

PG MOHD AUZA'E PG ARSHAD

PhD in Management



Contact

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Malaysia

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Language

BAHASA MELAYU
Native language

ENGLISH
*Good command
including ability to
read and write well*

IELTS Band

Band 6 (Competent
User)

Skill

Proficient in
SPSS, SmartPLS,
Microsoft Office

Summary

Possessing self-driven, research talents and passion to excel. Mixed well with others. Undergone 8 years' experience in research work. Published 5 academic papers in journals including Scopus, Referred, EBSCOHOST and HEC. Having confident presentation skills in public and on stage. Research interests include marketing management, promotional and engagement gamification in marketing, retail and hypermarket, management, business and consumer behavior.

Education Background

March 2016 – July 2020 | UNIVERSITI TEKNOLOGI MALAYSIA PhD in Management

Research title : Effect of Gamification on Mobile Fitness Application Engagement Using Goal Setting Theory.

Research Summary : The objective of the study is to extend Goal Setting Theory by adding gamification engagement on mobile fitness application among Malaysian Gen Y group. Quantitative technique was used in this study and data were collected from 355 mobile fitness application user among Gen Y in Malaysia using purposive sampling techniques. Results indicated that the Goal Setting Theory variables and gamification explained engagement behavior both as internal and external forces.

September 2013 – January 2015 | UNIVERSITI TUN ABDUL RAZAK MBA in Retail and Hypermarket

Research title : The Relationship of Store Image Attributes, Customer Satisfaction and Customer Loyalty among Isetan Customers

Research Summary : This research is to examine the significant relationships of store image attributes towards customer satisfaction and loyalty among Isetan customers at Malaysia. Quantitative technique was used and data were collected from 320 Isetan customers. The results showed that all store image attributes significantly related to satisfaction and loyalty.

January 2011 – March 2013 | COVENTRY UNIVERSITY, UNITED KINGDOM

BSc in Business Information technology with Accounting

Research title : Research on Payroll for Perniagaan Pinang Sebatang
Research Summary : The study was focused on the research and development of payroll management system for Perniagaan Pinang Sebatang. After data analysis through interview and observation, a payroll management system was developed to enhance the efficiency of human resource systems.

Hobbies & Interests Academic Conference



World Wide Exposure



Referees

Prof. Dr. Rohaizat
Baharun

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Business Administration,
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1. Main Presenter for ICAC2021 3rd International Conference On Applied Computing . Organizer: Universiti Teknologi Malaysia & Applied Industrial Analytics. Date: 4th-5th February 2021. Place: Virtual Conference
2. Main Presenter for 3rd International Research Conference on Economics, Business and Social Sciences (IRC 2018)- Malaysian Chapter. Organizer: Centre for Sustainability and Consultancy Pakistan and Faculty of Business and Accountancy, University of Malaya. Date: 9th – 10th November 2018. Place: Azman Hashim Building, University of Malaya, Kuala Lumpur.
3. Main Presenter for 2nd International Conference on Governance and Public Policy (ICGP'18). Organizer: Fatima Jinnah Women University. Date: 16th -18th February 2018. Place: Rawalpindi, Pakistan.
4. Main Presenter for ASIA International Conference 2016. Organizer: Academia Society and Industry Alliance in collaboration with Innovation and Commercialization Center (UTM). Date: 10th-11th December 2016. Place: Azman Hashim Main Hall, Universiti Teknologi Malaysia, Kuala Lumpur

Previous Employment Experience

Research Officer (Contract) CICT UTM | Apr 2019 – May 2019
Prepared ISP-UTM Documentation report for CICT under ISSI-RG group research

Customer Service Officer (Contract) Bank Islam | Apr 2015 – Feb 2016
Managed customer's affairs and branch banking operation

Research Assistant (Contract), BERT UNIRAZAK | March 2014– Apr 2014
Sorting Respondents data

Awards

Certificate of Excellence/Merit Thesis Award | 2020
The excellence of viva presentation and thesis

MyBrain15 Scholarship| 2016 – 2019
Scholarship Fund for Doctoral Programme

Yayasan Cermerlang Scholarship Awards | 2013
Scholarship Fund for Master of Business Administration Programme

Thesis and Journals Publications

1. Arshad, P. P., Zaidin, N., Baharun, R., Ariff, M. S. M., Salleh, N. Z., & Ahmad, F. S. (2020, June). Goal-setting theory and gamification in mobile fitness app engagement. In *Inclusive Development of Society: Proceedings of the 6th International Conference on Management and Technology in Knowledge, Service, Tourism & Hospitality (SERVE 2018)* (p. 292). CRC Press. **(Indexed:SCOPUS/TAYLOR AND FRANCIS/Q4)**
2. Arshad, P. M. A. M. P., Baharun, R., & Zaidin, N. (2019). Goal-setting Theory (Gst) and Gamification Relationship in Increasing Mobile Fitness Apps Engagement: A Conceptual Discussion. *Journal of Business and Social Review in Emerging Economies*, 5(1), 155-164. **(Indexed: HEC)**
3. Sakri, N., Zaidin, N., Arshad, M. A. E., & Muhammad, F. (2019). From Experience To Influence: Positive Contribution Of Electronic Word-Of-Mouth (Ewom) Towards Dermags Product. *Studia Universitatis Babes-Bolyai, Negotia*, 64(1). **(REFERRED / EBSCOHOST)**
4. Arshad, P. M. A. E. P., & Baharun, R. (2017). A Conceptual Framework Review of Gamification Elements on Mobile Marketing Outcomes. *Advanced Science Letters*, 23(9), 8362-8367. **(Indexed : SCOPUS)**
5. Arshad, P. M. A. E. P., Baharun, R., & Zaidin, N. A Preliminary Study of Gamification Effects on Engagement Intention towards Mobile Marketing Engagement. **(NON-REFERRED)**
6. Pg Arshad, Pg Mohd Auza'e (2020). "Effect of Gamification on Mobile Fitness Application Using Goal Setting Theory". Unpublished Thesis Submitted in Partial Fulfillment of the Requirements for the Doctor of Philosophy (Management), Universiti Teknologi Malaysia (UTM).
7. Arshad, P. M. A. M. P., Baharun, R., & Zaidin, N. (2020). Goal Setting Theory and Gamification in Mobile Fitness Apps Engagement: A Measurement Model Analysis. **(PUBLICATION PROGRESS)**.
8. Arshad, P. M. A. M. P., Baharun, R., & Zaidin, N. (2020). Mediating Role of Goal Mechanisms in Goal Core and Engagement Relationship for Mobile Fitness Application. **(IN PROGRESS)**.
9. Arshad, P. M. A. M. P., Baharun, R., & Zaidin, N. (2020). GoalSetting Theory and Gamification in Mobile Fitness App Engagement: A Pilot Study. **(IN PROGRESS)**.
10. Arshad, P. M. A. M. P., Baharun, R., & Zaidin, N. (2020). Moderation Role of Gamification in Mobile Fitness Application. **(IN PROGRESS)**.
11. Arshad, P. M. A. M. P., Baharun, R., & Zaidin, N. (2020). Effect of Gamification using Goal Setting Theory in Mobile Fitness Application. **(IN PROGRESS)**.
12. Arshad, P. M. A. M. P., Baharun, R., & Zaidin, N. (2020). Scale and Development of Goal Setting Theory and Gamification. **(IN PROGRESS)**.