



CURRICULUM VITAE

PERSONAL DETAILS

Name : Thoo Ai Chin
Gender : Female
Date of Birth : 30 January 1981
Nationality : Malaysian
Marital Status : Married
Permanent Address : 16, Jalan Flora 1/6, Taman Pulai Flora
 81300 Skudai, Johor, Malaysia
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Website : <http://www.management.utm.my/staff/userprofile/thoo.html>
http://www.researchgate.net/profile/Thoo_Chin
<https://scholar.google.com.my/citations?user=TrE1kK8AAAAJ&hl=en>
Expertise : Supply Chain Management
 Green Supply Chain Management
 Marketing Research
 Consumer Behaviour

ACADEMIC QUALIFICATIONS

2014 : Doctor of Philosophy (Management)
 Universiti Teknologi Malaysia
 2010 : Master of Management (Technology)
 Universiti Teknologi Malaysia
 2004 : Bachelor of Management (Technology)
 Universiti Teknologi Malaysia

WORKING EXPERIENCES

Feb 2014 – Current	:	Senior Lecturer Universiti Teknologi Malaysia
Sept 2009 – Feb 2014	:	Tutor Universiti Teknologi Malaysia
Oct 2006 – June 2008	:	Supply Chain Officer (Master Data) Philips Electronics Singapore Pte Ltd
Apr 2006 – Oct 2006	:	Material Planner Solectron Technology Singapore Pte Ltd
Aug 2004 – Apr 2006	:	Material Planner Flextronics Technology (Malaysia) Sdn. Bhd., Senai, Johor Bahru

AWARDS AND HONORS RECEIVED

2015	:	<ol style="list-style-type: none"> 1. Bronze Medal in Long Jump (UTM Staff Games) 2. Bronze Medal in 4x100 meter (UTM Staff Games)
2014	:	<ol style="list-style-type: none"> 1. Excellent Service Award, Universiti Teknologi Malaysia 2. Supervisor Award in Marketing Symposium 2014 3. Best Presentation Award in the 2014 AFAP International Conference on Entrepreneurship and Business Management 4. Best Paper Award in Final Year Project, Bachelor of Management (Marketing)
2013	:	<ol style="list-style-type: none"> 1. 3rd Place and Deputy Vice Chancellor Selection in Functional Vehicle Design (Race for Bosses, UTMost Imagination: Creativity & Innovation Fascinating Future) 2. Outstanding Paper Award in the 10th International Conference on Asia Pacific Business, Innovation and Technology Management 3. Best Presentation Award in the 2013 AFAP Conference on Business and Management
2012	:	<ol style="list-style-type: none"> 1. Excellent Service Award, Faculty of Management, Universiti Teknologi Malaysia

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| 2011 | : | 1. Best Paper Award in Asia Pacific Marketing and Management Conference |
| 2010 | : | 1. Best Paper Award in 2nd International Conference on Technology & Operations Management |

PROFESSIONAL MEMBERSHIP

1. Institute of Management Malaysia (MIM)
2. Institute of Marketing Malaysia (IMM)

ADMINISTRATIVE EXPERIENCE

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|---------------------|---|---|
| May 2015 – May 2017 | : | Head of Marketing Panel, Faculty of Management |
| May 2015 – Current | : | Internal Academic Auditor, Universiti Teknologi Malaysia |
| Apr 2014 – Apr 2016 | : | Internship Coordinator (Marketing), Faculty of Management |
| Apr 2014 – Apr 2016 | : | Chairman of Alumni Committee, Faculty of Management |

OTHER ACTIVITIES

Reviewer

1. International Conference on Business, Management, Tourism and Hospitality
2. International Symposium on Social Science, Arts and Humanities
3. International Journal of Production Economics
4. International Journal of Management Science and Engineering Management
5. Malaysian Technical Universities Conference on Engineering and Technology
6. International Conference on Computational and Social Sciences
7. World Virtual Conference on Social and Behavioral Sciences
8. The East Asian Journal of Business Management

University and Faculty

1. Ahli Jawatankuasa Promosi dan Jaringan, Fakulti Pengurusan (July 2015 – July 2017)
2. Ahli Jawatankuasa Kualiti dan Nilai Holistik, Fakulti Pengurusan (July 2015 – July 2017)
3. Ahli Jawatankuasa Merangka Kertas Kerja Sarjana Pengurusan Perniagaan – Taught Course, Fakulti Pengurusan (July 2015 – July 2017)

4. Ahli Jawatankuasa Task Force Aktiviti Pengajaran & Pembangunan Bersama BMW Asia Technology Centre Sdn Bhd – Kursus “Supply Chain & Logistic Management” Untuk Pelajar (Apr 2015 – Apr 2018)
5. Ahli Jawatankuasa Kualiti dan Keaslian Projek Sarjana Muda Pengurusan (Pemasaran) (Mar 2015 – Dec 2015)
6. Penasihat Akademik Pelajar Lulusan STPM/Matrik Sarjana Muda Pengurusan (Pemasaran) (Aug 2013 – Current)
7. Penyelia Latihan Industri Pelajar Sarjana Muda Pengurusan (Pemasaran) (Jan 2013 – June 2015)
8. Penyelia Projek Sarjana Muda Pengurusan (Pemasaran) (Jan 2013 – Dec 2015)
9. Emergency Rescue Team, Fakulti Pengurusan (Jan 2015 – Jan 2017)
10. Organizer for Academic Visit from Han University of Applied Sciences, The Netherlands (May 2015)
11. Focus Group Discussion for the Top-Down Flagship Research Project on UTM Impact on Community (Component Research on Jobs and Spending by the UTM Community) (May 2015)
12. Pengerusi Program Pemasaran Eko-Pelancongan di Kampung Sungai Melayu, Nusajaya (Apr 2015)
13. Interviewer in Program “How to Get Yourself Employed”, Fakulti Pengurusan (June 2014 – Nov 2014)
14. Panel Penilai Kolokium Pasca Siswazah Fakulti Pengurusan (Mar 2014 – Nov 2014)
15. SE Champion Member in Program “Community Transformation Through Social Entrepreneurship”, Kampung Sungai Melayu, Nusajaya (Nov 2014)

RESEARCH ACTIVITIES

- | | | |
|-------------|---|--|
| 2014 – 2015 | : | The Influence of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance
Project Leader, Budget approved by UTM RM20,000 (PAS) |
| 2014 – 2015 | : | The Community Impact of UTM as an Education Provider
Member, Budget approved by UTM RM60,000 (Flagship) |
| 2014 – 2015 | : | The Study of UTM Commercialization and University-Industry Linkages Impact on the Community
Member, Budget approved by UTM RM65,000 (Flagship) |

CONSULTATION

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| June 2015 – Current | : | External Moderator for the Master of Business (MBA) programme course, Faculty of Business, Management and Social Sciences, Quest International University Perak, Malaysia |
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SUBJECTS TAUGHT (UNDERGRADUATE COURSES)

1. Supply Chain Management
2. Principles of Marketing
3. Marketing Research
4. Tourism Marketing
5. Organizational Behaviour
6. Entrepreneurship

SUPERVISION

PhD Students

1. Ali Asgari, "The Effect of Supplier Integration and Knowledge Management Process on Operational Performance" (Final Correction)
2. Norlaile Binti Salleh Hudin, "Supply Chain Risk Management in Malaysian Automotive Industry" (Pending for viva)
3. Zhang Dawei, "Green Supplier Selection Practice and Green Supplier Development Practice in Chinese Manufacturing" (Final Write Up)
4. Kooi Chung Leng, "A Study on the Factors Affecting Consumer's Purchase Decision on Automotive Malaysia (Hybrid Car)" (Proposal Defended)
5. Wong Han Fei, "Determinants of KAM Effectiveness in Malaysia" (Pending for Proposal Defense)
6. Gafar Olanrewaju Yusuf, "Assessing The Influence of Internal Marketing and Customer Orientation in the Nigerian Banking Sector" (Proposal Defended)
7. Mohamed Syazwan Bin Ab Talib, "Halal Certification and Its Impact on Firm Performance: The Case of Malaysian Halal Food Manufacturers" (Pending for Proposal Defense)
8. Mohammad Yaser Mazhari, "Investigation The Effects of Advertising Tools on Consumer Purchasing Behaviour in Malaysian Perspective" (Final Write Up)
9. Wee Sin Yi, "Supply Chain Collaboration, Market Orientation and Market Performance in Malaysian SMEs" (Pending for Proposal Defense)

Msc. Students

1. Sayyed Ali Yahyazadeh, "Service Marketing Mix and Customer Satisfaction of Hotels in Johor Bahru Malaysia" (Completed)
2. Ho Peng Han, "Antecedents and Outcomes of Customer Brand Engagement in MyTeksi Facebook Fan Page" (Pending for Viva)
3. Asif Ashraf, "Sport Sponsorship As A Marketing Tool" (Final Correction)
4. Airini Binti Ab Rahman, "The Impact of Celebrity Endorsements on Consumer Buying Behavior In The Context of Malaysia" (Pending for Viva)
5. Roslin Binti Abdul Rahim, "The Effect of Electronic Word of Mouth (eWOM) Review Adoption on Green Purchase Intention" (Data Analysis)

Undergraduate Students

1. Tan Lay Jie (2014). "Stakeholder Influences, Environmental Management Practices and Business Performance in Fleet Operation" (Completed)
2. Nurul Farah Izzati Binti Ab Malik (2014). "The Impact of Green Purchasing Practices on Environmental and Business Performance" (Completed)
3. Siti Norfatin Liana Binti Muhamad Zainon (2014). "The Influences of Green Supply Chain Management Practices on Sustainability Performance in Manufacturing Industry" (Completed)
4. Nurul Fatin Binti Md Radzi (2015). "Fan Identification, Event-Sponsor Fit, Sponsor Receptiveness, Attitude towards Sponsor and Purchase Intention"(Data Collection)
5. Chee Wei Ting (2015). "Effects of Perceived Service Recovery Justice on Customer Affective Commitment, Loyalty and Word-of-Mouth: The Case of Restaurants" (Data Collection)
6. Gan Ru Jia (2015). "The Implementation of Halal Food Certification Among Malaysian Food Manufacturers" (Data Collection)
7. Uthayabanu a/p Govindasamy (2015). "Factors Affecting The Proneess to Buy 99-ends Products Among Consumers" (Data Collection)
8. Kanageswari a/p Saigaradran (2015). "Regulatory and Incentive Measures, Customer Pressure, Enviropreneurship and Eco-Design Performance in Malaysian Manufacturers" (Data Collection)
9. Joan Ann Johnny (2015). "Purchase Intention Towards Remanufactured Smartphone in Closed-Loop Supply Chains: A study on Young Consumers" (Data Collection)

POSTGRADUATE EXAMINATION/PROPOSAL DEFENSE/VIVA

Master of Philosophy (Internal Examiner)

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|------|---|
| 2015 | <ol style="list-style-type: none"> 1. Ezam Bin Daud
Hybrid Vehicles: The Role of New Media on Millennial Purchasing Intention in Malaysia 2. Az'wan Bin Amin
Critical Success Factors for Implementation of Total Quality Management in Medical Device Industry (Case Study: Alcon Johor) 3. Mohd Zamri Bin Mujir
Critical Success Factors of Supply Chain Management in a Manufacturing Company |
| 2014 | <ol style="list-style-type: none"> 1. Nor Baizura Binti Mohd Noordin
Determining the Supplier Selection Criteria of the Contractors of Ministry of Defense 2. Airini Binti Ab Rahman
The Impact of Celebrity Endorsements of Consumer Buying Behavior in the Context of Malaysia |

Doctor of Philosophy (Internal Examiner)

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| 2015 | <ol style="list-style-type: none"> 1. Masoomah Jafarpour
The Effect of Internet Banking Website Quality on Customer Loyalty Through Perceived Value |
| 2014 | <ol style="list-style-type: none"> 1. Kamyar Kianpour
Consumer Participation in Green Reverse Supply Chain Management 2. Fitra Lestari Norhiza
Measuring Supply Chain Configuration Oil Palm Downstream Industry Using SCOR Model and Discrete Event Simulation |

JOURNAL PUBLICATIONS

1. **Thoo Ai Chin** and Huam Hon Tat (2015). Does Gender Diversity Moderate the Relationship Between Supply Chain Management Practice and Performance in Electronic Manufacturing Services Industry? *International Journal of Logistics: Research and Applications*, 18(1): 35-45 (**Impact Factor: 0.469**).

2. **Thoo Ai Chin**, Huam Hon Tat and Zuraidah Sulaiman (2015). Green Supply Chain Management, Environmental Collaboration and Sustainability Performance. *Procedia CIRP*, 26: 695-699 (**ScienceDirect & Scopus indexes**).
3. Mohamed Syazwan Ab Talib, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Critical Success Factors of Supply Chain Management: A Literature Survey and Pareto Analysis. *EuroMed Journal of Business*, 10(2). (**Scopus indexes**).
4. Zhang Dawei, Abu Bakar Abdul Hamid, **Thoo Ai Chin** and Kooi Chung Leng (2015). Green Supply Chain Management: A Literature Review. *Sains Humanika*, 5(2): 15-21.
5. Huam Hon Tat, Sin Kai Han, **Thoo Ai Chin** and Amran Rasli (2015). Employee Branding and Service Quality: The Moderating Effect of Employees' Role Behavior. *Sains Humanika*, 5(2): 23-29.
6. Kooi Chung Leng, Abu Bakar Abdul Hamid, **Thoo Ai Chin** and Zhang Dawei (2015). Understanding Generation Y Buying Intention toward Hybrid Car in Johor Bahru. *Sains Humanika*, 5(2): 71-75.
7. **Thoo Ai Chin**, Huam Hon Tat and Zuraidah Sulaiman (2015). Green Supply Chain Management Practices and Sustainability Performance. Pending publication in *Advanced Science Letters* (ISSN: 1936-6612) (**Scopus indexes**).
8. Roslin Abdul Rahim, Zuraidah Sulaiman, **Thoo Ai Chin**, Norzaidahwati Zaidin and N Zakuan (2015). E-WOM Review Adoption and Green Purchase Intention: The Application of Source Credibility Theory (SCT). Pending publication in *Advanced Science Letters* (ISSN: 1936-6612) (**Scopus indexes**).
9. Norlaile Salleh Hudin, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Case Studies of Risk Communication in Automotive Part Manufacturers. Pending publication in *Advanced Science Letters* (ISSN: 1936-6612) (**Scopus indexes**).
10. **Thoo Ai Chin**, Abu Bakar Abdul Hamid and Amran Rasli (2015). Operational Capability: The Missing Link between Supply Chain Practices and Performance. *Applied Mechanics and Materials*, vol. 773-774, pp. 856-860 (**Scopus indexes**).
11. **Thoo Ai Chin** and Tan Lay Jie (2015). Stakeholder Influences, Environmental Management Practices and Business Performance in Fleet Operations – A Research Agenda. *Applied Mechanics and Materials*, vol. 773-774, pp. 1360-1364 (**Scopus indexes**).
12. NorlaileSalleh Hudin, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Determinants of Risk Management Adoption in Organisations and Supply Chains. *Applied Mechanics and Materials*, vol. 773-774, pp. 804-808 (**Scopus indexes**).
13. Muhamad Syakir Shukor, Zuraidah Sulaiman and **Thoo Ai Chin** (2015). The Effect of Emotional versus Rational Appeal in Advertising on Malaysian Consumers' Purchase Intention of Hybrid Car. Pending publication in *Applied Mechanics and Materials* (ISSN: 1660-9336) (**Scopus indexes**).
14. Gafar Olanrewaju Yusuf, Inda Sukati and **Thoo Ai Chin** (2014). Mediating Role of Personality Factors in the relationship between Internal Marketing and Customer Orientation: A Review. *Asian Social Science*, 10(17): 250-257 (**ISI and Scopus indexes**).

15. Zhang Dawei, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2014). Sustainable Supplier Selection: An International Comparative Literature Review for Future Investigation. *Applied Mechanics and Materials*, vol. 525, pp. 787-790 (**ISI and Scopus indexes**).
16. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Zhang Dawei (2014). The Moderating Effect of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance. *Advanced Materials Research, Sustainable Development of Industry and Economy*, 869-870 (**ISI and Scopus indexes**).
17. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Huam Hon Tat (2014). A Literature Analysis on the Relationship between External Integration, Environmental Uncertainty and Firm Performance in SMEs. *Elsevier in Journal of Procedia - Social and Behavioral Sciences*, vol. 130C, pp. 75-84 (**ScienceDirect & Scopus indexes**).
18. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Low Hock Heng (2014). The Impact of Supply Chain Integration on Operational Capability in Malaysian Manufacturers. *Elsevier in Journal of Procedia - Social and Behavioral Sciences*, vol. 130C, pp. 257-265 (**ScienceDirect & Scopus indexes**).
19. Adaviah Mas'od and **Thoo Ai Chin** (2014). Green Purchase Behaviour and the Green Consumer Profile (Socio-demographic, Psychographic and Religiosity) – Green Hotels Customers in Malaysia. *Elsevier in Journal of Procedia - Social and Behavioral Science*, vol. 130, pp. 479-489 (**ScienceDirect & Scopus indexes**).
20. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Zhang Dawei (2013). Supply Chain Strategy and Operational Capability in Malaysian SMEs. *Advances in Education Research*, vol. 44, pp. 231-236 (**ISI and Scopus indexes**).
21. Nurul Akmar Asmi and **Thoo Ai Chin** (2013). Creativity Factors and Innovation in Manufacturing Companies: A Conceptual Model. *Advances in Education Research*, vol. 44 pp. 237-242 (**ISI and Scopus indexes**).
22. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Nik Muhammad Naziman Abd Rahman (2013). Mediating Effect of Operational Cooperation between Supply Chain Practices and Firm Performance. *American Journal of Economics*, 3(5C): 47-51.
23. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Zhang Dawei (2014). Supply Chain Integration Implementation and Operational Capability in SMEs: A Literature Review and A Research Agenda. *Proceedings of the International Conference on Science, Technology and Social Sciences, (ICSTSS) 2012*, pp. 285-290, by Springer Singapore Publisher 2014.
24. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Huam Hon Tat (2013). The Impact of Supply Chain Integration on Operational Capability in Malaysian Manufacturers. *International Journal of Ethics in Social Sciences*, 1(1): 43-56.
25. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Rohaizat Baharun (2012). Adoption of supply chain management in SMEs. *Elsevier in Journal of Procedia - Social and Behavioral Sciences*, 65: 614-619 (**ScienceDirect & Scopus indexes**).

26. Amran Rasli, Huam Hon Tat, *Thoo Ai Chin* and Bandar Khalaf (2012). Employee engagement and employee shareholding program in a multinational company in Malaysia. *Elsevier in Procedia - Social and Behavioral Sciences*, 40: 209-214 (**ScienceDirect & Scopus indexes**).
27. Amran Rasli, Huam Hon Tat, **Thoo Ai Chin** and Bandar Khalaf (2012). Identification of factors and attributes for effective transfer of IT training to the workplace. *Elsevier Procedia - Social and Behavioral Sciences*, 40: 174-181 (**ScienceDirect & Scopus indexes**).
28. Amran Rasli, Huam Hon Tat and **Thoo Ai Chin** (2012). From training to the workplace: A study on competencies of Malaysian university clerical workers. Pending publication in *International Journal of Business and Society* (**Scopus index, Impact factor: 0.04**).
29. Rezky Purna Satit, Huam Hon Tat, Amran Rasli, **Thoo Ai Chin**, Inda Sukati (2012). An empirical study on the relationship between marketing mix and consumer decision making toward travel agents. *International Journal of Academic Research in Business and Social Sciences*, 2 (6): 522-530.
30. Tee Chai Huat, **Thoo Ai Chin**, Amran Rasli, Rosman Md. Yusoff, Huam Hon Tat (2012). The Effects of Service Quality, Customer Satisfaction on Re-Patronage Intentions of a Hotel's Existing Customers. *International Journal of Management and Administrative Sciences*, 1(8): 1-6.
31. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Huam Hon Tat, Rohaizat Baharun, Rosman Md Yusoff and Amran Rasli (2011). The Proposed Conceptual Model for Investigating Moderating Effects of Contextual Factors on Supply Chain Management Practice-Performance Link in Malaysian Small and Medium Enterprises, *International Journal of Business and Management*, 6 (12): 135-145.
32. **Ai Chin Thoo**, Hon Tat Huam, Rosman Md Yusoff, Amran Md Rasli and Abu Bakar Abd Hamid (2011). Supply Chain Management: Success Factors from the Malaysian Manufacturer's Perspective, *African Journal of Business Management*, 5(17): 7240-7247 (**ISI index**).
33. Huam Hon Tat, Sangeetha Balasubramaniam, **Thoo Ai Chin**, Amran Md Rasli and Ahmad Jusoh (2011). The Moderation Effect of Gender: A Case Study at an International Airport in Malaysia, *World Review of Business Research*, 1(3): 155-161.
34. Huam Hon-Tat, **Thoo Ai-Chin**, Poon Sun Hooi, Amran Rasli, Muhammad Madi Bin Abdullah and Lee Thean Chye (2011). Situational Factors and Intuitive Decision Style among Academicians. *International Journal of Humanities and Social Science*, 1 (7): 231-236.
35. Huam Hon Tat, Seng Sook-Min, **Thoo Ai Chin**, Amran Rasli and Abu Bakar Abdul Hamid (2011). Consumers' Purchase Intentions in Fast Food Restaurants: An Empirical Study on Undergraduate Students. *International Journal of Business and Social Science*, 2(5): 214-221.
36. **Thoo Ai Chin**, Huam Hon Tat, Rosman Md Yusoff and Amran Rasli and Abu Bakar Abd. Hamid (2010). Critical Success Factors of Supply Chain Management: An Empirical Study on a Manufacturing Company in Malaysia, *Journal of Technology and Operations Management*, 5(2): 35-46.
37. **Thoo Ai Chin**, Huam Hon Tat, Rosman Md Yusoff and Amran Rasli (2010). A Proposed Conceptual Model of Supply Chain Performance in the Electronic Manufacturing Service (EMS) Industry, *International Journal of Business and Social Science*, 1(1): 137-144.

CONFERENCES

1. **Thoo Ai Chin**, Nurul Farah Izzati Ab Malik and Zhang Dawei (2015). Green Purchasing Practices for Corporate Environmental Performance. 1st International Conference on Educational Studies (ICES2015), Faculty of Education, Universiti Teknologi Malaysia, Pulau Springs Resort, Johor Bahru, Malaysia.
2. **Thoo Ai Chin**, Tan Lay Jie and Huam Hon Tat (2015). Stakeholder Saliency in Environmental Management Practices of Malaysian Logistics Companies. 1st International Conference on Educational Studies (ICES2015), Faculty of Education, Universiti Teknologi Malaysia, Pulau Springs Resort, Johor Bahru, Malaysia.
3. Huam Hon Tat, Anantha Raj A. Arokiasamy, Mansor Fadzil, Lim Tick Meng and **Thoo Ai Chin** (2015). 1st International Conference on Educational Studies (ICES2015), Faculty of Education, Universiti Teknologi Malaysia, Pulau Springs Resort, Johor Bahru, Malaysia.
4. Kooi Chung Leng, **Thoo Ai Chin**, Abu Bakar Abdul Hamid and Zhang Dawei (2015). The Moderation Effect of Governmental Policies on Hybrid Car Purchase Intention. 1st International Conference on Educational Studies (ICES2015), Faculty of Education, Universiti Teknologi Malaysia, Pulau Springs Resort, Johor Bahru, Malaysia.
5. Ho Peng Han, **Thoo Ai Chin**, Abu Bakar Abdul Hamid and Huam Hon Tat (2015). Revisit the Relationship between Perceived Value and Customer Brand Engagement in Facebook. 1st International Conference on Educational Studies (ICES2015), Faculty of Education, Universiti Teknologi Malaysia, Pulau Springs Resort, Johor Bahru, Malaysia.
6. **Thoo Ai Chin**, Huam Hon Tat and Zuraidah Sulaiman (2015). Green Supply Chain Management Practices and Sustainability Performance. International Conference on Business, Management, Tourism and Hospitality (BIZMATOUR2015), 12-14 May, Malaysia Technical Scientist Association and Universiti Teknologi Malaysia, Swiss-Garden Hotel & Residences Melaka, Malaysia.
7. Roslin Abdul Rahim, Zuraidah Sulaiman, **Thoo Ai Chin**, Norzaidahwati Zaidin and N Zakuan (2015). E-WOM Review Adoption and Green Purchase Intention: The Application of Source Credibility Theory (SCT). International Conference on Business, Management, Tourism and Hospitality (BIZMATOUR2015), 12-14 May, Malaysia Technical Scientist Association and Universiti Teknologi Malaysia, Swiss-Garden Hotel & Residences Melaka, Malaysia.
8. Norlaile Salleh Hudin, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Case Studies of Risk Communication in Automotive Part Manufacturers. International Conference on Business, Management, Tourism and Hospitality (BIZMATOUR2015), 12-14 May, Malaysia Technical Scientist Association and Universiti Teknologi Malaysia, Swiss-Garden Hotel & Residences Melaka, Malaysia.
9. Mohamed Syazwan Ab Talib, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2015). Conceptualising the Implementation of Hala Food Certification: An Institutional Theory Perspective. International Malaysia Halal Conference (IMHalal2015), 1-2 April, Universiti Teknologi Mara and Halal Management and Science, Kuala Lumpur Convention Center, KLCC, Malaysia.

10. **Thoo Ai Chin**, Abu Bakar Abdul Hamid and Amran Rasli (2014). Operational Capability: The Missing Link between Supply Chain Practices and Performance. International Integrated Engineering Summit (IIES2014), 1-4 December, Universiti Tun Hussein Onn Malaysia.
11. **Thoo Ai Chin** and Tan Lay Jie (2014). Stakeholder Influences, Environmental Management Practices and Business Performance in Fleet Operations – A Research Agenda. International Integrated Engineering Summit (IIES2014), 1-4 December, Universiti Tun Hussein Onn Malaysia.
12. NorlaileSalleh Hudin, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2014). Determinants of Risk Management Adoption in Organisations and Supply Chains. International Integrated Engineering Summit (IIES2014), 1-4 December, Universiti Tun Hussein Onn Malaysia.
13. Muhamad Syakir Shukor, Zuraidah Sulaiman and **Thoo Ai Chin** (2014). The Effect of Emotional versus Rational Appeal in Advertising on Malaysian Consumers' Purchase Intention of Hybrid Car. International Integrated Engineering Summit (IIES2014), 1-4 December, Universiti Tun Hussein Onn Malaysia.
14. **Thoo Ai Chin**, Huam Hon Tat and Zuraidah Sulaiman (2014). Green Supply Chain Management, Environmental Collaboration and Sustainability Performance. 12th Global Conference on Sustainable Manufacturing (GCSM 2014), 22–24 September, The Puteri Specific Johor Bahru, Malaysia.
15. **Thoo Ai Chin**, Nurul Farah Izzati Ab Malik and Zhang Dawei (2014). The Impact of Green Purchasing Practices on Environmental and Business Performance. AFAP International Conference on Entrepreneurship and Business Management 2014 (AICEBM 2014), 23 June, Seminar Hall, UTM-MTDC Technology Centre, Technovation Park, UTM Johor Bahru. (**Best Presentation Award**)
16. **Thoo Ai Chin**, Siti Norfatin Liana Muhamad Zainon and Zhang Dawei (2014). The Influence of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance. AFAP International Conference on Entrepreneurship and Business Management 2014 (AICEBM 2014), 23 June, Seminar Hall, UTM-MTDC Technology Centre, Technovation Park, UTM Johor Bahru.
17. Zhang Dawei, Abu Bakar Abdul Hamid, **Thoo Ai Chin** and Kooi Chung Leng (2014). Green Supply Chain Management: A Literature Review. AFAP International Conference on Entrepreneurship and Business Management 2014 (AICEBM 2014), 23 June, Seminar Hall, UTM-MTDC Technology Centre, Technovation Park, UTM Johor Bahru.
18. Huam Hon Tat, Sin Kai Han, **Thoo Ai Chin** and Amran Rasli (2014). Employee Branding and Service Quality: The Moderating Effect of Employees' Role Behavior. AFAP International Conference on Entrepreneurship and Business Management 2014 (AICEBM 2014), 23 June, Seminar Hall, UTM-MTDC Technology Centre, Technovation Park, UTM Johor Bahru.
19. Kooi Chung Leng, Abu Bakar Abdul Hamid, **Thoo Ai Chin** and Zhang Dawei (2014). Understanding Generation Y Consumer Buying Intention Toward Hybrid Car in Johor Bahru. AFAP International Conference on Entrepreneurship and Business Management 2014 (AICEBM 2014), 23 June, Seminar Hall, UTM-MTDC Technology Centre, Technovation Park, UTM Johor Bahru.

20. Ho Peng Han, Abu Bakar Abdul Hamid and **Thoo Ai Chin** (2014). Outcomes of Customer Brand Engagement in MyTeksi Fan Page – A Proposed Model. AFAP International Conference on Entrepreneurship and Business Management 2014 (AICEBM 2014), 23 June, Seminar Hall, UTM-MTDC Technology Centre, Technovation Park, UTM Johor Bahru.
21. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Zhang Dawei (2013). Supply Chain Strategy and Operational Capability in Malaysian SMEs. The 2nd International Conference on Education Reform and Management Innovation (ERMI 2013), 27-28 December, Jeju Island, Korea.
22. Nurul Akmar Asmi and **Thoo Ai Chin** (2013). Creativity Factors and Innovation in Manufacturing Companies: A Conceptual Model. The 2nd International Conference on Education Reform and Management Innovation (ERMI 2013), 27-28 December, Jeju Island, Korea.
23. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Huam Hon Tat (2013). A Literature Analysis on the Relationship between External Integration, Environmental Uncertainty and Firm Performance in SMEs. The 4th International Conference on Marketing & Retailing (INCOMaR 2013), 3-4 December, Holiday Inn Glenmarie, Selangor.
24. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Low Hock Heng (2013). The Impact of Supply Chain Integration on Operational Capability in Malaysian Manufacturers. The 4th International Conference on Marketing & Retailing (INCOMaR 2013), 3-4 December, Holiday Inn Glenmarie, Selangor.
25. Adaviah Mas'od and **Thoo Ai Chin** (2013). Green Purchase Behaviour and the Green Consumer Profile (Socio-demographic, Psychographic and Religiosity) – Green Hotels Customers in Malaysia. The 4th International Conference on Marketing & Retailing (INCOMaR 2013), 3-4 December, Holiday Inn Glenmarie, Selangor.
26. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Zhang Dawei (2013). The Moderating Effect of Enviropreneurship on Green Supply Chain Management Practices and Sustainability Performance. The 3rd International Conference on Energy, Environment and Sustainable Development (EESD 2013), 12-13 November, Shanghai, China.
27. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Nik Muhammad Naziman Abd Rahman (2013). Mediating Effect of Operational Cooperation between Supply Chain Practices and Firm Performance. The 4th Global Conference for Academic Research on Economics and Business Management (GCAREBM 2013), 29-30 June, Royale Bintang Hotel, Malaysia.
28. **Thoo Ai Chin**, Abu Bakar Abdul Hamid, Amran Rasli and Huam Hon Tat (2013). Understanding the Relationships between Supply Chain Practices, Operational Capabilities and Organizational Performance. The 10th International Conference on Asia Pacific Business, Innovation and Technology Management, 20-22 January, Taipei, Taiwan. **(Outstanding Paper Award)**
29. Huam Hon Tat, Chuah Boon Kai, Aslan Amat Senin, Richard P. Bagozzi and **Thoo Ai Chin** (2013). Motivation in Impulse Buyer Behavior: An Empirical Study of University Students in Malaysia. The 2013 AFAP Conference on Business and Management (ACBM-2013), 2-3 January, UTM, Skudai, Johor Bahru Malaysia. **(Best Presentation Award)**

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TRAININGS AND SEMINARS

1. Using SmartPLS: A Hand on Approach (Introduction to Basic and Advance Level SEM for Survey Research), 29-30 Oct and 5-6 Nov 2015, Prof. Ramayah Thurasamy
2. Effective Multimedia Creative Presentation, 28 July 2015, CTL, UTM Johor
3. Effective Communication Using Social Network, 27 May 2015, CTL, UTM Johor
4. Interactive Video/Digital Content Sharing For Teaching and Learning, 25 May 2015, CTL, UTM Johor
5. Advanced E-Learning @UTM, 21 Apr 2015, CTL, UTM Johor
6. Kursus Auditor Dalaman, 22-23 Dec 2014, UTM QRiM Johor
7. Writing and Publication Leadership (Advanced), 15-16 Dec 2014, Akademi Kepimpinan Pengajian Tinggi (AKEPT), Kementerian Pendidikan Malaysia (KPM)

8. Writing and Publication Leadership (Introductory), 12-13 Oct 2014, Akademi Kepimpinan Pengajian Tinggi (AKEPT), Kementerian Pendidikan Malaysia (KPM)
9. Writing and Publication Leadership (Intermediate), 29-30 Oct 2014, Akademi Kepimpinan Pengajian Tinggi (AKEPT), Kementerian Pendidikan Malaysia (KPM)
10. Program Transformasi Minda, 24-28 Aug 2014, UTM Johor
11. AMOS, 28-29 Sept 2013, Prof. Dr. Ananda Kumar Palaniappan
12. Bengkel Penerbitan Jurnal Berimpak, 19-20 Dec 2013, Prof. Ramayah Thurasamy
13. Kursus Kaedah Penyelidikan, 14-24 Jun 2010, Prof. Muhd Rashid Hi. Rajuddin
14. Kursus Penyediaan IELTS, 26-30 Apr 2010, Assoc. Prof. Dr. Zubaidah Awang and Mr. Jack Cornelius Wynker
15. Writing for Publication in English, 8-9 Dec 2009, Assoc. Prof. Dr. Ummul Khair Ahmad
16. Teaching Preparation for Teaching Assistant, 27-28 July, Prof. Ir. Dr. Hasanani Md Nor
17. Basic i2 System Knowledge for Supply Chain Planner, 17 Sept 2007, Lu Jinhan
18. Developing Supply Management Expertise, 13 Aug 2007, Jan Willem Pronk
19. Brain Power for Excellence, 13 Dec 2005, KC Chan
20. Flex Factory Materials Buyer/Planner Training Courses, 14 Oct 2005, Flextronics University
21. Baan ERP 5.0c-Planning, 23 Aug 2005, PJ Wong
22. Excel Tips & Tricks, 23 June 2005, KC Chan
23. Microsoft Access, 9 June 2005, KC Chan
24. RoHS Training, 20 Dec 2004, LP Lim
25. Team Building, 10 Sept 2004, YK Ling and Lee Chung Hau

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