



CURRICULUM VITAE

NORHAYATI BINTI WAHIB

PERSONAL INFORMATION

POSITION

Lecturer
Faculty of Business & Accountancy

ORGANISATION DETAILS

Universiti Poly-Tech Malaysia
Jalan 6/91, Taman Shamelin Perkasa,
56100, Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur.

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CONTACT

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E-MAIL

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TEACHING SPECIALISATION

1. Marketing
2. Management

RESEARCH INTEREST

1. Social Commerce
2. Consumer behaviour

ACADEMIC QUALIFICATION

Master of Business Administration (Marketing)

2010 – 2012, Universiti Teknologi MARA, Shah Alam

“The Relationship Between Halal Friendly Hotel Attributes, Customer Satisfaction and Behavioral Intentions”

Bachelor of Business Administration (Hons) (Marketing)

2008 - 2010, Universiti Teknologi MARA, Melaka

“The Effectiveness of Promotional Tools to Create Students Awareness of Netherlands Maritime Institute of Technology (NMIT)”

Diploma in Business Studies

2005 - 2008

IKIP International College – Universiti Teknologi MARA, Kuantan

WORKING EXPERIENCE

2022 - Present Organisation : Universiti Poly-Tech Malaysia

Designation : Lecturer

Responsibilities:

1. To conduct lectures.
2. To do research.
3. To publish research and academic articles.
4. To prepare and review the syllabus.
5. To invigilate final examinations.
6. To prepare and mark coursework and final assessments.
7. To moderate and provide advice on final exam question papers and answer schemes.
8. To monitor and advise mentees.

Administrative Post : Coordinator for Chartered Management Institute (CMI) (AB201 & AB202), 2021 – 2025

Responsibilities:

1. To ensure efficient program implementation.
2. To assist the Dean with program development and improvement.
3. To assist the Dean with the program’s full accreditation.
4. To manage students’ grouping.
5. To monitor and advise students under the program.

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| 2014 - 2022 | Organisation | : Kolej Universiti Poly-Tech MARA (KUPTM) Kuala Lumpur |
| | Designation | : <u>Lecturer</u> <i>Responsibilities:</i> <ol style="list-style-type: none"> 9. To conduct lectures. 10. To do research. 11. To publish research and academic articles. 12. To prepare and review the syllabus. 13. To invigilate final examinations. 14. To prepare and mark coursework and final assessments. 15. To moderate and advise final exam question papers and answer schemes. 16. To monitor and advise mentees. |
| | Administrative Post | : <u>Coordinator for Institute of Chartered Secretaries and Administrators (ICSA) (AU 201), 2015 – 2016</u> <i>Responsibilities:</i> <ol style="list-style-type: none"> 1. To ensure efficient program implementation. 2. To assist the Dean with program development and improvement. 3. To assist the Dean with the program's full accreditation. 4. To manage students' grouping. 5. To monitor and advise students under the program. |
| 2012 - 2014 | Organisation | : Kolej Poly-Tech MARA (KPTM) Kuala Lumpur |
| | Designation | : <u>Lecturer</u> <i>Responsibilities:</i> <ol style="list-style-type: none"> 1. To conduct lectures. 2. To do research. 3. To publish research and academic articles. 4. To prepare and review the syllabus. 5. To invigilate final examinations. 6. To prepare and mark coursework and final assessments. 7. To moderate and provide advice on final exam question papers and answer schemes. 8. To monitor and advise mentees. |
| Nov 2009 – April 2010 | Organisation | : Pelorus Intelligence & Technology Academy Sdn Bhd |
| | Designation | : <u>Practical Trainee</u> <i>Responsibilities:</i> <ol style="list-style-type: none"> 1. Performing office duties 2. Responding to company queries. 3. Meeting with other groups of the same organisation 4. Creating reports |

RESEARCH

Proceeding

1. Wahib, N., M Ismail., MSC Rusuli. (2019). Linkage between social commerce and impulse purchase: A conceptual paper. *In Proceedings FKP Postgraduate Colloquium 2018: Cultivating Excellence Through Research*. ISBN 978-967-2229-48-3
2. Wahib, N. (2018). Corporate Brand Equity And Organisational Performance: A Conceptual Paper. *In Proceedings FKP Postgraduate Colloquium 2018: Cultivating Excellence Through Research*. ISBN 978- 967-0955-93-3 285 1.
3. Salleh, K., & Wahib, N. (2017). Learning Organization and Knowledge Management in Managing Intellectual Capital in the Higher Learning Institution: Mediating Role of Knowledge Management Using SEM Analysis. *In Proceedings of the 14th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning (ICICKM 2017)*
4. Salleh, K., & Wahib, N. (2017). Learning organization and knowledge management to innovation and entrepreneurship in private higher learning institutions. *In Proceedings of the 5th International Conference on Innovation and Entrepreneurship, ICIE 2017* (pp. 131–139). Academic Conferences and Publishing International Limited
5. Salleh, K., & Wahib, N. (2016). Learning Organization and Knowledge Management for Intellectual Entrepreneurship in the Higher Learning Institution. *In Proceedings 1st International Conference on Global Business, Entrepreneurship and Creative Industry (ICGBEC)*
6. Salleh, K., & Wahib, N. (2016). Learning Organization and Knowledge Management for Knowledge Entrepreneur: Empirical Evidences From Higher Learning Institutions. *In Proceedings of the 13th Annual World Congress of the Academy for Global Business Advancement (AGBA)*

Completed Research

1. Factors influencing generation Z purchase intention in omnichannel retailing (Micro grant UPTM 2023, principal – RM5,000)
2. The Development of Shari'ah Framework for Assessing and Reporting Value Creation Activities: Case Study of State Islamic Religious Council (URG UPTM, principal – RM15,000.00)
3. Talent Management Strategy for Generation Y for Performance Sustainability (SGPIM MARA 2016, member – RM16,000.00)
4. Learning Organization and Knowledge Management in MARA Higher Educational Institutions: Empirical Evidence (SGPIM MARA 2016, member – RM16,000.00)

PUBLICATION

Journal

1. Nadzri, F. A. A., Yusuf, S. N. S., Wahib, N., Rosle, N. A., & Malik, H. K. A. (2024). Value creation reporting framework: A case study of religious council.
2. Abdullah, F. I., Abd Hamid, S. N. F., Zaini, M. H., Wahib, N., & Muslim, S. (2024). Navigating the road to safety: A comprehensive analysis on level of enhancing road safety among motorcyclists in Selangor. *In Finance and Law in the Metaverse World* (pp. 465–472).
3. Wahib, N., Rosle, N. A., Abdul Malik, H. K., Ahmad Nadzri, F. A., & Syed Yusuf, S. N. (2024). A Shari'ah-compliant framework for value creation: A case study of the State Islamic Religious Council. *Asia-Pacific Management Accounting Journal*, 19(2), 269–286.
4. Nadzri, F. A. A., Wahib, N., Rosle, N. A., & Abdul Malik, H. K. (2024). Exploring value creation in the context of social enterprises in Malaysia. *International Journal of Research and Innovation in Social Science*, 8(12).
5. Wahib, N., Jailani, N., & Ismail, M. (2023). Factors influencing Generation Z's purchase intention in omnichannel retail settings. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 5(18).
6. Wahib, N., Ismail, M. B., & Rusuli, M. S. B. C. (2021). The conceptual framework of factors influencing behavioural intention in social commerce. In *Nasrul Aiman Bin Abd Aziz (Ed.), Web designer* (p. 236).
7. Putit, L., Muda, M., Mahmood, A. N., Taufek, N. Z. A., & Wahib, N. (2016). Linking Halal friendly hotel attributes and customer satisfaction: The Islamic tourism sector. *Journal of Emerging Economies and Islamic Research*, 4(4), 43–53