



CURRICULUM VITAE

AZILA BINTI JAINI

PERSONAL DETAILS

Name : Azila binti Jaini
IC No. : 860817-23-6182
Race : Malay
Religion : Islam
Position : Lecturer
Affiliation : Universiti Malaysia Kelantan
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ACADEMIC QUALIFICATION

2020 : Doctor of Philosophy (Marketing), Universiti Teknologi Malaysia (UTMKL)
2012 : Master of Business Administration, Universiti Teknologi MARA
2010 : Bachelor in Business Administration (Hons) Marketing, Universiti
Teknologi MARA
2007 : Diploma in Information Management, Universiti Teknologi MARA

PROFESSIONAL MEMBERSHIP

2015 – Current : Member of Institute of Marketing Malaysia

WORK EXPERIENCE

Position : Program Coordinator
Bachelor of Entrepreneurship (Retailing) with Honours
(February 2020 – February 2022)

: Lecturer, Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan (April 2014-present)

: Lecturer, Faculty of Business and Accountancy
Kolej Poly-Tech MARA Cheras, Kuala Lumpur
(July 2013-February 2014)

: Personal Financial Consultant,
CIMB Bank (M) Berhad, Setia Alam, Shah Alam, Selangor, Malaysia
(February 2012- June 2013)

: Sales Coordinator
Hotel Selesa Pasir Gudang, Johor
(November 2009 – June 2010)

TEACHING AND ADMINISTRATIVE RESPONSIBILITIES

Subject Taught: Undergraduate level;

- Principle of Marketing
- Fundamental of Management
- Fundamental of Entrepreneurship
- Business for Non Accounting
- Human Resource Management
- Purchasing and Procurement
- Entrepreneurial Behavior
- Understanding Retail Consumer
- Introduction to Retail Industry

Academic : Final Year Project (Bachelor)
Supervision : Bachelor: Completed (16)

Administrative responsibilities:

2020 : Coordinator Program for Bachelor of Entrepreneurship (Retailing) with Honors

2020 : Course Coordinator (Understanding Retail Consumer, Student in Enterprise Programme)

2016 : Course Coordinator (Retail Research Project I, Retail Research Project II)

2015	:	Course Coordinator (Purchasing and Procurement, Introduction to Retail Industry)
2014	:	Course Coordinator (Retail Research Project II)

CONFERENCES ATTENDED AND RESEARCH PAPER PRESENTED:

1. **Jaini, A.**, Quoquab, F. & Hussin, N. (2017). Towards developing a framework of enviropreneurial marketing strategy: A conceptual paper. Paper presented at the 5th International Accounting and Business Conference, IABC 2017:
2. Zamzamid, Z., Othman, N.H., Ulum, Z.K.A.B., **Jaini, A.**, Ahmad, N.A., Ahmad, N.A. & Zaib, S.Z. (2016). Paper presented at International Conference on Innovation in Business and Strategy, ICIBS, 2016.
3. **Jaini, A.**, Nor, A.A., Siti, Z.M.Z., & Zaminor, Z.Z. (2015). Exploring the relationship between customer's experience and customers' re-patronage intention. Paper presented at 4th International Seminar on Entrepreneurship and Business.
4. **Jaini, A.**, Mohammad, I., & Nik, M.N.M. (2014). Factors that influence customers' re-patronage intention that affect service performance in local fast-food business. Paper presented at 3rd International Seminar on Entrepreneurship and Business.
5. **Jaini, A.**, Suraya, M. & Siti, Z.M.Z. (2014). Factors affecting customers' experience in local fast food restaurant. Paper presented at World Conference on Islamic Thought and Civilization, Perak, Malaysia.
6. Siti, Z.M.Z, Suraya, M., & **Jaini, A.** (2014). Traceability and product recall of halal products. Paper presented at World Conference on Islamic Thought and Civilization, Perak, Malaysia.
7. Suraya, M., **Jaini, A.**, & Siti, Z.M.Z. (2014). The rate of return to education in Malaysia service sectors. Paper presented at World Conference on Islamic Thought and Civilization, Perak, Malaysia.
8. Muhammad, N.I.M.S., **Jaini, A.**, & Nor Naillah, S. (2013). Determining Factors That Influence Customers Repatronage Intention: The Case Study of Radix Fried Chicken (RFC), the Local Homegrown Fast Food Chain Restaurant in Malaysia. Paper presented at The 2nd IBSM, International Conference on Business and Management, Chiang Mai, Bangkok.
9. **Jaini, A.**, Katherina B.R.B, Juliani, A. (2011). Determining Factors That Influence Customers Repatronage Intention: The Case Study Of Radix Fried Chicken Fast Food Chain Restaurant. Paper presented at International Conference on Marketing and Retailing, INCOMAR 2011, Putrajaya, Malaysia.
10. **Jaini, A.**, Katherina, B.R.B. & Juliani, A. (2009). Factors that affect consumer's acceptance towards self-service technology in banking industry. Paper presented at 2nd National Conference on Social Issues in Marketing.

RESEARCH

Research Interest:

Green Marketing, Halal Issues in Fast-Food Industry, Consumer Behavior, Retail merchandising

Research Activities:

1. Skim Geran Jangkamasa Pendek (SGJP). Customers' Re-patronage Intention to Improve Service Performance in Local Fast-Food Restaurant. (2015-2016). Completed. Researcher.
2. Skim Geran Jangkamasa Pendek (SGJP). Successful Factors of Loan Repayment of SME's Construction in Kelantan. (2015-2016). Completed. Co-Researcher.
3. Skim Geran Jangkamasa Pendek (SGJP). Kajian Kepuasan Pelanggan. (2015-2016). Completed. Co-Researcher.

PUBLICATIONS

Referred and Indexed Journals:

1. Quoquab, F., **Jaini, A.** & Mohammad, J. (2020), "Does it matter who exhibits more green purchase behavior of cosmetic products in Asian culture? A multi group analysis approach, *International Journal of Environmental Research and Public Health*, 17, 1-20. **(Indexed by SSCI, Q1: IF, 2.849).**
2. **Jaini, A.**, Quoquab, F., Mohammad, J. and Hussin, N. (2020), "I buy green products, do you...?" The moderating effect of eWOM towards green purchase behavior in the cosmetics industry', *International Journal of Pharmaceutical and Healthcare Marketing*, 14(1), 89-112. **(Indexed by Scopus and ISI: Emerald).**
3. **Jaini, A.**, Quoquab, F., Mohammad, J. and Hussin, N. (2020), 'Antecedents of green purchase behavior of cosmetics products: An empirical investigation among Malaysian consumers', *International Journal of Ethics and Systems*, 36(2), 185-203. **(Indexed by Scopus and ISI: Emerald).**
4. **Jaini, A.** and Hussin, N. (2019), 'Towards developing a framework of enviropreneurial marketing strategy for SMEs in Malaysia', *International Journal of Academic Research in Business and Social Sciences*, 9(9), 348-358. **(Indexed by ERA).**
5. **Jaini, A.**, Quoquab, F. & Hussin, N. (2019). Towards developing a framework of enviropreneurial marketing strategy: A conceptual paper. *International Journal of Engineering & Technology*, 8(1), 69-72.
6. Noorshella, C.N., Mohammad, I., Nursalihah, A.R., **Jaini, A.**, Mohd Asrul Hery, I., Azwan, A. & Zaminor, Z.Z. (2017). Job satisfaction among academic staff: A case study in the public university in Malaysia.
7. **Jaini, A.**, Zaminor, Z.Z, Mohammad, I., Nor Asma, A., Siti, Z.M.Z. Nurul Hafizah, M.Y. and Aikal Liyani, M.D. (2017). The impact of tangible quality on re-patronage intention among fast-food consumers. *International Business Management*, 11(1), 1-7.
8. Zaminor, Z.Z., **Jaini, A.**, Siti Zamanira, M.Z. & Che Rusuli, M.S. (2016). Consumers' credit card bankruptcy: Cause and effect. *International Business Management*, 10(18), 4332-4335.
9. Zaminor, Z.Z., Nor Hafiza, O., Nor Asma, A., Zatul Karamah, A.B.U., **Jaini, A.**, Nurul Aziah, A. & Siti Zamanira M.Z. (2016). Relationship between business's characteristic towards loan repayment performance of SMS's construction sector in Kelantan. *Intercontinental Journal of Finance Research Review*, 4(9), 1-6.
10. **Jaini, A.**, Nor, A.A., & Siti, Z.M.Z. (2015). Determinant factors that influence customers' experience in fast-food restaurants in Sungai Petani, Kedah. *Journal of Entrepreneurship and Business*, 3, (1), 60-71.
11. Nor, A.A., **Jaini, A.**, & Zaminor, Z.Z. The impact of infrastructure on trade in Malaysia. *Journal of Entrepreneurship and Business*, 3, (2), 42-49.

MODULE

1. Modul Pemasaran Keusahawanan untuk program Diploma Lanjutan Eksekutif-Pengurusan Enterprais, UMK.
2. Modul Asas Keusahawanan.

COMMUNITY SERVICE

1. Ahli Kehormat VIP Persatuan Kebajikan Altruistik Malaysia, 2018.
2. Program Ibadah Korban dan Jalinan Kasih 1435h/2014m.
3. Program Konvoi Amal Selaut Kasih, Rumah Anak Yatim & Asnaf As-Solihin, 2013.

AWARD AND RECOGNITION

1. Anugerah Perkhidmatan Cemerlang UMK, 2016.
2. Pingat Gangsa, Pameran Penyelidikan & Inovasi, 2016.