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# PROFILE SUMMARY

As a committed trainer and researcher with over eight years of teaching and researching experiences, I have proven ability to provide a motivational environment for undergraduate and postgraduate students to learn and grow in Faculty of Economics and Management, Universiti Putra Malaysia. I am currently appointed as an ***external member of Relationship Marketing for Impact cluster at Griffith University in Australia*** (see: <https://www.griffith.edu.au/griffith-business-school/departments/marketing/relationship-marketing-for-impact/members>), **Scientific Board Members for Research Synergy Foundation (RSF) in Indonesia** (see: <http://www.researchsynergy.org/about-us/>), and **Adjunct Lecturer under Faculty of Hospitality and Tourism Management, UCSI University**.

I have been the winner of best paper, thesis competition and presentation at the university and international levels. I conduct courses and workshops in the area of Research Methodology and Business Statistics in few universities, colleges and bodies such as Scholar Zone and Sarawak Research Society (SRS) in Malaysia. From all those trainings, I’m a qualified trainer under Human Resources Development Fund in Malaysia (Trainer No: 4702).

I am currently under **editorial review board** of several journals, namely, ***Journal of Physical Distribution & Logistics Management*** (*CABS:2, IF 6.309*), ***Journal of Consumer Behaviour*** (*CABS:2, IF: 3.28*), ***International Journal of Consumer Studies*** (*CABS:2, IF: 3.864*). In addition, I am part of *Asian Journal of Business Research* award panel member for five years. Currently, I also serve as **guest editor** of ***International Journal of Manpower*** (*CABS:2. IF:1.75*), ***Journal of Consumer Behaviour***(*CABS:2, IF: 3.28*), ***Journal of Physical Distribution & Logistics Management*** (*CABS:2, IF 6.309*), ***Journal of Hospitality Tourism and Technology*** (*CABS:1, IF: 4.26*), ***Quality and Quantity*** (*IF: 1.072, & SCOPUS*), ***Journal of Marketing Analytics*** (*SCOPUS*) and ***Electronic Journal of Applied Statistical Analysis*** (*ESCI & SCOPUS*).

Apart from the above, I have started up a journal in Malaysia, namely, ***Journal of Applied Structural Equation Modeling*** (<http://jasemjournal.com/>) (***JASEM – SCOPUS***) and ***Journal of Marketing Advances and Practices*** ([http://jmaap.org/)(JMAP)](http://jmaap.org/%29%28JMAP%29) that established under Sarawak Research Society (SRS) in Malaysia. In addition, I have been hosting several conferences, namely, 1st International Symposium on Applied Structural Equation Modeling (SASEM) (10th -14th October 2017), MAG Scholar Conference 2018 (22th June – 25th June 2018), the 2nd International Symposium on Applied Structural Equation Modeling (SASEM) (21st -24th August 2019), and 3rd International Symposium on Applied Structural Equation Modeling (SASEM) (10th July 2021).

I am proficient in several advanced statistical tools, such as SPSS, JASP, STATA, Rasch Model, AMOS, EQS, SmartPLS, WarpPLS, ADANCO, XLSTAT, and R Studio. I’m also the co-author for the book, *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated Guide and Practical Guide to Statistical Analysis*, which has gained over 400 citations since 2016.

With the research knowledge, I’m currently a visiting scholar and invited research trainer for several international universities, namely, Otto-von-Guericke-Universität Magdeburg (Germany), National Tsing Hua University (Taiwan), National Kaohsiung University of Hospitality and Tourism (Taiwan), Ming Chuan University (Taiwan), Universitas Islam Bandung (Indonesia), Padjadjaran University (Indonesia), and Atma Jaya Catholic University (Indonesia). Additionally, I am also appointed as an external consultant from companies in Malaysia and Indonesia, namely, Brilliant Inspiration Academy Sdn. Bhd. from Sarawak in Malaysia as well as Research Synergy Foundation from Indonesia.

My main strength is my ability to explain and deliver my ideas using multiple examples, up-to-date studies, hands-on approaches, latest research tool which make learning easier, more entertaining and result in greater student satisfaction. I am able to work in a managerial role or as part of a team and having the proven ability to sustain for suitable academic opportunities in universities for further education.

# AREA OF EXPERTISE/INTEREST

1. Data Analytics (Machine Learning, Statistical Modeling, Text Mining)
2. Quantitative Research Methods
3. Marketing (Consumer Behaviour, Relationship Marketing, Marketing)

# ACADEMIC QUALIFICATIONS

1. **Doctor of Philosophy (Business Economics)**

Universiti Putra Malaysia (Feb 2013- Aug 2016) [CGPA: 4.00]

1. **Master of Business Administration (Specialization: International Business)**

Universiti Putra Malaysia (Sep 2011- Jan 2013) [CGPA: 3.67]

1. **Bachelor of Management (Marketing) [High Honours]**

Universiti Malaysia Terengganu (June 2008 – June 2011) [CGPA: 3.78]

**TEACHING & RESEARCHING EXPERIENCE**

1. **Senior Lecturer/ Assistant Professor, School of Business & Economics, Universiti Putra Malaysia**

*Teaching Subjects: Principle of Management, Digital Marketing, Entrepreneurship, Marketing Research, and Business Research Methods* (Undergraduate and Postgraduate)

*September 2018 – Present*

*Supervision for Master & PhD students*

1. **Senior Lecturer/Assistant Professor, International Business School, Universiti Teknologi Malaysia-Kuala Lumpur Campus**

*Teaching Subjects: Marketing Management, Digital Marketing, Techno-Entrepreneurship, and Business Research Methods* **(**Postgraduate**)**

*Apr 2017 – September 2018*

*Supervision for Master & PhD students*

1. **Tutor, Faculty of Economics and Management, Universiti Putra Malaysia**

*Teaching Subjects: Business Research Method & Management*

*March 2013 – Nov 2016*

1. **Research Assistant, Faculty of Economics and Management, Universiti Putra Malaysia**

*Research Project: ‘The Relationship between Job Insecurity, Emotional, Intelligence and Deviant Workplace Behaviour’.*

*Oct 2013- Jan 2014*

1. **Research Assistant, Faculty of Economics and Management, Universiti Putra Malaysia**

*Research Project: ‘Exploring the Roles of Psychological Ownership & Job Embeddedness on the Work Engagement & Burnout among Science & Math Teachers in the Klang Valley’*

*Aug 2013- Dec 2013*

**ACADEMIC SERVICES**

**Associate Editors**

* Asian Academy of Management Journal **(ESCI & SCOPUS)**

 **Co-Managing Editor**

* Journal of Applied Structural Equation Modeling **(SCOPUS)**
* Journal of Marketing Advances and Practices **(Refereed Journal)**

## **Editorial Review Board**

* Journal of Physical Distribution & Logistics Management **(CABS:2, IF 6.309)**
* Journal of Consumer Behaviour **(CABS:2, IF: 3.28)**
* International Journal of Consumer Studies **(CABS:2, IF: 3.864)**
* Asia-Pacific Journal of Business Administration **(ESCI and SCOPUS)**
* Asian Journal Business Research **(ABDC: B, SCOPUS Indexed: Q4)**
* Journal of Responsible Tourism **(Refereed Journal)**

## **Guess Editors**

* Journal of Strategic Marketing **(ESCI & SCOPUS)**

(From 2021 to 2022)

* Journal of Physical Distribution & Logistics Management **(CABS:2, IF 6.309)**

(From 2021 to 2022)

* Journal of Hospitality Tourism and Technology **(CABS:1, IF: 4.26)**

(From 2020 to 2021)

* Journal of Consumer Behaviour **(CABS:2, IF: 3.28)**

(From 2020 to 2021)

* Quality & Quantity **(IF: 1.072, SCOPUS)**

(From 2020 to 2021)

* International Journal of Manpower **(CABS:2. IF:1.75)**

(From 2019 to 2020)

* Journal of Marketing Analytics **(SCOPUS)**

(From 2019 to 2020)

* Electronic Journal of Applied Statistical Analysis **(ESCI & SCOPUS)**

(From 2019 to 2020)

**AWARDS AND ACHIEVEMENTS**

1. **Certificate of Excellent Service** (*For Year 2020*)

Awarded by: Human Resources Department from Universiti Putra Malaysia

1. **Best Paper Award**

(*Title: Mobile Tourism Gamification and Its Impact on Visiting Intention*)

Awarded by: International Postgraduate Symposium in Tourism and Hospitality (IPSTH 2020)

1. **Excellent Service Award** (*For Year 2019*)

Awarded by: Human Resources Department from Universiti Putra Malaysia

1. **Outstanding Paper Award 2020**

*(Title: How Runners Choose to Participate in an Emerging Destination Marathon)*

Awarded by: International Sport and Tourism Conference, Taiwan

1. **Best Paper Award**

*(Title: Intention to Purchase Travel Online and the Implications of Inertia Behaviour)*

Awarded by: Marketing in Asia Group (MAG 2019)

1. **Appointment as External Consultant**

Appointed by: Brilliant Inspiration Academy Sdn. Bhd [2019-2021]

1. **Outstanding Paper Award**

*(Title: The Intention of China Tourists to Visit Sarawak: A Study of Push and Pull Factors)*

Awarded by: QS Subject Focus Summit Research Sharing Session

1. **Best Paper Award**

*(Title: Intention to Consume Ethnic Food at the Touring Destination: The Local and Neighboring Tourists’ Perspective using PLS-MGA)*

Awarded by: International Symposium on Applied Structural Equation Modeling (SASEM 2017)

1. **Asian Journal of Business Research (AJBR) Award Panel Member**

Awarded by: Marketing in Asia Group (MAG) Scholar [2017-2020]

1. **Certificate of Human Resource Development Fund (HRDF) Malaysia (No: 4702)**

Awarded by: Ministry of Human Resources [2016]

1. **Certificate of Graduate on Time**

Awarded by: School of Graduate Studies, Universiti Putra Malaysia [2016]

1. **Certificate of Professional Development Research Ready: Quantitative Research (100/100, 100% Pass)**

Awarded by: Centre of Innovation in Research & Technology, Grand Canyon University [July 2016]

1. **First Prize Winner of Three Minute Thesis Competition**

Awarded by: Faculty of Economics & Management, Universiti Putra Malaysia [July 2015]

1. **Best Presenter Award**

*(Title: Strategies to Improve Commercial Office Rent Performance in the Golden Triangle KL)*

Awarded by: National Research & Innovation Conference for Graduate Students in Social Sciences 2014 [Dec 2014]

1. **Outstanding Graduate Award**Awarded by: State Foundation of Negeri Sembilan, Malaysia [Dec 2012]
2. **Royal Education Award (University Level)**

Awarded by: Council of Rulers of Malaysia [2010/2011]

**INTERNATIONAL ATTACHMENT**

1. **National Kaohsiung University of Hospitality and Tourism, Taiwan (2020)**

Visiting Scholar and Invited Speaker (1 week)

1. **Padjadjaran University, Bandung, Indonesia (2020)**

Visiting Scholar and Invited Speaker (3 days)

1. **Faculty of Economics and Management, Atma Jaya Catholic University, Jakarta, Indonesia (2020)**

Visiting Scholar and Invited Speaker (2 days)

1. **National Kaohsiung University of Hospitality and Tourism, Taiwan (2019)**

Invited Speaker (1 week)

1. **School of Tourism, Ming Chuan University, Taiwan (2019)**

Invited Speaker (1 week)

1. **Universitas Islam Bandung, Indonesia (2019)**

Visiting Scholar and Invited Speaker (1 day)

1. **Padjadjaran University, Bandung, Indonesia (2019)**

Visiting Scholar and Invited Speaker (1 day)

1. **Faculty of Economics and Management, Atma Jaya Catholic University, Jakarta, Indonesia (2019)**

Visiting Scholar and Invited Speaker (1 day)

1. **College of Technology and Management, National Tsing Hua University, Taiwan (2019)**

Visiting Scholar and Invited Speaker (3 weeks)

1. **Faculty of Economics and Management, Otto von Guericke University, Magdeburg, Germany (2018)**

Invited Speaker (1 day)

# EXPERIENCE AS INTERNATIONAL KEYNOTE SPEAKER

1. **Keynote Speaker for Prelude #3: Performing state-of-the-art mediation, moderation, and conditional mediation analysis in partial least squares structural equation modeling (PLS-SEM): Introduction, Recommendations, and Examples**

*Organized by: PLS 2022, Germany and China [27th October, 2021-Upcoming]*

1. **Keynote Speaker for That’s not a Spoiler, That’s a Prediction: Using PLSpredict & Model Selection Criteria in Behavioural Research”**

*Organized by: Macau University of Science and Technology, Macau [4th May, 2021]*

1. **Keynote Speaker for Advances in Non-Parametric and Semi-Parametric Methods for Multivariate Analysis on ‘Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict**

 *Organized by: University of Salento, Italy [3rd September, 2020]*

1. **Keynote Speaker on Forward Thinking about Quantitative Design and the Use of Quantitative Analysis in Hospitality & Tourism Research**

*Organized by: National Kaohsiung University of Hospitality and Tourism, Taiwan [25th October, 2019]*

1. **Keynote Speaker on Causal-Prediction Technique using PLS-SEM**

*Organized by Marketing Asia Group (MAG) Conference, Macau, China [25th - 26th June, 2019]*

**SESSION CHAIR CONFERENCE EXPERIENCE**

1. **Committee & Session Chair for 3rd International Symposium on Applied Structural Equation Modeling (SASEM).**

**10th July 2021**

1. **Co-Chair for 2nd International Symposium on Applied Structural Equation Modeling (SASEM).**

*19-22 August 2019*

1. **Committee & Session Chair for 1st International Symposium on Applied Structural Equation Modeling (SASEM).**

*10-14 October 2017*

1. **Committee & Session Chair for PLS’17 International Conference, Macau.**

*17-19 June 2017*

# RELEVANT WORK EXPERIENCE/RESPONSIBILITIES

1. **Publication Mentor and Advisor in School of Business and Economics, Universiti Putra Malaysia** (*20 January 2020 – 19 January 2021*)
2. **Committee Members for Research and Publication, Grant, and Corporate Linkages in School of Business and Economics, Universiti Putra Malaysia** (*2 January 2020- 1 January 2021*)
3. **Main Coordinator for** **Memorandum of Understanding (MoU) Between Universiti Putra Malaysia and National Tsing Hua University** (*10 February 2020*)
4. **Committee Members for Publication in Faculty of Economics and Management, Universiti Putra Malaysia** (*2 January 2019- 1 January 2020*)
5. **Internal Auditor for Azman Hashim International Business School, UTM KL Campus** (*October 2017 - October 2018*)
6. **AACSB Task Force Member for the Azman Hashim International Business School, UTM KL Campus (***August 2017- October 2019)*

# RESEARCH/PUBLICATION

## **JOURNAL PAPERS *(Note: \* = Corresponding Author)***

1. **Jun-Hwa Cheah**\*, Christian Nitzl, José Luis Roldán, Gabi Cepeda-Carrion, & Siegfried P. Roldan (2021). A Primer on the Conditional Mediation Analysis in PLS-SEM. *The Data Base for Advances in Information Systems. (ACM SIGMIS).* ***(CABS: 2, ABDC: A, SSCI Impact Factor: 1.828 & SCOPUS)***
2. Enrico Ciavolino, Lucrezia Ferrante, Giovanna Alessia Sternativo, **Jun-Hwa Cheah*,*** Simone Rollo, Tiziana Marinaci, & Claudia Venuleo (2021). A confirmatory composite analysis for the Italian validation of the interactions anxiousness scale: a higher-order version. ***Behaviormetrika*. (Springer) *(SCOPUS)***
3. Man-Lai Cheung, Ka-Shing Leung, **Jun-Hwa Cheah**, & Hiram Ting (2021). Exploring the effectiveness of emotional and rational user-generated contents in digital-tourism platforms. Journal of Vacation Marketing. (Sage). ***(CABS: 1, ABDC: A, SSCI Impact Factor: 3.525 & SCOPUS)***
4. Man-Lai Cheung, Ka-Shing Leung, **Jun-Hwa Cheah**, Kian-Yeik Koay & Bryan Cheng-Yu Hsu (2021). Key tea beverage values driving tourists’ memorable experiences: An empirical study in Hong Kong-style café memorable experience. ***International Journal of Culture, Tourism, and Hospitality Research***. (Emerald). ***(CABS:1,******ABDC: B & SCOPUS)***
5. Yee-Shan Chang, Xin-Jean Lim & **Jun-Hwa Cheah** (2021). Today's wastage is tomorrow's shortage: a systematic literature review on food waste from social responsibility perspective. *British Food Journal.* (Emerald). (***CABS: 1, ABDC: A, SCIE ISI Impact Factor: 2.518 & SCOPUS)***
6. Waqas Ali, Imran Ibrahim Alasan, Mushtaq Hussain Khan, Shujahat Ali, **Jun-Hwa Cheah**, & Ramayah Thurasamy (2021). Competitive Strategies and Performance of Fully-fledged and Stand-alone Islamic banks, and the Mediating Role of Enterprise Risk Management Practices: A Multi-Group Analysis. ***International Journal of Islamic and Middle Eastern Finance and Management***. (Emerald). ***(CABS: 1, ABDC: B, SSCI Impact Factor: 2.276 & SCOPUS)***
7. Xin-Jean Lim**,** **Jun-Hwa Cheah\***, Siew Imm Ng, Norazlyn Kamal Basha, & Geoffrey Soutar (2021). The effects of anthropomorphism presence and the marketing mix have on retail app continuance use intention. ***Technological Forecasting and Social Change***. (Elsevier) ***(CABS: 3, ABDC: A, SSCI Impact Factor: 8.593 & SCOPUS)***
8. Xin-Jean Lim**,** **Jun-Hwa Cheah\***, Siew Imm Ng, Norazlyn Kamal Basha, & Yide Liu (2021). Are Men from Mars, Women from Venus? Examining gender differences towards continuous use intention of branded apps. ***Journal of Retailing and Consumer Services****.* **(Elsevier) *(CABS: 2, ABDC: A, SSCI Impact Factor: 7.135, & SCOPUS)***
9. Azali Mohamed, Norazlyn Kamal Basha, Yee-Shan Chang, Xin-Jean Lim, & ***Jun-Hwa Cheah****\**. (2021). Why not Travel to Malaysia? Variations in Inbound Tourists’ Perceptions towards Halal-friendly Destination Attributes. ***Journal of Hospitality and Tourism Research****.* **(Sage) *(CABS:2, ABDC: A, SSCI Impact Factor: 5.161, & SCOPUS*)**
10. Man Lai Cheung, Hiram Ting, ***Jun-Hwa Cheah***, & Mohamad-Noor Salehhuddin Sharipudin (2021). Examining the role of social media-based destination brand community in evoking tourists’ emotions and intention to co-create and visit. ***Journal of Product & Brand Management***. **(Emerald) *(CABS: 2, ABDC: A, SSCI Impact Factor: 4.355, & SCOPUS***
11. Hair, J.F., **Cheah, J-H.**, Ringle, C.M., Sarstedt, M., & Ting, H. (2021). Editorial: Predicting Consumer Behavior Using Partial Least Squares Structural Equation Modeling (PLS-SEM). ***European Business Review***. **(Emerald) *(CABS: 1, ABDC: B, ESCI, & SCOPUS)***
12. ***Cheah, J-H.\****, Ting, H., Thaicon, P., Fam, Kim-Shyan, & Bazylewich, M. (2021). Can positioning strategies help influence willingness to pay for office space? Evidence on the moderating effect of office space grade and industry sector for occupiers of leased office space. ***Journal of Strategic Marketing***. **(Taylor & Francis) *(CABS: 2, ABDC: A, ESCI, & SCOPUS****)*
13. Tat-Huei Cham, Yet-Mee Lim, Bee-Chuan Sia, ***Jun-Hwa Cheah***, & Hiram Ting (2021). Medical tourism destination image and its relationship with the intention to revisit: A study of Chinese medical tourists in Malaysia. ***Journal of China Tourism Research***. ***(Taylor & Francis) (CABS:1, ESCI & SCOPUS)***
14. Mumtaz Ali Memon***,*** Ramayah Thurasamy, Hiram Ting, ***Jun-Hwa Cheah***, Francis Chuah, and Tat-Huei Cham and (2021).Editorial – PLS-SEM Statistical Programs: A Review. ***Journal of Applied Structural Equation Modeling. (SCOPUS)***
15. ***Jun-Hwa Cheah\****, Xin-Jean Lim, Hiram Ting, Yide Liu, & Sara Quah (2020). Are Privacy
Concerns Still Relevant? Revisiting Consumer Behaviour in Omnichannel Retailing. ***Journal of Retailing and Consumer Services****.* **(Elsevier) *(CABS: 2, ABDC: A, SSCI Impact Factor: 4.219, & SCOPUS)***
16. Wynne Chin, ***Jun-Hwa Cheah****\**, Liu, Yide Liu, Hiram Ting, Xin-Jean Lim, & Tat-Huei Cham (2020). Demystifying the Role of Causal-Prediction Modeling using the Partial Least Squares Structural Equation Modeling (PLS-SEM) Approach in Information Systems Research. ***Industrial Management and Data Systems***. **(Emerald)** **(C*ABS: 2; ABDC: A, SSCI Impact Factor: 3.329, & SCOPUS)***
17. ***Jun-Hwa Cheah***, David Waller, Park Thaichon, Hiram Ting, & Xin-Jean Lim (2020). Price Image and the Sugrophobia Effect on Luxury Retail Purchase Intention. ***Journal of
Retailing and Consumer Services****.* **(Elsevier) *(CABS 2: ABDC: A, SSCI Impact Factor: 4.219, & SCOPUS)***
18. Christian Nedu Osakwe, Belén Ruiz, Hayford Amegbe, Nathalie B Chinje, ***Jun-Hwa Cheah***, & T. Ramayah (2020). A multi-country study of bank reputation among customers in Africa: Key antecedents and consequences. ***Journal of Retailing and Consumer Services****.* ***(Elsevier) (CABS: 2, ABDC: A, SSCI Impact Factor: 4.219, & SCOPUS)***
19. ***Jun-Hwa Cheah\****, José L Roldán, Enrico Ciavolino, Hiram Ting, & T Ramayah. Sampling weight adjustments in partial least squares structural equation modeling: guidelines and illustrations (2020). ***Total Quality Management and Business Excellence.*** **(Taylor & Francis) *(CABS: 2, ABDC: C, SSCI ISI Impact Factor: 2.922, & SCOPUS*)**
20. Ting, H. Phang G.I., Cheah, J. H., & Sarstedt, M. (2020). Ethnic food and its implications for destination tourism in Asia. ***British Food Journal***. **(Emerald) (CABS: 1, *ABDC: B, SCIE ISI Impact Factor: 2.102, & SCOPUS*)**
21. Sarstedt, M., Ringle, C. M., ***Cheah, J. H.***, Ting, H., Moisescu, O. I., & Radomir, L. (2020). Structural model robustness checks in PLS-SEM. ***Tourism Economics***. **(SAGE Journals) *(CABS: 2, ABDC: A, SSCI ISI Impact Factor: 1.819, & SCOPUS)***
22. ***Jun-Hwa Cheah***\*, Ramayah Thurasamy, Mumtaz Ali Memon, Francis Chuah, and Hiram Ting (2020).Editorial – Multigroup Analysis using SmartPLS: Step-by-Step Guidelines for Business Research. ***Asian Journal of Business Research (AJBR).* (MAG Scholar) (ABDC: C & SCOPUS)**
23. **Xin-Jean Lim, Siew Imm Ng, Norazlyn Kamal Basha, *Jun-Hwa Cheah*\*, & Hiram Ting. (2020). To Move or Not to Move?** A study of sustainable retirement village in Malaysia. ***Current Psychology****.* (Springer) ***(CABS:1, SSCI Impact Factor: 2.051, & SCOPUS)***
24. Siew Imm Ng, Qin Hui Lim, **Jun-Hwa Cheah**\*, Jo Ann Ho, & Keng Kok Tee (2020). A moderated-mediation model of career adaptability and life satisfaction among working adults in Malaysia. ***Current Psychology****.* (Springer) ***(CABS:1, SSCI Impact Factor: 2.051, & SCOPUS)***
25. Memon, M. A., Salleh, R., Mirza, M. Z., ***Cheah, J. H.***, Ting, H., & Ahmad, M. S. (2020). Performance appraisal satisfaction and turnover intention: The mediating role of work engagement. ***Management Decision*. (Emerald)** ***(CABS: 2, ABDC: B, SSCI ISI Impact Factor: 2.723, & SCOPUS)***
26. Mumtaz Ali Memon, Rohani Salleh, Muhammad Zeeshan Mirza, ***Jun-Hwa Cheah***, Hiram Ting, Muhammad Shakil Ahmad, & Adeel Tariq (2020). Satisfaction matters: the relationships between HRM practices, work engagement and turnover intention. ***International Journal of Manpower***. **(Emerald) *(CABS:2, ABDC: A, SSCI Impact Factor: 0.954, & SCOPUS: Q2)***
27. Hiram Ting, Kim-Lim Tan, Xin-Jean Lim, ***Jun-Hwa Cheah***, Qian-Hui Ting, & Hui-Bin Ting. (2020). What determines Customers' Loyalty towards Telecommunication Service? Mediating roles of satisfaction and trust. ***International Journal of Services, Economics and Management****.* **(Inderscience Publishers) *(SCOPUS)***
28. Joseph M Velarde, Muhammad Faizal Ghani, Donnie Adams, & ***Jun-Hwa Cheah*** (2020). Towards a healthy school climate: The mediating effect of transformational leadership on cultural intelligence and organisational health. ***Educational Management Administration & Leadership***. **(Sage) *(CABS:1, SSCI ISI Impact Factor: 2.448, & SCOPUS)***
29. ***Jun-Hwa Cheah***, Mumtaz Ali Memon, James E Richard, Hiram Ting, & Tat-Huei Cham (2020). CB-SEM latent interaction: Unconstrained and orthogonalized approaches. ***Australasian Marketing Journal***. **(Elsevier) *(CABS: 1, ABDC: A, ECSI, & SCOPUS)***
30. Lim, X-J, ***Cheah, J-H.***\*, Cham, T. H., Ting, H., & Memon, M. A. (2020). Compulsive Buying of Branded Apparel, its Antecedents and the Mediating Role of Brand Attachment**. *Asia Pacific Journal of Marketing and Logistics***. **(Emerald) *(ABDC: A, SSCI ISI Impact Factor: 2.511, & SCOPUS)***
31. Kim-Shyan Fam, Hiram Ting, Kim-Lim Tan, Kashif Hussain, & ***Jun-Hwa Cheah*** (2020). Does it matter where to run? Intention to participate in destination marathon. ***Asia Pacific Journal of Marketing and Logistics***. **(Emerald) (*ABDC: A, SSCI ISI Impact Factor: 2.511, & SCOPUS)***
32. [Lim, X-J](https://www.emerald.com/insight/search?q=Xin-Jean%20Lim), [***Cheah, J-H.***](https://www.emerald.com/insight/search?q=Jun-Hwa%20Cheah)***\****, [Waller, D.](https://www.emerald.com/insight/search?q=David%20S.%20Waller), [Ting, H.](https://www.emerald.com/insight/search?q=Hiram%20Ting), & [Ng, S.](https://www.emerald.com/insight/search?q=Siew%20Imm%20Ng) I. (2020). What s-commerce implies? Repurchase intention and its antecedents. ***Marketing Intelligence and Planning****.* (Emerald).***(CABS: 1, ABDC: A, SSCI ISI Impact Factor: 1.585, & SCOPUS)***
33. Hiram Ting, Xin Jean Lim, Meng Choi Leong, ***Jun-Hwa Cheah***, & M. Cheer Joseph (2020). Editorial – Responsible Tourism: A Call to Action for Turbulent Times. ***Asian Journal of Business Research (AJBR)***. (**MAG Scholar) *(ABDC: C & SCOPUS)***
34. Hiram Ting, Jeffrey Ling, & ***Jun Hwa Cheah*** (2020). Editorial – It Will Go Away!? Pandemic Crisis and Business in Asia. ***Asian Journal of Business Research (AJBR)***. (**MAG Scholar) *(ABDC: C & SCOPUS)***
35. Hwang, H., Sarstedt, M., ***Cheah, J-H.***, & Ringle, C.M. (2020). A Concept Analysis of Methodological Research on Composite-Based Structural Equation Modeling: Bridging PLSPM and GSCA. ***Behaviormetrika*. (Springer) *(SCOPUS)***
36. Memon, M. A., Ting, H., ***Cheah, J-H.***, Ramayah, T., Chuah, F., & Cham, T.H. (2020). Editorial – Sample Size for Survey Research: Review and Recommendations. Journal of Applied Structural Equation Modeling. 4(2), i-xx. ***JASEM***. **(SCOPUS)**
37. ***Cheah, J.H.***, Ting, H., Cham, T. H., & Memon, M. A. (2019). The effect of selfie promotion and celebrity endorsed advertisement on decision-making processes: A model comparison. ***Internet Research***. **(Emerald)** ***(CABS: 2, ABDC: A, SSCI ISI Impact Factor: 4.109, & SCOPUS)***
38. Shmueli, G., Sarstedt, M., Hair, J.F., ***Cheah, J-H.***, Ting, H., Vaithilingam, S., & Ringle, C.M. (2019). Predictive Model Assessment in PLS-SEM: Guidelines for Using PLSpredict. ***European Journal of Marketing***. **(Emerald) *(CABS: 3, ABDC: A\*, SSCI ISI Impact Factor: 1.716, & SCOPUS)***
39. Sarstedt, M., & ***Cheah, J-H.*** (2019). Partial Least Squares Structural Equation Modeling using SmartPLS: A Software Review. ***Journal of Marketing Analytics***. **(PALGRAVE) *(SCOPUS)***
40. Sarstedt, M., Hair, J.F., ***Cheah, J-H.***, Becker, J-M., & Ringle, C.M. (2019). How to Specify, Estimate, and Validate Higher-order Constructs in PLS-SEM. ***Australasian Marketing Journal***. **(Elsevier) *(CABS: 1, ABDC: A & SCOPUS)***
41. Tan, C., T., R., Teoh, A. & ***Cheah, J-H.*** (2019). Factors influencing virtual team performance in Malaysia. ***Kybernetes***. **(Emerald) *(SCIE ISI Impact Factor: 1.381, & SCOPUS)***
42. Tan, C. N-L., Ojo, A.O., ***Cheah, J-H.***, & Ramayah, T. (2019). Measuring the Influence of Service Quality on Patient Satisfaction of Healthcare Providers in Malaysia. ***Quality Management Journal***. **(Taylor & Francis) *(ABDC: B & SCOPUS)***
43. Hakimi, R.N., Lim, X.J., ***Cheah, J-H.***, Ting, H., Soebandhi, S., Sudiyanti, S., & Basha, N.K. (2019). Determinants of Consumer Attitudes toward Mobile Advertising and the Moderating Effect of Nationality. ***International Journal of Economics and Management (IJEM)***. **(SCOPUS: Q3)**
44. Lin, W. L., ***Cheah, J. H.\****, Azali, M., Ho, J. A., & Yip, N. (2019). Does firm size matter? Evidence on the impact of the green innovation strategy on corporate financial performance in the automotive sector. ***Journal of Cleaner Production*. (Elsevier)** ***(CABS: 2, SSCI ISI Impact Factor: 5.651 & SCOPUS)***
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46. ***Cheah, J-H.\****, Ng, S.I., Ting, H., Memon, M.A., & Loo, S. C.C (2019). Customer Orientation and Office Space Performance: Assessing the Moderating Effect of Building Grade. ***International Journal of Strategic and Property Management***. **(VGTU Journals)** ***(CABS: 2, ABDC: B, SSCI ISI Impact Factor: 1.597, & SCOPUS)***
47. Tan, S., Lau, E., Ting, H., ***Cheah, J. H.***, Simonetti, B., & Lip, T. H. (2019). How Do Students Evaluate Instructors’ Performance? Implication of Teaching Abilities, Physical Attractiveness and Psychological Factors. ***Social Indicator Research***. **(Springer)** **(ABDC: A, SSCI ISI Impact Factor: 1.703, & SCOPUS)**
48. ***Cheah, J. H.***, Ting, H., Ramayah, T., Memon, M. A., Cham, T. H., & Ciavolino, E. (2019). A comparison of five reflective–formative estimation approaches: reconsideration and recommendations for tourism research. ***Quality & Quantity***. **(Springer) *(ABDC: B, SSCI ISI Impact Factor: 1.072, & SCOPUS)***
49. Ting, H., Fam, K-S., ***Cheah, J-H.***, Richard, J. E., & Xing, N. (2019). Ethnic food consumption intention at the touring destination: The national and regional perspectives using multi-group analysis. ***Tourism Management***. **(Elsevier) *(CABS: 4, ABDC: A\*, SSCI ISI Impact Factor: 6.012, & SCOPUS: Q1)***
50. Memon, M. A., ***Cheah, J-H.***, Ramayah, T., Ting, H., Chuah, F., & Cham, T.H. (2019). Editorial – Moderation Analysis: Issues and Guidelines. Journal of Applied Structural Equation Modeling. **(SCOPUS)**
51. ***Cheah, J-H.***, Sarstedt, M., Ringle, C. M., Ramayah, T., & Ting, H. (2018). Convergent validity assessment of formatively measured constructs in PLS-SEM: on using single-item versus multi-item measures in redundancy analyses. ***International Journal of Contemporary Hospitality Management****.* **(Emerald) (*CABS: 3; ABDC: A, SSCI ISI Impact Factor: 2.874, & SCOPUS)***
52. Aw, E. C-X, ***Cheah, J-H.***, Ng, S. I., & Murali, S. (2018). Breaking compulsive buying-financial trouble chain of Malaysia young consumers. ***Young Consumers***. (**Emerald) *(CABS:1, ABDC: B, ESCI, & SCOPUS)***
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54. Memon, A.M., Noordin, S.M., ***Cheah, J-H.***, Ting, H., & Chuah, F. (2018). Person-organisation fit and turnover intention: The mediating role of work engagement. ***Journal of Management Development***. **(Emerald) *(SCOPUS)***
55. Lim, X.J., ***Cheah, J-H.***, and Teoh, K. G-C. (2018). Multiple Indirect Effects of Customer Equity in Telecommunication Industry. Journal of Applied Structural Equation Modeling. 2(2), 61-77. ***JASEM (SCOPUS)***
56. Ting, H., Lau, W.M., ***Cheah, J-H.***, Yacob, Y., Memon, A.M., & Lau, E. (2018). Perceived Quality and Intention to Revisit Coffee Concept Shops: A Mixed-Methods Approach. ***British Food Journal***. **(Emerald) *(CABS: 1, ABDC: B, SCIE ISI Impact Factor: 1.206 & SCOPUS)***
57. ***Cheah, J-H.***\*, Memon, A.M., Chuah, C.W., Ramayah, T., & Ting, H. (2018). Advancing the Assessment of Reflective Measurement Model: Demonstrating the Significance of PLSc compared to the Traditional PLS using ADANCO 2.0. ***International Journal of Business and Society***. ***(ESCI & SCOPUS)***
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59. Lim, X.L., Mohd Radzol, A.R., ***Cheah, J-H.***, & Wong, M.W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. ***Asian Journal of Business Research***. ***(SCOPUS)***
60. Memon, M. A., Ting, H., Ramayah, T., Chuah, F., & ***Cheah, J-H***. (2017). Editorial - A Review of the Methodological Misconceptions and Guidelines Related to the Application of Structural Equation Modeling: A Malaysian Scenario. Journal of Applied Structural Equation Modeling. 1(1), i-xiii, June 2017. ***JASEM (SCOPUS)***
61. Yan-Hua, L., Ramayah, T., Ai Ping, T., & ***Jun-Hwa, J.C.***, (2017). Social Media as a Tool for Destination Selection among Malaysians. Information Systems Management. **(TAYLOR & FRANCIS) *(CABS: 2, ABDC: B, SSCI ISI Impact Factor: 1.298 & SCOPUS)***
62. Francis Chuah, Hiram Ting, Ernest Cyril de Run, & ***Jun-Hwa Cheah*** (2016). Reconsidering What Entrepreneurial Intention Implies: The Evidence from Malaysian University Students. International Journal of Business and Social Science. ***(Excellence in Research for Australia (ERA) Indexed]***
63. Hiram Ting, Ernest Cyril de Run, ***Cheah Jun Hwa***, & Francis Chuah (2016). Food Neophobia and Ethnic Food Consumption Intention: An Extentsion of the Theory of Planned Behavior. ***British Food Journal***. **(Emerald) *(CABS: 1, ABDC: B, SCIE ISI Impact Factor: 1.206 & SCOPUS)***
64. Hiram Ting, Ernest Cyril de Run, Sudiyanti, & ***Jacky Cheah*** (2016). Attitude Towards Advertising: Evidence from Malaysia and Indonesia using Multi-Group Analysis. ***International Journal of Business Research***. ***(SCOPUS)***
65. Hiram Ting, Francis Chuah, ***Jacky Cheah***, Mumtaz Ali Memon, & Yusman Yacob (2015). Revisiting Attitude towards Advertising, its Antecedent and Outcome: A Two-Stage Approach using PLS-SEM. ***International Journal of Economics and Management***. 9(2). pp. 150-170. ***(SCOPUS)***
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67. ***Cheah, J.H.***, Ng, S.I., LEE, C. and Teoh, K.G.C. (2014). Assessing Technical and Functional Features of Office Buildings and Their Effects on Satisfaction and Loyalty. ***International Journal of Economics and Management***. 9(S). pp. 137-176. ***(SCOPUS)***

# BOOK CHAPTER

1. **Cheah, J.H**. (Jacky) & Ng S.I. (2020). Story of the Ugly Duckling who turned into a White Swan: Transforming Potential into Passion. *Successful Ph.D., Anyone?.* Universiti Putra Malaysia Press, pp. 29-56.
2. **Cheah, J.H**., Memon, M.A., Ting, H., Chuah, F., & Ramayah, T. (2019). “Read and Cite Hair et al.”: How the Work of Joseph F. Hair Impacts Us in Malaysia. *The Great Facilitator*, Springer, pp.183-192.
3. **Cheah, J.H**., Ng, S.I., and Wong, F.Y. (2014). Cross-National Market Segmentation of the Chicken Rice Shop (TCRS). Marketing: A Compendium. *Universiti Putra Malaysia Press*, pp. 98-130.

# BOOK PUBLICATION

1. Ramayah Thurasamy, **Jacky Cheah**, Francis Chuah, Hiram Ting and Mumtaz Ali Memon (2016). Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated and Practical Guide to Statistical Analysis (*Basic Level: 1ST Edition*). Pearson Education.
2. Ramayah Thurasamy, **Jacky Cheah**, Francis Chuah, Hiram Ting and Mumtaz Ali Memon (2016). Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated and Practical Guide to Statistical Analysis (*Basic Level: 2nd Edition*). Pearson Education.

# WORKING PAPER

* Will destination image drive the intention to revisit and recommend? Empirical evidence from golf tourism
	+ **(International Journal of Sports Marketing and Sponsorship – CABS:1 & SSCI Impact Factor: 1.217)**
	+ Status: **Revision 2**
* Go Digital: Can money-gift function promote the e-wallet app continued use intention?
	+ **(Internet Research – CABS:3 & SSCI Impact Factor: 4.708)**
	+ Status: **Revision 1**
* How Do Crazy Rich Asians Perceive Sustainable Luxury? Investigating the Determinants and Willingness to Pay
	+ **(Journal of Business Research – CABS:3 & SSCI Impact Factor: 4.874)**
	+ Status: **Under Review**
* Does retail matter? Consumer response to channel integration in omni-channel retailing
	+ **(Computer Human Behaviour – CABS:2 & SSCI Impact Factor = 5.003)**
	+ Status: **Under Review**
* Are unmanned smart hotels du jour or are they here forever? An experiential pathway analysis of antecedents of satisfaction and loyalty
	+ **(International Journal of Hospitality Management – CABS:3 & SSCI Impact Factor: 6.701)**
	+ Status: **Under Review (2nd round)**
* There’s something in your cart, how could you leave it?!” A systematic literature review on online shopping cart abandonment
	+ **(International Journal of Consumer Studies – CABS:2 & SSCI Impact Factor: 1.538)**
	+ Status: **First Revision**
* Thanks COVID-19, I’ll Reconsider My Purchase: Can Fear Appeal Reduce Online Shopping Cart Abandonment?
	+ **(Journal of Retailing and Consumer Services – CABS:2 & SSCI Impact Factor: 7.135)**
	+ Status: **First Revision**
* I Am Too Old for This! Barriers contributing the Non-Adoption of Mobile Payment
	+ **(International Journal of Bank Marketing – CABS:1 & SSCI Impact Factor: 4.412)**
	+ Status: **First Revision**
* Time to gear up for the tourism return? Understanding the determinants of in-app travel purchase intentions?
	+ **(Journal of Retailing and Consumer Services – CABS:2 & SSCI Impact Factor: 7.135)**
	+ Status: **Under Review**
* Unethical Pro-organizational Behaviour: How Employee Ethical Ideology and Unethical Organizational Culture Contribute
	+ **(Business Ethics, the Environment & Responsibility – CABS:2 & SSCI Impact Factor: 6.967)**
	+ Status: **Under Review**
* People don’t take trips, but trips take people: Using sentiment analysis to gain new insights on tourists' destination attributes of Langkawi Island in Malaysia
	+ **(Journal of Hospitality and Tourism Management – CABS:1 & SSCI Impact Factor: 3.415)**
	+ Status: **Under Review**
* Can live streaming be your shopping cardio? Enhancing shoppers’ impulsive buying tendency in live streaming via cognitive appraisal pathway
	+ **(Technological Forecasting and Social Change – CABS:3 & SSCI Impact Factor: 5.846)**
	+ Status: **Under Review**
* Exploring factors influencing clients’ impulse consumption through gastronomy live streaming
	+ **(International Journal of Contemporary Hospitality Management – CABS:3 & SSCI Impact Factor: 6.514)**
	+ Status: **Under Review**
* The roles of involvement-commitment model and religiosity in understanding consumer behavior related to mobile food delivery apps
	+ **(Journal of Business Research – CABS:3 & SSCI Impact Factor: 4.874)**
	+ Status: **Under Review**
* We started together, we will finish together, and no one is left behind: Responding on the FAQs in SmartPLS Forum
	+ Status: **On-going Project**
* Do Recurring Community Sports Events Fit into a Destination List? The Mediating Roles of Attachment and Quality of Life.
	+ Status: **On-going Project**
* Moving Beyond Correlational Research: PLS FAC-SEM for Experimental Research in Information Systems
	+ Status: **On-going Project**
* Do difficult roads lead to beautiful destinations? A Bibliometric review on the International Journal of Retail & Distribution Management (1990-2020)
	+ Status: **On-going Project**

**PhD and MSc STUDENT SUPERVISION EXPERIENCE**

1. **As Main Supervisor**
2. ***Name:*** Wang Si Qi

***Student:*** *PhD*

***Title of Thesis:*** Determinants of Shopping Cart Abandonment

***Status:*** *Passed Proposal Defence*

1. ***Name:*** Yong Shih Ween

***Student:*** *PhD*

***Title of Thesis:*** Determinants of Passengers’ Willingness to Spend in Malaysia Airports

***Status:*** *Passed Proposal Defence*

1. ***Name:*** Gao Zi Yi

***Student:*** *PhD*

***Title of Thesis: The*** Determinants of Omni-channelling Towards Tourists’ Behaviour Intention in China

***Status:*** *Passed Proposal Defence*

1. ***Name:*** Luo Xi

***Student:*** PhD

***Title of Thesis:*** How e-Service Quality and Endorsement Affect Customer Purchase Intention in Live Streaming Commerce: The Role of Customer Engagement and Swift Guanxi

***Status:*** Active

1. ***Name:*** Xu Wen

***Student:*** PhD

***Title of Thesis:*** Investigating the Effects of Institutional Pressures on Green Sustainable Competitive Advantage in the East Coast of the Chinese Chemical Manufacturers.

***Status:*** Active

1. ***Name:*** Lin Qiao Ling

***Student:*** PhD

***Title of Thesis:*** Factors Influencing Forwarding Intention of TikTok Short Video Users

***Status****:* Active

1. ***Name:*** Li Le

***Student:*** PhD

***Title of Thesis***: Constructing Online Identify for the Cross-Border Electronic Commerce: The Research for the Young People Purchase Agriculture Integrated Consumer Purchase Intention.

***Status***: Active

1. ***Name*:** Ashkan Nikandish

***Student:*** *PhD*

***Title of Thesis*:** Exploring the Antecedents and Consequence of Social Media Engagement Behaviour (SMEB) among Various Social Media Platform

***Status:*** *Active*

1. ***Name*:** Wong Joe Ann

***Student:*** MSc

***Title of Thesis*:** Determinants of Mobile Shopping Cart Abandonment in Malaysia

***Status:*** *Active*

1. **As Co-Supervisor**
2. ***Name*:** Lim Xin Jean

***Student:*** PhD

***Title of Thesis*:** Anthropomorphism Consumer’s Purchase Intention via Retail Mobile Apps

***Status:******Graduated***

1. ***Name*:** Nuraffienna Bacho

***Student:*** *PhD*

***Title of Thesis*:** Factor Affecting Woman Entrepreneur Internationalization in Malaysia

***Status:*** *Active*

1. ***Name*:** Sumathi a/p Visualingom

**Student:** PhD

***Title of Thesis*:** Antecedents and Outcome of Employee Engagement in Enhancing Service Delivery Efficiency

***Status:*** *Active*

1. ***Name*:** Javani Kaveh

***Student:*** *PhD*

***Title of Thesis*:** Digital Finance Contribution to International Performance of Malaysian SMEs

***Status:*** *Active*

1. ***Name*:** Almohethef Abdullah Hamad

***Student:*** *PhD*

***Title of Thesis*:** Influence of Knowledge Management Capability, Innovation, and Governance Quality on Saudi Arabia’s Academic Library Performance

***Status:*** *Active*

1. ***Name*:** Payman Molaie

***Student:*** *PhD*

***Title of Thesis*:** A Multilevel Approach to Employee Green Behavior at Individual, Team and Leader Levels

***Status:*** *Active*

## **GRANTS / FUNDING for On-going Project**

1. **Geran Putra (GP-IPM)**
*Project Title: Drive Foot Traffic to Your Retail Store? The Effect of Price Image and Sugrophobia*

*Total Grant: RM23,000*

*Position: Principal Investigator
Researchers:* ***Jacky Cheah Jun Hwa****, Serene Ng Siew Imm, & Dahlia Zawawi
Duration: 3 February 2020 – 2 February 2022*

1. **ERASMUS + CAPACITY BUILDING IN HIGHER EDUCATION**

*Project Title: MSc. Food Processing and Innovation (FOODI)*

*Allocation: GBP*

*Position: Member*

*Researcher(s): Rosmini Omar, Mohd Shahir Shamsir, Rohaida Basirudin, Suzilawati Kamarudin, Haliyana Khalid, Nor Aiza Mohd Zamil, Maizaitulaidawati Md Husin,**and* ***Cheah Jun Hwa***

*Euro 999,050.00*

*Duration: January 2018 - October 2021 (3 years)*

1. **Consultation Project Grant from MADANI GREATLINK Sdn. Bhd.**
*Project Title: The Perception on Reconditioned Car: perspectives from Malaysian
Total Grant: RM5,000
Researchers: Dr. Serene Ng and* ***Jacky Cheah Jun Hwa*** *Duration: April 2019 - September 2019*
2. **ERASMUS + CAPACITY BUILDING IN HIGHER EDUCATION**

*Project Title: Assessing and Improving Research Performance at South East Asian Universities*

*Allocation: GBP*

*Position: Member*

*Researcher(s): Rosmini Omar, Mohd Shahir Shamsir, Rohaida Basirudin, Suzilawati Kamarudin, Haliyana Khalid, Nor Aiza Mohd Zamil,*Maizaitulaidawati Md Husin,*and* ***Cheah Jun Hwa***

*Euro 800,000.00*

*Duration: January 2018 - October 2020 (3 years)*

1. **University Research Grant**
*Project Title: Understanding the Positioning Strategies and Keep-Push Factors of Office Building in Kuala Lumpur Golden Triangle.
Researchers: Serene Ng and* ***Jacky Cheah Jun Hwa*** *Total Grant: RM14,100
Duration: Sep 2014 – Sep 2016*
2. **Consultation Project Grant from PNB Commercial Sdn Bhd**
*Project Title: Understanding Office Tenants’ Selection Criteria, Satisfaction and Loyalty
Total Grant: RM10,000
Researchers: Serene Ng,* ***Jacky Cheah Jun Hwa****, Kenny Teoh, Dr Lee Chin, Ho Jo Ann.
Duration: July 2013-Dec 2013*

# REFEREES

1. Prof. Dr. Marko Sarstedt

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1. Prof. Dr. Jose Luis Roldan

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1. Prof. T. Ramayah

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