

CURRICULUM VITAE | TS. DR. MUHAMAD SAUFI B. CHE RUSULI

CURRENT POSITION: SENIOR LECTURER

DEPARTMENT:

FACULTY OF ENTREPRENEURSHIP AND BUSINESS
UNIVERSITI MALAYSIA KELANTAN (UMK) KAMPUS KOTA
PENGKALAN CHEPA, KELANTAN.
MALAYSIA

Email: msaufi@umk.edu.my

Phone No: +6012-7870645



ADMINISTRATIVE DUTIES AND OTHER RELEVANT APPOINTMENT:

- Senior Lecturer – Malaysian Graduate School of Entrepreneurship & Business, Universiti Malaysia Kelantan (UMK) kampus Kota Kelantan – Nov. 2016 - Present.
- Senior Lecturer – Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan (UMK) kampus Kota Kelantan – Sept. 2015 – Oct. 2016.
- Entrepreneurship Coordinator – Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan (UMK) kampus Kota Kelantan – Sept. 2015 – Oct. 2016.
- Librarian - Universiti Tun Hussein Onn Malaysia (UTHM) Library Johor - Oct. 2004 – Aug. 2015
- Lecturer (P/T) - Faculty of Technical and Vocational Education, UTHM Johor. Feb – July 2015.
- Lecturer (P/T) - Faculty of Computer Science and Information Technology, UTHM Johor. Feb – July 2015.
- Lecturer (P/T) - Faculty of Tech. Mgmt, Business and Entrepreneurship, UTHM Johor. Jun 2010 – Apr. 2011
- Lecturer - Faculty of IT and Science Quantitative, UiTM Arau Perlis - Jun 2004 – Oct. 2004.
- Lecturer - Informatics College, Sg. Petani, Kedah. - Jun 2004 – Oct. 2004
- System Analyst - RG Resources and Services, Jitra Kedah. - Aug 2003 – Dis.2003
- IT Instructor - Lembaga Kemajuan Wilayah Kedah (KEDA) - Jan 2002 – Sept 2002
- JAVA Instructor - Universiti Utara Malaysia, Sintok Kedah. - Dis. 2001 – Apr 2003

EDUCATION AND ACADEMIC QUALIFICATION:

- 2014: PhD In Tech. Mgmt – Faculty of Tech. Mgmt and Business, UTHM Johor.
- 2009: Master of Science in Info. Mgmt, Universiti Teknologi MARA, Puncak Perdana, Shah Alam.
- 2001: B.Sc. Info. Studies (Hons.) Info. System Mgmt, Universiti Teknologi MARA, Shah Alam.

AWARDS:

- Anugerah Gemilang Universiti. Penerbitan Harapan 2017
- Bronze Medal. Penyelidikan & Inovasi 2018
- Bronze Medal. SGJP Grant. Penyelidikan Inovasi UMK 2016
- Bronze Medal. RAGS Grant. Penyelidikan Inovasi UMK 2016
- Anugerah Jasa Bakti UTHM 2015
- Anugerah Perkhidmatan Cemerlang UTHM 2014

APPOINTMENTS:

- Chairperson of 1st BeeHive International Social Innovation Conference, UMK.
- Moderator of World Philosophical Forum, Malaysian National Branch.
- Penceramah Bengkel Kaedah Penyelidikan Pascasiswazah FTKW & FAE, UMK.
- Panel Penilai Program Colloquium MGSEB, UMK.
- Professor@School Program, UMK.
- Moderator of Fiesta Batik Malaysia, Kelantan.
- Consulting Editor, Journal of Information & Communication Technology (JICT) UUM Sintok.
- Ahli Jawatankuasa Mesyuarat Pasca Siswazah, Fakulti Keusahawanan & Perniagaan, UMK.
- Editorial Assistant Journal of Entrepreneurship & Business, Fakulti Keusahawanan & Perniagaan, UMK.
- Pelantikan Pengawas Kursus APT3073 (Kaedah Penyelidikan), UMK.

- Ahli Task Force Reka bentuk program Ijazah Sarjana Keusahawanan (Mod Campuran), UMK.
- Panel Hakim Research & Innovation Festival 2015 (R&I Fest 2015), UTHM Johor.
- Panel Penilai Student in Entreprenure Programme (SIEP) (AFT4012), FKP UMK.
- Penceramah Sempena Program Minggu Kerjaya Pusat Pengajian Diploma, UTHM Johor.
- Wakil Jabatan/Fakulti Bagi Perlaksanaan Inisiatif Pengurusan Ilmu UMK.

TEACHING EXPERIENCES:

Subject	Level
1. Consumer Behavior [GSK6053] MGSEB, Kampus Kota/Kuala Lumpur	University
2. Organization Design [GST5023] MGSEB, Kampus Kota	University
3. Human Resource Management [GST5053] MGSEB, Kampus Kota	University
4. E-Commerce [ACS3033], FKP, UMK.	University
5. Information System & E-Commerce [GST5083] MGSEB, Kampus Kota/Kuala Lumpur/Kuching	University
6. IT Applications in Business [APT2043] FKP, Universiti Malaysia Kelantan Kampus Kota.	University
7. Research Methodology [APT3073] FKP, Universiti Malaysia Kelantan Kampus Kota.	University
8. Multimedia Kreatif [BBL41303] FPTV, Sem II Sesi 2014/2015, Universiti Tun Hussein Onn Malaysia, 2015	University
9. Enterprise Resource Planning [BIT30503] FSKTM, Sem II Sesi 2014/2015, Universiti Tun Hussein Onn Malaysia, 2015	University
10. Pengaturcaraan C [BBT30802] PPG, Sem II Sesi 2013/2014, Universiti Tun Hussein Onn Malaysia, 2014	University
11. Preparatory English For International Students [PEIS] 2014	University
12. Sistem Maklumat Pengurusan [BPA20703], Sesi 2012/2013 Semester 2, Universiti Tun Hussein Onn Malaysia, 2013	University
13. Sistem Maklumat Pengurusan [BPA20703], Sesi 2011/2012 Semester 1, Universiti Tun Hussein Onn Malaysia, 2011	University
14. Aplikasi Komputer Untuk Perniagaan [BPB11902], sesi 2010/2011 Semester 2, Universiti Tun Hussein Onn Malaysia, Dis. 2010	University
15. Aplikasi Komputer Untuk Perniagaan [BPB11902], sesi 2010/2011 Semester 1, Universiti Tun Hussein Onn Malaysia, Jun, 2010	University
16. Dimensi Budaya Dan Sosial Dalam Organisasi [PAD330], sesi 2004 Semester 2, Universiti Teknologi MARA Perlis, Jun 2004	University
17. Asas Pengurusan [PAD160] sesi 2004 Semester 2, Universiti Teknologi MARA Perlis, Jun 2004	University

RESEARCH GRANTS AND CONTRACTS

Description	Sponsor
FRGS1/2019 – Developing the Best Practiceable Model of Green Environment Towards Cleanliness City in Malaysia	KPT
FRGS1/2019/K206 - The Development Of New Integrated Big Data Competence Model And Innovative Teaching-Learning Orientation For Sustainable Competitive Advantage In Malaysian Higher Education Institutions	KPT
SGJP2019 – Determinants Of Comfortable Retirement Planning Among Private Sector In Kelantan	UMK
RAGS299 – Exploring The Moderating Effect of Perceived Organizational Support & The Mediating Effects of Employees Competencies on Relationship Between HRD Practice and Service Performance of Frontline East Coast Hotel Industry	KPT
SGJP2017 - The Study On The Vulnerability Of Food Manufacturing Sme's In Kota Bharu Towards Liquidation In Relation To The Uncertainty Changes Of Law In Malaysia	UMK

SGJP326 – Rainbow Smart Parking System (RSPS) Towards proper Parking Management	UMK
C007 - Kajian Kepuasan Pelanggan Terhadap Kompleks Perpustakaan UTHM Untuk laporan OBE, KPT	UTHM
C042 - Penilaian Tahap Keberkesanan Penggunaan Pengkalan Data Di Perpustakaan Universiti Tun Hussein Onn Malaysia	UTHM
C039 - Kepuasan Pelanggan Terhadap 11 Projek Infrastruktur Fizikal di UTHM	UTHM
U020 - A Sustainable Competitive Advantage Study Of Furniture Industry Ecosystem: A Case Study Of Wooden-Based Furniture Manufacturers In Batu Pahat And Pagoh	UTHM
B024 - STUDENT ATTENDANCE SMART READERS (SASAR)	UTHM

INVOLVEMENT IN PROFESSIONAL ORGANIZATIONS:

- Angkatan Pertahanan Awam Malaysia (2010 - Present)
- Member of Malaysian Librarian Association (2014 - Present)

CONSULTANCIES

2018 : Consultative Panel for SME's Shop Kota Bharu
2018 : Consultative Panel for Mountain Bike Company Kota Bharu
2015 : Wakil Fakulti Pengurusan Ilmu (KM) Universiti Malaysia Kelantan
2013 : Consultative Panel for the Outcome Evaluation Budget (OBE) UTHM Infrastructure

REVIEWERS

Year	Description	Role
2018:	6th World Congress on Technical and Vocational Education and Training (WoCTVET) 2018	External Assessor
2016 :	5th World Congress on Technical Vocational Education and Training (WoCTVET) 2016	External Assessor
2016 :	Journal of Entrepreneurship and Business (JEB)	External Assessor
2015 :	Journal of Knowledge Management Research & Practice	External Assessor
2014 :	Journal of Knowledge Management Research & Practice	External Assessor
2014 :	British Journal of Education, Society & Behavioural Science (BJESBS)	External Assessor
2013 :	African Journal of Business Management	External Assessor
2013 :	The 4th International Conference on Information Technology (ICIT2013)	External Assessor
2013 :	International Journal of Library and Information Sciences	External Assessor

SUPERVISIONS (Master/PhD/DBA)

Year	Description (Research)	Role
2019 :	Syaza Shahirah Sakidi (Master by Research) Impact Of Practicable Green Environment Attribute Toward Cleanliness City Of Malaysia	Supervisor
2018 :	Mohamad Shafiq bin Mohd Zaki (Master by Research) Examining The Impact Of Digital Entrepreneurship Towards Business Performance At Malaysian Small And Medium Enterprises	Supervisor
2017 :	Aw Twee Leng (DBA). Mediating Effect of Teachers' Self-efficacy Towards Servant Leadership and Job Satisfaction. A Case of Chinese Primary School in Kelantan.	Supervisor
2016 :	Nurul Huda Md Yatim (PhD). The Moderating Effects of Information on Relationship Between Creativity and Innovation towards Entrepreneurship sustainability in Malaysia.	Supervisor

SUPERVISIONS (Master/PhD/DBA)

2017 :	Mimi Zazira binti Hashim (PhD.) The Role Of Personal Knowledge Management To Employees Productivity	Co- Supervisor
2017 :	Norrini binti Muhammad (PhD.) The Impact Of Knowledge Management On Development Of Entrepreneurial Skills Among Students In Malaysia Higher Education Institutions	Co- Supervisor
2017 :	Norhayati Binti Wahib (PhD.) The Relationship Between Service Quality, Customer Satisfaction And Behaviour Intention Of The Muslim-Friendly Hotels In Malaysia	Co- Supervisor

SUPERVISIONS (MBA Coursework)

Year	Title	Role
2017 :	Nor Azuani Binti Mohamed Ariff. Workforce Retention in Small Business: A Case Study of Siti Fesyen, Tumpat, Kelantan.	Supervisor
2017 :	Shahrin Abdullah. Motivation At Workplace: A Case Study Of Kong Joo Timur Steel Industries Sdn. Bhd.	Supervisor
2017 :	Nur Nadiah Johan. The Effect On Student Satisfaction By Service Quality In Universities Of Malaysia.	Supervisor
2017:	Anies Farhana Binti Zainol. How Entrepreneurial Learning Styles Differ Among University Students In Klang Valley Malaysia.	Supervisor
2017 :	Mohammad Ghazali Mohd Daud. The Relationships Between Job Burnout And The Job Satisfaction At Finance Department Of Malaysia Timber Institute Berhad.	Supervisor
2017 :	Gan Sze Huey. Employee Resign in Malaysia	Supervisor
2017 :	Jabbar Jasim Khallawi. Factors That Influence Effective Fraud Prevention In Small And Medium Size Companies Of Malaysia.	Supervisor
2017 :	Aws Salah Abdullah. The Impact Of Corporate Governance Towards Firm Performance In Iraq	Supervisor
2017 :	Ali Abdullah Badr. The Effect On Student Satisfaction By Service Quality In Universities Of Malaysia.	Supervisor
2016 :	Mohd Zaidizaen Mohamed. General Practitioner Personalities Towards Patients Healthcare: A Case Study at Klinik Hj Razali & X-Ray, Kelantan.	Supervisor
2016 :	Siti Nadiah Abdul Mutalib. Training Need Analysis For Rural Entrepreneurship Program : An Empirical Study of Aquaculture Ventures.	Co-Supervisor
2013 :	Norlizawati Yusof. Kepuasan Pengguna Terhadap Kualiti Perkhidmatan Ruang Pembelajaran Di Perpustakaan	Co-Supervisor

SUPERVISIONS (DEGREE)

Year	Title	Role
2016 :	Hospitality Industry: Generation Y perceptions, Attitudes and Values Towards Hotel Carrers in Kota Bharu, Kelantan.	Supervisor
2016 :	The Determinant Factors of Online Hotel Reservation on customers	Supervisor
2016 :	Factors that Influence Consumer in Choosing Food Stall: Case Study at Pengkalan Chepa Kelantan	Supervisor
2016 :	Exploring Outdoor Recreation Factor Towards Physical Activities At Tengku Anis Park, Kota Bharu, Kelantan.	Supervisor
2014 :	Sistem Tempahan Bilik Di Perpustakaan Tunku Tun Aminah, Universiti Tun Hussein Onn Malaysia (Projek Diploma)	Supervisor
2014 :	Pembangunan Sistem Pendaftaran Kursus SISPA Universiti Tun Hussein Onn Malaysia (Projek Diploma)	Supervisor
2014 :	Sistem Tempahan Komputer Bilik Pencarian Maklumat Perpustakaan Tunku Tun Aminah, Universiti Tun Hussein Onn Malaysia (Projek Diploma)	Supervisor
2013 :	Kepuasan Pengguna Terhadap Kualiti Perkhidmatan Ruang Pembelajaran Di Perpustakaan	Supervisor

EXTERNAL EXAMINER (Viva Voce)

Year	Candidate	Level
2017 :	Wan Nor Haliza Wan Mokhtar. User's Satisfaction Assessment Practices In Academic Library And Their Contributions Towards Strategic Planning.	PhD

INTERNAL EXAMINER (Proposal Defence)

Year	Candidate	Level
2017 :	Anis Nabila Binti Kamarudin. Factor Affecting Entrepreneur's Behavioral Intention to Use Mobile Facebook.	Master
2016 :	Nurshahida Binti Muhamad Razali. The Mediating Effects Of Knowledge Management System On The Relationship between Knowledge Worker And Decision Making In Malaysian Manufacturing SMEs.	Master

INTERNAL EXAMINER (Viva Voce)

Year	Candidate	Level
2016 :	Normayuni Binti Mat Zin. Knowledge Management Practices and Small medium Firm's Competitiveness: The Mediating Role of Innovation in the Residential Construction Industry.	Master

EXTENSION & PUBLIC SERVICES

2018: Moderator World Philosophical Day UNESCO Kuala Lumpur

2016: Moderator Bicara Bersama Usahawan Selebriti Fiesta Batik Malaysia 2016 Kelantan.

2015: Penceramah Program Minggu Kerjaya Pusat Pengajian Diploma UTHM Johor

2014: Invited Speaker for Isu Plagiarism Dalam Penulisan dan Penyelidikan Di Institusi Pengajian Tinggi: Satu Transformasi ICT Perpustakaan UTHM

LIST OF PUBLICATIONS

PhD Thesis:

Linkage Between Knowledge Management Practices Towards Library User's Satisfaction At Malaysian University Libraries

Master Thesis:

A Study Of Information Seeking Behaviour Among Undergraduate Students In UTHM

Book:

Graduate on Time : Benar atau Mitos (UMK Publication)

Knowledge Management Practices in Library Organization (UMK Publication)

Menyingkap Sirah Satu Aspirasi (UTHM Publication)

Book of Chapter:

1. Chapter 3 Value : Exploring the Islamic Value-Based Entrepreneurship in Malaysia. In N. Z. M. Sidek, R. Said, & W. N. W. Hasan (Eds.), *Islamic Development Management: Recent Advancements and Issues* (pp. 143-149). Springer Nature Singapore Pte Ltd: Springer. (2019)

2. Chapter 11: Aviation Entrepreneurial Model (Aem) in Malaysia: A Review. Book of Readings on Finance and Entrepreneurship. (2016 Penerbit UMK)
3. Chapter 12: A Structural Equation Model of Knowledge Management Practices and Library Users' Satisfaction at Malaysian University Libraries (2014 Springer Pub.)
4. Scale Development of Knowledge Management Practices in Malaysian Library (2014 Industrial And Service Management)
5. Chapter 1: The Impact of Digital Library (DI) In Academic Library Perspectives: A Case Study (TESHHI 2012)

HIGH IMPACT JOURNALS (ISI/SCOPUS)

2019

1. Ismail, M., Zainol, F. A., Yusoff, M. N. H., & **Rusuli, M. S. C.** (2019). The Driving Force of the Business Sustainability Model Among Co-Operatives in Malaysia. *The Journal of Social Sciences Research*, 5(3), 826-829.
2. Rooshihan, M., **Rusuli, M. S. C.**, Suhaila, A., Hakim, M., Ashlyzan, R., & Nazdrol, W. M. (2019). Rainbow Smart Parking System Design: Problems Into Solutions for Integrated Parking Management. *Research in World Economy*, 10(2), 66-69.
3. **Rusuli, M. S. C.**, Ruwaida, R., Noraani, M., Takala, J., & Nizamuddin, M. (2019). Influence of Marketing Mix Strategy in Insurance Business: The Case of Kota Bharu. *Research in World Economy*, 10(2), 88-95.
4. Kasuma, J., Ismailly, N., Ghaffari, S., **Rusuli, M. S. C.**, & Gapor, A. H. A. (2019). Environmental Factor, Education & Training and PPE Impact on Safety Performance: A Study Among Construction Workers at SESCO Sub-station, Balingian, Sarawak. *Research in World Economy*, 10(2), 38-47.
5. Kasuma, J., Farhana, N. N., Kamaruddin, H. M., **Rusuli, M. S.**, & Yacob, Y. (2019). Identifying the challenges of the sarawak malay terubok ikan masin(salted fish) entrepreneur: Qualitative study. *Research in World Economy*, 10(2 Special Issue), 30-37.
6. Husin, N. A., Hendra Lukito, Harif Amali Rivai, & **Rusuli, M. S. C.** (2019). Malaysian Bankers' Quality of Life: Are They Contended? *Science International (Lahore)*, 31(2), 233-236.

2018

1. Yatim, N. H. M., **Rusuli, M. S. C.**, & Ismail, M. (2018). A Quadruple Helix Approach in an Organizational Performance Framework of Malaysian SMEs from the Lens of Information Management. *Advanced Science Letters*, 24(1), 530-533.

2017

1. **Che Rusuli, M.S.**, Mohd Nazri Z., Mohammad I., Fauzan H., Suhaila A.K., Azemawati I. & Hasannuddiin, H. (2017). The Mediating Effect of Employee Competencies on the Relationship Between Human Resource Development Practice and Service Performance Among Front Line Employees in Hotel Industries, *International Journal of Applied Business and Economic Research*, 15(22), 451-464.
2. Mokhtarrudin, A., Masrurah, I. M. K., & **Muhamad, S. C. R.** (2017). Crowdfunding as a Funding Opportunity for Youth Start-Ups in Malaysia. *Pertanika Journal of Social Sciences & Humanities*, 25(S), 139 – 154. **(ISI)**
3. Mohd-Nazri Muhayiddin, Elsadig Musa Ahmed, Hishamuddin Ismail & **Che Rusuli, M.S.** (2017). E-Dinar: Are They Ready?. *International Business Management*, 11: 131-139.

4. M. Nor Dalila, N. Azmawati, H. Rozita, **Che Rusuli, M.S.**, M.Y. Nurul Hafizah & N. Nurhaiza (2017). Woman Hygiene Practice in Malaysia: A Quantitative Study. *International Business Management*, 11: 624-627.
5. W.M.N. Mohd Nazdrol, **Che Rusuli, M.S.**, P. Nagarubini and M. Hakim (2017). Psychological Empowerment Enthusiastic and Organisational Commitment: Measurement and Validation. *International Business Management*, 11: 140-147.

2016

1. Zaminor, Z., Azila, J., Siti Zamanira, M. & **Che Rusuli, M.S.** (2016). Consumers' Credit Card Bankruptcy: Cause and Effect. *International business Management*, 10(18), 4332-4335.
2. Rosmaini Tasmin , Josu Takala , Aliyu Alhaji Abu Bakr , Daryna Shylina , Izabela Nizialek & **Che Rusuli, M.S.**. (2016). Sustainable Competitive Advantage (SCA) Analysis of Furniture Manufacturers in Malaysia: Normalized Scaled Critical Factor Index (NSCFI) Approach. *Management and Production Engineering Review*, 7(2), 73–85. (ISI)

2015

1. **Che Rusuli, M.S.**, Norazlin H., Tasmin R., Norliya Ahmad Kassim and Alhaji Abubakar Aliyu (2015). Reference Desk Service: Success or Failure? *Asian Social Sciences*, 11(10), 168-174.

2013

1. **Che Rusuli, M.S.**, Tasmin R., Takala J., and Norazlin H. (2013). Factor Retention Decisions in Exploratory Factor Analysis Results: A study Type of Knowledge Management Process at Malaysian University Libraries. *Asian Social Sciences*, 9(15), 1-14.
2. **Che Rusuli, M.S.**, Tasmin, R., Takala, J., and Yaacob, R.A. (2013). The report of structural equation modeling analysis results: a study at Malaysian University libraries. *Australian Journal of Basic & Applied Science*, 7(6), 688-693.

2012

1. **Che Rusuli, M.S.**, Tasmin, R. and Takala, J. (2012). The Impact of Structural Approach on Knowledge Management Practice (KMP) at Malaysian University Libraries. *Australian Journal of Basic and Applied Sciences*, 6(10): 122-128.
2. Tasmin, R., **Che Rusuli, M.S.**, Takala, J., Norazlin, H. (2012). Relationship between Knowledge Management Practices and Library Users' Satisfaction at Malaysian University Libraries: A Preliminary Finding. *Australian Journal of Basic and Applied Sciences*, 6(12): 30-40.

JOURNALS

2016

1. Kadir, S. A., & **Che Rusuli, M. S.** (2016). Aviation Entrepreneur Model (AEM) in Malaysia: A Review. *European Journal of Multidisciplinary Studies*, 1.(1), 39-48.
2. **Che Rusuli, M.S.**, Naqiah, M., Fitriani Q, Syahida N. & Hakim, M. (2016) The Effectiveness of Go Green Implementation among Society in Kota Bharu, Kelantan. *European Journal of Multidisciplinary Studies*, 1.(1), 7-11.

2015

1. **Muhamad Saufi Che Rusuli**, Norlizawati Yusof, Safiee Idris, Rosmaini Tasmin, Norazlin Hashim and Sphend Imeri (2015). Users Satisfaction Toward Learning Space Services Quality at Tunku Tun Aminah Library

(Technical University's Library): A Case Study. *International Journal of Vocational Education and Training Research*, 1(1), 5-9.

2013

1. **Che Rusuli, M. S.**, Tasmin, R., Takala, J., & Norazlin, H. (2013). An Empirical Study of Library Customer Satisfaction (LcS) Model at Malaysian University Libraries. *World Applied Sciences Journal 23 (Enhancing Emerging Market Competitiveness in the Global Economy)*: 47-52

2012

1. **Che Rusuli, M.S.**, Tasmin, R., and Takala, J. (2012). The Applications of Lead User Method in Knowledge Management Practice at Malaysian Universities Library. *American Journal of Human Ecology*, 1(2), 40-43.
2. **Che Rusuli, M.S.**, Tasmin, R., and Takala, J. (2012). A Theoretical Study of the Sand Cone Model and Knowledge Management from Malaysian University Libraries Perspective. *International Journal of Information Technology and Business Management*, 1(1), 1-8.
3. **Che Rusuli, M.S.**, Tasmin, R., and Takala, J. (2012). Knowledge Record and Knowledge Preservation: A Conceptual Framework of Knowledge Management Practice at Malaysian University Libraries. *International Journal of Information Technology and Business Management*, 1(1), 30-37.
4. **Che Rusuli, M.S.**, Tasmin, R., Takala, J., & Norazlin, H. (2012). Knowledge Management Process at Malaysian University Libraries: A Review. *The International Journal of Social Sciences*, 1(1), 1-16.

CONFERENCES/PROCEEDINGS

2019

1. Nurul Huda Md Yatim, **Muhamad Saufi Che Rusuli**, Razifah Othman (2019). An Investigation of The Importance of Information Management Components as Strategic Resources towards Sustainable Competitive Advantage of SMEs in Malaysia. Proceedings of the 3rd International Conference on Accounting Research and Education (iCARE2019), 19 September 2019, Casuarina@MERU.

2018

1. Suhaila, A., **Rusuli, C.**, Nazri, M., Mohammad, I., & Fauzan, H (2018). Moderating Effect Of Perceived Organizational Support Between Employee Development Practice And Service Performance Of Front-Line Employees In Hotel Industry In Malaysia. Paper presented at the International Conference on Economy, Tourism and Technology (ICETT 2018), Langkawi.
2. Tasmin, R. Abu Bakar, S. & **Che Rusuli, M.S.** (2018). Knowledge Sharing Enablers Through Technological-Based Media and Its Impact On Organizational Performance For Social Change: A Review. Paper presented at the 1st International MEDLIT Conference 2018, Kuala Lumpur, Malaysia.
3. Lim Hong Yen, Sho Yong Hou, Siew Yee Seong, Wong Jia Er & **Muhamad Saufi Che Rusuli** (2018). Determinant Factors Of Online Hotel Reservation Towards Hoteliers: Are They Significantly Related?. Paper presented at the 1st International MEDLIT Conference 2018, Kuala Lumpur, Malaysia.
4. **Muhamad Saufi Che Rusuli**, Rosmaini Tasmin, Nora'ani Mustapha & Suhaila Abdul Kadir (2018). Exploring the Islamic Value Based Entrepreneurship in Malaysia. Paper presented at the 2nd Islamic Management Development Conference IMDeC2018 at Universiti Teknologi MARA Kedah.

2017

1. Omar, S. S., **Rusuli, M. S. C.**, & Yee, L. H. (2017). Embedding Human Capital, Social Capital and Cultural Capital in Entrepreneurial Networking Practices: Cases of Small Manufacturing Firms in the Southern Part of Malaysia. In *5th International Conference on Innovation and Entrepreneurship ICIE 2017* (p. 118).

2016

1. Abubakar, A. A., R., T., **Che Rusuli, M.S.**, Gafar, M., & Takala, J. (2016). *Influence of Social Media on Delivery of Electronic Banking Services in Kano Nigeria*. Paper presented at the International Conference on Business, Accounting, Finance, and Economics (BAFE 2016), Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia.
2. **Che Rusuli, M. S.** , Zakirin, M. A. , Norakila, B. , Faezah, M. , Suhaila, A. , & Noormariana, M. (2016). The Effectiveness of Zakat Distribution Among Student: A Case Study. In *8 th International Conference on Humanities and Social Sciences (ICHiSS) 2016 "Innovation in Humanities and Social Sciences: Opportunities and Challenges*. (pp. 1-8).
3. Kadir, S. A. , & **Che Rusuli, M.S.** (2016). Aviation Entrepreneur Model (AEM) in Malaysia: A Review. In *7th International Conference on Social Sciences*. (pp. 65-74).
4. **Che Rusuli, M.S.**, Naqiah, M., Fitriani Q, Syahida N. & Hakim, M. (2016) The Effectiveness of Go Green Implementation among Society in Kota Bharu, Kelantan. In *7th International Conference on Social Sciences*. (pp. 38-42).

2014

1. **Che Rusuli, M.S. et al.** (2014). Reference Desk Service Direction in Digital Age: A Comparative Study. In World Congress of Muslim Librarians and Information Scientists 2014 (WCOMLIS2014), Shah Alam, Malaysia.
2. **Che Rusuli, M.S.**, Tasmin, R., Takala, J., & Hashim, N. (2014, January). A Structural Equation Model of Knowledge Management Practices and Library Users' Satisfaction at Malaysian University Libraries. In The 8th International Conference on Knowledge Management in Organizations (KMO2013) 9th – 13th September, 2013, Kaohsiung, Taiwan.

2013

1. **Che Rusuli, M.S.**, Tasmin, R., Takala, J., Norazlin, H., K Phusavat, Walsh J. and Raja Abdullah Yaacob (2013). Relationship between Knowledge Management Practices and Library Users' Satisfactions: A Preliminary Result of Malaysian University Libraries. In Technology Innovation and Industrial Management (TIIM2013), Phuket Thailand.

2012

1. **Muhamad Saufi Che Rusuli** and Rosmaini Tasmin (2012). An Exploratory Study of Library Customer Satisfaction (LcS) Model at Malaysian University Libraries, 18th - 20th October 2012, TiBECIII – Terengganu, Malaysia.
2. **Muhamad Saufi Che Rusuli**, Rosmaini Tasmin, Norazlin Hashim and Bharun Narosid Mat Zin (2011). Linkage between Knowledge Management Practices and Library User's Satisfaction at Malaysian Universities. In International Management Conference 2011 (IMaC2011), Terengganu.

RESEARCH INTERESTS:

- Entrepreneurship & Business
- Information Management
- Knowledge Management
- Information Management
- Library Management
- Management in Information System

REFERENCES:

1. Dr. Nora'ani Binti Mustafa
Assoc. Professor / Dean,
Malaysian Graduate School of Entrepreneurship and Business
Universiti Malaysia Kelantan (Kampus Kota)
Office : 09-7717269
email: noraani@umk.edu.my

2. Josu Takala
Professor in Production Economics,
University of Vaasa, Finland
email: josu.takala@uwasa.fi

3. Dr. Hj. Rosmaini b. Hj. Tasmin
Assoc. Professor / Senior Lecturer
Faculty of Technology Management & Business
UTHM Johor
Mobile : 019-7239968
email: rosmaini@uthm.edu.my