysia” Grant approved from Research Management Centre; Amount **RM 20,000** by RESEARCH MANAGEMENT CENTRE, International Islamic University Malaysia. (September 2014- August 2014)

Worked as a Principal Researchers under the project Title “Determinants of Awareness of Climate Change Issues among The Malaysian Students” Grant approved from Research Management Centre; Amount RM 4,405 by Multimedia University. (2013-July 2014); Project ID: IP20130829019

Worked as a Co-Researcher under the project Title “Store Brand Product Dimensions Value Through Brand Personality”. Grant approved from Research Management Centre; Amount RM 5,200 by Multimedia University. (2013-July 2014) Project Id: IP20130829002

Worked as a Co-Researcher under the project Title “Factors Influencing The Hybrid Car Purchase Intention In Malaysia”. Grant approved from Research Management Centre; Amount RM 5,200 by Multimedia University. (2013-July 2014) Project Id: IP20130829062

Worked as a Co-Researcher under the project Title “Alliance between Businesses and Non-Profit Causes in Cause-Related Marketing: The Millennials' Perceptions of Corporate and Brand Image”. Grant approved from Research Management Centre; Amount RM4, 730 by Multimedia University. (2013-July 2014) Project Id: IP20130829016

Worked as a Co-Researcher under the project Title “Altruism and Residing Arrangements for Senior Citizens in Malaysia: An Empirical Investigation”. Grant approved from Research Management Centre; Amount RM 8,000 by Multimedia University. (2013-July 2014) Project Id: IP20130829021

Worked as a Co- Researchers under the project Title “The Role of Organizational Commitment, Leadership Style and Strategic Human Resources Practices Towards Sustainable Tourism Industry: Comparative Study in U.A.E and Malaysia” Grant approved from Research Management Centre under Joint Research GSM, MMU and CUD; Amount RM 20000 by Multimedia University. (1st June2014- 30th May 2015).

Worked as a Co-Researcher under the project Title “The Perception of young Muslim Users toward Face book as Social Network Service: A Study of Malaysian Users Perspective”. Grant approved from Research Management Centre; Amount **RM 20,000** by International Islamic University Malaysia; Project Tenure: 1st November 2011– 31st October 2013.

Worked as a Principal Researchers under the project Title “Factors Influencing Service Quality and Consumers’ Behavioral Intention towards Broadband Service Providers in Malaysia: Young Consumer’s Perspective” Grant approved from Research Management Centre; Amount **RM 5,900** by Multimedia University. (Year 2012)

Worked as a Co-Researcher under the project Title “Hypermarket Brand Value Through Shopping Experience”. Grant approved from Research Management Centre; Amount **RM 4,200** by Multimedia University. (Year 2012)

Worked as a Co-Researcher under the project Title “Hypermarket Brand Extension Innovations in Retail Services”. Grant approved from Research Management Centre; Amount **RM 6,000** by Multimedia University. (Year 2011)

Graduate Research Assistant (GRA)

Worked as a principal research assistant under the project “An empirical study of religiosity and ethnocentrism to purchase foreign goods across Malay Muslim consumers”. Grant approved from Research Endowment Grant; Type MCRF (Management Center Research Fund) (**RM 10,000**), International Islamic University Malaysia; Project Tenure: 16th June’10 – 15th June 2011.

Worked as a principal research assistant under the project “Factors Influencing Choice of Telecommunication Service Providers and its Implication to Malaysian Customers”. Grant approved from Research Endowment Grant; Type B (**RM 20,000**), International Islamic University Malaysia; Project Tenure: 1st September’09 – 1st September 2011.

Worked as a principal research assistant under the project “Practice of advertising on Islamic banking: A case study of MALAYSIA”. Grant approved from Research Management Centre (**RM 10,000**), International Islamic University Malaysia; Project Tenure: December’07 – January 2009.

Worked as a principal research assistant under the project “The impact of Professional Development among Academic Staff at PHLI: Case study of Teaching Methodology Course (TMC) at IIUM” Grant approved from Research Management Centre (**RM 10,000**), International Islamic University Malaysia; Project Tenure: December’08 – January 2009.

Worked as a research assistant under the project “Customers perception on security in e-banking in Malaysia”. Grant approved from Research Management Centre, International Islamic University Malaysia.

Facilitator of Training

Conducted Basic SPSS Taring on 24th October 2014. Faculty of languages and Management, International Islamic University Malaysia.

Conducted Multivariate Data Analysis on 27 April 2014. Graduate School of management, Multimedia University, Cyberjaya

Appointment of External Examiner: (01)/ Session Chair (1)

Anna University, Chennai, Tamil Nadu and Bharathiar Univesity, Coimbatore, Tamil Nadu, India.

Appointed as a Session Chair 2014 Asia Conference on Economics & Business Research (ACEB 2014); Conference Proceedings Nov 13 - 14, 2014 Singapore Hosted By, Asia Pacific International Academy, Wholly Owned Subsidiary Of Aventis School Of Management, Isbn: 978-981-09-0089-2

Examiner Of Thesis/ Dissertation : (03)

Student Name: Mohammad Morad Hossain

DBA Dissertation Title: “Challenges and Opportunities of Developing Maritime Professionals in Bangladesh: An Empirical Study”

Centre For Higher Studies And Research

Bangladesh University Of Professionals

Mirpur Cantt, Dhaka-1216

Programme: MPhil

Role: External Examiner

Date: 3rd November 2016

Student Name: Mohd Fauzi Shaffie

DBA Dissertation Title: Profiles of Entrepreneurs and Their Decision Making Styles: An Exploration in the Malaysian ICT Sector.

Role: SME (Subject Matter Expert)/ Internal Examiner

Date: 15 May 2013 (Wednesday)

Student Name: Dahlia Binti Ibrahim

PhD Thesis Title : Antecedents and Benefits Outcomes of Internet Portal Utilization in Knowledge Sharing, Information Management and Self Service Support in Malaysia Research University: Employee Satisfaction as Mediator

Role: External Examiner

Awards: (3)

Awards title: Faculty Best Index Journal

Level (International/National): National

Awarding Body: International Islamic University Malaysia Research, Invention and innovation 2011 (IRIE 2015)

Awards title: Gold Medal

Level (International/National): National

Awarding Body: International Islamic University Malaysia Research, Invention and innovation 2011 (IRIE 2011)

Date of awards: 10th February 2011

Awards title: Silver Medal

Level (International/National): National

Awarding Body: International Islamic University Malaysia Research, Invention and innovation 2011 (IRIE 2011)

Date of awards: 10th February 2011

Book/ Book Chapter (4)

Book Name: Contemporary Marketing Concepts and Conceptual Thoughts- A knowledge-Building Approach

Authors: Muhammad Sabbir Rahman; Osman Bin Mohamad; Ashraful Azam Khan; Yunita Agustian Minjalnis

Publisher: TIJ Research Publications PTE. LTD., 51, Goldhill Plaza, Singapore

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ISBN: 978-981-09-7902-7

Book Name: Rethinking Of Marketing Theory Series: A Conceptual Foundation

Authors: Muhammad Sabbir Rahman; Osman Bin Mohamad; Fadi Abdel Muniem Abdel Fattah

Publisher: TIJ Research Publications PTE. LTD., 51, Goldhill Plaza, Singapore

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ISBN: 978-981-07-9371-5

Book Name: Customers' Perception Towards Cellular Mobile Telephone Operators

Authors: Muhammad Sabbir Rahman; Ahasanul Haque; Sayyed Ismail Ahmed

Publisher: ORIC Publications; USA; First Edition

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ISBN: 978-0-9895590-0-3

Book Name: Readings in Marketing

Section D: Price, Distribution, and Promotional Issues; Topic: A Study On Advertising Practices Of Islamic Banking In Malaysia: An Empirical Assessment Under Islamic Observation; PP-277

Author: Ahasanul Haque, Mohd Ismail Sayyed Ahmad, & Muhammad Sabbir Rahman

Publisher: International Islamic University Malaysia

Journal Publication: (Total-132)

Journal Publication: Index Journal (ABDC/Scopus/ ISI/ SSCI/ SCI/ ERA)

Muhammad Sabbir Rahman; Mahafuz Mannan; Md Afnan Hossain ; Mahmud Habib Zaman (Accepted 2018), “Patient's Behavioral Intention: Public and Private Hospitals Context”, Marketing Intelligence and Planning, ISSN: 0263-4503; ISSN Online: 1758-8049; CiteScore 2016: **1.55**; CiteScoreTracker 2017: **1.48** (Updated Monthly) Index by Scopus; Telebase; The Marketing Report; Thomson Reuters Emerging Sources Citation Index; Zetoc (British Library). **ABDC- A (Emerald)**.

Hasliza Hassan, **Muhammad Sabbir Rahman**, Abu Bakar Sade (accepted 2018), “Why do Hypermarkets Extend their Brands to a Growing Number of Products?”, International Journal of Business Excellence, ISSN online: 1756-0055; ISSN print: 1756-0047, Index by Scopus (Elsevier), (ABDC) (**Publisher Inderscience**).

Muhammad Sabbir Rahman, Fadi Abdel Muniem Abdel Fattah, Mahmud Zaman, Hasliza Hassan (2018) “Customer’s Patronage Decision towards Health Insurance Products: Mediation and Multi-group Moderation Analysis”, Asia Pacific Journal of Marketing and Logistics, Vol. 30 Issue: 1 (**Australian Business Deans Council (ABDC) Journal Quality List - B ranking; ESCI, Scopus**) (**Emerald**).

Muhammad Sabbir Rahman, Mahafuz Mannan, Mohammad Mahboob Rahman, (2018) "The intention to quit smoking: The impact of susceptibility, self-efficacy, social norms and emotional intelligence embedded model", Health Education, Vol. 118 Issue: 1, pp.96-110, (Thomson Reuters Emerging Sources Citation Index, Scopus) (CiteScore 2016: **1.22**; CiteScoreTracker 2017: **0.57** (Updated Monthly) (Emerald Publisher)

Hasliza Hassan, Abu Bakar Sade, **Muhammad Sabbir Rahman** (accepted 2017), “Obesity and Overweight Issues Could Undermine Malaysia's Competitiveness”, International Journal of Human Rights in Healthcare, Emerging Sources Citation Index, **Scopus, (Emerald)**.

Md Afnan Hossain, Mahmud Habib Zaman, Mohammed Abdul Mumin Evan and **Muhammad Sabbir Rahman** (2017), “Assessing Service Experience in Customer’s Care Centre”, North South Business Review, Vol.3 pp.87-102, Publisher: School of Business, North South University, Ranked by Australian Business Deans Council (ABDC) – C.

Muhammad Sabbir Rahman, Mahmud Habib Zaman, Hasliza Hassan, Chong Chin Wei (accepted 2017), “Tourist’s Preferences in Selection of Local Food: Perception and Behavior Embedded Model”, Tourism Review, (**ABDC- B; Scopus**), (**Emerald**). CiteScore 2016: **1.37** CiteScoreTracker 2017: **0.82** (Updated Monthly)

Hasliza Hassan , Abu Bakar Sade and **Muhammad Sabbir Rahman** (2017), “Innovative Technologies Preference for Slimming Treatment”, *International Journal of Business and Management* 1 (2): 01-06, e-ISSN 2590-3721 © RMP Publications, 2017 DOI: 10.26666/rmp.ijbm.2017.2.1

Muhammad Sabbir Rahman; Md Afnan Hossain, Mahmud Habib Zaman, Mahafuz Mannan, (Accepted 2017), “Awareness on Climate Change: Perceived Physical and Psychological Impact among the Young Generation- Least Developing Country’s Perspective” *Interdisciplinary Environmental Review* (ISSN online: 2042-6992; ISSN print: 1521-0227). (Excellence in Research for Australia –ERA; ABDC) (**Publisher Inderscience**).

Muhammad Sabbir Rahman; Mahafuz Mannan, Md Afnan Hossain, Mahmud Habib Zaman, Hasliza Hassan (Accepted 2017), “Tacit Knowledge Sharing Behavior among the Academic Staff: Trust, Self Efficacy, Motivation and Big Five personality traits Embedded Model”, *International Journal of Educational Management*, (ISSN: 0951-354X) (CiteScore 2016: **0.99**; Thomson Reuters Emerging Sources Citation Index, Scopus, A+ Education, Australian Education Index, ABDC-B) (Publisher Emerald).

Hasliza Hassan, **Muhammad Sabbir Rahman**, Abu Bakar Sade (Accepted 2017), “Examining the Service Value Chain of Hypermarket Retail Brand Value in Malaysia”, *International Journal of Services and Operations Management* (ISSN online: 1744-2389; ISSN print: 1744-2370) Scopus (Elsevier); ABDC; (**Publisher Inderscience**).

Mahmud Habib Zaman, Md. Afnan Hossain, **Muhammad Sabbir Rahman** (Accepted 2017),” *Goodwill Automotive: Taking Light Engineering from Survival Mode to Sustainable*”, SAGE Business Cases, SAGE Publications, Country: USA.

Jashim Uddin Ahmed and **Muhammad Sabbir Rahman** (Accepted 2017). ‘The Rise and Fall of Citycell in Bangladesh’, SAGE Business Cases, SAGE Publications, Country: USA.

Mahmud Habib Zaman, **Muhammad Sabbir Rahman** (Accepted 2017), “Surviving A corporate Telecom Merger: Case Study on Robi Axiata and Airtel Bangladesh”, *Sage Business Case*. (Sage Publishing Ltd.)

Md. Aftab Anwar, AAhad Osman-Gani, Rodrigue Fontaine, **Muhammad Sabbir Rahman** (2017), “Assessing Organizational Citizenship Behaviour Through Constructing Emotional Intelligence” *Asia-Pacific Journal of Business Administration*, Vol:9, Iss:2, pp.105-117(Australian Business Deans Council –**ABDC**, **Scopus**)

Hasliza Hassan, Junainah MahdeeKey, **Muhammad Sabbir Rahman**, Abu Bakar Sade (2017), “Key Success factors and challenges in harnessing the power of women entrepreneurs”, *World Review of Entrepreneurship, Management and Sust. Development*, Vol.13, No.4, pp.450-467 (**Indexed by Scopus-Q3, Publisher Inderscience**).

Muhammad Sabbir Rahman, Hasliza Hassan, Nazrul Islam, Mahmud Habib Zaman (2016), "

Constructing Tacit Knowledge Sharing Behaviour among the Non-academic Member of Institutions Higher Learning", North South Business Review, Vo. 7, No.1. pp. 25-38 (ABDC-C).

Muhammad Sabbir Rahman, Hasliza Hassan, Ahad Osman-Gani, Fadi Abdel Muniem Abdel Fattah, MD. Aftab Anwar (2017), "Edu-Tourist's Perceived Service Quality And Perception – The Mediating Role Of Satisfaction from Foreign Students' Perspectives", Tourism Review, Vol.72, Issue.2 pp.156-170 (ABDC- B; Scopus), (Emerald).

Sheela Sundarasan, **Muhammad Sabbir Rahman** (2017), "Attitude Towards Money: Mediation to Money Management", Academy of Accounting and Financial Studies Journal, Volume 21, Number 1, pp. 1-17 (Indexed by Scopus, SCIMAGO).

Muhammad Sabbir Rahman, Nuraihan Mat Daud, Hasliza Hassan (2017), "Generation "X" and "Y" knowledge Sharing Behaviour: The Influence of Motivation and Intention on Non-Academic Staffs of Higher Learning Institutions", Journal of Applied Research in Higher Education, Vol. 9 Issue: 2, pp.325-342 (Thomson Reuters' Emerging Sources Citation Index, Scopus- Emerald)

Julius Tanantaputra, Chong Chin Wei, Muhammad Sabbir Rahman (2017), "Influence of Individual Factors on Concern for Information Privacy (CFIP), a Perspective from Malaysian Higher Educational Students", Library Review, ISSN: 0024-2535, Vol:66, iss:4/5, pp.182-200 (ABDC: B ranking, Scopus).

Muhammad Sabbir Rahman, Mehdi Hussain, Md. Aftab Anwar, Bashir Hussain (Accepted 2016), "Structuring Tourists' Intention on Local Food Purchase: Testing Mediating Effect of Satisfaction", North South Business Review (NSBR), ISSN 1991-4938. (ABDC- C)

Hasliza Hassan, Abu Bakar Sade and **Muhammad Sabbir Rahman** (2016), Obesity and the Role of Malaysian Slimming Centre Health Technologies, Information, Vol. 19, No. 7, pp2637-2642. Scopus (Q2) [ISSN: 1343-4500] [International Information Institute]

Muhammad Sabbir Rahman, AAhad Osman-Gani, Hasliza Hassan, Md. Aftab Anwar, Fadi Abdel Muniem AbdelFattah (2016), "Consumption Values, Destination Cues And Nostalgia on the Attitude in Selection of Destination for Education Tourism: The Mediating Role of Destination Image", International Journal of Tourism Cities, Vol.2 Issue.3 pp. 257-272(Australian Business Deans Council –ABDC- C).

Muhammad Sabbir Rahman; Nuraihan Mat Daud; Hasliza Hassan; Aahad M Osmangani (2016), "Effects of Workplace Spirituality and Trust Mediated by Perceived Risk towards Knowledge Sharing Behaviour", VINE Journal of Information and Knowledge Management Systems, Vol. 46 Issue: 4, pp.450-468, (Emerging Sources Citation Index, Scopus, Australian Business Deans Council –ABDC-B, Excellence in Research for Australia-ERA).

Muhammad Sabbir Rahman, Aahad M Osmangani, Murali Raman (Accepted 2016), "Destination Selection for Education tourism: Service Quality, Destination Image and Perceived Spirituality Embedded Model" Journal of Islamic Marketing (Indexed by Scopus, ABDC, Publisher Emerald)

Hasliza Hassan, **Muhammad Sabbir Rahman**, Abu Bakar Sade (2016), "Contemporary Healthcare Experience in Malaysian Hospitals", Journal of Applied Business and Economics", Vol. 17(4), pp. 89-94 (Index by ERA).

Muhammad Sabbir Rahman , Aahad M Osmangani , Nuraihan Mat Daud , Fadi Abdel Muniem AbdelFattah , (2016) “Knowledge sharing behaviors among non academic staff of higher learning institutions: Attitude, subjective norms and behavioral intention embedded model”, Library Review, Vol. 65 Iss: 1/2, pp.65 – 83 (**Scopus, ERA, ABDC- Journal Quality List: B ranking**)

Fadi Abdelmuniem Abdelfattah, **Muhammad Sabbir Rahman**, Mohamad Osman (2016), “Assessing the Antecedents of Customer Loyalty on Healthcare Insurance Products: Service Quality; Perceived Value Embedded Model”, Journal of Industrial Engineering and Management, 8(5): 1639-1660 – Online ISSN: 2013-0953 – Print ISSN: 2013-8423; Index by **SCOPUS**. <http://dx.doi.org/10.3926/jiem.1494>

Muhammad Sabbir Rahman, Md. Aftab Anwar, Sharmina Afrin (2016), “Assessing the Scale of Trust from Knowledge Sharing Perspective: CFA Approach”, The Business Review, Vol.4, No.1&2, pp 9-21 (ISSN 1996-3637).

Sheela Devi D. Sundarasan, **Muhammad Sabbir Rahman**, Noor Shahaliza Othman, Jennifer Danaraj (2016), “Impact of Financial Literacy, Financial Socialization Agents, and Parental Norms on Money Management”, Journal of Business Studies Quarterly 2016, Volume 8, Number 1, pp.140-156.

Rahman, M.S., Osman-Gani, A.M., Momen, M.A. and Islam, N. (2015), “Testing knowledge sharing effectiveness: trust, motivation, leadership style, workplace spirituality and social network embedded model”, Management & Marketing. Challenges for the Knowledge Society, Vol. 10, No. 4, pp. 284-303, DOI: 10.1515/mmcks-2015-0019.(**Scopus**)

Hasliza Hassan, **Muhammad Sabbir Rahman**, and Abu Bakar Sade (2015), “Service Utopia: Impact of Hypermarket Service Extensions on Corporate Brand Value Based on Consumer Experience and Brand Personality”, Advance Science Letter, 21 (6), 1314-1316 (**Indexed by Scopus**)

Muhammad Sabbir Rahman, Aahad M. Osmangani, Nuraihan Mat Daud, Hasliza Hassan (2015), “Trust and Work Place Spirituality on Knowledge Sharing Behaviour: Perspective from Non-academic Staff of Higher Learning Institutions, The Learning Organization, Vol. 22 (6). (**ABDC, Index by Scopus**)

Muhammad Sabbir Rahman , Aahad M Osmangani (accepted 2015), “Patient satisfaction constructs”, International Journal of Health Care Quality Assurance, Vol.28 (8) (**Emerald, Index by Scopus, Association of Business Schools (ABS) Academic Journal Guide 2015: Tier 1**)

Hasliza Hassan, Junainah Mahdee, Abu Bakar Sade, **Muhammad Sabbir Rahman** (2015), “Hypermarket Retailing Expansion As A Hub Of Socio-Economic Development In Malaysia”, The Journal of Business in Developing Nation, Vol.14. pp.34-49 (**ERA**)

Muhammad Sabbir Rahman, Nazrul Islam (2015), “Value congruence and consumer’s satisfaction towards online banking – the mediation role of affective commitment”, Management & Marketing. Challenges for the Knowledge Society, Vol. 9, No. 3, pp. 347-358 (**Index by Scopus**)

Muhammad Sabbir Rahman, Madi Bin Abdullah (2015), “How Does Experience Impact the Domestic Tourists; Satisfaction? Testing The mediating Role of Service Quality”, *Indian Journal of Marketing*, Volume 44, Issue 12, PP 19-32(**Index By Scopus**)

Muhammad Sabbir Rahman, Bashir Hussain (2014), “A comparative Study of Knowledge Sharing Pattern among the undergraduate and postgraduate students of private universities in Bangladesh”, *Library Review*, ISSN: 0024-2535 (**ABDC –B ; Scopus**).

Muhammad Sabbir Rahman, Bashir Hussain (2014), "The Impact Of Trust, Motivation And Rewards On Knowledge Sharing Attitudes Among The Secondary And Higher Secondary Level Students’: Evidence From Bangladesh", *Library Review*, Vol. 63 Iss 8/9 pp. Emerald (**Scopus, ABDC-B**)

Muhammad Sabbir Rahman, Bashir Hussain (2014), “Exploring Residents Satisfaction On Facilities Provide By The Private Apartment Companies”, *Asia Pacific Management Review (APMR)*, Vol. 20, No3 (**Elsevier, Scopus**)

Hasliza Hassan, **Muhammad Sabbir Rahman**, Abu Bakar Sade (2014), “Hypermarket Corporate Brand Extension Personality”, *Journal of Applied Business and Economics* (ISSN# 1499-691X); 16(5), pp.109-120. (**ERA**).

Sheela Devi, **Muhammad Sabbir Rahman**, Nakiran Rajangam, Rathakrishnan Sellappan (Accepted 2014). Governance, Ownership and Performance of government-linked and non-government-linked companies: A comparative study of public listed companies in Malaysia, India and Singapore. *International Business Management*, ISSN : 1993-5250 (**Print**) (**Scopus**)

Sheela Devi D. Sundarasan, **Muhammad Sabbir Rahman**, Nakiran Rajangam, Rathakrishnan Sellappan (Accepted 2014), “‘Cradle to Grave’ Financial Literacy Programs and Money Management, *International Journal of Economics and Finance*, Vol. 6, No. 6, June 2014 issue (**ERA**)

Muhammad Sabbir Rahman, Nusrate Aziz (2014), “Service quality and behavioral intentions in broadband services selection”, *Marketing Intelligence and Planning*, Emerald Publishing, 32 (4). (**Scopus**)

Charraz Othman , **Muhammad Sabbir Rahman** (2014). “Investigation of the Relationship of Brand Personality, Subjective Norm and Perceived Control on Consumers’ Purchase Intention of Organic Fast Food”, *Modern Applied Science*; Vol. 8, No. 3; 2014, ISSN 1913-1844 E-ISSN 1913-1852, Published by Canadian Center of Science and Education (**Scopus**)

Muhammad Sabbir Rahman, Osman Bin Mohamad & Zainal bin Abu Zarim (2014). “Climate Change: A Review of Its Health Impact and Percieved Awareness by the Young Citizens”, *Global Journal of Health Science*; Vol. 6, No. 4; 2014, ISSN 1916-9736 E-ISSN 1916-9744, Published by Canadian Center of Science and Education (**Scopus**)

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Hasliza Hassan, **Muhammad Sabbir Rahman** , Abu Bakar Sade, Wan Mohd Nazdrol Wan Mohd Nasir (2015). Emergence of Brand Extension Opportunities for SMEs Products and Services through Hypermarket Corporate Brand. International Conference on Management,

Science and Social Studies 2015 (ICMAS 2015); Paper # ICMAS 002; 25th & 26th May, 2015.

Hasliza Hassan, **Muhammad Sabbir Rahman**, Abu Bakar Sade (2015). Service Utopia: Impact of Hypermarket Service Extensions on Corporate Brand Value Based on Consumer Experience and Brand Personality. International Conference on Business, Management, Tourism and Hospitality 2015 (BIZMATOUR 2015); **12 – 14 May 2015 (Index- Scopus)**.

Monica Henry, Muhammad Madi Bin Abdullah, **Muhammad Sabbir Rahman** (2015). Training Needs Of Women Entrepreneurs In Services-Based Small And Medium Enterprises (Smes); pp.376-386; In Kota Kinabalu, Sabah ; International Conference on Natural Resources, Tourism And Services Management 2015; **14 -16 April, 2015, Promenade Hotel, Kota Kinabalu, Sabah, Malaysia.**

Muhammad Sabbir Rahman, Muhammad Madi Bin Abdullah, Fadi Abdel Muniem Abdel Fattah, Hasan Moudud (2015). Tourist's Intention In Selection Of A Restaurant: Testing A Mediating Influence Of Perception, pp.387-394; International Conference on Natural Resources, Tourism And Services Management 2015; **14 -16 April, 2015, Promenade Hotel, Kota Kinabalu, Sabah, Malaysia.**

Muhammad Sabbir Rahman and F. A. M. Abdel Fattah (2014). Tourist's Preference In Selection Of A Restaurant: Testing Mediating Role Of Service Quality. Paper no. 53. Proceedings of the Tourism and Hospitality International Conference (THIC 2014) Holiday Villa Beach Resort & Spa Langkawi; 5-6 November 2014, Organized by Universiti Utara Malaysia, Prince of Songkla University and Ciputra University.

Hor Woon Yaw, Hishamuddin Ismail, and **Muhammad Sabbir Rahman** (2014). Factors Affecting Hybrid Car Purchase Intention in Malaysia. 2nd International Conference on Behavioral and Social Science Research (ICBSSR 2014); Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia, 5 - 8 August 2014

Muhammad Sabbir Rahman; Osman Mohamad; Fadi AbdelMuniem AbdelFattah; Nusrtae Aziz (2014). Factor Determining Customers' Repurchase Intention Of Healthcare Insurance Products. Australian Academy of Business and Social Sciences Conference 2014 (In Partnership with The Journal of Developing Areas, The JDA, USA) tel: +61 469 198 052, Email: KL2014@aabss.org.au; <http://www.aabss.org.au>; ISBN 978-0-9925622-0-5

Hasliza Hassan, **Muhammad Sabbir Rahman**, Abu Bakar Sade (2014). Shopping Day and Time Preferences of Malaysian Hypermarket Consumers. Australian Academy of Business and Social Sciences Conference 2014 (In Partnership with The Journal of Developing Areas, The JDA, USA) tel: +61 469 198 052, Email: KL2014@aabss.org.au; <http://www.aabss.org.au>; ISBN 978-0-9925622-0-5

Muhammad Sabbir Rahman, Rubiyah Bt Ab Rahman, Nazrul Islam, Abdul Highe Khan (2013). Branding Through Eco-Friendly Package Design, **2nd Applied International Business Conference, 7th – 8th December 2013, Universiti Malaysia Sabah, Malaysia, Paper ID: AIBC2013-58.**

Hasliza Hassan, Azleen Shabrina Mohd Nor and **Muhammad Sabbir Rahman** (2013). The Positive and Negative Impact Value of Hypermarket Corporate Brand Extension, **4th Social, Development and Environmental Studies International Conference 2013**, [Indexed by

Scopus]

Hasliza Hassan, **Muhammad Sabbir Rahman** (2012), “Local Brand Momentum through Hypermarket Channel” 2nd Global Conference for Academic Research on Management and Economics. 07-09 Dec 2012, Kuala Lumpur - Malaysia E-mail: gcarne@gcar2012.com, Tel: +60135990574, Web: www.gcar2012.com/GCARME [Indexed by **Scopus and ISI**] This conference paper is converted into journal in 2013

Hasliza Hassan, **Muhammad Sabbir Rahman** (2012), “A Conceptual Study of National Brand Towards Hypermarket Brand Extension Through Brand Asset Valuator” International Conference on Economics, Business Innovation, Vol.38, pp.191-194 [Indexed by EBSCO, World Cat, Google Scholar and reviewed by **ISI Proceedings**]

Hasliza Hassan, **Muhammad Sabbir Rahman** (2012), “Transformation of Hypermarket Retailing Industry in Malaysia” Internatioanl Conference on Innovation, Management and Technology Research (ICIMTR 2012), pp. 513-516; 21-22 May2012, Malaysia. **Scopus. IEEE catalog numbers: CFP1205S-PRT ISBN: 978-1-4673-0653-9; CFP1205S-ART ISBN: 978-1-4673-0654-6.**

Hasliza Hassan, **Muhammad Sabbir Rahman** (2011), “Corporate Brand Extensions of Hypermarket Impact on Brand Personality: A Conceptual Analysis of Malaysian Market.” Presented on Sixth Asia Pacific Retail Conference September 14-15th 2011, Kuala Lumpur.

Hasliza Hassan, **Muhammad Sabbir Rahman** (2011), “Perceptions on Corporate Brand Extensions Quality in Hypermarket Retailing” AKEPT’s 1st Annual Young Researchers International Conference and Exhibition; Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia 19th & 20th December 2011.

Hasliza Hassan, **Muhammad Sabbir Rahman** (2011). Corporate Brand Extensions as an Innovation for Hypermarket Brand Momentum, Second International Conference on Social Science, Economics and Arts (2nd ICSSEA).Conference 12-13 December The 2nd ISC 2011 will be held in Bangi Putrajaya – Malaysia .

Ahasanul Haque, **Muhammad Sabbir Rahman**, Ismail Sayeed Ahmed (2010), “Factor Influencing Malay Muslim Consumers’ to Purchase foreign goods: A Structural Equation Modeling Approach Religiosity and Ethnocentrism perspectives” Presented by 1st International Conference on Islamic Marketing and Branding, (ICIMB 2010) Exploring Issues and Challenges, ISBN: 978-983-43925-1-2; 29th -30th November, Kuala Lumpur; Malaysia.

Ahasanul Haque, Ismail Sayeed Ahmed, **Muhammad Sabbir Rahman** (2010), “A study on Advertising Practices of Islamic Banks in Malaysia: An empirical assessment under Islamic Observation” Accepted by International Conference on Marketing, (ICMAR 2010) Glocal Issues and Challenges; 23-24 June 2010, Kuala Lumpur; Malaysia.

Ahasanul Haque, **Muhammad Sabbir Rahman**, Ali Khatibi, Ferdous Azam (2009), “A study on Consumer Perceptions towards Web Site Quality: indicators of Consumer Loyalty Intent” Presented on the 2009 Academy for Global Business Advancement world Congress (AGBA’2009), Malaysia. December: 27-30, 2009, Vol.6 No.1, pp-43-52, ISSN 1549-9332.

Ahasanul Haque, **Muhammad Sabbir Rahman**, Ferdous Azam (2009), “Customer Perception on the Choice of Consumer products: attitudinal Differences of Malaysian customers” Presented on the 2009 Academy for Global Business Advancement world Congress (AGBA’2009), Malaysia. December: 27-30, 2009, Vol.6 No.1, pp-60-68, ISSN 1549-9332.

Ahasanul Haque, **Muhammad Sabbir Rahman**, Ali Khatibi, Ferdous Azam (2009), “Application of Ethics in Small Enterprise: an Empirical Study on Dhaka City in Bangladesh” Presented on the 2009 Academy for Global Business Advancement world Congress (AGBA’2009), Malaysia. December: 27-30, 2009, Vol.6 No.1, pp-36-42, ISSN 1549-9332.

Zainurin Bin Dahari, **Muhammad Sabbir Rahman**, S. M. Ferdous Azam (2009), “Study on Customers Satisfaction towards Mobile Phone Operators in Malaysia” Published on 13th National MACFEA seminar 2009 to, 04 – 05, August 2009, Hotel Concorde, Shah Alam, Selangor.

Zainurin Bin Dahari, **Muhammad Sabbir Rahman**, Ferdous Azam (2009), “Customer Satisfaction Towards Islamic Banking Services: Exploratory Study in Malaysia” Presented on 3rd Asia Pacific Marketing Conference 2009: Universiti Malaysia Sarwak (UNIMAS), Kuching, Malaysia. 09 – 11 December 2009.

Ahasanul Haque, **Muhammad Sabbir Rahman** (2008), “A Study of Exploring the Customer's Shopping Experiences through Shopping Center Branding” Published on South-East Asia Regional Conference, 4-6 December 2008; Paper#P089 Page 1- 18.

Ahasanul Haque, **Muhammad Sabbir Rahman** (2008), “Service Quality and Customer Behavioral Intention: A Study on Malaysian Telecommunication Industry” Published on First Global Business Summit Conference (GBSC 09) Malaysia to, 15 – 17, June 2009. <http://gsbms.com/GBSC2009>

Muhammad Sabbir Rahman, Osman Mohamad, Fadi Abdel Muniem Abdel Fattah (2014), “Impact of Service Quality and Trust on Customer Patronage Decision: Testing the Moderating effects of Corporate Image.” 2014 Asia Conference on Economics & Business Research (Aceb 2014); Conference Proceedings Nov 13 - 14, 2014 Singapore Hosted By, Asia Pacific International Academy, Wholly Owned Subsidiary Of Aventis School Of Management, Isbn: 978-981-09-0089-2 (**Awarded Best Research Paper Award**).

Ahasanul Haque, **Muhammad Sabbir Rahman** (2010), “The Perception Of Young Muslim Consumers: Religiosity, Ethnocentrism And Corporate Image Perspective” Presented by World Business, Economics and Finance Conference, Date 26 & 27 September 2011, Venue: Novotel Hotel, Bangkok, Thailand Conference Website: www.infoconfo.com

Ahasanul Haque, Ismail Sayeed Ahmed, **Muhammad Sabbir Rahman** (2010), “Exploring critical factors for choice of Mobile service providers and its effectiveness on Malaysian Consumers” Accepted by Annual Asian Business Research Conference, Dates: 1-2 January 2010 VENUE: BIAM Foundation, 63 Eskaton, Dhaka, Bangladesh; Paper Number 503. (**Awarded as Best Paper**)

Ahasanul Haque, **Muhammad Sabbir Rahman** (2009), “The influence Of Brand name to Consumer Product Search and purchase decision When Shopping on The internet : Study on

Malaysian Consumer” Presented on the 4th International Conference of Asian Academy of applied business, Manila Philippines, Dates: 17-18 December 2009.

Editorial Board (13)

Journal Name: The Business Review; **ISSN 1996-3637**

International Advisory Board

Publisher: Uttara University, Dhaka Bangladesh

Journal Name: The International Journal of Advertising & Marketing

Position: Associate Editors

Publisher: Journal Network; Mission Street, San Francisco, CA, USA

Country: United States of America

Journal Name: American Journal of Trade and Policy (AJTP)

Position: Editorial Member

Editor: abc@workmail.com; <http://www.ajtp.us/archives.html>

Journal Name: SOP Transactions on Marketing Research

Position: Editorial Member

Editor: mr@scipublish.com; <http://www.scipublish.com/journals/MR/>

Journal Name: Management & Marketing. Challenges for the Knowledge Economy

Position: Editorial Member

Publisher: The journal is published by Editura Economica, quarterly

Editor: www.managementmarketing.ro

Journal Name: Journal of Business and Management (**Index in – Cross Ref for DOI®number; Google Scholar; Wanfang Data**)

Position: Editorial Board Member (<http://www.todayscience.org/jbmboard.html>)

Publisher: Science and Education Centre of North America (SECNA); 2050 Bridletowne Circle, Suite 2006; Toronto, Ontario, M1W 2V5; Canada

Journal Name: International Journal of Marketing Studies *ISSN 1918-719X(Print) ISSN 1918-7203(Online)* **Index in EBSCO Publishing; Google Scholar; Ulrich's Periodicals Directory**

Position: Editorial Board Member

Publisher: Canadian Academy of Oriental and Occidental Culture (CAOOC); 758, 77e AV, Laval, Quebec, H7V 4A8, Canada; E-mail: css@cscanada.net, css@cscanada.org, ijms@ccsenet.org

Journal Name: IOSR Journal of Business and Management (IOSR-JBM), *ISSN: 2278-487X, ISBN: 2319-7668*, **Index in Cabell Publishing, EBSCO, ProQuest, Google Scholar, Jour Informatics**

Position: Editorial Board

Publisher: International Organization Of Scientific Research (IOSR), E-mail: iosrjbm@gmail.com, Head Office : Mayur Vihar, Phase I, New Delhi (India)

Journal Name: International Journal for Management Science & Technology (*IJMST*), ISSN: 2320-8848,

Position: Editorial Board

Publisher: *International Journal for Management Science and Technology, INDIA*,
Email: editor@ijmst.com, <http://www.ijmst.com/contactUs.html>

Journal Name: Journal of Transformative Entrepreneurship, ISSN: 2289-3075,

Position: Editorial Board

Publisher: *Centre for Postgraduate Studies, University Malaysia Kelantan, Locked Bag 36, Pengkalan Chepa, 16100 Kota Bharu, Kelantan*
Email: sazali@umk.edu.my, <http://cps.umk.edu.my/journals/index.html>

Journal Name: Journal of Business and Management Science (*JBMS*),

Position: Editorial Board

Publisher: *Science and Education Publishing*
Address: 10 Cheswold Blvd., #1D, Newark, De, 19713, United States
Email: editorialoffice@sciepub.com
<http://www.sciepub.com/journal/JBMS>

Journal Name: Journal of Business & Management (*JBM*); ISSN: 2291-1995 (Print)
ISSN: 22912002 (Online)

Position: Editorial Board

Publisher: *Science and Education Centre of North America (SECNA)*
Address: 2050 Bridletowne Circle, Suite 2006; Toronto, Ontario, M1W 2V5; Canada
Email: info@todayscience.org; jbm@todayscience.org; bm@todayscience.org
<http://www.todayscience.org/jbm.html>

Journal Name: MERC Global's International Journal of Management;
<http://www.mercglobal.org/editorial-board.html>

Position: Editorial Board

Publisher: *MERC Global*;
Email: mercglobal@rediffmail.com, president@mercglobal.org;
<http://www.mercglobal.org/editorial-board.html>

Review Paper: (45)

Journal Name: *Health Education (Thomson Reuters Emerging Sources Citation Index, Scopus, Australian Education Index)*

Manuscript Title: "Physicians' perceptions of e-cigarettes as a smoking cessation aid: A systematic review" for the Health Education"

Manuscript ID: HE-11-2017-0059

Publisher: Emerald

Journal Name: *Journal of Service Marketing (ABDC-A)*

Manuscript Title: "Online Service Positioning through the Website Quality"

Manuscript Number: JSM-07-2014-0231

Manuscript Title: "An Agency Theory Scale for Financial Services "

Manuscript Number: JSM-02-2014-0039

Manuscript Title: "The moderator role of switching costs and customer expertise in the

satisfaction-repurchase intention relationship”

Manuscript Number: JSM-03-2014-0089

Manuscript Title: “Price oddities in choice behavior: inverting the negative demand-price relationship and paying higher than expected”

Manuscript Number: JSM-08-2013-0224

Manuscript Title: “Creating the Right Service Experience Online: The Role of Culture”

Manuscript Number: JSM-05-2013-0119

Publisher: Emerald

Journal Name: Asia Pacific Journal of Marketing and Logistics (ABDC-B)

Manuscript Title: How Do Emotionally Attached Consumers Evaluate Co-branded Products?: A Comparison between Brand Attitude and Brand Attachment.

Manuscript ID APJML-09-2017-0222

Manuscript Title: How to develop brand attachment in various product categories?

Manuscript ID APJML-01-2017-0003

Manuscript Title: “Job satisfaction, job performance, media industry, moderation analysis”

Manuscript ID APJML-10-2015-0160

Manuscript Title: “Assessing the Mobile Telecommunication Services in Malaysia: Perception of International Students”

Manuscript ID APJML-02-2015-0035

Manuscript Title: “Attitude towards advertising: A young generation cohort’s perspective”

Manuscript ID APJML-10-2014-0147

Manuscript Title: “Different segments of Internet service customers Who complains, who recommends and who is prone to switching”

Manuscript ID APJML- 09-2014-0139

Manuscript Title: “An empirical analysis of Kuwaiti consumers' attitudes towards e-books”

Manuscript ID APJML-01-2013-0013

Publisher: Emerald

Journal Name: The TQM Journal (ABDC, ABS)

Manuscript Title: “Revisiting retail service quality in light of Analytic Hierarch Process approach: A study from India”

Manuscript ID TQM-03-2015-0044

Manuscript Title: Factors influencing managerial responses to guests’ web reviews: a pilot study

Manuscript ID TQM-11-2017-0163

Manuscript Title: Examining the role of commercial long-term care insurance in long-term care services

Manuscript ID TQM-05-2017-0048

Publisher: Emerald

Journal Name: Measuring Business Excellence (ABDC, ABS)

Manuscript Title: “Performance measures and social media: new requirements for metrics and methods”

Manuscript ID: MBE-05-2015-0030

Manuscript Title: “Increasing customer loyalty by strengthening employees’ behaviors” has been submitted to the Measuring Business Excellence.”

Manuscript Number: MBE-05-2014-0015

Manuscript Title: Comparative Values of Variables Related to Brand Logos

Manuscript ID: MBE-12-2016-0062

Publisher: Emerald

Journal Name: Journal of Islamic Marketing (ABDC)

Manuscript Title: "Young Muslim Customers' Perspectives on Boycotts of Foreign Products"

Manuscript ID: JIMA-12-2013-0081

Publisher: Emerald

Journal Name: Tourism Review (ABDC-B)

Manuscript Title: "Service Quality Evaluation And The Mediating Role Of Perceived Value And Tourist Satisfaction On Tourist Loyalty"

Manuscript ID: TR-09-2017-0142

Publisher: Emerald

Journal Name: International Journal of Pharmaceutical and Healthcare Marketing (SCOPUS)

Manuscript Title: Patient Perception and Choice Factors Related to International Hospitals: A Study in Ho Chi Minh City, Vietnam

Manuscript ID IJPHM-11-2016-0059

Publisher: Emerald

Journal Name: VINE: The Journal of Information and Knowledge Management Systems (ABDC-B)

Manuscript Title: "KMS Self-efficacy, KMS Quality, Expected Reward and Subjective Norm: Investigation Knowledge Sharing Attitude of Malaysian's Halal Industry"

Manuscript ID VINE-07-2015-0038

Publisher: Emerald

Journal Name: International Journal of Health Care Quality Assurance (ABS)

Manuscript Title: "Roles of different stakeholders in quality of care"

Manuscript ID IJHCQA-06-2015-0070

Manuscript Title: A structural assessment of supplier cooperation, innovative leadership, supply chain innovation, supply chain efficiency and performance of hospitals in Iran

Manuscript ID IJHCQA-09-2016-0144

Manuscript Title: Health planning through village health nutrition and sanitation committees: a qualitative study from India

Manuscript ID IJHCQA-01-2016-0009

Publisher: Emerald

Journal Name: International Journal of Emerging Markets (ABDC, ABS)

Manuscript Title: "100% Love Indonesia: Role of Government Campaign to Promote Local Products in Indonesia"

Manuscript ID IJoEM-04-2015-0057

Publisher: Emerald

Journal Name: South Asian Journal of Business Studies (ABDC)

Manuscript Title: Cues Speak Louder Than Words: An Empirical Evidence From Pakistani Consumer Market."

Manuscript ID SAJBS-11-2017-0133

Manuscript Title: Do trust mediates customer's satisfaction and loyalty relationship?

Manuscript ID SAJBS-08-2016-0070

Publisher: Emerald

Journal Name: Facilities (Scopus)

Manuscript Title: “End-User Computing Satisfaction of Hong Kong Housing Authority”

Manuscript ID f-01-2013-0007

Publisher: Emerald

Journal Name: Cities

Manuscript Title: “Housing Affordability Status of Ready Made Garment Workers in Dhaka Metropolitan Area”

Manuscript ID: JCIT_2016_378

Publisher: Elsevier

Journal Name: SAGE Open

Manuscript Title: “Thai Gen Y/Millennial Consumer Health and Wellness: An Antioxidant Beverage SEM Analysis”

Manuscript ID: SO-16-0456

Manuscript Title: “The effect of ICT Policy implementation and Usage on employees' Job Satisfaction: A case study of Staff at International Islamic University Malaysia Library”

Manuscript ID: SO-14-0345

Publisher: Sage

Journal Name: Sage Open (Scopus)

Manuscript ID: SO-14-1346

Position: Article Editor

Manuscript Title: “Examining the Influence of International Tourists' Destination Image and Satisfaction on Their Behavioral Intention in Penang, Malaysia”

Journal Name: Malaysian Institute of Management

Website : www.mim.org.my ; Email : mmr@mim.org.my

Manuscript Title: “The State of Methodological Trends in International Marketing Literature: 1990 – 2012”

Journal Name: Asian Journal of Marketing

Manuscript Title: “Impact of Store atmosphere on Customers' Buying Behavior in Super Market Environment”

Publisher: Science Alert; 244; 5th Avenue; No.2218; NY-10001; New York USA

Journal Name: Journal of Industrial Engineering and Management (Scopus)

Manuscript Title: “The Effect of corporate Brand on Organizational Citizenship Behavior (A Case Study: Iranian Food Industries)”

Manuscript ID: #969 Review

Publisher: Publisher: OmniaScience

Journal Name: Asian Journal of Marketing

Manuscript Title: “The Interplay of Brand Origin and Product Origin on Persuasion”

Manuscript ID: 59006-AJM-AJ

Publisher: Science Alert; 244; 5th Avenue; No.2218; NY-10001; New York USA

Journal Name: The Journal of Developing Areas (JDA); <http://muse.jhu.edu/journals/jda/>

(Scopus; ISI)

Manuscript Title: The Origin of Bias in Sovereign Credit Ratings: Reconciling Agency Views with Institutional Quality

Manuscript Number: MSN1015.doc

Journal Name: International Business Management (ERA)

Manuscript Title: Tourism Marketing Strategy Case Study: Aqaba Special Economic Zone (ASEZA).

Manuscript Number: IBM V6N1-1050.pdf

Journal Name: Management & Marketing, Challenges for the Knowledge Society (Scopus)

Manuscript Title: “*External Knowledge Transfer In Organizations*”

Manuscript ID: 1608-110.doc

Manuscript Title: “Software Consumer Behavior And Its Complexity”

Manuscript ID: 1304-17 - Software consumer behavior

Manuscript Title: “*Social responsibilities actions and loyalty in retailing – Findings from Romania*”

Manuscript ID: 1408-25.doc

Manuscript Title: “A Sensorial Marketing Approach To Chocolate Purchase Behavior”

Manuscript ID: **1310-32.doc**

Manuscript Title: “A model for short message service advertising avoidance determinants - an Iranian experience”

Manuscript Number: 1306-21.doc

Membership (9)

Organization Name: International Society for Development and Sustainability (ISDS)

ISDS LLC, Japan ; www.isdsnet.com

Membership Type: Academic

Membership ID# M170169

Effective Date: 22/4/2017

Organization Name: The American Marketing Association (AMA)

311 S. Wacker Drive, Suite 5800; Chicago, IL 60606; Tel:(800)AMA-1150 or (312)542-9000; Fax:(312)542-9001.

Membership Type: Academic

Member ID# 03307365

Effective Date: 5/8/2015

Expiration Date: 5/31/2017

Organization Name: Asian Academy of Management (AMA)

Asian Academy of Management; School of Management, Universiti Sains Malaysia Pulau Pinang, Office No: 04 - 653 2338

Membership Type: Academic/ Ordinary

Member ID# AAM086/2015/2017

Effective Date: 1/10/2015

Expiration Date: 30/10/2017

Organization Name: Asian Council of Science Editors (ACSE)

Contact: Awais Jabbar; Assistant Manager Membership; Asian Council of Science Editors; P.O. Box 126208, Deira, Dubai, UAE

Email: acse@theacse.com .

Membership Type: Academic

Effective Date: 30/5/2015

Expiration Date: 30/5/2016

Organization Name: EATAW (European Association For the Teaching of Academic Writing)

Position: Members

Organization Name: Management Education & Research Consortium Global (MERC Global)

<http://www.mercglobal.org/executive-board.html>

Overview: MERC Global is registered under the Society Registration Act 1860, Govt. of India

Position: Executive Board Members

Membership No: Member of Executive Board (2013-15)

Organization Name: Marketing Profs! <http://www.marketingprofs.com/>

Position: Basic Members

Organization Name: Internet Marketing Association

<http://imanetwork.org/>

Position: Basic Members

Organization Name: Online Trading Academy <http://www.tradingacademy.com/about-us/>

Position: Basic Members; User Name: 006036196714