

CURRICULUM VITAE



Dr Aifa Rozaini bt Mohd Radzol

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EDUCATION

- **Ph.D (2013-2017; Convocated: 4 November 2017)**
School of Graduate Studies (SGS), University Putra Malaysia, Malaysia.
Thesis: Input Factors and Outcomes of Pre-Purchase Dissonance.
External Examiner: Prof. Dr Stavros Kalafatis.
- **Executive Master, Business Administration (2009-2011)**
University Technology MARA, Malaysia.
- **Bachelor of Business Administration (Marketing) (2004-2007)**
University Putra Malaysia, Malaysia.

RESEARCH INTEREST

- Consumer Behaviour • Marketing • Organizational Behaviour
- Contemporary Management • Strategy Management

I believe that research is one of the main engines of national development – basic and applied research must be stimulated in universities.

COURSES OF INTEREST

- Theory in Marketing and Management
- Strategic Marketing and Management
- Consumer Behavior
- Principles of Management and Management
- Organizational Behaviour
- Principles of Management
- Current Issues in Management and Marketing
- Current Issues in Tourism and Hospitality
- Theories in Tourism and Hospitality

PUBLICATIONS

JOURNAL ARTICLES:

- “The Antecedents of Parents’ Enrollment Intention towards Private HEIs in Malaysia.” (IJEM Special Issue Vol 11, Special Issue 3, 2017) [SCOOPUS]
- “The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude” (Asian Journal of Business Research Vol 7, Issue 1, 2017) [SCOPUS]
- “Global Marketing Segmentation in Food and Beverages: A Study Between Malaysia and Iran” (Journal of Marketing Advances and Practices Vol 1, Issue 1, 2019)
- “I See, and I Hunt: The Link between Gastronomy Online Reviews, Involvement and Taste Intention”. (British Food Journal, Vol 122, Issue 6, 2020) [ISI, Q2]

CHAPTER IN BOOK:

- “Revisiting the Theory of Cognitive Dissonance” (2018) *Contemporary Global Business Research, UiTM Melaka*

CONFERENCES ATTENDED

- International Symposium of Applied Structural Equation Modelling (SASEM 2019)
 - International Symposium of Applied Structural Equation Modelling (SASEM 2017)
- Paper Presented: The Compelling Sequential Mediating Effects of Pre-Purchase Dissonance and Pre-Purchase Satisfaction of Purchase Intention (Presenter)

INDUSTRY EXPERIENCE

2009-May 2013: Promoted to Sales Advisor at Al-Rajhi Bank, Kota Bharu.

- This function acquired me to be a multitasker where I was in-charge of sales for mortgage, personal financing, cards and hire purchase.
- I was responsible to organize sales visits, presenting and demonstrating products and services, establishing new business, attending exhibition, conferences and meeting with clients, negotiating contracts and packages, and contribute to team effort.
- Build sustainable relationships of trust through open and interactive communication with clients.
- The function also required me to be involved with back to back daily bank operations and attend to customer enquiries at the same time.

Nov 2007-2009: Joined Al-Rajhi Bank Kota Bharu as Customer Service Executive

- Open and maintain customer accounts by recording account information.
- Resolve products and services problems by clarifying the customer complaint; determining the cause of the problem, selecting and explaining the best solution to solve the problem, expediting correction or adjustment, following up to ensure resolution.
- Recommend potential products and services to management by collecting customer information and analysing customer needs.
- Manage large numbers of incoming customer calls and enquiries.
- Handle complaints, provide appropriate solutions and alternatives within the time limits; and follow up to ensure resolution.

These two jobs that I have experienced in my early work life have enriched my skills and trained me to become someone who is passionate about work. I have learnt to be a responsible leader with good communication skills, better time management, empathy with customers and co-workers, to stay focus on tasks; and be optimistic about life.

REFEREES

- **Dr Kenny Teoh Guan Cheng**

Associate Professor
Taylors University, Lakeside Campus,
Subang Jaya, Selangor.

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- **Dr Cheah Jun Hwa**

Senior Lecturer
Faculty of Economics and Management
University Putra Malaysia

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