Personal Details	**RUSNIFAEZAH MUSA**
Academic Qualifications	**Philosophy of Doctorate in Management** Specialization: Entrepreneurship University: School of Business (SBM), Universiti Utara Malaysia, Kedah **Master of Science in Management** Specialization: Entrepreneurship Marketing University: School of Business (SBM), Universiti Utara Malaysia, Kedah **Bachelor of Economic (Honour)** Specialization: Finance and Banking University:Kulliyah of Management Sciences and Economics, International Islamic University Malaysia, Selangor
Administrative Duties	NIL
Publications (last 5 years)	Ab Wahab, N. Y., Mohamad, M., Yusuff, Y. Z., & **Musa, R.** (2020). The Importance of ICT Adoption in Manufacturing Sector: An Empirical Evidence on SME Business Performance. *Int. J Sup. Chain. Mgt* Vol, 9(2), 268. (Scopus) Ab Wahab, N. Y., Yusuff, Y. Z., **Musa, R.,** & Hashim, R. (2020). The Influence of Innovation on SMEs Business Performance in the Manufacturing Sector. *Int. J Sup. Chain.* Mgt Vol, 9(2), 263. (Scopus) Sulaiman, Y., Jamil, N.A.M., Othman, A.R., & **Musa, R.** (2020). The influence of green marketing, syariah compliance, customer's

	environmental awareness and customer's satisfaction towards muslim consumer purchasing behaviour in Kedah. *WSEAS Transactions on Business and Economics,* 17, 195-204. (Scopus) Mat, N. K. N., Ghani, N. H. A., & **Musa, R.** (2019). The Mediating Role of Ethnocentrism in Predicting Malaysian Consumer Purchase Behavior. *Journal of Advanced Research in Dynamical & Control Systems*, 11(5),663-673. (Scopus) Johar, E. R., Nor, N. M., Hassan, R., & **Musa, R**. (2019). Examining the effect of motivation on the influence of human resource practices and normative commitment among SMEs in Selangor. *Asia-Pacific Management Accounting Journal*, 14(1), 179-200. (ERA) Mat, N. K. N., Ghani, N. H. A., Fader, A., & **Musa, R.** (2018). The determinants of goal realization and the significant role of self-efficacy in the Malaysian franchise industry. *Journal of Business and Retail Management Research*, 13(2), 12-19. (Scopus) **Musa, R.,** Hashim, N., Rashid, U.K., Naseruddin, J. (2017). Accelerating startups: The role of government assistance programs and entrepreneurial orientation. *International Journal of Economic Research*, 14 (15), 131-147. (Scopus) Sulaiman, Y., Bakar, N.N.A.A., Ismail, M.Y.S., Mat, N.K.N., **Musa, R**. (2017). The function of marketing mix and consumer preferences on healthy food consumption among UUM students. *International Journal of Economic Research*, 14 (19), 103-122. (Scopus) Sulaiman, Y., Perumal, S., Ghani, N.H.A., Mat, N.K.N., Ismail, M.Y.S., **Musa, R**. (2017). A conceptual paper on safety and quality assurance model in Malaysian childcare centres. *International Journal of Economic Research*, 14 (15), 333 – 340. (Scopus) **Musa, R**., Hashim, N., & Sam, T. L. (2016). Entrepreneurial Strategy and Business Performance: The Moderator Role of Resources Acquisition in Nascent Venture. *Journal for Studies in Management and Planning*, *2*(5), 35-48. **Musa, R**., Hashim, N., & Sam, T. L. (2016). Entrepreneurial Orientation and Business Performance: The moderator role of government assistance programs in Malaysian Nascent Venture: A proposed

	framework. *Journal of Global Business and Social Entrepreneurship (GBSE)*, 2(2), 107-119. **Musa, R**., Nik Mat, N.K., Po Li, C., Yusuff, Y.Z.M., & Suib, R., (2013). Influence factors on job satisfaction among Malaysia educator: A study of UUM academic staffs. *American Journal of Economics*, June: 82-86.
On-going Research	TITLE : B40 : Women Entrepreneurs in Bricolage Sector: A New Development Model for Poverty Reduction in Malaysia . GRANT TY : Long Term Research Grant Scheme(LRGS) ROLE : Members AMOUNT : RM 356,410 STATUS : On-going
Completed Research	NIL
Research Grants	NIL
Consultancy	NIL
Awards	**Best Paper Award**. Rashid, U.K., **Musa, R.,** Naseruddin, J., Yusuff, W. F. W., Omar, S.S., Seman, N.A.A., Jusoh, N.A.Q., & Kepal, N. (2019). *The determinants of nascent venture performance in Malaysia.* Paper presented at the 1st International Conference on Business, Management and Information Systems 2019 (ICBMIS 2019), Universiti Teknologi Brunei, Brunei.
Professional Membership	NIL
Supervision	NIL
Teaching	Marketing Research, Customer Relationship Management, Retail Management, Introduction to Entrepreneurship
Areas of Expertise	Entrepreneurship, Marketing, Organizational Behaviour, Business Communication, International Business, Research Methodology, Quantitative study.
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