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Update as on 7th August 2021



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| **EDUCATIONAL BACKGROUND**   |  | | --- | | PhD (Management) *(Tres Honorable avec Feclitation)*, Ecole Doctorate de Sciences Gestion, Institute d’Administration des Entreprises, Universite de Toulouse 1 Capitole, Toulouse, FRANCE | | MASTER OF SCIENCE (Management),UUM Graduate SchoolUniversiti Utara Malaysia, Kedah, MALAYSIA | | BACHELOR OF SOCIAL SCIENCES(*International Studies)* Hons,Faculty of Social Sciences, Universiti Malaysia Sarawak (UNIMAS) MALAYSIA **OTHER CERTIFICATION**  Certified Social Innovation and Social Entrepreneurship (SESI) Trainer (Malaysia Higher Education & MaGIC, Malaysia  An Executive Certificate for Entrepreneurial Leader (ElP) (Malaysia Higher Education & Prifysgol Abertawe, Swansea University, United Kingdom |   **ACADEMIC AND ADMINISTRATIVE POSITION (2003-2021)**  **COORDINATOR,** Diploma in Business Studies Program  **HEAD OF PROGRAM,** Diploma in Business Studies Program  **SENIOR LECTURER** in Faculty of Business Management  **COORDINATOR,** UiTM Sarawak Campus, Research Management Unit (RMU) UiTM Sarawak  **COORDINATOR,** Undergraduate Practical Training and Final Paper Project Bachelor of Business Administration (Marketing)  **ACADEMIC ADVISOR,** BBA (Marketing) students.  **PRESIDENT,** UiTM Sarawak Staff Club  **ADVISOR**, UiTM Sarawak KOSISWA (Koperasi Siswa UiTM Sarawak Berhad)  **FELO TUNAS MEKAR**, UiTM Sarawak | **PROFESSIONAL EXPERIENCE**   |  | | --- | | **FINANCIAL PLANNER**  *Bank of Commerce, Prai, Penang,* ***MALAYSIA*** | | **PRODUCT DEVELOPMENT AND MANAGEMENT EXECUTIVE**  *Celcom Multimedia Services Division, Putra Infoport, Serdang, Selangor,* ***MALAYSIA*** | | ***ACCOUNT MANAGER (GOVERNMENT AND EDUCATION MARKET SEGMENT)***  QuickNetCom.Com Sdn Bhd**,** *Kuala Lumpur,* ***MALAYSIA*** | | **FREELANCE TOURIST COORDINATOR AND GROUP LEADER**  *CS Holidays Travel & Tour and Andalusia Travel & Tours, Kuala Lumpur,* ***MALAYSIA*** |   **TECHNICAL COMMITTEE MEMBERS**  **HEAD** of UiTM Sarawak Business Technical Committee, UiTM Sarawak Campus  **PANEL EVALUATOR** for UiTM Sarawak Research Grant, UiTM Sarawak Campus  **REVIEWER COMMITTEE**, Journal of Management and Enterprises, University of Christian Petra, **INDONESIA.**  **OTHER REFERENCES**  Google Scholar <https://scholar.google.com/citations?user=D--vyUsAAAAJ&hl=en>  <https://www.researchgate.net/profile/Jati_Ali>  <https://uitm.academia.edu/JatiKasuma>  ORCID ID: <https://orcid.org/0000-0002-4041-5468>  <https://www.scopus.com/sourceid/21100870214>  <https://publons.com/researcher/1505339/jati-kasuma/>  Web of Science Researcher ID J-4060-2019  <https://www.mendeley.com62/profiles/jati-kasuma-ali/>  https://researchid.co/jatikasuma |

**PROFESIONAL MEMBERSHIP**

1. PROFES Sarawak, **MALAYSIA**
2. Sarawak Research Society, **MALAYSIA**
3. Member of Marketing Asia Scholars Group, **SINGAPORE**
4. Chartered Institute of Marketing (CIM), UK (Membership No: 38456536), **UNITED KINGDOM**
5. International Society for Development and Sustainability (ISDS) (Membership ID: M1500418, **JAPAN**
6. Associate Lecturer at Arshad Ayub Graduate Business School (AAGBS), UiTM Shah Alam, **MALAYSIA**

**PUBLICATION** *(ISI Thompson/ WoS, SCOPUS, Category A and Index)*

1. **Jati Kasuma** (2011),’Exploring the Loyalty of Micro-Enterprises Owners towards their Banking services- Tracing of the influence of ethnicity and religiosity, *Journal of International Business and Entrepreneurship,* Vol.16, No.1**(MYCite)**
2. Johanna Adlin Ahmad, Abang Zainoren Abang Abdurahman, **Jati Kasuma Ali**, Lenny Yusrina Bujang Khedif, Zubaidah Bohari, Silverina Anabelle Kibat (2014),’[Social Entrepreneurship in Ecotourism: An Opportunity for Fishing Village of Sebuyau, Sarawak Borneo](http://www.igutourism.com/article/view/12849)’, *Tourism, Leisure and Global Change,* Vol.1 (28). ***(INDEX)***
3. **Jati Kasuma** (2012),’Micro-enterprise Owners’ Loyalty Towards Their Favourites Bank: A Conceptual Framework’, *Jurnal Manajemen dan Kewirausahaan*, Vol.14 ***(ACCREDITED B, SINTA 2 Indonesia)***
4. Abol kasim Adai @ Adir, **Jati Kasuma,** Agnes Kanyan and Franklin Hazley Lai (2015),’Are Personal traits, Commitment, Networking and Business Knowledge Influencing the Success of the Chinese Business? *International Academic Research Journal of Social Science* 1(2), pp 232-239 **(MCC, MYJournal)**
5. Saloma Emang, Gladys Sebi Entigar, Noor Haty Nor Azam, Pauline Achan, **Jati Kasuma**, Muhammad Jastu (2015),’A Study of Patients’ Satisfaction on Service Quality in The Sarawak Rural Health Care Industry, *Research Journal of Social Science*, September; 8(7): pages 103-110. ***(INDEX AND IMPACT FACTOR: 5.650)***
6. Agnes Kanyan, Jasmine Vivienne Andrew, **Jati Kasuma Ali**, and Marianne Merley Beti (2015),’Building Customer Relationship for Gaining Customer Loyalty in the Pharmaceutical Industry’, *Journal of Advanced Management Science Vol. 3, No. 4,* ***(INDEX)***
7. **Douglas Chupong, Jati Kasuma, Ratnawate Panie and Yusman Yacob (2015),’Purchase Intention of Halal Products: A Study among Non-Muslim Member of Co-Operatives, *Journal of Cooperatives Malaysia*, Vol.11.** **(MYCite)**
8. Mohd Nazri Zakaria, **Jati Kasuma** and Razli Che Razak (2013),’Amalan Operasi dalam mempengaruhi Prestasi Perkhidmatan: Kajian Literature’, *Wacana Profes*, Bil.13, pp30-46
9. Azra Alhafidz Azmi, **Jati Kasuma**, Yusman Yacob (2015), **The Effectiveness Of Training Programs Among Co-Operative Members In Sarawak,** *Journal of Cooperatives Malaysia, Vol.11.* **(MYCite)**
10. Abang Zainoren, **Jati Kasuma**, Lenny Yuslina, Zubaidah Bohari, Johanna Adlin and Silverina Kibat (2015),’Student’s Perception towards Rural Eco-Tourism Destination Implementation: A Case of Sebuyau, Sarawak, *Australian Journal of Basic and Applied Sciences*, 9(37) Special Issues 2015, pp: 330-335 **(SCOPUS)**
11. Awang Rozaimie, Adib Sarkawi, Aiza Johari, Susana William, **Jati Kasuma** (2014),’Expatriates' Personal Quality Management: Multicultural Personality on Cross-cultural Adjustment among Assigned Expatriates and Self-initiated, *Journal of HRM & Organisational Development.*
12. **Jati Kasuma**, Mellisa Lubi, Agnes Kanyan, Hawa Nahar (2015),’ Antecedents of consumer behaviour and foreign product evaluation among consumer’, *Journal of Scientific Research and Development* 2 (14): 19-25, ***(IMPACT FACTOR : 4.396)***
13. Cynthia Gundu Bullok, **Jati Kasuma Ali,** Rashinah Binti Hossen,Yusman Yacob, (2015), Determinants of Women Involvement in Sarawak Cooperative Movement. *Global Journal of Business and Social Science Review*, 4(1):135-142 **(MYCite)**
14. Yusup, M. F., Kanyan, A., **Kasuma, J**., Kamaruddin, H., & Adlin, J. (2016). Determinants of factors and the growth of tourism industry in Langkawi Island. *Journal of Scientific Research and Development* 3 (2): 13-20 ***(IMPACT FACTOR : 4.396)***
15. **Kasuma, J**., Esmado, M. I., Yacob, Y., Kanyan, A., & Nahar, H. (2016). Tourist perception towards homestay businesses: Sabah experience. *Journal of Scientific Research and Development* 3 (2): 7-12, 2016. ***(IMPACT FACTOR : 4.396)***
16. Mohamad, M., & **Kasuma, J**. (2016). Identifying Motivation Factor Involvement Of Sarawak Malay Women Entrepreneur, *Jurnal Manajemen dan Kewirausahaan*, 18(1), 54-59. ***(ACCREDITED B, SINTA 2 Indonesia)***
17. Yusman, Yacob and **Jati Kasuma** and Hiram, Ting (2016) [Value Co-Creation Dimensions: Their Effect on Satisfaction of Cooperative Members.](http://ir.unimas.my/14152/) *Malaysian Journal of Co-Operatives Studies*, 12. ISSN 1823-5387 **(MYCite)**
18. Rosmiyati Rosli, Irwan Shahrinaz, **Jati Kasuma**, Abang Sulaiman Abang Naim, Emelia Abdul Rahim, Arrominy Arabi, Norlelawati Ismawi (2017). Determinant of customers’ preference in selecting Islamic bank. *International Journal of Advanced and Applied Science, Vol*, 4(3), 117-121. **(WoS)**
19. Mumtaz Ali, M., Hiram, T., Rohani, S., **Jati Kasuma, A**., & Yusman, Y. (2016). Level of Stress and Job Satisfaction among Call Operators: A Case of Malaysian Telecommunication Sector*. International Review of Management and Marketing*, 6(3), 442-447. (**SCOPUS)**
20. Othman, C. & **Kasuma, J. A**. (2017). Relationship of school climate dimensions and teachers' commitment. *International Journal of Advanced And Applied Sciences* 4, Vol 4(3), page: 94-100. **(WoS)**
21. Jasmine Vivienne Andrew, **Jati Kasuma**, Agnes Kanyan (2016). The Effect of Religious Element Towards Micro Enterprises Loyalty. *Journal of Applied Environmental and Biological Sciences. Vol*, 6(3S), 1-6. **(WoS)**
22. Muhammad Izzat Anuar, **Jati Kasuma**, Yusman Yacob, Hazami Kamarudin, Irwan Shahrinaz, Mohd Zaki Mohd Fadi*l(2017)* Metrosexual Men: Intention to Purchase Facial Care Product, Attitude or Price*?,* [*Advanced Science Letters*](https://www.ingentaconnect.com/content/asp/asl;jsessionid=62ra8htchhkpm.x-ic-live-01)*,* Volume 23, Number 8, pp. 7614-7617(4) (**SCOPUS)**
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31. [Banchita, Azilawati](http://www.ingentaconnect.com/search?option2=author&value2=Banchita,%20Azilawati); [Abdullah, Abdul Jabbar](http://www.ingentaconnect.com/search?option2=author&value2=Abdullah,%20Abdul%20Jabbar); [**Ali, Jati Kasuma**](http://www.ingentaconnect.com/search?option2=author&value2=Ali,%20Jati%20Kasuma)(2017) Agency Conflicts in Asean 5: Are the Conflicts Between Principal–Agent or Principal–Principal? [*Advanced Science Letters*](http://www.ingentaconnect.com/content/asp/asl), Volume 23, Number 9, September 2017, pp. 8180-8183(4) **(SCOPUS Q3)**
32. ‘Haniffah Haziq Hussin, Mohd Azizee Jemari, **Jati Kasuma**, Yusman Yacob, Ratnawatie Panie (2017)Factors Influencing E-Commerce Adoption Among Malay Women Entrepreneurs In Kuching Sarawak’, *Journal of Borneo Kalimantan,* Vol.3, Issue 1, pp. 1-19 **(MYCite)**
33. Dayang Hummida Abang Abdul Rahman, Nuzaihan Majidi, Fatin Huwaina, Nurul Farhana Aini Harun, **Jati Kasuma** (2017).’Economic Growth in Malaysia: A Causality Study on Macroeconomics Factors’, *Journal of Entreprenuership and Business*, Vol.5, Issues 2, pp 61-70**, (MYCite, ACI)**
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35. N. M. Jurji, **J. Kasuma**, D. H. A. A. Rahman, I. Shahrinaz, M. Aren (2018),’ Stress Coping Strategies And Its Relation To Quality Of Life Among The Sarawak Malay Entrepreneurs’, *Journal of Fundamental and Applied Sciences,* 10(5S), 677-690. **(WoS)**
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37. **Jati Kasuma**, Mohd Zakey Ramlee, Noni Haryanti and Ibrahim Morshidi (2018),’Does Element of Belief (Iman) and Ritual (Ibadah) Determined Leadership Effectiveness among Muslims in Malaysia? *Journal of Social Sciences Research*, Special Issue. 4, pp: 211-215 (***INDEX AND*** ***IMPACT FACTOR : 0.07)***
38. **Jati Kasuma,** Rosmimah Mohd Roslin, YusmanYacob and Abang Fhaeizdhya (2018),’ Exploring Factors Linking Value Co-Creation and Loyalty among Cooperative Members: A Qualitative Study, *Journal of Social Sciences Research,* Special Issue. 4, pp: 231-234 **( *INDEX AND* *IMPACT FACTOR : 0.07)***
39. Mohamad Firdaus Mohamad Zaid, **Jati Kasuma**, Margaret Gregory (2018),’ Did Beliefs and Attitudes Influence Consumer Ethnocentrism Towards Domestic Products? Empirical Evidence of Klang Valley Petronas Petrol Station, *Journal of Social Sciences Research,*  Special Issue. 4, pp: 207-210 ***(INDEX AND IMPACT FACTOR : 0.07)***
40. Yusman Yacob, **Jati Kasuma Ali**, Nelson Lajuni, Hiram Ting, Muhd Khairul Azhar Ahmad, (2018) ‘The Cooperative Characteristics and its Relation Towards Trust in Cooperative Brand’, *Malaysian Journal Of Cooperative Studies*, Vol.14, pp 1-16. **(MYCite)**
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42. **Jati Kasuma**, Norlida Ismailly, Sara Ghaffari, Muhamad Saufi Che Rusuli & Abdul Hakim Abdul Gapor (2019)’ Environmental Factor, Education & Training and PPE Impact on Safety Performance: A Study Among Construction Workers at SESCO Sub-station, Balingian, Sarawak’, *Research in World Economy*, Vol. 10, No. 2; Special Issue, pp.38-47 **(SCOPUS Q3)**
43. **Jati Kasuma**, Niena Nurul Farhana, Hazami Mohammad Kamaruddin, Muhamad Saufi Che Rusuli & Yusman Yacob (2019) ‘Identifying the Challenges of the Sarawak Malay Terubok Ikan Masin (Salted Fish) Entrepreneur: Qualitative Study’, *Research in World Economy*, Vol. 10, No. 2; Special Issue, pp. 30-37 **(SCOPUS Q3)**
44. **Jati Kasuma**, Mohd Kassim Sapenee, Bibi Sarpinah Sheikh Naimullah, Dayang Hummida Abang Abdul Rahman, Mohd Amirul Bin Adenan (2019)’ Personal Capabilities and Social Factor towards Entrepreneurial Intention: Empirical Evidenceof Science and Technology Undergraduate Students, *Journal of International Business, Economics and Entrepreneurship,* Volume 4, **(INDEX, MYCite, ACI)**
45. Dayang Hummida Abang Abdul Rahman , Nuzaihan Majidi, **Jati Kasuma**, Yusman Yacob, Dayang Affizzah Awang Marikan (2019) ‘The Dynamic of Macroeconomics Elements in Malaysia: Further Insight into Causality Analysis’*, Journal of International Business, Economics and Entrepreneurship*, Volume 4 (1) **(INDEX, MYCite, ACI)**
46. Muhammad Daneal Jamali, Thalany Kamri, **J a t i K a s um a**, Norlelawati Ismawi, Arrominy Hj Arabi, (2019) Interface Effectiveness (IE), Confidence in System (CS), Effectiveness of Use (EU) and Demographic Elements towards Intention to Use Pustaka Negeri Sarawak e-Services (LIBRARY -SERVICES), *Journal of Entrepreneurship and Business*, Vol. 7 Issue 2, pp. 55 – 69 **(ACI, MyCite)**
47. Shahira Shahina Mobil, **Jati Kasuma**, Mohd Amirul Adenan, Norazimah Mejri, Rohanna Rajan (2019),’ Influence of Perceived Quality and Self-Esteem on Women’s Purchase Intention: Luxury Makeup Brands, *Journal of International Business, Economics and Entrepreneurship,* Volume 4, (2) **(MyCite)**
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49. **Jati Kasuma**, Agnes Kanyan, Mohd Khairol, Noraini Sa'ait, and Gloria Panit (2020)’ Factors Influencing Customers Intention For Online Shopping’, *International Journal of Modern Trends in Business Research*, Vol: 3 Issues: 11, pp. 31 – 41**(MyCite)**
50. Norzita S, Arrominy A, Zurraini A, **Jati Kasuma**, Norlelawati I, Yusman Yacob (2020),’ Does work-life balance have a relationship with work performance?, *ASEAN Entrepreneurship Journal*, Vol 6 No. 1, pp. 15-21 **(MyCite)**
51. **Jati Kasuma**, Norlina Mohamed Noor, Abang Zainoren Abang Abdurahman, Anusara Sawangchai, Mohd Azizee Jemari (2020),’The Influence of Information Susceptibility and Normative Susceptibility on Counterfeit Manufacturing Products Purchase Intention’, *International Journal of Supply Chain Management*, Vol. 9, No. 2, pp.234-239. **(SCOPUS)**
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53. Zaenab Hanim, Muhammad Saleh, Rahmat Soe’oed, **Jati Kasuma**, Abang Fhaeizdhyall (2020) Interaction effect of teacher certification and principal leadership styles towards teacher performance: Empirical evidence of elementary school at Berau district of East Kalimantan province, Indonesia, *International Journal of Advanced and Applied Sciences*, 7(2) 2020, pp.57-62 **(WoS)**
54. Saida Zainurossalamia ZA., Dio Caisar Darma, **Jati Kasuma**, Sri Langgeng Ratnasari, Tănase Tasenţe (2020) Apparatus Performance As Mediation Of Creativity And Innovation Towards The Successful Application Of E-Kelurahan, *European Journal of Human Resource Management Studies*, Vol.4, Issue 2, pp. 108-122 **(INDEX)**
55. Dio Caisar Darma, **Jati Kasuma**, Muhammad Ikbal (2020),’ Employment Absorption: Elasticity in the Industry and Services Sector in Indonesia’, *Management and Economics Review* , Vol.5, Issue 1, pp.125-135 **(INDEX)**
56. Agnes Kanyan, **Jati Kasuma**, Jacqueline Koh Faculty Yusman Yacob, Raymond Banting (2020),’ Relationship between Informal and Formal Network Towards Entrepreneurial Intention among Undergraduate at Public University*, Journal of Entrepreneurship and Business*, Vol. 8, Issue 1, pp:59-70.(**MyCite, ACI)**
57. **Jati Kasuma**, Farah Liyana Abdul Razak, Noraida Omar, Abang Sulaiman Abang Naim Bibi Sarpinah Sheikh Naimullah, Dio Caisar Darma (2020),’Attitude, Perceived Usefulness and Perceived Ease of Use towards Intention to Use M-Commerce: A Case of Grocery Shoppers in Kuching, Sarawak, *Journal of Entrepreneurship and Business*, Vol. 8, Issue 1, pp:71-84**.(MyCite, ACI)**
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59. Rahcmad Budi Suharto, Zainal ZA Abidin, Sri SM Mintarti, **Jati Kasuma**, Ardi AP Paminto, Tetra TH Hidayati (202),’’The Significance of Job Satisfaction as A Mediation Variable To Performance At Officers In The Department Of Education And Culture Of East Kalimantan Province’’, *Journal of Critical Reviews,* Vol.7, Issues.24, pp1200-1203 **(SCOPUS)**
60. Syahmardi Yacob, Erida, Ade Perdana Siregar**, Jati Kasuma** (2020),’’A Model Of Rural Tourism Visiting Intention: Tourism Impact and Local Community With Competitive Advantage Perspective In Jambi Province, Indonesia’, *Journal of Critical Reviews*, Vol.7, Issues.24, pp 1225-1230 **(SCOPUS)**
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65. Dian Wahyuningsih, Dio Caisar Darma, R. Ayke Nuraliaty, **Jati Kasuma**, Tănase Tasenţe, Siti Maria, Denis Ushakov, Sriwardani (2020) Why dynamic capacity influences the quality of management accounting Information systems in the public sector? *International Journal of Psychosocial Rehabilitation*, Vol. 24, Issue 10, 4032-4044 **(SCOPUS Q3)**
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67. Musdalifah Azis, Hedi Hastriawan, **Jati Kasuma,** Dio Caisar Darm (2020) Coal Prices And Financial Performance Toward Coal Mining Company Value, *International Journal of Psychosocial Rehabilitation*, Vol. 24, Issue 04**, (INDEX)**
68. Thalany Kamri, **Jati Kasuma**, Justina Kutok, Dio Caisar Darma (2020) Do Tourists Willing To Pay For The Value Of Environmental Conservation? A Case Of Annah Rais Longhouse And Hot Springs, *Journal of Tourism Management Research,* 2020, 7(2): 218-228 **(INDEX)**
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71. Romzan Bujang, **Jati Kasuma**, Nadrawina Isnin, Pressca Neging, Aimi Nuraida Ali Hassan, Dio Caisar Darma, Yohanes Kuleh (2020) Relationship Between Client Satisfaction, Service Quality and Client Perception Towards

the Effectiveness o f Client Consultation Services, *International Journal of Psychosocial Rehabilitation*, Vol. 24, Issue 03, pp. 5648- 5656 **(SCOPUS Q3)**

1. Mahmoda Akter, Md Abdul Alim, Rubaiyat Shabbir, Md Borak Ali, Jee Teck-Weng, **Jati Kasuma** (2020) The Mediating Effects of Place Satisfaction and Support for Community: An Evaluation of the Performance of Small and Medium Tourism Enterprises in Bangladesh, *Asian Journal of Business and Accounting*, Vol.13 (2) Pp 27-48. **(SCOPUS Q3)**
2. Nelson Lajuni, Yusman Yacob, Salumah Nain, **Jati Kasuma** (2020) Sustainable Management: A Bibliometric Review of Current Trend and Development, *Journal of Sustainable Management Studies*, Vol.1 (1) pp.1-10 **(INDEX)**
3. D Wahyuningsih, **J Kasuma**, NRA Nuraliati, DC Darma (2020) Application of Market Innovation Strategies for Banjaran Coffee Products using the Walk Shop, *International Journal of Entrepreneurial Research, Vol. 3(2 , Pp49-53* **(INDEX)**
4. Anusara Sawangchai, Hiran Prasarnkarn, **Jati Kasuma**, Aleksandra G. Polyakova, Saba Qasim (2020) Effects Of Covid-19 On Digital Learning Of Entrepreneurs, Polish Journal of Management Studies 2020; 22 (2): 502-517 **(SCOPUS Q2, WoS)**
5. Nelson Lajuni, **Jati Kasuma**, Yusman Yacob, Noor Hafizah Azali, Winnie Emang, Mohammad Bin Ismail (2020), Islamic Financial Products/Services and the Intention to Use, *Malaysian Journal of Consumer And Family Economics,* Vol 24, pp154- 172 **(SCOPUS Q4)**
6. Adi Wijaya, Tănase Tasenţe, Dio Caisar Darma, **Jati Kasuma** (2021) Labor Force And Economic Growth Based On Demographic Pressures, Happiness, And Human Development: Empirical From Romania, *Journal of Eastern European And Central Asian Research*, Vol.8 No.1, 40-50 **(SCOPUS Q3)**
7. Sharifah Rahama Amirul, **Jati Kasuma**, Sharifah Milda Amirul, Sulaiman Tahajuddin, Dio Caisar Darma (2021) Conceptual Model – Bridging The Micro-Macro Connection For Organizational Value Creation And Performance, *Innovative Issues and Approaches in Social Sciences*, Vol. 14 **(INDEX)**
8. Suparjo Suparjo, Surya Darma, Nia Kurniadin, **Jati Kasuma**, Priyagus Priyagus, Dio Caisar Darma, Haryadi Haryadi, (2021) Indonesia’s New SDGs Agenda for Green Growth – Emphasis in the Energy Sector, *International Journal of Energy Economics and Policy,* Vol 11, Issue 3 **(SCOPUS Q2)**
9. Sherrymina Kichin, Norazirah Ayob, **Jati Kasuma** (2021) The Initial Development of Rural Tourism Destination Image From Residents’ Perceptions, *Journal of Sustainability Science and Management*, Vol. 16 Number 5, pp. 288-306 **(SCOPUS)**
10. Annuar, A. M. A., & **Ali, J**. K. (2021). Systematic Literature Review on the Relationship between Religion and Business Success. *International Journal of Academic Research in Business and Social Sciences*, 11(7), 529–546 **(ERA)**
11. Juliansyah Roy, Michael Hadjaat, Dio Caisar Darma, Saida Zainurossalamia ZA, **Jati Kasuma** (2021) Eksplorasi Pariwisata Pedesaan Di Hutan Desa Merabu, Berau (Indonesia), *Jurnal Pariwisata Pesona*, Vol. 6 No 1, p 36 - 48 **(SINTA)**

**CONFERENCE PROCEEDING** *National and International*

1. **Jati Kasuma** and Annie Wong, ‘Enhancing the development of small and medium enterprises in Malaysia through *Branding’ Social Science and ICT Conference in Langkawi,* Kedah, **MALAYSIA**
2. **Kasuma, Jati**, Mohd Roslin, Rosmimah and Lee., L.W (2011),’The effect of Ethnicity and Religiosity towards Micro-Enterprises loyalty in Malaysia’, in the *8th Annual International Conference on Small and Medium Sized Enterprises: Management – Marketing – Economic Aspects*, 1-4 August 2011, **Athens, GREECE**.
3. **Jati Kasuma** and Rosmimah Mohd Roslin, Understanding Business Customers Brand Loyalty towards their banks and implications of rejecting competitor banks; A Pilot study, *7th Annual International Conference on Small and Medium Sized Enterprises: Management - Marketing - Economic Aspects, 2-5 August* 2010, **Athens, GREECE**
4. **Jati Kasuma**, Exploring Consumer’s Brand Resistance Through the effects of brand loyalty: A case of banks’ Gillespie Centre, Claire College, **University of Cambridge, UNITED KINGDOM**, 2009.
5. **Jati Kasuma**, Yusman Yacob, Rodua Anak Tayo, Are Non-Muslims Consumer Understand about Halal Principles? A Case of Non-Muslims Bidayuh Ethnic in Sarawak, Borneo, Istanbul Nippon Hotel, *IBESRA Conference,* **Istanbul**, **TURKEY**, 29 December 2014
6. Zuraini Alias, Rosmimah Mohd Roslin and **Jati Kasuma**, The Mediating Role of Experiential Values on Servicescape Strategies and Loyalty Intention of Department Store Customers in Malaysia, *International Conference of Asian Marketing Association (ICAMA),* Consumption Trends in Asian Markets, **Seoul, KOREA**; March 2014
7. **Jati Kasuma,** Darel Nicol Luna, Ratnawatie Panie, Acquiring Luxury Women Headbands: Buying to impress others or Self-fulfillment?*2nd International Conference on Communication, Media & Society* 2014 (iCOMES2014), Bandung**, INDONESIA**
8. Yusman Yacob, Syarifah Rohaya Wan Idris, Hamizah Mohd Nadzir, **Jati Kasuma, Media** as A Tool Development Towards Building the Cooperative Community, *2nd International Conference on Communication, Media & Society 2014* (iCOMES 2014), At Bandung, **INDONESIA**
9. Ratnawate Panie,Wan Mohd Hamidi Wan Ahmed and **Jati Kasuma**, Sms Advertising: An Investigation On Factors Creating Positive Attitudes In Young Consumers, *2nd International Conference on Communication, Media & Society 2014* (iCOMES 2014), **Bandung**, **INDONESIA**
10. Irwan Shahrinaz, **Jati Kasuma**, Ahmad Faisal Mahdi and Johanna Adlin, Do Electronic Word of Mouth and Brand Image Have Relationship and Impact Towards Purchase Intention of Smartphone? *MJJIC Conference 2015*, **Fukuoka**, **JAPAN**
11. Muhammad Omar, **Jati Kasuma**, Roystance Asit, Pauline Achan& Dean Mojolou, E-Business Adoption among Homestay Business: Sarawak Experience, Conference Proceedings, *Advances in Business Research International Conference 2015,* 17th – 18th November 2015, Langkawi, Kedah, **MALAYSIA**
12. Yusman Yacob, **Jati Kasuma**, Agnes Kanyan, Muhammad Hasfa Riza (2013). A Preliminary Study on Factors Influencing Sarawak Malay Entrepreneur Naming Their Enterprises. *2nd International Seminar on Entrepreneurship and Business (ISEB) 2013,* Entrepreneurship Ecosystem in Transitioning economy: Deliberating Strategies, Universiti Malaysia Kelantan, **MALAYSIA**
13. **Jati Kasuma**, Yusman Yacob (2013). A Study on Profile of Cooperative Retail Business Outlet in Sarawak: Present Capacity and Financial Growth. *2nd International Seminar on Entrepreneurship and Business (ISEB) 2013*,” Entrepreneurship Ecosystem in Transitioning economy: Deliberating Strategies”, Universiti Malaysia Kelantan (UMK) on 15th December 2013, **MALAYSIA**
14. **Kasuma, J**., Jamadin N., Yacob Y. & Sadeeq A A, (2015). Determinants of Purchasing Luxury Handbags Among the Generation Y. *3rd Global Conference on Business and Social Science, at Kuala Lumpur, Volume: ISSN 2289-8506.,* ***MALAYSIA***
15. Irwan Shahrinaz, **Jati Kasuma**, Bibi Sarpinah Sheikh Naimullah (2015). Do Attitude, Trust and Knowledge have relationship towards Purchase intention of Manufactured Halal Food Product? Proceeding of International Islamic Borneo Conference VIII, Universiti Islam Sultan Sharif Ali (UNISSA), Brunei Darussalam, 2nd – 3rd September 2015. **BRUNEI DARUSSALAM**
16. Lubi, M., **Kasuma, J**., Jemari, M. A., & Naimullah, B. S. S. (2016). Relationship Between Consumer Attitude and Country of Origin Towards Foreign Product Evaluation. In *Tourism Research Conference* 20th -22nd April 2016 (P. 74). Terenganu, **MALAYSIA**
17. Yusman, Yacob and Hiram, Ting and **Jati Kasuma, Ali** (2016) [Service Quality Dimensions and Members’ Satisfaction: A Mixed-Methods Approach.](http://ir.unimas.my/14151/) In: 6th Asia Pacific Marketing Management Conference, March 2016, Universiti Malaysia Sarawak, **MALAYSIA.**
18. **Jati Kasuma**, Yusman Yacob, Rosmimah Mohd Roslin (2017) The Relationship of Members’ Participation, Members’ Citizenship and Loyalty and The Mediating Effect of Trust: An Explanative Study Of Value Co-Creation Behaviour Among Credit Co-Operatives Members In Sarawak, Borneo, Malaysia, 3rd International Conference on Business, Economics, Management and Marketing ICBEMM 2017 (Oxford) Conference Venue: **UNIVERSITY OF OXFORD**, St. Anne's College, Oxford, **UNITED KINGDOM,** 13th -15th March 2017
19. Hazami Mohammad Kamaruddin, Niena Nurul Farhana, **Jati Kasuma**, Identifying the Challenges of The Sarawak Malay Terubok Ikan Masin Entrepreneur: Qualitative Study’’, Proceeding for 5th International Seminar on Entrepreneurship and Business (ISEB 2017), Universitas Andalas, Padang, **INDONESIA.**
20. Norlida Ismailly, Abdul Hakim Abdul Gapor**, Jati Kasuma Ali**, Irwan Shahrinaz, ‘’Environmental Factor, Education & Training and PPE Impact on Safety Performance: A Study Among Construction Workers at Sesco Sub-Station, Balingian, Sarawak’’. Proceeding for 5th International Seminar on Entrepreneurship and Business (ISEB 2017), Universitas Andalas, Padang, **INDONESIA.**
21. **Jati Kasuma,** Yusman Yacob, Irwan Shahrinaz & Johari Abdullah, non’-Muslims and the Halal Principles: A Case of Bidayuh Ethnic in Sarawak’, *Borneo Islamic International Conference (KAIB) X*, Universitas Mulawarman, Samarinda, North Kalimantan, **INDONESIA**, 25th -26th September 2017
22. Siti Naziera Mohd Daud, **Jati Kasuma Ali** & Ambi Kun,’Does Facilities, Kindergarten’s Program and Teacher’s Characteristics Have Relationship with Parent’s Satisfaction Towards Kindergarten Centre? Empirical Evidence of Kindergarten Centre in Kuching, Sarawak’, *Borneo Islamic International Conference (KAIB) X,* Universitas Mulawarman, Samarinda, North Kalimantan, **INDONESIA**, 25th -26th September 2017
23. Erwin Laing**, Jati Kasuma** & Ambi Kun,’Does Savings Motive and Level of Knowledge Towards Life Insurance Demand Correlated? Empirical Evident of Customer in Miri, Sarawak’’, *Borneo Islamic International Conference (KAIB) X,* Universitas Mulawarman, Samarinda, North Kalimantan, **INDONESIA**, 25-26 September 2017
24. Abang Fhaeizdhyall and **Jati Kasuma**, ’Identifying Effectiveness of Teacher Education Program towards English Pre-service Teachers: A Qualitative Study’, Conference: The 5th Malaysian International Conference on Academic Strategies in English Language Teaching 2017 (MYCASELT), IDCC, Shah Alam, Selangor, **MALAYSIA**
25. Muhd Zakie Azmin, **Jati Kasuma,** Pressca Neging, Nelson Lajuni, Yusman Yacob, “Revealing Business Sustainability among Indian Muslim Businesses in Kuching: A Qualitative Study’, *Proceeding 11th International Borneo Islamic Conference, 2018, Institut Agama Islam Negeri, Pontianak,* ***INDONESIA.***
26. Ameer Muhaymin, Abg Hamizam Abg Johar , **Jati Kasuma** , Adzrul Izwan Abdullah, Noor Hafizah Azali ‘Does Knowledge and Benefits Of Waqf Influence Perception Towards Waqf?’, *Proceeding 11th International Borneo Islamic Conference, 2018, Institut Agama Islam Negeri, Pontianak,* ***INDONESIA****.*
27. Eliofina Minni Burthon Sintau**, Jati Kasuma**, Noor Hafizah Azali, Adzrul Izwan Abdullah, Bibi Sarpinah Sheikh Naimullah ‘Relationship and Influence of Halal Awareness and Halal Certification Towards Intention to Purchase Halal Certified Product Among the Iban’, *Proceeding 11th International Borneo Islamic Conference, 2018, Institut Agama Islam Negeri, Pontianak,* **INDONESIA.**
28. Nelson Lajuni, Yusman Yacob, **Jati Kasuma**, Dg Mahani Mohd Ixsan,’ The Determinants of Islamic Personal Financing in North Borneo (Sabah)’, *Proceeding 11th International Borneo Islamic Conference, 2018, Institut Agama Islam Negeri, Pontianak,* **INDONESIA.**
29. **Jati Kasuma Ali**, Mohd Azizee Jemari and Ahmad Faizul Benjamin‘Spirituality and Its Influence towards Islamic Leadership Effectiveness: Empirical Evidence among Malay Leaders in Sarawak, Malaysia’*, 8thInternational Conference on Business, Economics, Management and Marketing, 06th -08th March 2019,* **UNIVERSITY OF OXFORD***, St Anne's College,* **OXFORD, UNITED KINGDOM**
30. Pressca Neging, **Jati Kasuma**, Lantong Sergen, Aimi Nuraida Ali Hassan, Aisyah Nazamud-din, Noor Hafizah Azali (2019) Purchasing Illegal Software Behavior: Empirical Evidence Among Public Higher Education Institution Students At Kota Samarahan, Sarawak, Conference Proceeding The 2nd International Conference on Management and CommunicationAt: Kuching, Sarawak, **MALAYSIA**
31. Faezah Sabil, Haruyah Abu, **Jati Kasuma** and Nurul Lizzan ,’Identifying Work-Family Conflict Among Nurses: A Qualitative Study’, *The European Proceeding of Social & Behavioral Sciences (EpSBS),* BE-ci 2016: 3rd International Conference on Business & Economics, 21st-23rd September 2016 UniversitiTeknologi Mara, **MALAYSIA**, Published by Future Academy, e-issn:2357-1330, ***ISI THOMPSON /* WoS *INDEX*.**
32. Nik Mohamad Nik Najib, **Jati Kasuma** and Zainon Bibi,’Relationship And Effect Of Entertainment, Informativeness And Personalization Of Generation Y Attitudes Towards Sms Advertising’ *The European Proceeding of Social & Behavioral Sciences (EpSBS),* BE-ci 2016: 3rd International Conference on Business & Economics, 21st -23rd September 2016 UniversitiTeknologi Mara, **MALAYSIA**, Published by Future Academy, e-issn:2357-1330, ***ISI THOMPSON/* WoS *INDEX*.**
33. Nadzly Zaqwan Mohamed Zaini, **Jati Kasuma Ali**, Yusman Yacob and Abdul Ismail Mohd Jawi, Do Self Efficacy and Familial Factor Matter? Understanding Women Entrepreneurial Intention of SME In Sarawak’, *The European Proceeding of Social & Behavioral Sciences (EpSBS),*BE-ci 2016: 3rd International Conference on Business & Economics, 21-23 September 2016 Universiti Teknologi Mara, **MALAYSIA**, Published by Future Academy, e-issn:2357-1330, ***ISI THOMPSON*** / **WoS *INDEX*.**
34. Lisa Sidyawati, Joko Sayono, Swastika Dhesti Anggriani, Moch. Nurfahrul Lukmanul Khakim, and **Jati Kasuma Bin Ali**, (2021), “Development of a Cultural-Based Application at Kampoeng Heritage Kajoetangan as a Learning Media for Tourists” in *International Conference on Art, Design, Education and Cultural Studies (ICADECS), KnE Social Sciences*, pages 65–71. DOI 10.18502/kss.v5i6.9179
35. **Jati Kasuma Haji Ali** and Hanafi Hamzah (2021), Environmental Awareness, Initiatives And Performance In Small- And Medium-Sized Enterprise Hotels Of Malaysia: The Effect Of Top Manager’s Commitment, In *Proceeding* *Phuket International Tourism Conference* (Phuket ITC) 2021 “Crisis Management in Tourism and Hospitality: Challenges, Responses and Recovery Strategies”

**BOOKS AND A CHAPTER IN BOOKS**

1. Abang  Zainoren  Abang  Abdurahman, **Jati Kasuma Ali**, Lenny Yusrina  Bujang  Khedif, Zubaidah  Bohari, Johanna  Adlin  Ahmad and Silverina  Anabelle  Kibat (2015), ‘Antecedents to Social Entrepreneurship Engagement*,*  [*ASEAN Entrepreneurship Conference 2014*](http://link.springer.com/book/10.1007/978-981-10-0036-2), A ***CHAPTER IN BOOK*** *Springer*, pp 287-301
2. Joshua Jimbun, Irwan Shahrinaz, **Jati Kasuma Ali**, Noor Hasvenda Abd Rahim, Online Purchase Intention in Consumers: Empirical Evidence Among Cyber Citizens in Kota Samarahan, Sarawak, *Proceedings of the Second International Conference on the Future of ASEAN* (ICoFA) 2017 - Volume 1 Pages 73-82 **(A CHAPTER IN BOOK)**
3. Nurul Farihin Mhd Nasir, Shamshul Anaz Kassim, Dalili Izni Shafie, Nurulain Suid, Josephine Tening Pahang, **Jati Kasuma Ali**,’ Organizational Commitment, Meaning of Work, Social Responsibility, and Social Exchange Relationships Among Different Generations, *Proceedings of the Second International Conference on the Future of ASEAN* (ICoFA) 2017 - Volume 1 Pages 1-8 **(A CHAPTER IN BOOK)**
4. MariamCake House :Usahawan Kek Lapis Sarawak, **Jati Kasuma** and Shantrol (In progress) – **BOOK**
5. **Jati Kasuma,** Yusman Yacob, ‘Customer Participation as Reviprocal Support in Creating Customer Loyalty’, Article 23, The Mind of World Philosophy Day 2019, Kuala Lumpur, Publisher, Universiti Malaysia Kelantan Entreprenuership Institute (UMKEi) in collaboration with World Philosophical Forum Malaysian National Branch, Gual Periok Foundation and European Centre for Peace and Development United Nation Mandated University for Peace Belgrade, Serbia. **(A CHAPTER IN BOOK)**
6. **Jati Kasuma,** Shantrol, Rohaizad, Suhaila, Lawas Membugar Sejarah Melestarikan Peradaban, Dewan Bahasa dan Pustaka, Cawangan Kuching, Sarawak, 2019 **(BOOK)**
7. Development of iconic spot replications in Kampoeng Heritage Kajoetangan as learning media for indische empire culture for tourists - L. Sidyawati, J. Sayono, S. D. Anggriani, M. N. L. Khakim, **J. K. B. Ali**, 1st Edition Community Empowerment through Research, Innovation and Open Access Proceedings of the 3rd International Conference on Humanities and Social Sciences (ICHSS 2020), Malang, Indonesia, 28 October 2020 **(A CHAPTERS IN BOOK)**

**RESEARCH** *Grant and Consultancy*

1. *Factors determining the success and the failure of Bumiputera entrepreneur in Malaysia*. Research and consultancy project in collaboration with UiTM Sarawak and Naim Cendera Holdings. (**Grant**: Naim Cendera, **Value**: RM200,000)- *Completed*
2. *Factors influencing emotional Intelligence among final semester student in UiTM Sarawak*. UiTM Sarawak URDC Research Fund. **(Year:** 2017**: Grant:** Dana Kecemerlangan UiTM Sarawak**, (Value: –** RM5,000**) -** *Completed*
3. *A Study on Customer satisfaction on stage bus services in Sarawak. A case studies in Kuching division’*, UiTM Sarawak URDC Research Fund. **(Year:** 2014**: Grant:** Dana Kecemerlangan UiTM Sarawak, **Value:** RM5,000**) -** *Completed*
4. *Theorizing Value Co-Creation and loyalty among cooperatives members* (**Year**: 2015-2017: **Grant:** FRGS, **Value:** – RM69,000)- *Completed*
5. *Master Pelan Pertanian untuk Samarahan*, (**Grant:** Kementerian Asas Tani Malaysia (**Year**:2014-2015, **Value**: RM450,000) *Completed*
6. *Willingness to Pay to Enter National Park: A Case of Santubong National Sarawak*. Thalany Kamri (Dr) (Head), Jati Kasuma (Dr), and Nurul Fahana Aini Binti Harun 288259 (**Grant:** Dana Kecemerlangan UiTM Sarawak. **Value:** RM5000) – *Completed*
7. Social Entrepreneurship Project 2014-2016: Developing Eco Tourism Product at Kampung Sebuyo, Kota Samarahan, Sarawak(**Grant**: Ministry of Higher Education, Malaysia, **Value**: RM98,000) - – *Completed*
8. *Kajian Kumpulan Inovasi Kerja (KIK) untuk Penjawat Awam Jabatan Kerajaan Negeri Sarawak* (**Grant**: Unit Pemodenan Qualiti Negeri Sarawak, **Value**: RM30,000) – *Completed*
9. *Penyelidikan Bahasa, Persuratan dan Kebudayaan Lawas terbitan Dewan Bahasa dan Pustaka* (DBP) Kuching, Sarawak (**Grant Value**: RM100,000) – *Completed*
10. *Usahawan Kek Lapis Sarawak: Meriam Cake House*  dengan penulis Dewan Bahasa dan Pustaka, Sarawak (**Grant Value**: RM30,000) – *Final Draft Dummy for printing*
11. *Developing the Best Practicable Model of Green Environment towards Cleanness City in Malaysia*, (**Year** 2019-2021), **Grant**: FRGS, **Value**: RM67,500) as members of researcher and collaboration with Universiti Malaysia Kelantan (UMK), Universiti Tun Hussein Onn (UTHM) and Universiti Pendidikan Sultan Idris (UPSI) – On going
12. *Program Tranformasi Usahawan Desa Sarawak (TUDS) daerah Sebuyau 2019-2020, Development of training and cooperative at Sebuyau Village* **Grant** : Ministry of International Trade & Industry,Industrial Terminal & Entrepreneur Development Sarawak (MIED) **Value**: RM59,000,– Completed
13. *Program Pembangunan Usahawan Bumiputera Sarawak for Eco Tourism Project for Enhancing Socio economy of Sarawak Community: development of entreprenuership training for community* (2019 – 2021) funded by TERAJU **Grant:** (a) Kampung Salak, Santubong- Sarawak –**Value** : RM521,090 (b) Kampung Punan Jaya, Lawas, Sarawak – **Value**: RM608,630, Orang Ulu Community, Murun, Sarawak – **Value**: RM420,280
14. *Kajian Ekonomi Impak Le Tour de Langkawi 2020 –* ***Value*** *: RM75,700.00* funded by Human Voyage Sdn Bhd, Malaysia – *Completed*

**RESEARCH IMPACT** *as on 4th June 2021*

1. Google scholar – Citation index : 369, h- index: 11, i10-index : 12
2. Researchgate – 20.34 impact
3. Scopus – 21 documents, 13 citation, h index: 3
4. Publons – 17 document, 18 citation, h index: 3

**VISITING PROFESOR /** *Profesor Zamalah*

1. Faculty of Management Science, Rajabhat University Phuket, **THAILAND** 2020/2021
2. Faculty of Management, Economy and Business, Universitas Pendidikan Indonesia, **INDONESIA** 2021
3. Universitas Udayana, Bali, **INDONESIA** *(In the process)*

**EDITORIAL** *Committee, Reviewer, Editorial (Journal and Conferences)*

1. ***Reviewer***, Journal of Borneo-Kalimantan, Universiti Malaysia Sarawak **(MYCITE)**
2. ***International Advisory Board*** Management and Entreprises, Universitas Christian Petra **SINTA 2**
3. ***Reviewer*** , Journal of Management and Entreprises, Universitas Christian Petra **SINTA 2**
4. ***Reviewer***, International Journal of Service Management and Sustainability (IJSMS) **(MYCITE)**
5. ***Reviewer***, Special Issues for Research in World Economy Journal **(SCOPUS)**
6. ***Reviewer***, International Journal of Business and Society (UNIMAS) **SCOPUS**
7. ***Reviewer***, Journal of International Business, Economics And Entrepreneurship (JIBE) **(MYCITE)**
8. ***Editorial Advisory Board and Reviewer*** for Malaysian Journal Of Co-Operative Studies**(MYCITE)**
9. ***Reviewer***, Malaysian Journal of Family and Economics **(SCOPUS)**
10. ***Reviewer,*** Journal of Entrepreneurship and Business **(MYCITE, ACI)**
11. ***Reviewer***, Journal of Critical Review **(SCOPUS)**
12. ***Editorial Board*,** Journal of Accounting and Business Educatiton **(SINTA, INDEX)**
13. **Editor in Chief**, Journal of Management Sustainable Study **(INDEX)**

**EXTERNAL APPOINTMENTS** Evaluation Academic Panel Advisor

1. **External Examiner** for subject URS 3012 Keusahawanan, Kolej Vokasional Matang, Kuching, Sarawak 21 July 2020
2. **Academic Panel Advisor**/ Technical Advisory Committee (TAC) for Kolej Vokasional Matang, Kuching 2020.
3. **External Assessor (Syllabus)** For Faculty of Hospitality and Tourism for University College Sedaya Internatonal, Malaysia (UCSI), Sarawak and Kuala Lumpur

**INVENTION & INNOVATION COMPETITION** *Jury Appointments*

1. 3rd International Innovation, Invention and Design Competition (ICON 2020) organised by Industry, Community and Alumni Network (ICAN), Universiti Teknologi MARA,Terengganu Branch, **MALAYSIA.**
2. e-Carnival of Research and Innovation (e-CRI) 2020 organised by Universiti Malaysia Kelantan, **MALAYSIA.**
3. The International Virtual Educational Invention, Innovation, and Design Competition 2020 (iVEDIIC2020), organized by the Faculty of Education, Universiti Teknologi Mara (UiTM), **MALAYSIA**

**AWARDS** *Best paper, Innovation, Recognition Awards*

***Best Paper Awards***

2015 Are Personal traits, Commitment, Networking and Business Knowledge Influencing the Success of the Chinese Business? **(Best Paper Awards)** for Global Entrepreneurship Theory and Practice Conference 2015, Johor Bahru, **MALAYSIA**

2014 The effect of religious element towards micro enterprises loyalty, **(Best Paper Awards)** for Terengganu International Business an Economic Conference IV, Kuala Terengganu, **MALAYSIA**

2014 Gaining Customer Loyalty through Service Quality, Relationship Quality and Reputation in Banking Industry, (**Best Paper Awards)** 18th International Conference on ISO and TQM, Kuching Sarawak, **MALAYSIA**

2017Willingness to Pay for Conservation of Natural Resources in Santubong National Park, Sarawak, (**Best Paper Awards 3rd place)**, iCOME Conference, Discovery Hotel, Bali, **INDONESIA.**

Identifying effectiveness of teacher education program towards English pre-service teachers: A Qualitative Study (**Best Paper Awards: Bronze**) The 5th Malaysian International Conference on Academic Strategies in Enlish Language Teaching, 1st -2nd November 2017, Ideal Convention Centre Shah Alam (IDCC) **MALAYSIA.**

2018 Impact of Perceived Usefulness, Perceived Ease of Use and Behavioural Intention in Using WhatsApp towards job performance **(Best Paper Award)** in 8th International Borneo Business Conference 2018, 4th -5th October 2018 Faculty of Economic and Business, Universiti Malaysia Sarawak, **MALAYSIA**

***Innovation Awards***

2015  **SPEAK** - Sistem Pengurusan Rekod Kewangan, **Melaka International Intellectual Exposition (Miiex 2015),** 09 Dec 2015, Taming Sari Hall, UiTM Melaka, (Awards: **GOLD MEDAL** **- Professional Invention Category,** Members: Abang Zainoren Bin Abang Abdurahman (Head), **Jati Kasuma Ali** (Dr), Lenny Yusrina Binti Bujang Khedif, Zubaidah Binti Bohari, Rashinah Binti Hossen and Debbie Dora Freedline Baba

**SPEAK** - Sistem Pengurusan Rekod Kewangan, **Melaka International Intellectual Exposition (Miiex 2015),** 09 Dec 2015, Taming Sari Hall, UiTM Melaka, (Awards**: Hang Tuah Awards Category),** Members: Abang Zainoren Bin Abang Abdurahman (Head**), Jati Kasuma Ali** (Dr), Lenny Yusrina Binti Bujang Khedif, Zubaidah Binti Bohari, Rashinah Binti Hossen and Debbie Dora Freedline Baba

**eTourP**- Entreprenuership Tourism Product, **Melaka International Intellectual Exposition (Miiex 2015),** 09 Dec 2015, Taming Sari Hall, UiTM Melaka, (Awards: **GOLD MEDAL** **- Professional Invention Category),** Members: Abang Zainoren Bin Abang Abdurahman (Head), **Jati Kasuma Ali** (Dr), Lenny Yusrina Binti Bujang Khedif, Zubaidah Binti Bohari

2017 **Dige- Budget Research Administrative Management Systems**, Invention, Innovation and Design Exposition, 25-19 September 2017, UiTM Malaysia, **(**Awards: **BRONZE MEDAL**) Members: **Jati Kasuma,** Bibi Sarpinah Sheikh Naimullah, Lenny Yuslina, Kuldip Singh and Irwan Shahrinaz

e-Industrial Training Systems (e-INTERN), Penang International Invention, Innovation and Research Design Platform (PIID 2017), Malaysia (Awards**: GOLD MEDAL**) Members: Oriah Akir, Adib Sarkawi, Azlina Narawi, **Jati Kasuma**, Aiza Johari

2019 Electromagnet Neodymiu Alternative Energy Source 24-25 July 2019, Universiti Malaysia Sarawak (UNIMAS) **(**Awards: **BRONZE MEDAL),** Members: Bibi Sarpinah, Mohammad Hamizan Mail, **Jati Kasuma**, Mohd Azizie Jemari.

2019 Studentprenuer Continuous Assessment Logbook (SCA Logbook), Sarawak Invention, Innovation & Design Expo 21st -23rd October 2019, **(**Awards: **SILVER MEDAL),** Members: **Jati Kasuma,** Nurul Hafizah, Bibi Sarpinah, Muhamad Saufi.

2020 Developing the best Practicable Model of Green Environment towards Cleanness City in Malaysia, 03-04 February 2020 **(**Awards: **SILVER MEDAL)** Members: Muhammad Saufi Che Rusuli, **Jati Kasuma**, Noraani Mustapha, Sasitharan A/L Nagapan, Anis Amira Ab Rahman, Norshahila Ibrahim, Syaza Shairah Sakidi

2021 A Proposed New “Turning Over System” Contribute to Zakat Collection in Malaysia, 2nd July 2021, (Awards: **BRONZE MEDAL**), Noormariana Bt Mohd Din, Prof Madya Dr Mohamad Ismail, Tengku Mohd Azizuddin Tuan Mahmood, **Prof Madya Dr Jati Kasuma,** Prof Madya Dr Azwan Bin Abdullah, MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEX 2021)

Determining Members Satisfaction From Value Co-Creation Behaviour Perspectives, , 2nd July 2021, (Awards: **SILVER** **MEDAL**),Dr Yusman Yacob, Assoc Prof. Dr Jati Kasuma, Assoc Prof. Dr Mohammad Ismail, Umi Insyirah Pakasa, Dr Nelsomn Lajuni, MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEX 2021)

***Other Awards***

2019 Anugerah Penyelia Pasca Siswazah Terbaik, Semasa Anugerah Pengurusan Kualiti UiTM Cawangan Sarawak 2019. (**The Best Postgraduate Supervising Awards** for UiTM Sarawak Branch)

2018 Anugerah Penyelia Pasca Siswazah Terbaik, Semasa Anugerah Pengurusan Kualiti UiTM Cawangan Sarawak 2018. *(****The Best Postgraduate Supervising Awards*** *for UiTM Sarawak Branch)*

2004 Service Excellence Awards, UiTM Sarawak (Academic Staff)

2015 Service Excellence Awards, UiTM Sarawak (Academic Staff)

**RECOGNITION –** *National and International Level*

***Keynotes Speakers/ Invited Speakers /Public Lecture/Invited Chair session and Conference Moderator***

1. Social Entrepreneurship Towards Social Change: The Story Of E-Tourp (Entrepreneurial Tourism Product)

Sarawak Experience, iCOME Conference in Bali, 2017 **INDONESIA  *(Keynotes Speaker)***

1. Personal Traits, Commitment, Networking and Business Knowledge Influence the Success of Chinese Business? IPN-IWNEST, Education and Management Conference, 19-20 February 2016 Kuching, Sarawak,

**MALAYSIA**. *(****Keynotes Speaker)***

1. Identifying the Challenges of the Sarawak Malay Terubok Masin Entrepreneur: Qualitative Study, IPN-

IWNEST, Education and Management Conference, 24-25 February 2017, Kuching, Sarawak, **MALAYSIA**

**(*Keynote Speaker)***

1. Exploring of New Factors Linking Value Co-Creation and Loyalty among Credit Cooperative Members,

Seminar on Malaysian Cooperative Research 2017, 18 December 2017, Klana Beach Resort, Port Dickson, Negeri Sembilan, **MALAYSIA *(Invited Speakers)***

1. Invited keynote Speaker at i-COME Conference at Royal Ambukho Hotel, Jogjakarta, INDONESIA 26-28

July 2018 ***(Keynote Speaker)***

1. International Guest Lecture.’ Industrial 4.0 and Impact towards consumer behavior’, 18th October 2018,

Faculty of Economics and Business, Universitas Mulawarman, **INDONESIA *(Invited International***

***Lecture)***

1. International Guest Lecture, ’Education in the era of industrial revolution 4.0, 27th August 2018, Doctoral and Master Program of Education Management, Teacher Training and Education Faculty, Universitas

Mulawarman, **INDONESIA** ***(Invited International Lecture)***

1. Pemahaman asas kepada konsep penjenamaaan produk dan perkhidmatan’ Program Bicara Eksekutif yang

bertemakan ‘Memposisikan Koperasi Melalui Penjenamaan Produk dan Perkhidmatan’ anjuran Maktab

Koperasi Malaysia Sarawak**, MALAYSIA *(Invited Speaker)***

Creative Marketing Strategy for SMEs in Sarawak. Organised by UNIMAS and SMECorp.2017,

**MALAYSIA** ***(Invited Speaker)***

1. Borneo Research Colloquium, UNIMAS Postgrads Colloquium, Oct 2019, Faculty of Economic and

Business, Universiti Malaysia Sarawak *(UNIMAS) (Keynote Speaker),* **MALAYSIA**

1. The 2nd Mulawarman International Conference on Economics and Business (MICEB) MICEB Conference, Nov 2019 *(Samarinda City,* **INDONESIA),** *(Keynote Speaker)*
2. International Guest Speaker in the webinar ‘ Exploring Service Innovation after the Pandemic, from Dreams to Reality’, 20 July 2020, via Zoom Meeting organsed by Faculty of Economics and Business, Universitas

Trisakti, Jakarta, **INDONESIA.**

**INTERNATIONAL PARTICIPATION** *Involvement and Webinar Invitation*

1. Tourism Malaysia Booth for VAKANTIESALON VAN BRUSSELS 2010, at Brussels Salon de Vacances, **BELGIUM.**
2. Tourism Malaysia booth for TASTE OF AMSTERDAM 2009, Amsterdam, **HOLLAND.**
3. **INTERNATIONAL ADVISORY BOARD** for International Conference on Management and Entrepreneurship (Promoting Innovation, Sustainability & Governance for a Better Business World), Discovery Kartika Plaza Hotel, Bali, 13th – 15th July 2017, Bali, **INDONESIA.**
4. ***INTERNATIONAL ADVISORY BOARD***for International Conference on Management and Entrepreneurship (i-COME) ‘Cultivating The Spirit of Sustainability, Innovation and Governance in Business Around The Worlds’, Jogjakarta, 26-28th July 2018, **INDONESIA**
5. **INTERNATIONAL ADVISORY BOARD** for International Conference on Management and Entrepreneurship, **PHUKET,** **THAILAND** 2019
6. ***MODERATOR*** *for World Philosophy Day 2018,* Jointly organised by World Philosophical Forum Malaysian National Branch and Gual Periok Foundation, 14th November 2018, Istana Hotel, Kuala Lumpur- **MALAYSIA**
7. ***SPEAKER*** for Webinar Of International Workshop “Tips in writing and publishing on International Indexed Journal” On July, 07, 2020, Organised by Faculty of Economic and Business, Universitas Mulawarman, **INDONESIA.**
8. ***KEYNOTES SPEAKERS*** for Online International Seminar on Tips of writing and publishing on Index Journal, 16th July 2020, organised by Department of Accounting, Universitas Tadulako, Central Sulawesi***, INDONESIA***
9. ***GUEST SPEAKER*** of International Online Seminar ‘Exploring Service Innovation after pendemic: From dreams to reality’, International Class Program, Faculty of Economics and Business, University Trisakti, **INDONESIA**
10. ***SPEAKER*** Online Workshop Writing and Publishing Indexed Journal 2nd Annual Management, Business and Economic Conference (AMBER ) 5th September 2020, Politeknik Negeri Malang, **INDONESIA**
11. **ORGANIZING COMMITTEE** for 6th International Conference on Marketing and Retailing (INCOMAR) 2017, Phuket, **THAILAND.**
12. **BOARD OF EDITORS** for *Phuket International Tourism Conference* (Phuket ITC) 2021 “Crisis Management in Tourism and Hospitality: Challenges, Responses and Recovery Strategies”

**COMMUNITY INVOLVEMENT** *Schools/State Government/ Malaysia*

1. **MODERATOR** for One District One Product, Sarawak 2015, Organised by Bumiputera Development Unit, Chief Minister Office and Implementation and Coordination Unit (ICU JPM) Prime Minister’s Department. Sarawak State Government.
2. **CHAIRMAN** for Implementation Committee Seminar for Private Research Network (PPRN) workshop Sarawak state Level 2016, 2017 and 2018
3. **PRESIDENT** for Kelab Kakitangan UiTM Sarawak (KEKITA)
4. **PANEL OF JURY** for MCCC Skills Inovasi dan Rekacipta, Pelajar Kolej Komuniti Wilayah **BORNEO. (Sabah and Sarawak)**
5. Invited as **MOTIVATIONAL TALK** for Secondary School (Form 6) Sekolah Menengah Kebangsaan Asajaya, Kota Samarahan, 20 August 2014 and SMK Kota Samarahan, Samarahan, Sarawak, 7 February 2018
6. **SPEAKERS AND PANEL FORUM** for Persidangan Sekolah Amanah Malaysia, 26 June 2015, Kuala Lumpur. Malaysia. On behalf of Parent and Teachers Association for Sekolah Kebangsaan Empila, Kota Samarahan. At Sunway Pyramid, Selangor, **MALAYSIA**
7. **PANE**L of Student Assessment Centre (SAC) and Interview for JPA Scholarship 2013, Sarawak Zone.
8. **RESEARCH FELLOW** for Initiative for Sarawak Malay Heritage under Program Pembangunan Sektor Old Kuching Heritage, Strategi Transfirmasi Ekonomi Digital Sarawak (2018-2020).
9. **PELAPOR FORUM,** Sympoium Budaya Melayu Sarawak siri ke-7, 29-31 Oktober 2018, Hotel Pullman, Kuching, Sarawak, **MALAYSIA**
10. **HEAD OF COMMITTEE** (Ad-Hoc) Seminar PPRN for Sarawak level, Collaboration between Sarawak State Government Agencies, Malaysia Higher Education (KPT) and UiTM Sarawak. **MALAYSIA**
11. **AHLI LEMBAGA PELAWAT/PENASIHAT 2020/2021–** Pusat Pemulihan Kota Samarahan, Sarawak**, MALAYSIA**

**POSTGRADUATE SUPERVISION** *Thesis and Dissertation*

|  |  |  |
| --- | --- | --- |
| Year | ***MASTER OF SCIENCE (Business Management) by Research*** | **Status** |
| 2011 | *Presca Neging* | Completed |
| 2019 | *Siti Farah binti Andrew* | Pass Proposal Defense |
| 2019 | Zainal Abidin | On going |
| 2020 | Jasty Melthalinee Siah anak Ding | On going |
| 2020 | Augustine Freedy | On going |
| 2021 | Lui Kai (China International student) | On Going |
| ***MASTER OF EDUCATION (Educational Management and Leadership) Dissertation*** | | |
| 2012 | *Cammellia binti Othman* | Completed |
|  |  |  |
| ***EXECUTIVE MASTER OF ADMINISTRATION SCIENCE (EMAS) Dissertation*** | | |
| 2013 | *Romzan bin Bujang* | Completed |
| 2016  2017 | *Mohd Zakee bin Ramli*  *Jelawai Munang* | Completed  Completed |
| 2018  2015 | *Shi Nor Faezah Wan Wahap*  *Josephine Thomas*  *Siti Ayeshah binti Morshidi*  *Alice Anak Sat*  ***MASTER OF HUMAN RESOURCE (OUM, Malaysia) Dissertation***  *Delicia Divana (Student ID: CGS00810819)* | Completed  Completed  Completed  Completed  *Completed* |
| 2020 | |  | | --- | | ***MASTER OF HUMAN RESOURCE (OUM, Malaysia) Dissertation***  *Izzurul Hisyam bin Abdul Hamid* | | Completed |
| 2020 | ***MASTER OF MANAGEMENT (OUM, Malaysia) Dissertation***  *Kiprawi Samsawi* | Completed |
| 2021 | *Noraida* | On Going |
| ***EXECUTIVE MASTER OF BUSINESS ADMINISTRATION*** *(Applied Business Research)* | | |
|  | | |
| 2011 | *Darel Nicol Luna* | *Completed* |
|  | *Ymma Fatzrin Usin* | Completed |
| 2012 | *Dayang Nazreen Awangku Isa* | Completed |
|  | *Nur Syafiqah Jasmin* | Completed |
|  | *Ruvi Christina Akat* | Completed |
|  | *Rahmatul Aida Abdul Rahman* | Completed |
|  | *Elissa Agun* | Completed |
|  | *Mazuin Derahim* | Completed |
| 2013 | *Mohamad Nor Annuar* | Completed |
|  | *Noor Syahira Hiri* | Completed |
|  | *Petrus Basik* | Completed |
| 2013 | *Noor Hisham Mohammad* | Completed |
|  | *Muhammad Nor Shafiee Ibrahim* | Completed |
|  | *Nasser Rambli* | Completed |
| 2015 | *Josephine Anak Manggie* | Completed |
| 2018 | *Awamg Sebli bin Awang Bojeng* | Completed |
|  | *Soffian bin Mohd Ibrahim* | Completed |
|  | *Siti Nadia binti Zainal Abidin* | Completed |
|  |  |  |
| ***MASTER OF APPLIED ENTREPRENUERSHIP -Dissertation*** | | |
| 2018 | *Hanafrey bin Ayub* | *Completed* |
| 2019 | *Noor Hafizah binti Azali (ID 2017992685)* | *Completed* |
| 2019 | *Rohanna binti Rajan (2017396439)* | *Completed* |
| 2020 | *Nur Fakhira Alia binti Jaafar(2018625994)* | *Completed* |
| 2021 | *Muhamad Khairuddin bin Harun* | *Completed* |
| 2021 | *Agnes Suzian anak Atien (2018688292)* | *Completed* |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| **DOCTOR OF PHILOSOPHY (PhD) and DOCTOR OF BUSINESS ADMINISTRATION (DBA)** | | |
| * 2014 | **Yusman Yacob**  *PhD (Business Management)* | Completed |
| * 2019 | **Awang Moslem bin Awang Anuar**  *PhD (Business Management)* | Pass Proposal Defense |
| * 2012 | **Bernard Jussem,** UiTM Sarawak  *Doctorate in Business Administration (DBA)* | Completed |
| * 2019 | **Abu Bakar**  *Doctorate in Business Administration (DBA)* | Pass Proposal Defense |
|  | **Francesca Anchang**  *Doctorate in Business Administration (DBA)* | Pass Proposal Defense |
|  | **Ira Genevieve**  *Doctorate in Business Administration (DBA)* | Pass Proposal Defense |
|  | **Aloh anak Elis**  *Doctorate in Business Administration (DBA)* | Pass Proposal Defense |
|  | **Ida and Ingko**  Doctorate in Business Administration (DBA) | Pass Proposal Defense |
|  | **Sherymina Kinchi**  Doctorate in Business Administration (DBA) | Pass Proposal Defense |
| * 2021 | **Yang Le (China International Student)**  *PhD (Education Management and Leadership)* | On Going |

**SUBJECT TAUGHT** *Undergraduate and Postgraduate*

|  |  |  |
| --- | --- | --- |
| *Undergraduate (BBA (Marketing) BBA (Finance), BBA (International Business), Bachelor of Office Systems Management (Hons), Bachelor of Administrative Science (Hons.)* *Bachelor of Building Surveying (Hons), Bachelor of Quantity Surveying (Hons), Bachelor of Science (Hons) Architecture* | | |
| MKT646 |  | Strategic Marketing |
| ENT530 |  | Principles of Entrepreneurship |
| ENT600 |  | Technology Entrepreneurship |
| MKT420 |  | Principles of Marketing |
| MKT420 |  | Principles and Practice of Management |
| MGT417 |  | Information Technology in Business |
| MKT531 |  | Product Management |
| MKT547 |  | Marketing Communication |
| MKT537 |  | Marketing Research |

*Doctor of Business Administration (DBA) Executive Master of Business Administration (EMBA), Master of Applied Entrepreneurship (MAE), Master of Education (Management and Leadership)*

|  |  |  |
| --- | --- | --- |
| *Postgraduate* | | |
|  |  |  |
| GBI 795 |  | Global Business Issues |
| ENT 703 |  | Managing Innovation and Technology Entrepreneurship |
| MGT 914 |  | Research Methodology Design and Practice |
| MGT 915 |  | Research Methodology Design and Practice (2) |
|  |  | Educational Leadership in International Contexts |

*Faculty of Management Science, Phuket Rajabhat University, Thailand (On Visiting Professor Capacity)*

7365301 New Venture Creation with Innovation

7356103 Small Business Management

*Faculty of Management, Economy and Business, Universitas Pendidikan Indonesia (Visiting Professor Capacity)*

*MJ428 Consumer Behavior*

**EXAMINER** Thesis/Dissertation

***Internal Examiner***

1. Wan Nadiah Mohd Nadzri (Student ID : 2011405562), Modeling Fctors Influencing Brand Experience and Its Consequences on Malaysia’s Naional Automobile Brands, Universiti Teknologi Mara Malaysia, Januari 2017, Awarded **Doctor of Philosophy (PhD). (Pass with Minor Correction)**
2. Mariatul Aida Binti Mohamed Jaffar (Student ID ; 2011808058) Determinants of Attitude and Intention towards Islamic Financing Adoption Among SMEs Halal Producers. Universiti Teknologi Mara Malaysia, December 2015, Awarded : **Master of Science (Research) (Pass without correction)**
3. Carolina Sandra Giang (Student ID : 2010697836) Exploring Phenomological the Interpersonal Relationships and Marketing Practices of Womeb Entreprenuers, February 2019, Awarded : **Doctorate of Business Administration (DBA) (Pass with Minor Correction)**
4. Tury Anak Retap(Student ID : 2010255132)Critical Factors Underpining Banks Lending Relationship Quality of SMES Perspectives, July 2019**:** Awarded: **Doctorate of Business Administration (DBA) (Pass with Minor Correction)**
5. Zurwina Sharkawi (Student ID : 2012624552) Customer Decision Making and Quality Dimensions for fixed furniture’, May 2021, Awarded : **Doctorate of Business Administration (DBA) (Pass with Minor Correction)**

**External Examiner**

1. Chua Beng Hui @ Bobby Chai Boon Hai, Corporate Entrepreneurship and Banking Performance in Malaysia from Managerial Perspective, Faculty of Economic and Business, Universiti Malaysia Sarawak (UNIMAS) – PhD Candidate – **Pass with Correction**
2. Eka Mariyanti, Kesan Komitment sebagai perantara di antara kepimpinan rohani, budaya organisasi islam dan kepuasan pekerja terhadap prestaso hotel industri pelancongan halal di Sumatera Barat, Indonesia, Faculty of Business and Accountancy, University Selangor, Malaysia. (PhD Candidate) – **Pass with correction**