



DR. YEO SOOK FERN

Position : Director, Centre Of Excellence For Business Innovation And Communication / Assistant Professor

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Google Scholar : <https://scholar.google.com/citations?user=jUEhIf8AAAAAJ&hl=en>

Social/Web 1 : <https://www.scopus.com/authid/detail.uri?authorId=56489745300>

General

Biography

Dr. Yeo Sook Fern obtained her Bachelor of Business Administration (Hons) Management and Master of Business Administration (Multimedia Marketing) from Multimedia University, Malaysia, and her Doctor of Philosophy (Ph.D.) majoring in Service Innovation from Universiti Sains Malaysia (USM), Malaysia. She is currently a lecturer in the Faculty of Business, where she teaches Fundamental of Marketing, Understanding Management, Service Marketing, Brand Management and Strategic Marketing at the undergraduate level. Her current research areas are social media marketing, consumer behaviour, service marketing, branding, and international business. Prior to joining MMU, she was a Programme Coordinator School of Secretarial and Administrative Studies (2000-2009), and later a Programme Coordinator School of Business (2009 - 2010) for Stamford College Group. She has over 19 years of experience as an academician.

Education Background

2015 - 2018 : Doctor of Philosophy (Ph.D.) Service Innovation, Universiti Sains Malaysia, Malaysia.

2005 - 2010 : Master of Business Administration (Multimedia Marketing), Multimedia University, Malaysia.

1997 - 2000 : Bachelor of Business Administration (Hons) Management), Multimedia University, Malaysia.

Awards and Recognition

AWARDS:

2016

- 2nd Placing : 3 Minutes Thesis (3MT) Competition Universiti Sains Malaysia.

2018

- 3rd Placing : 3 Minutes Thesis (3MT) Competition Universiti Sains Malaysia-.
- 1st Placing : 3 Minutes Thesis (3MT) Competition, School of Management, Universiti Sains Malaysia.

2019

- Received the Outstanding Student Award (PhD) Academic Session 2018/2019 from Graduate School of Business (GSB), Universiti Sains Malaysia.
- Received Graduate-on-Time Recognition from Institute Of Postgraduate Studies Universiti Sains Malaysia.
- Nominee for Excellent Researcher Award (Social Science), MMU Staff Awards 2019.
- Researcher of the Month – November 2019
- Junior Researcher of the Month – November 2019
- Research Reporting System Champion of the Month – July 2019
- Platinum Award (Best of the Best Paper Award) – 6th International Conference on Science and Social Research (CSSR2019)
- Best Paper Award (Management Track) – 6th International Conference on Science and Social Research (CSSR2019)
- Bronze Medal - Research, Innovation, Commercialization, Entrepreneurship Showcase (RICES) 2019.
- Silver Award – 2nd IDE4 Teaching and Learning Exhibition (IDE4TE 2019)
- Mentor for FOB Team - Top 12 Finalist in the Proton X70 National Competition 2019

2020

- Gold Award - Thesis in 5 Minutes (T5M), organised by MNNF Network Malaysia. **Sook Fern Yeo**, Cheng Ling Tan and Yen Nee Goh (2020). An Empirical Study of the Factors Influencing Patient Loyalty for the Obstetric Service in Malaysia.
- Gold Award – Postgraduate Poster Competition (FYPPPC), organised by MNNF Network Malaysia. **Sook Fern Yeo**, Cheng Ling Tan and Yen Nee Goh (2020). An Empirical Study of the Factors Influencing Patient Loyalty for the Obstetric Service in Malaysia.
- Gold Award – Postgraduate Poster Competition (FYPPPC), organised by MNNF Network Malaysia. Shen Long Teo and **Sook Fern Yeo** (2020). Customer Purchase Intention in Food Delivery: A Study of FoodPanda,
- Silver Award – IDE4 Teaching & Learning Exhibition (IDE4TE2020), organised by Universiti Tenaga Nasional (UNITEN), Malaysia. **Sook Fern Yeo**, Cheng Ling Tan, Kah Boon Lim and Hazlaili Hashim (2020). Students' Entrepreneurial Intention: A Study of Gamification in Private Higher Education
- Bronze Award – IDE4 Teaching & Learning Exhibition (IDE4TE2020), organised by Universiti Tenaga Nasional (UNITEN), Malaysia. Hazlaili Hashim, **Sook Fern Yeo** and Khairol Nizat (2020). GSuite E-Learning Platform from an Academics Point of View.
- Bronze Award – IDE4 Teaching & Learning Exhibition (IDE4TE2020), organised by Universiti Tenaga Nasional (UNITEN), Malaysia. Anushia Chelvarayan, **Sook Fern Yeo**, Hazlaili Hashim (2020). Social Media for Academic Purpose.
- Junior Researcher of the Month, Faculty of Business, Multimedia University – March 2020
- Research Reporting System Champion for the Month, Faculty of Business, Multimedia University – March 2020
- Researcher of the Month, Faculty of Business, Multimedia University – June 2020

2021

- Gold Award - Penang International Invention, Innovation and Design 2021 (PIID), organised by UiTM Cawangan Pulau Pinang. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim (2021). TutorKAY@Home
- Silver Award – Postgraduate Poster Competition (FYPPPC), organised by MNNF Network Malaysia. Sook Fern Yeo, Cheng Ling Tan and Yen Nee Goh (2021). An Empirical Study of the Factors Influencing Patient Loyalty for the Obstetric Service in Malaysia.
- Silver Award – AID Conference Malaysia. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim (2021). TutorKAY@Home
- Best Extended Abstract - AID Conference Malaysia. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim (2021). TutorKAY@Home
- Bronze Award - BLM2-ICAM4: An International Joint e-Conference. Kah Boon Lim, Sook Fern Yeo, Qiao Xin, Cheng Ling Tan (2021). Generation Z Shoppers Repurchase Intention Towards Shopee Mobile Application
- Best Presenter - 12th Global Conference on Business and Social Sciences 2021. Sook Fern Yeo, Cheng Ling Tan, Kah Boon Lim (2021). Effects of Web-Based Shopping on Consumers' Buying Behaviour: A Consumer Perspective.
- Research Reporting System Champion for the Month, Faculty of Business, Multimedia University – October 2021
- Junior Researcher of the Month, Faculty of Business, Multimedia University – September 2021
- Researcher of the Month, Faculty of Business, Multimedia University – August 2021
- Junior Researcher of the Month, Faculty of Business, Multimedia University – June 2021
- Research Reporting System Champion for the Month, Faculty of Business, Multimedia University – June 2021

2022

- Gold Medal - MTE 2022: SDG International Innovation Awards (SDGIIA). Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim . TutorKAY@Home
- Best Presenter Award - Jakarta International Conference on Research Innovation and Sustainable Development (JICRISD) 2022, “An Investigation of Switching Intentions in the Sports Apparel Industry: What Reason Do They Switch?”.
- Best Paper Award - Jakarta International Conference on Research Innovation and Sustainable Development (JICRISD) 2022, Kah Boon Lim, Sook Fern Yeo, Tey Yen Nee, Cheng Ling Tan (2022). Customer Satisfaction On E-Banking Service Quality in Malaysia
- Best Paper Award - 3rd International Conference on Business Sustainability and Innovation (ICBSI2022), Siew Woon Lee, Chew Sze Cheah*, Yeh Ying Cheah, Sook Fern Yeo (2022). Psychological Well-Being Of Gig Workers: A Preliminary Study.
- Best Presenter Award - 3rd International Conference on Business Sustainability and Innovation (ICBSI2022), “Just A Click Away: Continuance Intention For Mobile Branded Apps”.
- Bronze Award - International Symposium & Exhibition on Business and Accounting 2022 (ISEBA 2022) - Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim . TutorKAY@Home
- Best Reviewer Award - International Symposium & Exhibition on Business and Accounting 2022 (ISEBA 2022)
- Silver Award – Final Year Project: Research & Innovation Poster Competition (RIPC) 2022, organised by MNNF Network Malaysia. Hui Qian Lai and Sook Fern Yeo, Retention Of Generation Z In Digital Age.
- Silver Award – Postgraduate: Research & Innovation Poster Competition (RIPC) 2022, organised by MNNF Network Malaysia. Janice Anne Sivasothey, Sook Fern Yeo and Cheng Ling Tan, Developing A Framework of Patients’ Decisions For Oral Cancer Treatment.
- Bronze Award – Final Year Project: Research & Innovation Poster Competition (RIPC) 2022, organised by MNNF Network Malaysia. Jie Chen Kok and Sook Fern Yeo, Investigating Consumer Behavioural Intention of Drone Food Delivery Services In Malaysia.
- Silver Award – AID Conference Malaysia. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim (2022). TutorKAY@Home
- Best Extended Abstract - AID Conference Malaysia. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim (2022). TutorKAY@Home
- Most-Liked Virtual Presentation On Youtube - TutorKAY@Home - AID Academy Malaysia, International Science and Social Science Innovation Competition (I-SIC IV) 2022
- Researcher of the Month, Faculty of Business, Multimedia University – October 2022
- Early Career Research of the Month, Faculty of Business, Multimedia University – October 2022
- Research Reporting System Champion for the Month, Faculty of Business, Multimedia University – October 2022
- Early Career Research of the Month, Faculty of Business, Multimedia University – April 2022
- Researcher of the Month, Faculty of Business, Multimedia University – March 2022
- Research Reporting System Champion for the Month, Faculty of Business, Multimedia University – March 2022

2023

- MMU Top 5 authors with the highest SCOPUS publications (2018-2022), awarded on the 26 May 2023.
- MMU Author with the Highest Number of SCOPUS Publications in the year 2022, awarded on the 26 May 2023.
- Gold Award – MTE: Advancing Sustainable Development Goals (SDGs). 18-20 October 2023. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim. TutorKAY@Home
- Researcher of the Month, Faculty of Business, Multimedia University – September 2023.
- Best Presenter Award - International Conference on Social Science & Technology 2023 (ICOSST 2023), “Digital Horizons: Exploring Patient-Centric Wearable Healthcare Technology”, 21 September 2023.
- Junior Researcher of the Month, Faculty of Business, Multimedia University – August 2023.
- Gold Award – MTE: Advanced Healthcare and Life Sciences (AHLS) 2023.7 – 9 August 2023. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim. TutorKAY@Home
- Silver Award – International Research & Information Science Expo (iRISE) 2023. 18 June – 3 July 2023. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim. TutorKAY@Home
- Research Reporting System Champion for the Month, Faculty of Business, Multimedia University – May 2023.
- Gold Award – 35th International Invention, Innovation & Technology Exhibition (ITEX) 2023. 11 -12 May 2023 Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim. TutorKAY@Home
- Researcher of the Month, Faculty of Business, Multimedia University – March 2023.
- Junior Researcher of the Month, Faculty of Business, Multimedia University – March 2023.
- Bronze Medal - Malaysia Technology Expo. A Leading Global Innovation and Technology Event. 18-20 March 2023. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim. TutorKAY@Home
- Gold Award – Thesis In 5 Minutes 2023, 18 March 2023 organised by MNNF Network Malaysia. Janice Anne Sivasothey,

Sook Fern Yeo and Cheng Ling Tan, Patient's Satisfaction towards Oral Cancer Screening.

- Silver Award – Postgraduate: Research & Innovation Poster Competition (RIPC) 2023, 25 February 2023 organised by MNNF Network Malaysia. Janice Anne Sivasothy, Sook Fern Yeo and Cheng Ling Tan, Developing A Framework of Patients' Decisions for Oral Cancer Treatment.
- Silver Award – Postgraduate: Research & Innovation Poster Competition (RIPC) 2023, 25 February 2023 organised by MNNF Network Malaysia. Kuiek Xing An and Sook Fern Yeo, Impact of Grab Food Delivery Apps Quality Towards Consumer Online Purchase Intention.
- Silver Award – Postgraduate: Research & Innovation Poster Competition (RIPC) 2023, 25 February 2023 organised by MNNF Network Malaysia. Nurul Aida Harun, Sook Fern Yeo, And Suganthi A/P Ramasamy, Modelling the Customer Retention in Insurance Industry.

2024

- Publication Reward - Scopus/WoS Indexed Journal March & April 2024 (Top 10 Researcher).
- Silver Award – 35th International Invention, Innovation & Technology Exhibition (ITEX) 2023. 16 -18 May 2024 Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim. LearnovaX.
- Bronze Medal - Malaysia Technology Expo: International Innovation Awards (MTE: IIA 2024). 22-24 February 2024. Anushia A/P Chelvarayan, Sook Fern Yeo, and Kah Boon Lim. LearnovaX
- Best Paper Award - The 16th National and International Academic Symposium “Proceeding National & International Conference” at Suan Sunandha Rajabhat University, Bangkok, Thailand, Kah Boon Lim, Siu Wan Chua, Sook Fern Yeo, Cheng Ling Tan (2024). A Study on Consumer Adoption Intention towards Unified Payment Interface (UPI).
- Good Paper Award - The 16th National and International Academic Symposium “Proceeding National & International Conference” at Suan Sunandha Rajabhat University, Bangkok, Thailand, Sook Fern Yeo, Cheng Ling Tan, Kah Boon Lim, Lam Kai Jing, Anushia Chelvarayan, Hazlaili Binti Hashim (2024). Addiction On Mobile Social Networking Site: A Study Among Digital Generation,
- Publication Reward - Scopus/WoS indexed journal January and February 2024 (Top 10 Researcher).

RECOGNITIONS:

- **National Scientific Committee** - International Conference on Responsible Tourism and Hospitality 2020, UCSI University Sarawak
- **Committee** - 16th European Conference on Management Leadership and Governance (ECMLG) 2020, United Kingdom.
- **Reviewer** - European Business Review, Emerald Publishing 2020
- **Jury** – National Innovation & Invention Competition 2019 (NIICe2019)
- **Jury** – Melaka International Intellectual Exposition (MIIEEx) 2019.
- **Technical Program Committee** - 5th Annual International Conference on Social Science and Contemporary Humanity Development [SSCHD 2019]
- **Head of Operation and Logistic Committee** - International Symposium on Applied Structural Equation Modeling and Methodological Matters (SASEM) 2019
- **Judge** – International Young Social Entrepreneurs Competition 2019.
- **Conference Session Chair** - International Symposium on Applied Structural Equation Modelling and Methodological Matters (SASEM) 2019
- **Peer Reviewer** – 2019 Panyapiwat International Conference on Social Science and Management.
- **Article Editor** – SAGE Open 2019
- **Reviewer** - 6th International Conference on Science and Social Research 2019.
- **Reviewer** - International Journal of Electronic Commerce Studies 2019
- **Reviewer** - European Business Review, Emerald Publishing 2019
- **Reviewer** - International Journal of Business and Society (IJBS) 2019
- **Scientific Committee**- 2018 MAG Scholar Conference in Business, Marketing and Tourism (Jan 2018)
- **Conference Session Chair** - 2018 MAG Scholar Conference in Business, Marketing and Tourism (June 2018)
- **Technical Program Committee**- 4th Annual International Conference on Social Science and Contemporary Humanity Development (SSCHD2018)
- **Peer Reviewer** – 2019 Panyapiwat International Conference on Social Science and Management.
- **Reviewer** - British Food Journal, Emerald Group Publishing Ltd. (2018-2019)
- **Reviewer** - Business Theory and Practice, VGTU Press TECHNIKA (2018-2019)
- **Guest Editor** – Special Issue Content Marketing in the Digital Age: Its Impact on Individuals and Businesses, International Journal of Electronic Commerce Studies, Academy of Taiwan Information Systems Research (24/8/18 – 31/12/19)

- **Judge**- International e-Business and Entrepreneurship Idea Showcase (e-BES2018), Multimedia University Melaka (15 May 2018)
- **Judge** - FOL SEED Challenge 2018 Multimedia University Melaka (27 September 2018)
- **Invited Speaker** – 12th Business Seminar, Graduate School of Business, Universiti Sains Malaysia (4-5th December 2018)
- **Moderator** - 12th Business Seminar, Graduate School of Business, Universiti Sains Malaysia (4-5th December 2018)
- **Invited Speaker** - " Ultimate Guide to Research Ethics Application", Graduate School of Business, Universiti Sains Malaysia (17 January 2019)
- **Head of Publication Committee** - International e-Business and Entrepreneurship Idea Showcase (e-BES2019), Multimedia University Melaka (2 - 3 May 2019)

Working Experience

2010 - Present

Senior Lecturer (Multimedia University)

March 2023 - February 2025

Depury Dean, Research & Industrial Collaborations

Members of University Research and Innovation Committee

Members of University Board of Postgraduate

March 2021 - February 2023

Depury Dean, Research & Industrial Collaborations

Members of University Research and Innovation Committee

Members of University Board of Postgraduate

March 2020 - February 2021

Chairperson, Centre for e-Services, Entrepreneurship & Marketing

Deputy Programme Coordinator, Master of Business Administration (MBA)

Faculty of Business Research & Innovation Committee

March 2012 - February 2020

Industrial Training Coordinator

March 2010 - February 2012

Industrial Training Committee

2009 - 2010

Programme Coordinator School of Business (Stamford College Melaka)

- Foundation Studies in Business
- Diploma In Corporate Administration
- Bachelor of Arts (Hons) International Business, University of East London, United Kingdom.

2007 - 2009

Programme Coordinator School of Secretarial and Administrative Studies (Stamford College Petaling Jaya)

- Diploma In Corporate Administration
- Diploma in Executive Secretaryship

2005 - 2007

Programme Coordinator School of Secretarial and Administrative Studies (Stamford College Malacca)

- Diploma in Executive Secretaryship

2000- 2005

Lecturer (Stamford College Melaka)

Expertise

- Service Innovation
- Consumer Behaviour
- Service Industry Strategy and Operations
- Digitalisation & Technology Management
- Healthcare Management
- Supply Chain Management
- Business Management

Publication

Book and Chapter in Book

1. **Sook Fern Yeo**, Cheng Ling Tan, Kah Boon Lim, Mohammad Tariqul Islam Khan, Anushia Chelvarayan, Mohd Helmi Ali & Ratih Hendayani (2024). A Proposed Model for Embracing Digital Horizons: Exploring Patient-Centric Wearable Healthcare Technology. In: Mansour, N., Bujosa, L. (eds) Islamic Finance. Contributions to Management Science. Springer, Cham. https://doi.org/10.1007/978-3-031-48770-5_57 (SCOPUS)
2. Brandon Tan Zheng Wei, Anushia Chelvarayan, **Sook Fern Yeo** (2024). Graduate Employability in Malaysia: The Influencing Factors for Malaysian Tertiary Students. In Board Diversity and Corporate Governance (pp. 347-358). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-53877-3_26 (SCOPUS)
3. Kwee Kim Peong, Kwee Peng Peong, **Sook Fern Yeo**, Sakiru Adebola Solarin, Cheng Ling Tan, Kah Boon Lim (2024). The Impact of Smart Tourism Technologies and Destination Image on Tourists' Intention to Revisit Malaysia: The Mediator Role of Memorable Tourists' Experiences. In: Awwad, B. (eds) The AI Revolution: Driving Business Innovation and Research. Studies in Systems, Decision and Control, vol 524. Springer, Cham. https://doi.org/10.1007/978-3-031-54379-1_79 (SCOPUS)
4. Faisal Ahmed A. B. Shofi Ahammed, Vasuky Mohanan, **Sook Fern Yeo**, Neesha Jothi (2024). Stacking Ensemble for Pill Image Classification. In: Rasheed, J., Abu-Mahfouz, A.M., Fahim, M. (eds) Forthcoming Networks and Sustainability in

the AIoT Era. FoNeS-AIoT 2024. Lecture Notes in Networks and Systems, vol 1036. Springer, Cham.
https://doi.org/10.1007/978-3-031-62881-8_8 (SCOPUS)

5. Hneah Guey Ling, Teng Wei Jian, Vasuky Mohanan, **Sook Fern Yeo**, Neesha Jothi (2024). Crime Prediction Using Machine Learning. In: Rasheed, J., Abu-Mahfouz, A.M., Fahim, M. (eds) Forthcoming Networks and Sustainability in the AIoT Era. FoNeS-AIoT 2024. Lecture Notes in Networks and Systems, vol 1035. Springer, Cham.
https://doi.org/10.1007/978-3-031-62871-9_8 (SCOPUS)
6. **Sook Fern Yeo**, Cheng Ling Tan Kah Boon Lim, Chew Sze Cheah, Zho Chung Goh (2023). Online Consumer Satisfaction Towards Online Shopping in Malaysia During COVID 19 Pandemic. In Amrullah Amrullah, Lovy Herayanti, Tesha Sengupta-Irving, Yeo Sook Fern, Fathoroni Fathoroni, Imran Imran (Eds.), Proceedings of the 3rd Annual Conference of Education and Social Sciences (ACCESS 2021): Advances in Social Science, Education and Humanities Research Vol. 686, 31–38, Springer Nature. https://doi.org/10.2991/978-2-494069-21-3_5 (WOS)
7. Chew Sze Cheah, Sei Ying Chiam, Jian Ai Yeow, **Sook Fern Yeo** (2023). The Determinants of Work Passions: A Study of Education Sector. In Amrullah Amrullah, Lovy Herayanti, Tesha Sengupta-Irving, Yeo Sook Fern, Fathoroni Fathoroni, Imran Imran (Eds.), Proceedings of the 3rd Annual Conference of Education and Social Sciences (ACCESS 2021): Advances in Social Science, Education and Humanities Research Vol. 686, 21–30, Springer Nature. https://doi.org/10.2991/978-2-494069-21-3_4 (WOS)
8. Goh Guan Gan, Lye Chun Teck, **Sook Fern Yeo**, Mohammad Tariqul Islam Khan (Eds.). (2022). Issues in Contemporary Business. http://vlib.mmu.edu.my/mmilib/issues_in_contemporary_business/ (1st ed.). MMU Press.
9. Anushia Chelvarayan, Vissharl Ravendaran, Yeo Sook Fern (2022). Customer Satisfaction Determinants towards Hotel Services in Melaka (Chapter 2), Issues in Contemporary Business, MMU Press, 39-64, eISBN 978-629-97040-0-3.
10. Lim Kah Boon, **Sook Fern Yeo**, Seah Qiao Ying (2022). Education Loan Repayment Intention Among Undergraduates in Malaysia (Chapter 4), Issues in Contemporary Business, MMU Press, 89-114, eISBN 978-629-97040-0-3.
11. Goh Mei Ling, Tan Seng Huat, Elaine Ang Hwee Chin, **Sook Fern Yeo** (2022). Understanding Purchase Intention of University Students: A case on Mobile Advertising (Chapter 6), Issues in Contemporary Business, MMU Press, 137-164, eISBN 978-629-97040-0-3.
12. **Sook Fern Yeo**, Stany Wee Lian Fong, Goh Mei Ling, Jason Lam Mun Soon, Tan Seng Huat and Tan An Soon (2012). Customer satisfaction towards service quality in the hotel industry in Melaka (Chapter 15), Current Issues in Hospitality and Tourism: Research and Innovations, CRC Press, Taylor & Francis Group, 81-85. ISBN: 978-0-415-62133-5. DOI: 10.1201/b12752-18. (WOS)
13. Stany Wee Lian Fong, Tan Meiyi, Tan Pei Kian, **Sook Fern Yeo** and Woo Vincent (2012). An exploratory study on the determinants of repeat visitation to Melaka among Melaka's university students (Chapter 83), Current Issues in Hospitality and Tourism: Research and Innovations, CRC Press, Taylor & Francis Group, 465-469. ISBN: 978-0-415-62133-5. DOI: 10.1201/b12752-91. (WOS)

Journal

1. Long Kim, Rungrawee Jitpakdee, Wasin Praditsilp, **Sook Fern Yeo** (2025). Analyzing factors influencing students' decisions to adopt smart classrooms in higher education. *Education and Information Technologies*, 1-31.
<https://doi.org/10.1007/s10639-025-13381-3> (WOS/SCOPUS)
2. Muhammad Haroon Rehan, **Sook Fern Yeo**, Irfan Ullah Khan, Cheng Ling Tan (2025). Redefying the strength between CSR and sustainable social performance through mediational role of green intellectual capital. *Cleaner and Responsible Consumption*, 16, 100238. <https://doi.org/10.1016/j.clrc.2024.100238> (WOS/SCOPUS)
3. Khalid Rehman, Kah Boon Lim, **Sook Fern Yeo**, Naveed Saif, Muhammad Ameer (2025). The Nexus of Entrepreneurial Leadership and Entrepreneurial Success with a Mediation of Technology Management Processes: From the Perspective of the Small- and Medium-Sized Enterprises of Khyber Pakhtunkhwa, Pakistan. *Sustainability*, 17(3), 1-17.
<https://doi.org/10.3390/su17030882> (WOS/SCOPUS)
4. Long Kim, **Sook Fern Yeo** (2025). From side effects to work attitudes influencing customer service quality: moderating impacts of work experience in banking industry. *International Journal of Quality and Service Sciences*, 17(5), 1-19.
<https://doi.org/10.1108/IJQSS-04-2024-0040> (WOS/SCOPUS)
5. Long Kim, Pattarawadee Maijan, **Sook Fern Yeo** (2024). Developing customer service quality: Influences of job stress and management process alignment in banking industry. *Sustainable Futures*, 8, 100311.
<https://doi.org/10.1016/j.sft.2024.100311> (WOS/SCOPUS)
6. Fathima Nasreen, Mohamed Nismy Rafiudeen, Mohammed Salem Alshighaybi, Sook Fern Yeo (2024). Exploring the Entrepreneurship of Prophet Muhammad (PBUH). *Pakistan Journal of Life and Social Sciences*, 22(2), 16643-16651.
<https://doi.org/10.57239/PJLSS-2024-22.2.001209> (SCOPUS)
7. Wei, Brandon Tan Zheng, Peong Kwee Kim, **Sook Fern Yeo** (2024). Revisit Ready: How Smart Tourism Tech Shapes Satisfaction and Revisit Intentions in Malaysia. *Pakistan Journal of Life and Social Sciences*, 22(2), 15012-15030.

<https://doi.org/10.57239/PJLSS-2024-22.2.001080> (SCOPUS)

- 8.Hashim, Hazlaili Binti, **Sook Fern Yeo**, Umme Aliah Farhanah Binti Mohd Faizal, Khairol Nizat Bin Lajis (2024). Factors Influencing Generation Z's Intention to Invest in Cryptocurrency: Is Cryptocurrency a Trend Amongst Gen Z?. *Pakistan Journal of Life and Social Sciences*, 22(2), 14917-1493. <https://doi.org/10.57239/PJLSS-2024-22.2.001072> (SCOPUS)
- 9.Shankar, Chandra Sekhar Uma, Jaya Ganesan, **Sook Fern Yeo** (2024). Examining the Role of Gamification in Enhancing Candidate Engagement and Experience Through Gamified Selection Processes. *Pakistan Journal of Life and Social Sciences*, 22(2), 14907-14916. <https://doi.org/10.57239/PJLSS-2024-22.2.001071> (SCOPUS)
- 10.Farah Adibah binti Ramdan, Yeow Jian Ai, Fathima Nasreen, **Sook Fern Yeo** (2024). Brain Drain: The Determination of Students' Intention to Leave Malaysia. *Pakistan Journal of Life and Social Sciences*, 22(2), 15064-15074. <https://doi.org/10.57239/PJLSS-2024-22.2.001084> (SCOPUS)
- 11.Nasreen, Fathima, **Sook Fern Yeo**, Yeow Jian Ai, Aidawati Abd Rahman (2024). Employability Skills for Business Students in IR4. 0: A Narrative Review. *PaperASIA*, 40(6b), 219-231. <https://doi.org/10.59953/paperasia.v40i6b.253> (SCOPUS)
- 12.Tay, Che Enn, Cheah Yeh Ying, **Sook Fern Yeo**, Chew Sze Cheah (2024). Revolutionizing Recruitment: The Rise of Artificial Intelligence in Talent Acquisition. *PaperASIA*, 40(6b), 191-199. <https://doi.org/10.59953/paperasia.v40i6b.270> (SCOPUS)
- 13.Zi Xuan Tan, Cheng Ling Tan, **Sook Fern Yeo** (2024). Improvement of Manufacturing Yield through Gemba Approach: A Case Study in an Integrated Circuit Package Assembler Company. *International Journal of Academic Research in Business and Social Sciences*, 14(11), 558-585. <http://dx.doi.org/10.6007/IJARBS/v14-i11/23587> (ERA)
- 14.Waqas Bin Khidmat, Nadia Ashraf, **Sook Fern Yeo**, Cheng Ling Tan, Muhammad Noman Shafique (2024). Rookie Independent Directors and Agency Costs: Evidence from Chinese Listed Firms. *Heliyon*, 10 (20), e39366. <https://doi.org/10.1016/j.heliyon.2024.e39366> (WOS/SCOPUS)
- 15.Long Kim, **Sook Fern Yeo** (2024). Are you happy with your work? Side effects of workloads and work-family conflict in higher education. *The TQM Journal*, 36(9), 437-455. <https://doi.org/10.1108/TQM-03-2024-0114>
- 16.Muhammad Iskandar Hamzah, Abdul Kadir Othman, **Sook Fern Yeo** (2024). To Continue or Quit Business? Mediating Roles of Resilience and Quality of Life in Forming a Sustainable Entrepreneurial Intention. *SAGE Open*, 14(3), 1-14. <https://doi.org/10.1177/215824402412807> (WOS)
- 17.Long Kim, Pattarawadee Maijan, Teerasak Jindabot, **Sook Fern Yeo** (2024). How country of origin, perceived quality, and trust influence intention to purchase sars covid medications. *Social Sciences & Humanities Open*, 10, 101116. <https://doi.org/10.1016/j.ssaho.2024.101116> (SCOPUS)
- 18.Long Kim, Teerasak Jindabot, **Sook Fern Yeo** (2024). Understanding customer loyalty in banking industry: A systematic review and meta analysis. *Heliyon*, 10(17), e36619. <https://doi.org/10.1016/j.heliyon.2024.e36619> (WOS)
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- 20.Marwan Mowaffaq Ghazi Alabbas, Kay Hooi Keoy, **Sook Fern Yeo** (2024). Performance Appraisal Practices and Organizational Citizenship Behavior: Evidence from Jordan. *PaperASIA*, 40(4b), 31-41. (SCOPUS)
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 73. Chew Sze Cheah, Sin Woon Chong, **Sook Fern Yeo**, and Pee, K. W. (2015). An Empirical Study on Factors Affecting Organizational Commitment Among Generation X. Proceedings of the 3rd Global Conference on Business and Social Science, Nexus Connection @ Bangsar South, Malaysia, 64. (SCOPUS)
 74. Pei Kian Tan, Stany Lian Fong Wee, and **Sook Fern Yeo** (2014). An Exploratory Study on the Impact of Games towards Students Interest in Learning. Proceedings of the 3rd International Conference on Management Economic and Finance (3rd ICMEF 2014), Primula Beach Hotel, Malaysia, 228-235.
 75. Seng Huat Tan, **Sook Fern Yeo**, Mei Ling Goh, Chew Sze Cheah (2014). Factors that influence green

- purchase behavior among young consumers. Proceeding of 2014 International Conference on Green Materials and Environmental Engineering (GMEE2014) (SCOPUS)
76. Mun Soon Lam, **Sook Fern Yeo**, Seng Huat Tan, Sin Woon Chong, and Yit Leng Oh. (2014). Does 'Voyage Image' Affect Overseas Education Choice. Proceeding of International Conference on Business, Science and Technology (iCBST 2014) (SCOPUS)
 77. Stany Lian Fong Wee, Tan, M., Pei Kian Tan, **Sook Fern Yeo** and Woo, Vincent (2014). Monetary and Image Influences on The Purchase Decision of Private Label Products in Malaysia. Proceedings of the 2014 International Conference on E-Business, Management and Economics (ICEME 2014), Flamingo Hotel, Malaysia, 312-318.
 78. Kah Boon Lim, **Sook Fern Yeo** and Lo, K. S. (2013). Factors Affecting Entrepreneurial Intention in Malaysia Heritage Cities. Proceedings of the First International Conference of Center for Interdisciplinary and Integrative Studies, Bayview Hotel Malaysia.
 79. Mei Ling Goh, **Sook Fern Yeo**, Seng Huat Tan, Mun Soon Lam (2012). A Case Study on the Brand Image towards the usage of Facebook. Proceedings of the 2nd International Conference on Applied Social Science, Impiana KLCC Hotel, Malaysia. (WoS)
 80. **Sook Fern Yeo**, Stany Lian Fong Wee, Mei Ling Goh, Mun Soon Lam, Seng Huat, and Ann Choon Tan. (2012). Customer Satisfaction Towards Service Quality in The Hotel Industry In Melaka. of the International Hospitality and Tourism Conference 2012, Concorde Hotel, Kuala Lumpur, Malaysia, 81-85. (WoS)
 81. Kah Boon Lim, **Sook Fern Yeo**, Chew Sze Cheah, and Ong, K. Y. (2012). Factors Affecting Individual Job Performance. Proceedings of the International Conference on Management, Economics and Finance (ICMEF 2012), HILTON HOTEL, Malaysia, 661-676.
 82. Stany Lian Fong Wee, Pei Kian Tan, **Sook Fern Yeo** and Woo, V. (2012). An exploratory study on the determinants of repeat visitation to Melaka among Melaka's university students. Proceedings of the International Hospitality and Tourism Conference 2012 (IHTC 2012), Concorde Hotel, Malaysia, 465-469. (WoS)
 83. Mei Ling Goh, Seng Huat Tan, Mun Soon Lam, and **Sook Fern Yeo** (2011). A Preliminary Study of Perception and Impact of Tourism Development in Malacca, Malaysia. 2nd Entrepreneurship and Management International Conference (EMIC 2, 2011).

Research and Development

Grant

International:

1. **2023-2025 (Project Member)** MMU- Universitas Indonesia Joint Research Grant 2023, Trends and Cost for Type 2 Diabetes Mellitus (T2DM) in Indonesia and Malaysia: A National Level Database Study 2018-2022, Solarin Sakiru Adebola, Santhi A/P Ramanathan, Lee Huay Huay, **Yeo Sook Fern**, RM23,000.00, 1/11/2023 – 31/10/2025.
2. **2023 (Project Leader):** Healthcare Wearable Technology Acceptance: A Patient-Centric Study, MMU- Tel U Matching Grant, **Yeo Sook Fern**, Tan Cheng Ling, Lim Kah Boon, Mohammad Tariqul Islam Khan, Anushia A/P Chelvarayan, RM21,685.00, 1/1/2022-31/12/2023.
3. **2020-2023 (Project Member):** Malaysian Sustainable University Campus Network (MYSUN), ERASMUS MUNDUS LEADERS, Ministry of Higher Education, Tan Kim Geok, **Yeo Sook Fern**, Ahmad Rafi Bin Mohamed Eshaq, Mohamad Yusoff Bin Alias, EUR945,589.00, 15/01/2020- 14/01/2023.

National:

1. **2022-2024 (Project Member):** Modelling the Asymmetric Effect of Oil Price on Stock Market, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Lim Kah Boon, **Yeo Sook Fern**, Sek Siok Kun RM 73130.00, 1/9/2022-31/8/2024.
2. **2021-2024 (Project Member):** Development of Blockchain Technology Model Towards Smart Agriculture Demand-Supply Chain, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Tan Cheng Ling, **Yeo Sook Fern**, Tan Kim Hua, Kavigha Mohan Kumar RM78,800.00, 1/10/2021-31/9/2024.
3. **2019-2022 (Project Leader):** Developing a Framework of Patients' Decisions for Oral Cancer Treatment, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Yeo Sook Fern, Tan Cheng Ling, Aizzat Mohd Nasurdin, Lim Kah Boon, RM77,900.00, 1/9/2019-31/8/2022.
4. **2020-2022 (Project Member):** Developing A Framework to Enhance Malaysian Youth's Mental Health Awareness, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Goh Mei Ling, **Yeo Sook Fern**, Ng Siew Imm, Elaine Ang Hwee Chin, Hishamuddin Ismail, RM65,000.00, 1/11/2020-31/10/2022.
5. **2020-2022 (Project Member):** The Adoption Model of Private Label Brand, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Stany Wee Lian Fong, Hishamuddin Ismail, Tan Pei Kian, Lim Ying San, **Yeo**

- Sook Fern**, Tan Cheng Ling, RM71,400.00, 1/11/2020-31/10/2022.
- 6.**2020-2022 (Project Member):** ?Urban Biodiversity as the Frontier of Housing Development: A Model to Explain its Implentation and Impact on Residents' Wellbeing and Eco-behaviours, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Hew Wee Lim, **Yeo Sook Fern**, Tan Cheng Ling, RM72,215.00, 1/11/2020-31/10/2022.
 - 7.**2020-2022 (Project Member):** ?Measuring B40 Psychological Wellbeing in GIG economy through the Lens of Non-Monetary Indicator: A Foundation for Public Policy, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Cheah Chew Sze, Mazni Alias, **Yeo Sook Fern**, Cheah Yeh Ying, Afandi Yusof, Tan Cheng Ling, RM83,100.00, 1/11/2020-31/10/2022.
 - 8.**2016-2019 (Project Member):** Developing a Framework to Improve Research and Development (R&D) Project Performance: A Study in Medical Devices Industry in Malaysia, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, Tan Cheng Ling, Aizzat Mohd Nasurdin, **Yeo Sook Fern**, RM50,000.00, 1/8/2016-31/7/2019.
 - 9.**2018-2019 (Project Member):** The Deadly Human Papilomavirus (HPV) Infection: Influencing Factors Towards Cervical Cancer Awareness among Muslimah Youths, Fisabilillah Research Development Grant Scheme (FRDGS), Shadia Suhaimi, Abdullah Sallehuddin Abdullah Salim, Md. Shukor Masuod, Mohd Ariff Mustafa, Anushia A/P Chelvarayan, **Yeo Sook Fern**, RM14,120, 24/12/2018 – 23/12/2019.

University:

- 1.**2022-2023 (Project Leader):** Empirical Research On Drone Food Delivery Services Intention: A Consumer Perspective, MMU IRFund, **Yeo Sook Fern**, Tan Cheng Ling, Lim Kah Boon, Anushia A/P Chelvarayan, Liew Tze Wei, RM13,564.00, 1/4/2022-31/3/2023.
- 2.**2022-2023 (Project Member):** Emotional Design Framework for AR-Enhanced Learning, MMU IRFund, Liew Tze Wei, Mohammad Tariqul Islam Khan, Tan Su-Mae, Neo Han Foon, **Yeo Sook Fern**, Gan Chin Lay, Kew Si Na, 21184.00, 1/4/2022-1/3/2023.
- 3.**2022-2023 (Project Member):** Digitalisation, Servitisation And Performance: A Study On Micro Business Resilience In Malaysia, MMU IRFund, Anushia A/P Chelvarayan, **Yeo Sook Fern**, Tan Cheng Ling, RM23424.50, 1/4/2022-1/3/2023.
- 4.**2022-2023 (Project Member):** Understanding Determinants Affecting Digital Banking Usage Intention, MMU IRFund, Lim Kah Boon, **Yeo Sook Fern**, Tan Cheng Ling, RM11644.00, 1/4/2022-1/3/2023.
- 5.**2021-2022 (Project Member):** The Impact of Covid-19 Disease On Travel Intentions In Malaysia: A Model Of Goal-Directed Behavior, MMU IRFund, Anushia A/P Chelvarayan, **Yeo Sook Fern**, Hazlaili Binti Hashim, RM5,000.00, 1/9/2021-31/8/2022.
- 6.**2021-2022 (Project Member):** Factors influence student's interest towards the agriculture jobs sector: From the perspective Malaysian private institution, MMU IRFund, Nur Baiti Binti Shafee, Zuraina Sal Salbila Binti Mohamed, Shadia Binti Suhaimi, Haniza Binti Hashim, **Yeo Sook Fern**, Siti Nurul Huda Binti Mohd, RM5,000.00, 1/4/2021-31/3/2022.
- 7.**2021-2022 (Project Member):** Oil Price Shocks and Monetary Policy in a Bayesian DSGE Model for Malaysia, MMU IRFund, Lim Kah Boon, **Yeo Sook Fern**, Siok Kun Sek, RM5,000.00, 1/4/2021-31/3/2022.
- 8.**2021-2022 (Project Member):** A framework of E-Learning Adoption among Primary School Teachers in Malaysia, MMU IRFund, Tan Seng Huat, Goh Mei Ling, **Yeo Sook Fern**, Elaine Ang Hwee Chin, RM5,000.00, 1/4/2021-31/3/2022.
- 9.**2021-2022 (Project Member):** Factors Determining Behavioural Intentions to use Financial Technology (FinTech) among Lecturers: The Case of Multimedia University, Malaysia, MMU IRFund, Peong Kwee Kim, **Yeo Sook Fern**, RM5,000.00, 1/4/2021-31/3/2022.
- 10.**2018-2019 (Project Member):** Purchase Intention of University Students Towards Mobile Advertising, MMU Mini Funds, Goh Mei Ling, **Yeo Sook Fern**, Tan Seng Huat, Lim Kah Boon, RM6160, 1/5/2018 – 30/4/2019.
- 11.**2019-2020 (Project Leader):** Developing a Framework for Patients' Choice of Private Dental Care Service in Malaysia, MMU Mini Funds, **Yeo Sook Fern**, Goh Mei Ling, Lim Kah Boon, Tan Cheng Ling, RM6160, 1/5/2019 – 30/4/2020.

Project and Consultancy

- 1.Kalbe Malaysia Sdn Bhd - Statistical Analysis on PAXUS PM
- 2.Fiberail Sdn Bhd - Consultative Selling & Sales Enablement (Customised)
- 3.TM Learning & Development - Consultative Selling

Teaching and Supervision

Teaching Undergraduate and Postgraduate

Undergraduate

- 1.Fundamentals of Marketing
- 2.Service Marketing
- 3.Understanding Management
- 4.Strategic Marketing
- 5.Brand Management

Master of Business Administration

1. Sustainable Marketing Management

Supervision Undergraduate and Postgraduate

Doctor of Philosophy (PhD) - Active

- 1.Nurul Aida Binti Harun: (Main Supervisor)
- 2.Tan Chee Pone: (Co-Supervisor)
- 3.Hew Wee Lim: (Co-Supervisor) - **Graduated**
- 4.Hazem Osrof: (Co-Supervisor)
- 5.Dehviaalini A/P Siva Kumar: (Co-Supervisor)
- 6.Maanasi Krishnamoorthy: (Co-Supervisor)

Master of Philosophy (M.Phil) - Active

- 1.Janice Anne Sivasothy: (Main Supervisor)
- 2.Alan Keh Wee Khang:(Co-Supervisor)
- 3.Lee Jia En: (Co-Supervisor) - **Graduated**

?

Master of Business Administration (MBA)

- 1.Angellyne Sally Best - **Graduated**
- 2.Vismaya Karayi - **Graduated**
- 3.Nithya Shree Subramanian - **Graduated**
- 4.Nishandh Raj Ravichandran - **Graduated**
- 5.Sidanth Narayanan - **Graduated**

Graduate Students Supervision

Bachelor of Business Administration (Hons.) Marketing Management

2022

- 1.Kuiek Xing An
- 2.Lee Jian Yang
- 3.Clement Lim Chun Ming
- 4.Ee Guok Perng
- 5.Foong Chooi Yee

2021

- 1.Sum Jun Jie
- 2.Kok Jie Chen
- 3.Lee Yi Qin

4.Lai Hui Qian

2020

- 1.Lim Jie Ying
- 2.Lam Kai Jing
- 3.Teo En Yu
- 4.Kong Shing Leei
- 5.Ng Jing Yong
- 6.Ling Wey Yee
- 7.Ngo Chong Xian
- 8.See Qi Yang

2019

- 1.Teo Shen Long
- 2.Low Ming Chuan
- 3.Liu Yi Cong
- 4.Teng Shu Hui
- 5.Eugene Leu Cin Wen
- 6.Chai Kai Wen
- 7.Wong Jee Kit
- 8.New Jin Sheong

2018

- 1.Chan Ja Ee
- 2.Goh Zho Chung
- 3.Leong Jia Yin
- 4.Tan Wei Sheng
- 5.Wan Jia Hui
- 6.Farah Amani Binti Abdul Wahab
- 7.Jonathan Ongah
- 8.Kheng Yi Hao
- 9.Sim Kian Seng

2017

- 1.Ang Kah Yen
- 2.Calvindran Pillay
- 3.Chan Qing Hoa
- 4.Chia Jun Hong
- 5.Jason Tye Zhi Liang
- 6.Lim Shing Long
- 7.Neo Xiao Tong
- 8.Ng Suet Mui
- 9.Ngoi Chin Yong
- 10.Serene Gan Shin Yee
- 11.Soh Hui Ting
- 12.Tan Jun Ren
- 13.Toh Heng Yet

2016

- 1.San Weng Kuan
- 2.Fong Fei Ran
- 3.Chin Shi Qi
- 4.Leong Sze Chait
- 5.Ong Pei Wen
- 6.Lee Jia Xin

- 7.Sia Chong Keat
- 8.Tan Li Chong
- 9.Ngo Kai Wei
- 10.Fong Ming Jie
- 11.Candy Sim Keh Ni

2015

- 1.Ding Choon Shyang
- 2.Lim Jia Qing

2014

1. Chan Shiang Yin

Academic Recognition and Leadership

Assessor and Examiner

EXTERNAL EXAMINER:

?Doctor of Philosophy (PhD)

2023 - Mr. Khalid Usman, Department of Sports Sciences & Physical Education, Gomal University, Dera Ismail Khan

2023 - Ms. Bela Kundi, Department of Public Administration, Gomal University, Dera Ismail Khan.

2022 - Mr. Ghulam Abbas, Department of Public Administration, Gomal University, Dera Ismail Khan

2022 - Mr. Muhammad Waqas, Department of Public Administration, Gomal University, Dera Ismail Khan

2021 - Akbar Zaman, Department of Public Administration, Gomal University, Dera Ismail Khan, Pakistan.

2021 - Muhammad Tahir, Department of Public Administration, Gomal University, Dera Ismail Khan, Pakistan.

2021 - Waqas Ali, Department of Public Administration, Gomal University, Dera Ismail Khan, Pakistan.

Master of Philosophy (Marketing)

2023 - Jaweria Iqbal, Curtin University.

MSC in Business Management

2022 - Nareesa Binti Noorham, Universiti Teknologi MARA, Shah Alam.

2021 – Faten Aisyah bt Ahmad Ramli, Universiti Teknologi MARA, Shah Alam.

2019 – Nurul Syafiqah Binti Tanwir, Universiti Teknologi MARA, Shah Alam.?

INTERNAL EXAMINER:

Doctor of Philosophy (PhD)

2024 – Kalaivani a/p Jayaraman

2022 - Shahab Sharfaei

2020 – Norhusniyati Bt Husin, Multimedia University.

2020 – Yang Ning, Multimedia University.

Doctor of Business Administration (DBA)

2024 - Kenny Hong Poh Wai

Master of Philosophy (MPhil)

2020 – Seokmawati, Multimedia University.

Master of Business Administration (MBA)

2021 - Kavitha T. Rajan, Multimedia University

2020 – Cheou Wei Cong, Multimedia University.

Advisory Panel

- **2023 - 2025: Academic Advisory Panel** - Raffles Kuala Lumpur
- **2022 -2025: Visiting Professor** - Department Of Business Administration, Daffodil International University, Bangladesh.
- **2021- 2026: International Academic Advisory Board Member** - Qingdao City University, China.
- **2021- 2026: Academic Council Member-** Gutenberg Honors College, Qingdao City University, China.
- **2021 - 2025: External Examiner** for Master of Business Administration Programme

Citation

Scopus

Citations 517

h-index 11

Google Scholar

Citations 2055
h-index 24
i10-index 47

Academic and Professional Association

2021-2025 - Qualitative Research Association of Malaysia (QRAM)

2021-2025 - MANAGEMENT SCIENCE/OPERATIONS RESEARCH SOCIETY OF MALAYSIA

2019-2025 - Member of Decision Sciences Institute, University of Houston

Services to the University

1. **Deputy Dean, Research & Industrial Collaborations** (1 March 2021 – Present)
2. **Chairperson** - 4th International Conference on Technology and Innovation Management 2024 (ICTIM 2024), 25- 27 July 2024.
3. **Members** - Board of Postgraduate Studies (BOP) Multimedia University (1 March 2021 – Present)
4. **Members** - The University Level Research and Innovation Committee Multimedia University (1 March 2021 – February 2025)
5. **Committee Member** - Academic Visitation for Internationalization Collaboration with University of Indonesia, Indonesia, (1 February 2024)
6. **Committee Member** - Academic Visitation for Internationalization Collaboration with Liepaja University, Latvia. (22 January 2024)
7. **Committee Member** - Academic Visitation for Internationalization Collaboration with Offenburg University, Germany (6 November 2023)
8. **Committee Member** - Academic Visitation for Internationalization Collaboration with Institute of Management, Koblenz University (3 October 2023)
9. **Committee Member** - Academic Visitation for Internationalization Collaboration with TELKOM University Indonesia (27 September 2023)
10. **Committee Member** – Academic Visitation for Internationalization Collaboration with Indonesian International Islamic University (13 September 2023)
11. **Committee Member** - Academic Visitation for Internationalization Collaboration with Universitas Pakuan Indonesia (6 July 2023)
12. **Committee Member** - Academic Visitation for Internationalization Collaboration with Moscow State Institute of International Relations University, Russia. (17 May 2023)
13. **Committee Member** - Articulation Sharing Session with Manchester Metropolitan University, United Kingdom (3 April 2023)
14. **Committee Member** - Academic Visitation for Internationalization Collaboration with Universitas Dian Nuswantoro [UDINUS] (17 February 2023)
15. **Committee Member** - Academic Visitation for Internationalization Collaboration with Universitas Pakuan (9 January 2023)
16. **Panelist** - Student Mini Research Colloquium jointly organised by Faculty of Business, Multimedia University, Malaysia and Faculty of Economy and Business, Universitas Pakuan, Indonesia (9 January 2023)
17. **General Publicity Chair** - Digital Futures International Congress (DIFCON 2022)
18. **Deputy Chair 1 International Business Idea Challenge (IBIC2021)** (July 2021 – December 2021)
19. **Head of Research Centre for e-Services, Entrepreneurship and Marketing (CESEM)** (March 2020 – February 2021)
20. **Deputy Programme Coordinator MBA** (March 2020 – February 2021)
21. **Industrial Training Coordinator** (March 2012- Feb 2020)
22. **Head of Publications** - International e-Business and Entrepreneurships Idea Showcase (e-BES 2019)
23. **Judge** - FOL SEED Challenge 2018
24. **Judge** - International e-Business and Entrepreneurships Idea Showcase (e-BES 2018)
25. **Head of Sponsorship** - International Social Science Conference & Innovation Challenge 2018
26. **Liaison Officer**- Student Affair Committee (2010-2012)

1. **Visiting Professor** – Department of Business Administration, Daffodil International University (1st January 2022 – 31 December 2025)
2. **Editor-in-Chief** - Malaysian Journal of Business, Economics and Management (MJBEM)
3. **International Academic Advisory Board Member** - Qingdao City University, China (December 2021- December 2026)
4. **Academic Council Member**- Gutenberg Honors College, Qingdao City University, China (December 2021- December 2026)
5. **Editorial Advisory Board** - Annals of Human and Social Sciences
6. **Advisory Board** - Gomal University Journal of Research
7. **External Examiner Master of Business Administration** Programme – Saito Business School, Saito University College (1 July 2021 – June 2025)
8. **Editor** - International Journal of Creative Business and Management (IJCMB)
9. **Editor** - International Journal of Entrepreneurship and Sustainability Studies (IJEASS)
10. **Scientific Board Member** - Research Synergy Foundation, Indonesia 2020.
11. **Resource Speaker** – Topic: Entrepreneurial Thinking and Perspective in the Post Covid, St Vincent's College Incorporated, Philippines.
12. **International Advisory Board Member** - 3rd Annual Conference On Education and Social Sciences (ACCESS) 2021
13. **Keynote Speaker** - 3rd Annual Conference on Education and Social Sciences (ACCESS) 2021 organized and run by the Faculty of Teacher Training and Education, Universitas Mataram.
14. **Panel Discussant** - The 2nd Conference on Managing Digital industry, Technology and Entrepreneurship 2021
15. **Technical Program Committee** -7th Annual International Conference on Social Science and Contemporary Humanity Development [SSCHD 2021]
16. **Scientific Committee** - Global Conference on Services and Retail Management 2021 GLOSERV 2021)
17. **Session Chair** - 7th Japan International Conference on Business, Management Studies and Social Science (7th JIBUMS) 2021
18. **Session Chair** - VETERAN" Yogyakarta Conference Series 2021 – Economic and Business, Political and Social Science, & Engineering and Science
19. **Session Chair** - 3th Global Conference on Business and Social Sciences 2021
20. **Editor** - 2020 RICES CONFERENCE EXTENDED ABSTRACT PUBLICATION
21. **Invited Speaker** - Tips For PhD for the Department Of Business Administration, Daffodil International University, Bangladesh.
22. **Session Chair** - The International Conference on Management, Education, Social Science (MESS) 2020, Indonesia.
23. **Session Chair** - The 4th International Conference on Community Research and Service Engagements (IC2RSE)
24. **Session Chair** - 6th ASIA International Conference (AIC 2020)
25. **Judge** - International Symposium & Exhibition on Business and Accounting 2020 (ISEBA 2020)
26. **Technical Program Committee** -Fourth International Conference on Computing and Network Communications (CoCoNet'20)
27. **Technical Program Committee** - Institution The International Conference on New Computational Social Science [ICNCSS2020]
28. **Technical Program Committee** - Institution 6th Annual International Conference on Social Science and Contemporary Humanity Development [SSCHD 2020]
29. **Scientific Committee** - 2nd International Conference on Business Sustainability and Innovation (ICBSI, 2020)
30. **Article Editor** – SAGE Open 2019
31. **Jury** – National Innovation & Invention Competition 2019 (NIICe2019)
32. **Jury** – Melaka International Intellectual Exposition (MIIEEx) 2019.
33. **Technical Program Committee** - 5th Annual International Conference on Social Science and Contemporary Humanity Development [SSCHD 2019]
34. **Head of Operation and Logistic Committee** - International Symposium on Applied Structural Equation Modeling and Methodological Matters (SASEM) 2019
35. **Judge** – International Young Social Entrepreneurs Competition 2019.
36. **Conference Session Chair** - International Symposium on Applied Structural Equation Modelling and Methodological Matters (SASEM) 2019
37. **Peer Reviewer** – 2019 Panyapiwat International Conference on Social Science and Management.
38. **Article Editor** – SAGE Open 2019
39. **Reviewer** - 6th International Conference on Science and Social Research 2019.
40. **Reviewer** - International Journal of Electronic Commerce Studies 2019
41. **Reviewer** - European Business Review 2019
42. **Reviewer** - International Journal of Business and Society (IJBS) 2019

43. **Reviewer** - British Food Journal, Emerald Group Publishing Ltd. (2018-2019)
44. **Reviewer** - Business Theory and Practice, VGTU Press TECHNIKA (2018-2019)
45. **Guest Editor** – Special Issue Content Marketing in the Digital Age: Its Impact on Individuals and Businesses, International Journal of Electronic Commerce Studies, Academy of Taiwan Information Systems Research (24/8/18 – 31/12/19)
46. **Invited Speaker** - Ultimate Guide to Research Ethics Application at Graduate School of Business, Universiti Sains Malaysia.
47. **Invited Speaker** – 12th Business Seminar, Graduate School of Business (4-5th December 2018)
48. **Moderator** - 12th Business Seminar, Graduate School of Business (4-5th December 2018)
49. **Technical Program Committee**- 4th Annual International Conference on Social Science and Contemporary Humanity Development [SSCHD2018]
50. **Conference Reviewer** - International Conference on Business, Management, Tourism and Hospitality 2015 (BIZMATOUR 2015), Melaka, 12 - 14 May 2015, Organized by Malaysia Technical Scientist Association (MALTESAS) and Universiti Teknologi Malaysia.
51. **Conference Reviewer** - 5th International Conference on Marketing and Retailing (INCOMaR 2015), Bayview Beach Resort, Penang, 12 - 13 October 2015, Organized by Faculty of Business and Management (FBM) and Institute of Business Excellence (IBE), Universiti Teknologi MARA (UiTM) Malaysia in collaboration with IEEE Joint Chapter of Malaysia
52. **Scientific Committee**- 2018 MAG Scholar Conference in Business, Marketing and Tourism (Jan 2018)
53. **Conference Session Chair** - 2018 MAG Scholar Conference in Business, Marketing and Tourism (June 2018)
54. **Technical Program Committee**- 4th Annual International Conference on Social Science and Contemporary Humanity Development (SSCHD2018)
55. **Conference Reviewer** - 2016 Advanced Research on Business, Management and Humanities (ARBUHUM2016) 15 – 17 March 2016 | Location – HARRIS Hotel & Conventions Festival CityLink – Bandung, Jl. Peta 241, Pasir Koja, Bandung – Indonesia 40323, Organized by Malaysia Technical Scientist Association (MALTESAS) and Universiti Teknologi Malaysia.
56. **Conference Reviewer** - 2016 International Conference on Social Sciences and Humanities (SOSHUM 2016) 19th – 21st April 2016 in Kota Kinabalu, Sabah, Organized by Malaysia Technical Scientist Association (MALTESAS) together with a support from Universiti Malaysia Pahang (UMP).
57. **Conference Reviewer** - 2016 Recent Research in Social Sciences International Conference (SOCSIC) 31st May – 2nd June in Bandung, Indonesia, organized by Professional & Continuing Education Centre (PACE) of Universiti Utara Malaysia together with Malaysia Technical Scientist Association (MALTESAS).
58. **Conference Reviewer** - 2016 Advancement on Informatics, Business and Management International Conference (ADIBUM) September 20 – 22, 2016 | Location: University of Hradec Kralove, Czech Republic, Organized by University of Hradec Kralove together with Malaysia Technical Scientist Association (MALTESAS) and Universiti Teknologi Malaysia.

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