



## CURRICULUM VITAE

### PERSONAL DETAILS

Name : Nursalihah Ahmad Raston  
Current Position : Lecturer  
Affiliation : Faculty of Hospitality, Tourism and Wellness  
Office Address : Faculty of Hospitality, Tourism and Wellness  
Locked Bag 36, Universiti Malaysia Kelantan  
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### ACADEMIC QUALIFICATIONS

2012 : Master of Science (Applied Statistics), Universiti Teknologi  
Mara, Malaysia (UiTM)  
2010 : Bachelor of Science (Hons) (Statistics), Universiti  
Teknologi Mara, Malaysia (UiTM)  
2007 : Diploma in Quantitative Science, Universiti Teknologi  
Mara, Malaysia (UiTM)

## TEACHING AND ADMINISTRATIVE RESPONSIBILITIES

Taught courses:

- Business Statistics
- Business Mathematics
- Experimental Design
- Applied Multivariate Analysis
- Research Methodology

## PREVIOUS EMPLOYMENT

- July 2021 – until present : Lecturer at Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan (UMK).
- July 2013 – June 2021 : Lecturer at Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan (UMK).
- June 2012 – June 2013 : Part-time lecturer  
UiTM Samarahan, Sarawak.
- Oct 2011 – May 2012 : Research Assistant, Psychometrics, MIMOS BERHAD.

## CONFERENCES

- 1 Noor Raihani Zainol, Yohan Kurniawan and **Nursalihah Ahmad Raston**. (October 2015). Analisis Faktor Kejayaan dan Kegagalan Pelaksanaan Program Pembangunan Komuniti di Universiti. Paper presented at the International Conference on Islamic Education and Social Entrepreneurship (ICIESE 2015).
- 2 Yohan Kurniawan, **Nursalihah Ahmad Raston** and Noor Raihani Zainol. (August 2015). Paper presented at The 2<sup>nd</sup> Social Enterprise for Economic Development (SEED) Conference & Exhibition 2015.
- 3 Thava Neesha, **Nursalihah Ahmad Raston**, Noor Raihani Zainol, and Yohan Kurniawan. (2014, December). Factors that Create A Successful Entrepreneur. Paper presented at the International Seminar on Entrepreneurship and Business, Kota Bharu, Malaysia.
- 4 Tg Mohd Azizuddin Tn Mahmood and **Nursalihah Ahmad Raston**. (2013, December). Predicting Gold Price: Comparison of Shrinkage Method for Remedy of Multicollinearity Problem. Paper presented at the International Seminar on Entrepreneurship and Business, Kota Bharu, Malaysia.
- 5 IRT, CAT and Testing in the On-Line Environment, Mimos Berhad, Malaysia, 2012.

- 6 **Nursalihah Ahmad Raston**, Zainudin Awang and Nor Hazreeni Hamzah. (2010, June). The Effects of information Communication Technology (ICT) Policy on Security Compliance among Department of Irrigation and Drainage (DID) Staff in Kelantan. Paper presented at the Regional Conference on Statistical Sciences (RCSS'10), Kota Bharu, Malaysia.

## TRAINING

- 1 Leadership Module in Research & Innovation: Research Administrator, Anjuran AKEPT, 2014
- 2 Bengkel Pemetaan Matriks Hasil Pembelajaran Program dan Modul anjuran Fakulti Keusahawanan dan Perniagaan, 2014
- 3 Bengkel *Talk Show* bersama DR OT, 2014
- 4 Latihan Auditor Dalaman Universiti Malaysia Kelantan, 2014
- 5 IRT, CAT and Testing in the On-Line Environment, Mimos Berhad, Malaysia, 2012
- 6 Rasch and IRT Workshop, Universiti Sains Malaysia, 2011

## RESEARCH

### Research Interest:

Applied Statistics, Entrepreneurship, Business Administration and Management, Health Entrepreneurship, Hospitality and Tourism, Consumer Behavior.

### Research Activities:

- 1 Fundamental Research Grant Scheme (FRGS). "Pembangunan Profil Pemilik Saka Berdasarkan Pendekatan Psikobudaya dalam Kalangan Kaum Melayu. (June 2016 – June 2018). Co-Researcher.
- 2 Research Acculturation Grant Scheme (Rags). Job Satisfaction Survey among Academic and Non-Academic Staff in Universiti Malaysia Kelantan. (Oct 2015 – April 2016). Co-Researcher.
- 3 Research Grant for Malaysian Youth Development Research Institute : Pendidikan Agama Islam dan Penglibatan dalam Gerakan Islam Radikal Di Kalangan Belia di Malaysia (July – Dec 2015). Researcher.
- 4 Geran Penyelidikan Kajian Kes Program "Executive Certificate in Advanced Business and Entrepreneurship Management" (ABEM) 2015 : A Case of Strengthening D-Print Industries:From Survival To Growth. (Sep – Nov 2015). Researcher

- 5 Research Acculturation Grant Scheme (Rags). Acceptance and Challenges of Social Media as a Platform among Student Entrepreneurs. (2014). Co-Researcher.
- 6 Research Grant for Malaysian Youth Development Research Institute. Youth and Nationalism Spirit: Mapping on Nationalism Attitude and Dan Patriotism among Youth in Malaysia (2014). Co-Researcher.
- 7 Grant “Yayasan Sejahtera”. The Factors of Failure and Success of Community Economy Development Programs (Jan 2014 – Jun 2015). Co-Researcher.

## PUBLICATIONS

### Refereed and Indexed Journals

- 1 Nor Idayu Ibrahim, **Nursalihah Ahmad Raston** & Mohd Norazmi Nordin. (2021). Enhancing the Development of Agile Software via A proposed Scrum Model. *International Journal of Aquatic Science*, 12 (1): 74-83.
- 2 **Nursalihah Ahmad Raston**, Zainol Mustafa & Nur Riza Mohd Suradi. (2021). Does the Level Income Influence Consumer Complaining Behaviour? *Psychology and Education*, 58(2): 8120-8123.
- 3 **Nursalihah Ahmad Raston**, Zainol Mustafa & Nur Riza Mohd Suradi. (2020). Consumer Complaining Behavior towards Public Services:Using Structural Equation Modelling (SEM). *International Journal of Innovation, Creativity and Change*, 10(10).
- 4 Noorshella Che Nawawi, Mohammad Ismail, **Nursalihah Ahmad Raston**, Azila Jaini, Mohd Asrul Hery Ibrahim, Azwan Abdullah & Zaminor Zamzamin@Zamzamin. (2017). Job Satisfaction Among Academic Staff: A Case Study in The Public University in Malaysia. *International Journal of Business and Management*, 11(3): 649-657.
- 5 Noorshella Che Nawawi, Mohammad Ismail, Mohd Asrul Hery Ibrahim, **Nursalihah Ahmad Raston**, Zaminor Zamzamin Zamzamin & Azila Jaini. (2016). Job Satisfaction among Academic and Non-Academic Staff in Public Universities in Malaysia: A Review. *International Journal of Business and Management*, 11(9):148-153.
- 6 C.A. Malarvizhi, Mah Chee Tiang, Abdullah Al Mamun & **Nursalihah Ahmad Raston**. (2016). Determining the Effect of Organisational Culture on Knowledge Management for SMEs in Malaysia. *Int. J. Business Innovation and Research*, 11(3): 363-376.
- 7 Noorshella Che Nawawi, Abdullah Al-Mamun & **Nursalihah Ahmad Raston**. (2015). Examining Customer Satisfaction at the Point-of-Purchase Phase: A Study on Malaysian e-Consumers. *Asian Social Science*, 11(16): 88.

- 8 Noorshella Che Naw, Abdullah Al-Mamun & **Nursalihah Ahmad Raston**. (2015). Examining the Key Factors Affecting e-Service Quality of Small Online Apparel Business in Malaysia. *SAGE Open*. DOI:10.1177/2158244015576550.
- 9 Yohan Kurniawan, Noor Raihani Binti Zainol & **Nursalihah Ahmad Raston**. (2014). A Study of Aircraft Engine Noise on Mental Health and Learning Achievement of Students in Universiti Malaysia Kelantan. *E-Academia Journal*, 3(2).
- 10 Suaidah Binti Hamidi, **Nursalihah Ahmad Raston** & Abdullah Al- Mamun.(2014). Customer Satisfaction Towards Three Star Hotels in Kelantan. *Social Science*, 9(3): 182-188.

#### Proceedings

- 1 Noorshella Che Naw, Mohammad Ismail, **Nursalihah Ahmad Raston**, Azila Jaini, Mohd Asrul Hery Ibrahim, Azwan Abdullah, Zaminor Zamzamin@Zamzamin & Mohd Rafi Yaacob. (2016, November). The Influences Factors of Job Satisfaction among Academic and Nonacademic Staffs. *International Conference on Innovation in Business and Strategy*.
- 2 Nasir, N. A. B. M. , Naw, N. B. C. , Mamun, A. A. , Shokery, N. M. b. A. H. , Fazal, S. A. , & **Raston, N. A.** (2016) Examining the Issues Influencing Depth of the Usage of Social Media as Business Platform among Student Entrepreneurs. In *2nd ASIA International Conference Emerging Issues in Economics and Finance*.
- 3 **Nursalihah Ahmad Raston**, Zainudin Awang and Nor Hazreeni Hamzah. (2010, June). The Effects of information Communication Technology (ICT) Policy on Security Compliance among Department of Irrigation and Drainage (DID) Staff in Kelantan. Paper presented at the Regional Conference on Statistical Sciences (RCSS'10), p.224-240 (ISBN 978-967-363-157-5).

#### CONSULTANCY

1. Perunding Program Siswa Keusahawanan di bawah Program Pembangunan Ekonomi komuniti (PROSPEK), 2014

#### COMMUNITY SERVICE

1. Facilitator for SEED Program – SEED V, 2014.

## AWARD

1. Anugerah Gemilang UMK (Penerbitan Harapan), 2014.
2. Anugerah Perkhidmatan Cemerlang, 2015.
3. Anugerah Gemilang UMK (Penyelidikan & Inovasi Harapan), 2016.