



## CURRICULUM VITAE

Name : MOHAMMAD Bin Ismail, PhD  
Position : Associate Professor (Marketing)  
Affiliation : Faculty of Entrepreneurship and Business  
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### ACADEMIC QUALIFICATION

2012 : Doctor of Philosophy, College of Business (COB), Universiti Utara Malaysia.  
Thesis Title: Factors Influencing Consumers' Acceptance of Mobile Marketing Services.  
2005 : Master in Business Administration (MBA), Universiti Utara Malaysia. Area/field of Study; Business Administration  
2002 : Bachelor in Business Administration (Hons) Marketing Universiti Teknologi MARA (UiTM). Area/field of Study; Marketing  
1994 : Diploma in Public Administration (DPA), Universiti Teknologi MARA (UiTM). Area/field of Study; Administrative and Law

### WORK EXPERIENCE

**Position** : Senior Lecturer, Faculty of Business Management, Universiti Teknologi MARA (UiTM) Kelantan, Malaysia (September 2013 to present)  
: Senior Lecturer, Faculty of Business Management, Universiti Teknologi MARA (UiTM) Perlis, Malaysia (2009 to August 2013)  
: Lecturer, Faculty of Business Management, Universiti Teknologi MARA (UiTM), Perlis, Malaysia (Sept 2005 to 2008)  
: Head of Customer Service Department, Celcom (M) Berhad, Kota Bharu Branch, Kelantan, Malaysia (February 1995-April 2005).

## Administrative Post

- Head of Learning Centre (KPP), Faculty of Business Management, Universiti Teknologi MARA (UiTM) Perlis, Malaysia (August 2012 to August 2013).
- Coordinator- Institute of Leadership & Quality Management (iLQAM) UiTM Perlis (2008-2009)
- Facilitator Distance Learning Program (PJJ), Institute of Education Development (Ined) UiTM Perlis (2006-2007)
- Residence Staff – Student’s College UiTM Perlis (2006-2008)

**Subject Taughts** : **Master Level**; Global Business Issues  
**Undergraduate Level**; Fundamentals of Marketing, Human Resources Management, Information Technology in Business, Marketing and Human Resources Management, Personal Development and Ethics, Principles and Practices of Marketing, Strategic Marketing, Relationship Marketing, Introduction to International Business, Strategic Entrepreneurship

**Academic Supervision** : **Final Year Project (Bachelor and Masters Taught Course)**  
Bachelor : In-progress (4) Completed (32)  
**Masters and Ph.D Thesis (By Research)**  
Masters : In- Progress (1) Co-supervisor  
Ph.D: In-progress (1) Data Analysis Stage – Co-Supervisor

## RESEARCH ACTIVITIES

### Research

1. Fundamentals Research Grant Scheme (FRGS). Peranan Faktor Hubungan dan Sokongan Sosial Dalam Menangani Budaya Sinisme Di Institusi Pengajian Tinggi Awam Malaysia (2013). Co-Researcher.
2. Excellence Grant (Geran Kecemerlangan) – Research Management Institute, UiTM. Organizational Contexts, Team Designs and Process Variables as Factors Influencing Team Effectiveness (2008). Co-Researcher
3. Excellence Grant (Geran Kecemerlangan) – Research Management Institute, UiTM. Service Quality and Customer Satisfaction: The Public Sector Perspectives (2009). Co-Researcher
4. Market Research for Pasaraya Hafifah SdnBhd (2008)- Self-sponsored. Co-Researcher

**Research Interest** : Mobile Marketing, Consumer Behaviour, Entrepreneurship, Management

## SELECTED PUBLICATIONS

### Refereed and Indexed Journal

1. Azyanee, L., Razli, CR. & Mohammad, I. (Forthcoming 2014). A Review on Mobile Commerce Continuance Intention studies and Its Underlying Model. *Journal of Basic and Applied Scientific Research*.
2. SA Khalid, MNM Nor, **M Ismail**, MFM Razali. (2013). Organizational Citizenship and Generation Y Turnover Intention. *International Journal of Academic Research in Economics and Management*, 3 (7), 132-141
3. SA Khalid, NA Rahman, ARS Madhar, **M Ismail**. (2013). Undergraduates' Organizational Citizenship Behavior: The role Religiosity. *International Journal of Academic Research in Business and Social Sciences*, 3 (7), 572-584
4. **Mohammad, I.** & Razli, CR. (2011). The Determinant Factors Influencing Young Consumers' Acceptance of Mobile Marketing in Malaysia. *African Journal of Business Management*, 5(32), 12531-12542.
5. **Mohammad I.** & Razli CR. (2011). A Short Review on the Trend of Mobile Marketing Studies. *International Journal of Interactive Mobile Technologies (IJIM)*. 5 (3), 38-42
6. SA Khalid, HK Jusoff, M Othman, **M Ismail**, NA Rahman. (2010). Organizational citizenship behavior as a predictor of student academic achievement. *International Journal of Economic and Finance*. 2(1), 65-71.
7. **M Ismail**, SA Khalid, M Othman, HK Jusoff, NA Rahman, KM Kassim, RS Zain (2009). Entrepreneurial Intention Among Malaysian Undergraduates. *International Journal of Business and Management*. 4 (10), 54-60.
8. SA Khalid, HK Jusoff, H Ali, **M Ismail**, KM Kassim, NA Rahman (2009). Gender as a Moderator of the Relationship between OCB and Turnover Intention. *Asian Social Science*, 5 (6), 108-117.
9. AAwang, SA Khalid, KM Kassim, **M Ismail**, RS Zain, ARS Madar (2009). Entrepreneurial orientation and performance relations of Malaysian Bumiputera SMEs: The impact of some perceived environmental factors. *International Journal of Business and Management* 4 (9), 84-96.
10. SA Khalid, KM Kassim, **M Ismail**, ANM Noor, NA Rahman, RS Zain (2009). Emotional Intelligence and Organizational Citizenship Behavior as Antecedents of Students' Deviance. *International Journal of Business and Management*, 4 (7), 117-125.
11. SA Khalid, H Ali, M Ismail, NA Rahman, KM Kassim, RS Zain (2009). Organizational Citizenship Behaviour Factor Structure among Employees in Hotel Industry. *International Journal of Psychological Studies*, 1 (1), 16-25.
12. KDA Ghani, SAISM Ghazali, M Ismail, MS Tahir (2009). Organizational Contexts, Team Designs and Process Variables as Factors Influencing Team Effectiveness. *Asian Social Science*, 5 (11), 61-66.
13. M Othman, SA Khalid, M Ismail, NA Rahman, MF Yahaya (2009). Fuzzy Evaluation of Weapons System. *Computer and Information Science*, 2 (3), 24-31.

## Book

1. SA Khalid, **M Ismail**, RS Zain, Fuad N (2014). *Pengenalan Kepada Pengurusan Operasi*, Pearson Publication.
2. AA Yusof, MS Tahir & **M Ismail** (2008). *Human Resource Management: A Holistic Approach*, Arah Pendidikan Sdn Bhd.

## Proceedings

1. **Mohammad, I.**, Razli, C.R. & Adam, M. (2011). Developing A Comprehensive Model In Determining The Acceptance of Mobile Marketing, *In proceedings of International Management Conference*, Terengganu, Malaysia.
2. **Mohammad I.** & Razli CR (2011). Predicting Consumers' Acceptance of Mobile Marketing in Malaysia: An Empirical Analysis. *In Proceedings of 25th Australian and New Zealand Academy of Management Conference (ANZAM)*, Wellington, New Zealand.
3. MNM Nor, SA bin Khalid, MFM Razali, **M Ismail**, NA Ramli (2010). Service Quality and Customer Satisfaction: The Public Sector Perspective. *International Conference on Business and Economic Research (ICBER)*, Global Research Agency, Sarawak, Malaysia.
4. **Mohammad, I.**, Adam, M. & Razli, CR. (2010) The effect of attitude on mobile marketing acceptance in Malaysia: A conceptual framework. *In Proceedings of The Second International Conference On the roles of the Humanities and Social Sciences in Engineering (ICoSHE)*, UniMAP, Penang, Malaysia.
5. Adam, M., **Mohammad, I.** & Razli, CR. (2010). The Influence of Organizational Learning Capability on technological Innovation Implementation (TII): A Proposed Framework. *In Proceedings of 2nd International Economic Business Management Conference (IEBMC)*, Universiti Tenaga Nasional, Bangi, Malaysia.
6. **Mohammad I.**, Adam, M. & Razli, CR. (2009). Mobile marketing acceptance in Malaysia: A Proposed framework. *In Proceedings of The 14th Asia Pacific Management conference (APMC)*, Airlangga University, Surabaya, Indonesia.
7. Kassim, KM, Mahmud, S., **M Ismail**, Tahir, MS., SA Khalid. & AA Wang (2008). Personality and contextual factors as Determinants of Entrepreneurial Intention Among Malaysian Students. *In Proceedings of SME – ENTREPRENEURSHIP GLOBAL CONFERENCE 2008*, Monash University, Australia.
8. KDA Ghani, **M Ismail**. & MS Tahir (2008) Organizational Contexts, Team Designs and Process variables: Factors Contributing to Team Effectiveness. *In Proceedings of Science, Technology and Social Sciences National Seminar (STSS)*, UiTM Pahang and State of Pahang, Malaysia.
9. NMN Muhammad, MZ Muhammad, **M Ismail** (2008). The Strategic Planning Approach on Knowledge Accumulation in the Internationalization Process: A Proposed Model. *Knowledge Management International Conference (KMICE)*, UUM, Langkawi, Malaysia.
10. **M Ismail**, MS Tahir. & SA Khalid (2007). Relationship of organizational tenure, Job satisfaction and organizational commitment with turnover intention among employees in Small Medium Enterprise. *In Proceedings of The Influence of Organizational Learning Capability on technological Innovation Implementation (TII): A Proposed Framework*, MEDEC UiTM Perlis, Malaysia

## **Other Publications- Creative Writing**

### **Newspaper/Magazine Articles**

1. *Meramaikan Jaguh Usahawan Melayu*, Utusan Malaysia (2013).
2. *Menghayati makna hariraya*, Utusan Malaysia(2010)
3. *Tradisi serba baru, elak sampai makan diri*, Utusan Malaysia, UtusanMelayuBerhad (2010)
4. *Bukan sekadar PialaDunia...*, Utusan Malaysia, (2010)
5. *Cinta Lombok,Apa Kesudahannya?*, Utusan Malaysia (2010)
6. *Masa paling sesuai untuk bersatu*, Utusan Malaysia (2010).
7. *Bahana 'kemaruk' laman sosial*, Utusan malaysia, (2010)
8. *Cabaran menghadapi tahun 2010*, Utusan Malaysia (2009)
9. *Jangan biarkan 'Pak Hitam' bermaharajalela*, Utusan Malaysia (2009)
10. *Kenangan dari Surabaya*, Utusan Malaysia (2009)
11. *Jangan cemas di saat akhir, bertenanglah hadapi SPM*, Utusan (2009)
12. *Memperkasakan modal insan pendidikan*, Utusan Malaysia (2009)
13. *Penting 'Kecekapan' urus bajet*, Utusan Malaysia (2009)
14. *Ibarat melepaskan 'anjing' tersepit*, Utusan Malaysia (2009)
15. *Survival Selepas Hari Raya*, Utusan Malaysia (2009)
16. *Fenomena serba baru sambut hariraya*, Utusan Malaysia (2009)
17. *Selepas 52 tahun merdeka,Melayu sepatutnya kuat*, Utusan malaysia (2009)
18. *Waspada Cinta 'Plastik' warga asing*, Utusan Malaysia (2009)
19. *Masa paling sesuai untuk berubah,bersatu*, Utusan Malaysia (2009)
20. *Pesanan kepada mahasiswa*, Utusan Malaysia (2009)
21. *1Malaysia dalam 'bahasa rakyat'*, Utusan Malaysia (2009)
22. *Tabiat merokok dikalangan remaja,apa yang perlu dilakukan?*, Utusan Malaysia (2009)
23. *Abai kebersihan punca denggi, chikungunya menular*, BeritaHarian (2009)
24. *Demonstrasi bukan jalan penyelesaian*, Berita Harian (2009)
25. *Tamak punca terjebak skim cepat kaya*, Utusan Malaysia (2009)
26. *'Ketagihan' SMS punca sindiket penipuan berleluasa*, Utusan Malaysia (2009)
27. *Kahwin Bukan Untuk Bermegah*, Utusan Malaysia (2008)
28. *Belajar berterima kasih negara makmur*, Utusan Malaysia (2008)
29. *Percaturan 'Perang Psikologi' dalam pesta bola merdeka*, Utusan Malaysia (2008)

## **CONSULTATION AND TRAINING**

1. Market Research for Pasaraya Hafifah Sdn Bhd- 2008
2. Bengkel penulisan buku ilmiah - 2008
3. Kursus Inkubator Kemahiran Ibu Tunggal Perlis – 2009
4. Program Pembangunan Usahawan Wanita Mikro –PPK-UiTM-PPWPNPS (I-Kit Modul 1 & 2)- 2012
5. Stimulasi Transformasi ditempat Kerja (STAR)- Pejabat Pengarah Tanah dan Galian Pulau Pinang- 2013

## INVITED SPEAKER

1. Kursus Inkubator Ibu Tunggal (I-KIT) – Jabatan Pembangunan Wanita
2. Program Bimbingan Akademik, Kerohanian, Tingkah laku dan Intelektual (BAKTI) – Unit Kerjaya dan Kaunseling UiTM Perlis.
3. Panelist for Forum Remaja- Keruntuhan Akhlak dan Moral di Kalangan Remaja – Unit Kerjaya dan Kaunseling UiTM Perlis.
4. Committee Member (Teks Ucapan)- Istiadat Konvokesyen UiTM Perlis
5. Seminar kerjaya – Politeknik Tuanku Syed Sirajuddin Perlis.
6. Participant Development Program (PDP) – UiTM
7. Hasta La Vista Program – UiTM
8. Pushing the Limit- UiTM
9. Modul Pembangunan Pelajar – UiTM
10. Who am I?- Unit Kaunseling UiTM
11. Kursus Asas Keusahawanan Siswa (KAKS)- KPT/UiTM
12. Kursus keusahawanan untuk bakal pesara–MedecUiTM
13. Mengenalpasti peluang perniagaan dan asas pemasaran – Tunas Mekar/Masmed UiTM/ICU.
14. Kursus Penyediaan Rancangan Perniagaan (RP) – Tunas Mekar Negeri Perlis 2012
15. Kursus Train of the Trainers (TOT) Finishing School – UiTM Pulau Pinang 2013.
16. Kursus 'Writerpreneurship' 2008 – Utusan Malaysia/UiTM
17. Train the Trainer Program (TTT)2013 –iLQaMUiTM
18. Bengkel kearah melahirkan 'Writerpreneurship' (penulisan akhbar dan majalah 2013 - Utusan Malaysia/UUM
19. Stimulasi dan Transformasi di tempat kerja (STAR)- Pejabat Pengarah Tanah dan Galian Pulau Pinang- 2013
20. Motivasi keusahawanan peniaga kiosk MajlisPerbandaranKangar - 2013
21. Program "Super Girl" untuk rumah anak-anak yatim Lil Banat (RAYD) Machang, Pulau Perhentian- Mac 2014

## REVIEWERS

### Journals

1. International Journal of Hospitality Management, Elsevier (Impact Factor 1.77)
2. Asian Social Science Journal (Scopus)

### Conference

1. AKEPT 2nd Global Young Researchers Conference and Exhibition, 2012
2. Informing Science Institute and the InSITE 2012 Conference, 2012
3. The 18th IBIMA Conference, 2012
4. The 19th IBIMA Conference, 2012
5. 2<sup>nd</sup> Entrepreneurship and Management International Conference (EMIC 2), 2011
6. The 16th IBIMA Conference, 2011
7. The 17th IBIMA Conference, 2011
8. The 15th IBIMA Conference, 2010
9. InSITE Conference 2009

## EXAMINER (Master By Research): (INTERNAL/EXTERNAL)

No.	NAME OF STUDENT	Year	UNIVERSITY
1.	Siti Farhana Hasanudin	2014	UiTM

## PROFESSIONAL MEMBERSHIP

1. Malaysian Consumers and Family Economics Association (MACFEA) -Lifetime Professional member (2013)

## SUPERVISION

### Supervisor

1. Azyanee Luqman (in Progress). Field/Title : Determinants of consumers' Continuance Usage in Mobile Commerce Services.

### Co-Supervisor

2. Ahmad NizanMat Noor (in progress). Field/Title: The Relationship between Human Resource Diversity Management Practices and Organizational Citizenship Behaviour.

### Co-Supervisor

### Supervisor Masters

1. Rifhan Syafinaz Shabri (in progress). Field/Title: Human Resources Practices and Withdrawer Behaviour.

### Co-Supervisor

**Supervisor  
(Undergraduates)**

1. Nurul Mazni Azizan (2013). *The role of HRM Practices in Influencing Employees Intention to Leave.*
2. Faten Aliea Zulkifli (2013). *Factors Influencing Intention to use Mobile Services.*
3. Suzana Ahmad (2013). *The Determinant Factors Of Corporate Reputation.*
4. Nor Azani Fadzir (2013). *Factors Influence Employee Commitment Towards Corporate Social Responsibility (CSR) In Maybank.*
5. Nor Shaheera Kamarudin (2013). *Factors Influencing Organizational Citizenship Behaviour Among employees in Seberang perai Municipal Council (MPSP) Penang.*
6. Amirah Maisarah Abdu Ghani (2013). *Customer Loyalty in Banking Rakyat Perlis.*
7. Norain Shaheeda Saadon (2009). *Employee's Perception Toward Learning Organization Practice in Permodalan Nasional Berhad (PNB).*
8. Sry Heriany Abdul Kader Jailani (2009). *The Effectiveness of Performance Appraisal in Scan Associates Berhad.*
9. Sarina Sanusi (2008). *A Study on Organizational Commitment Among Employees in Perlis State Economic Development Corporation (PSEDC).*
10. Hafiza Mohamad Basir (2008). *The Relationship between TQM and Employee Job Satisfaction at Chiyoda Integre Penang Sdn Bhd.*
11. Mohd Saad Ibrahim (2008). *A Study on the Factors Influencing team effectiveness at Jalil & Co.*
12. Rahim Ibrahim (2008). *A Study on Factors Inleuncing customers Satisfaction at Koperasi Serbaguna Kaum Ibu Kubang Pasu Berhad.*
13. Dalili Izni Shafie (2008). *Team Effectiveness: Investigating the Influence of Team Leadership, team Trust and Team commitment at Industrial Court, Penang.*
14. Syakimah Abd Ghani (2008). *A Study on the factors that Influence Customer Loyalty at Kilang Gula Felde Perlis.*
15. Aini Sharliza Ismail (2008). *A Study on the Job Performance Among Non-Executive Employees at Hotel Perdana Sdn Bhd, Kota Bharu, Kelantan.*
16. Mohd Asrul Fadzli Ahamad Fuade (2008). *The Satisfaction level Among Customers of Majlis Daerah Selama, Perak.*
17. Nur Natasha Mohd Razali (2008). *A Study on factors that Determine team effectiveness Among employees at Media Prima Berhad.*
18. Nur Sakinah Abdul Ghani (2007). *The Impact of Leadership, Motivation and Self-Efficacy on the effectiveness of Training Program at Malaysia Airports Holdings Berhad.*
19. Raja Sharwani Raja Husin (2007). *A Study on Factors Influencing the effectiveness of MARA (Kelantan) Training Pprogram Towards Producing successful Entrepreneurs.*
20. Manisah Mat Noh (2007). *Customer Purchase Intention Towards Bank Personal Loan: A Study at BSN Alor Star Main Branch.*
21. Nurul Idayu Mohd Khomsar (2007). *A Study on the Relationship between Service Quality and Customer Satisfaction.*



22. Nurul Diyana Mohd Yusof (2007). *A study on Factors that Influence Purchase Decisions of Nissan Products at Edaran Tan Chong Motor Sdn Bhd, Jitra Branch.*
23. Norhayati Zakaria (2007). *A Study on Service Quality: A Gap Analysis between Consumers' Expectation and Management Perception of Consumers' Expectation in Sungai Petani Inn Hotel.*
24. Zolyn Faliny Mohamad Faudzi (2006). *A Study on Customer Intention to Purchase Streamyx at Telekom Malaysia Alor Star, Kedah.*
25. Wan Elya Mastura Wan Rasmi (2006). *A Study on the Training Needs Assessment at Jabatan Bendahari Universiti Sains Malaysia Kampus Kesihatan Kubang Kerian, Kelantan*
26. Zakiah Ahmad (2006). *Customer Loyalty in Telecommunication Among Students at Universiti Teknologi Mara (UiTM) Perlis.*
27. Heshaida Aiza Mohd Hashim (2006). *Factors Influence Customer Purchase Intention Towards Hotel Services: A Case Study at Swiss Inn Hotel, Sungai Petani.*
28. Asmawiyah Abu Seman (2006). *A Study on Factors that Contribute to the Job Stress Among Employees at Onkyo Asia Electronics Sdn Bhd.*
29. Hani Mashirah Sahak (2006). *The Effect of Meaningful Work, Sense of Community and Alignment of Value Towards Organization Commitment at Putra Brasmana Hotel, Kuala Perlis.*
30. Norfarhana Mohamad Aris (2006). *A Study on Factors that Influencing Job Satisfaction Among Production Workers At Nibong Tebal Paper Mill Sdn Bhd.*
31. Norashikin Muhamed Yusoff (2006). *Turnover Intention Among Indirect Employee's in Onkyo Electric (M) Sdn Bhd.*
32. Nurfadzliana Fadzir (2005). *A Study on Buyer-supplier Relationship At Hicom- Honda Manufacturing Sdn Bhd.*

## **OTHERS**

### **Other Services to the University/Community**

1. Motivator for 'Super girl' program- Rumah anak-anak yatim lil Banat Machang at Pulau Perhentian – Mac 2014
2. Project Director 1 Fakulti 1 Masjid Sahabat 1 Sekolah Angkat program (Faculty of Business Management, UiTM Perlis) 2013 - Collaborations with Jabatan Pelajaran Negeri Perlis and Majlis Agama Islam Negeri Perlis
3. Panel evaluation of Lecturer's performance Appraisal 2012.
4. Judge- Poster Presentation- Faculty of Computer Science and Mathematics 2013 UiTM Perlis
5. Committee member, UiTM Perlis Strategic Planning Committee
6. Project Director of Youth To Community (YTC) Program (Projek Transformasi Masjid) 2013 – Collaboration with Jabatan Agama Islam Perlis (JAIPs)
7. Advisor- Marketing Innovation Challenge 2013 (MiC 2013) UiTM Perlis
8. Advisor and examiner for undergraduate final project 2013
9. Evaluation Panel for Poster Presentation New Business Venture Analysis (NeBuVa) 2013.
10. Committee Member – Jawatankuasa Akademik UiTM Negeri (JAN) 2012UiTM Perlis

11. Panel of Interview – Management and Professional (Academic) group UiTM Perlis
12. Main Committee Selection of student’s representative committee.
13. Panel of research proposal for Young Lecturer’s scheme UiTM Perlis.
14. Facilitator –Amazing Innovation Project UiTM Perlis
15. Committee member Teacher Parents Association-Sekolah Tengku Budriah, Arau, Perlis
16. Committee member-Masjid Guar Gajah, Arau, Perlis
17. Residence Staff – Student’s College UiTM Perlis

## **AWARD AND RECOGNITIONS**

1. Certified Trainer By Human Resources Development Fund (HRDF) 2013.
2. Silver Medal – Team Member, Development of OCB-S Instrument: A Malaysian Perspective, *International Innovation, Design and Articulation (i-IDEA 2013)*, UiTM Perlis.
3. Evaluation Panel- *AKEPT 2<sup>nd</sup> Global Annual Young Researchers Conference and Exhibition 2012*.
4. Gold Medal- Team Member, Developing A Modified version of Organizational Citizenship Behaviour Instrument, *7<sup>th</sup> Invention, Innovation & Design, Research Management Institute (RMI)*, Shah Alam – 2010.
5. Bronze Medal – Team Member, A Modified version of Organizational Citizenship Behaviour Instrument, *21<sup>st</sup> International Invention, Innovation and Technology Exhibition (ITEX)- 2010*.
6. Active Writer Award – UiTM Perlis (Anugerah Penulis Aktif) – 2008