

CURRICULUM VITAE



NAME: HUAM HON TAT

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ACADEMIC QUALIFICATION

- *Ph.D.*, Universiti Sains Malaysia, Malaysia, 2005
- *M.B.A.*, Universiti Sains Malaysia, Malaysia, 2000
- *B. Applied Science*, Universiti Sains Malaysia, Malaysia, 1990

CONTINUED EDUCATION

- *Trainer*, HRDF Malaysia, Ministry of Human Resources
- Certified Professional Marketer (CPM-Asia), Institute of Marketing Malaysia (IMM)

COURSE TAUGHT

Quality Management, Research Methodology, Marketing Research, Marketing Strategy, Service Quality, Strategic Management, Marketing Communications, Service Marketing, Consumer Behavior, Strategic Marketing, Marketing Customer Interface, Sales Management, Entrepreneurship, Marketing Management, Marketing Information Systems, Enterprise Development, Research Methodology, Organizational Behavior, Business Strategy, Technopreneurship, Entrepreneurship, New Venture Development, Principles of Management, Research Methods for Business, SPSS Analysis & Interpretation, Learning Skills for University Studies, and Undergraduate / Postgraduate Research Project / Thesis.

RESEARCH INTEREST

Marketing, Entrepreneurship, Research in Higher Education, Consumer Behavior, General Management, Technopreneurship, Customer Relationship Management, Life Satisfaction, Personality, The Belt and Road Initiative (BRI), and Organizational Behavior

OUTSTANDING ACHIEVEMENT / RECOGNITION (INDUSTRY & ACADEMIC)

- *National Outstanding Educator Award*. Private Education Excellence Awards 2023. Private Education Co-Operative of Malaysia (EDUCOOP), 2023

- **Bronze Award.** BLM2-ICAM4 (An International Joint e-Conference), Marketing Remedies to Increase the Purchase Intention of a Robotic Academy Centre. Taylor's University, Centre for Industrial Revolution & Innovation, & University of Kelaniya, Malaysia, 2021
- **Bronze Award.** BLM2-ICAM4 (An International Joint e-Conference), Social Media Marketing Strategies to Enhance Brand Passion and Purchase Intention of a Bakery Shop. Taylor's University, Centre for Industrial Revolution & Innovation, & University of Kelaniya, Malaysia, 2021
- **Best Professor in Marketing.** The Golden Globe Tigers 2019. Malaysian Institute of Human Resource Management & World CSR day 7 World Sustainability, 2019
- **Best Video Design Award.** International Conference on Islamic Research in Management, Education, Social science and Technology (ICIRMEST2019) , Kaizentrenovation Centre, Tanjung Malim, Perak, Malaysia, 2019
- **Best Presentation Award.** Asia International Multidisciplinary Conference (AIMC2017), Universiti Teknologi Malaysia, 2017
- **Most Downloaded Procedia CIRP Articles in Last 90 Days.** Elsevier Procedia CIRP, 2015
- **Best Reviewer Award.** International Journal of Modelling in Operations Management (IJMOM), 2014
- **Outstanding Paper Award.** 2013 International BITM Conference, Taiwan, 2013
- **Best Presentation Award.** 2013 AFAP Conference on Business and Management, Malaysia, 2013
- **Most Active Reviewer Award.** International Journal of Network and Mobile Technologies (IJNMT), 2012
- **Best Paper Award.** Asia Pacific Marketing and Management Conference, Malaysia, 2011
- **Excellent Service Award.** Universiti Teknologi Malaysia, Malaysia, 2010
- **Best Paper Award.** 2nd International Conference on Technology & Operations Management, Malaysia, 2010
- **Dean's List:** M.B.A., Universiti Sains Malaysia, Malaysia, 2000
- **Top District Manager/Top Unit Manager,** American International Assurance Berhad, Malaysia, 1992 -1997
- **Summit Convention/Mini Convention Qualifier,** American International Assurance Berhad , Malaysia, 1991 - 1998

PUBLICATION

Conference

- Khurram Liaqat, Ida Md Yasin, & Huam Hon Tat (2023). Proposition of a structural model for sustainable tourism in Pakistan: a moderated meditation interaction. ESG2023: Reinforcing Environmental, Social, and Governance Practices in the 21st Century, Higher Colleges of Technology, Dubai, UAE.
- Li Hang & Huam Hon Tat (2023). Application of job analysis in recruitment based on big data technology: Take F company as an example. The 2nd International Conference on Business Management, Economic Analysis and Information Technology (BEIT 2023), Changsha, China.
- Kai Li Kew, Huam Hon Tat, Beh Kok. Hooi, & Thoo Ai Chin (2022). Building Customer Loyalty Through Social Media Marketing Strategies for Internet Service Providers in Malaysia. 11th International Conference on Applied Science and Technology (ICAST 2022), Academic Research Society of Malaysia, Putrajaya, Malaysia.

- Li, Zhuoqin, Huam Hon. Tat, & Chan Sai Keong (2022). Symbolic Value, Consumption Ritualization and Consumer Loyalty towards Digital Platforms. 11th International Conference on Applied Science and Technology (ICAST 2022), Academic Research Society of Malaysia, Putrajaya, Malaysia.
- Elaheh Ahanin, Abu Bakar Sade, Huam Hon Tat (2022). Applications of Artificial Intelligence and Voice Assistant in Healthcare. International Conference on Social Science, Technology, Educational and Management (ICSTEM2022). Kaizentrenovation Publishing.
- Khor Thean. Boon. Huam Hon. Tat, & Abu Bakar Sade. (2022). Moderating Effect of Tax Exemption on the Relationship between Social Influence and Purchase Intention of Green Car in Malaysia. 11th International Conference on Applied Science and Technology (ICAST 2022), Academic Research Society of Malaysia, Putrajaya, Malaysia.
- Fan, Meihe., Huam, Hon Tat & Cha, Sai Keong. (2022). Internal Factors, External Factors, Channel Synergy and Marketing Channel Performance of Automobile Manufacturers In China. 11th International Conference on Applied Science and Technology (ICAST 2022), Academic Research Society of Malaysia, Putrajaya, Malaysia.
- Thoo Ai Chin, Quan, Woon Zeng, Huam Hon Tat & Shan, Lom Hui (2021) Marketing Remedies to Increase the Purchase Intention of a Robotics Academy Centre. Business Law, and Management (BLM2): International Conference on Advanced Marketing (ICAM4). Joint e-Conference-2021 Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka.
- Thoo AiChin, Noviani, La, Lee Yoke & Tat, Huam Hon Tat (2021) Social Media Marketing Strategies to Enhance Brand Passion and Purchase Intention of a Bakery Supply Shop. Business Law, and Management (BLM2): International Conference on Advanced Marketing (ICAM4). Joint e-Conference-2021 Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka.
- Thoo Ai Chin, Ngang J. M., Huam Hon Tat & Ab. Talib M. S. (2021). Manufacturers Insights on the Implementation of Eco-industrial Park. 2021 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM), IEEE, Kuala Lumpur, Malaysia.
- Sarker Rafij Ahmed Ratan, Huam Hon Tat, Ahmad Shaharudin Abdul Latif (2020). Evaluating the determinants of consumer purchase behaviour of organic food by university level students in Bangladesh. 4th International Conference on Sustainable Development (ICSD), Institute of Development Studies and Sustainability & United International University, Bangladesh.
- Huam Hon Tat, Anantha Raj Arokiasamy, Ng Kim Soon (2019). MARIQUAL model: A survey instrument for marital quality conceptualized from SERVQUAL model. 3rd Asia International Multidisciplinary Conference, Universiti Teknologi Malaysia, Malaysia.
- Yang Chee Beng, Huam Hon Tat (2019). Factors impacting customers' purchase intention in mobile commerce. The International Conference on Social Sciences, Management and Accounting 2019 (ICSSMA 2019), School of Human Resource Development, Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia & Sekolah Tinggi Ilmu Ekonomi Makassar Bongaya, Indonesia.

- Ng Kim Soon, Abdel Salam Adam Hamid, Huam Hon Tat (2019). Entrepreneurial passion and creativity in developing entrepreneurial intention. 11th Malaysian Technical Universities Conference on Engineering and Technology (MUCET 2019), Universiti Malaysia Pahang, Malaysia.
- Teo Chee Loong, Huam Hon Tat (2019). A biotechnology industry trend study in Malaysia. International Conference on Entrepreneurship, Management, Education, Social Science & Technology (ICEMEST2019) Kaizentrenovation Centre, Universiti Pendidikan Sultan Idris (UPSI), Tanjung Malim, Perak, Malaysia.
- Ng Kim Soon, Huam Hon Tat, Alan Yu Fang Zheng (2019). The effects of soft and hard factors of lean manufacturing practice on firm performance in textile garment and apparel industry. ANIMH 2nd International Conference on Research Advances in technology, Applied Sciences, System and Process Engineering (TASPE-June-2019), ANI Research Hub FZC, Korea.
- Teo Chee Loong, Huam Hon Tat (2019) The Study of Type of Biotechnology Industry Trend According its State in Malaysia: Part A International Conference On Social Sciences And Technology For Postgraduate And Researchers (ICSSTPR), Malaysia.
- Teo Chee Loong, Huam Hon Tat (2019) Elucidating the Study of Type of Biotechnology Industry Trend According its State in Malaysia: Part B International Conference On Social Sciences And Technology For Postgraduate And Researchers (ICSSTPR), Malaysia.
- Sarker Rafij Ahmed Ratan, Huam Hon Tat (2019). Use of TPB in understanding consumer behaviour in organic food purchase: A case study in Bangladesh. 3rd International Conference on Sustainable Development (ICSD), Institute of Development Studies and Sustainability & United International University, Bangladesh.
- Teo Chee Loong, Huam Hon Tat (2019). A review of biotechnology based listed companies and the importance of intellectual properties. International Conference on Islamic Research in Management, education, Social Science and Technology (ICIRMEST2019) Kaizentrenovation Centre, Universiti Pendidikan Sultan Idris (UPSI), Tanjung Malim, Perak, Malaysia.
- Huam Hon Tat, Thoo Ai Chin, Choi Sang Long, Tan Liat Choon, Norhayati Zakuan. (2018). Online shopping convenience and repurchase intention of Mudah.my. 6th International Conference on Manufacturing, Optimization, Industrial and Material Engineering 2018 (The 6th MOIME 2018). IIAI & SERSC, Bandung, Indonesia.
- Teo Chee Loong, Huam Hon Tat (2018). A review of life cycle assessment as powerful entrepreneurial decision maker tools in biotechnology industry. International Conference of Kaizen in Management, Education, Social Sciences and Technology (ICKMESST2018), Kaizentrenovation Centre, Universiti Pendidikan Sultan Idris (UPSI), Tanjung Malim, Perak, Malaysia.
- Thoo Ai Chin, Anis Izzren Noor Khairuddin, Huam Hon Tat, Zuraidah Sulaiman, Lee Yoke Lai, Adaviah Mas'od (2018). Why medical tourists must go to Malaysia? 4th Asia International Conference (AIC 2018), Langkawi International Convention Centre, Langkawi, Kedah, Malaysia.
- Wong Han Fei, Thoo Ai Chin, Tan Liat Choon, Huam Hon Tat, Zuraidah Sulaiman. (2018). The key account management practices and effectiveness. 6th International Conference on Manufacturing, Optimization, Industrial and Material Engineering 2018 (The 6th MOIME 2018). IIAI & SERSC, Bandung, Indonesia.

- Thoo Ai Chin, Farrah Merlinda Muharam, Lee Yoke Lai, Zuraidah Sulaiman, Huam Hon Tat, Tan Liat Choon. (2018). Perceived value and customer brand engagement of transportation network company Facebook fan page. 6th International Conference on Manufacturing, Optimization, Industrial and Material Engineering 2018 (The 6th MOIME 2018). IIAI & SERSC, Bandung, Indonesia
- Thoo Ai Chin, Soh Xuan Ling, Tan Liat Choon, Huam Hon Tat, Noraini Abu Yalib (2018). Corporate social responsibility and purchase intention. 7th International Graduate Conference on Engineering Science & Humanity 2018 (IGCESH2018). Universiti Teknologi Malaysia, Malaysia.
- Thoo Ai Chin, Nor Syazana Masron, Lee Yoke Lai, Huam Hon Tat. Norhayati Zakuan (2018). Electronic waste. 7th International Graduate Conference on Engineering Science & Humanity 2018 (IGCESH2018). Universiti Teknologi Malaysia, Malaysia.
- Huam Hon Tat, Choo Yuen, Huam Ze Shiun (2017). The New Maritime Silk Road initiative: The case of ECRL and MCKIP in the East Coast of Peninsular Malaysia. The 2nd China-Malaysia International Seminar on “the Belt and Road: Maritime Silk Road”. Maritime Silk Road Institute, Hua Qiao University, Xiamen, China.
- Huam Hon Tat, Chua Chee Fong, Thoo Ai Chin, Zuraidah Sulaiman (2017). Dato’ Siti Nurhaliza Tarudin as human brand: Idol attachment and loyalty amongst young consumers. Asia International Multidisciplinary Conference (AIMC2017), Universiti Teknologi Malaysia.
- Huam Hon Tat, Muhammad Hafizuddin Junaidi, Thoo Ai Chin, Zuraidah Sulaiman (2017). Airbna: A new dimension to Malaysia tourism industry. Asia International Multidisciplinary Conference (AIMC2017), Universiti Teknologi Malaysia.
- Thoo Ai Chin, Nor Haslinda Mohd Lawi, Huam Hon Tat, Norhayati Zakuan (2017). Green purchase intention towards multi-level marketing company. Asia International Multidisciplinary Conference (AIMC2017), Universiti Teknologi Malaysia (**Best Presentation Award**).
- Thoo Ai Chin, Anis Nasyazwanie Izzren Noor Khairuddin, Huam Hon Tat (2017). Why Malaysua can become no. 1 medical tourism destination? Asia International Multidisciplinary Conference (AIMC2017), Universiti Teknologi Malaysia (**Best Presentation Award**).
- Thoo Ai Chin, Nur Ain Nasyazwanie Salimi, Huam Hon Tat, Mohd Shoki Md Ariff (2017). Do e-referral and e-WOM matter for brand image and purchase intention? Asia International Multidisciplinary Conference (AIMC2017), Universiti Teknologi Malaysia.
- Thoo Ai Chin, Uthayabanu Govindasamy, Zuraidah Sulaiman, Huam Hon Tat (2016). A review of factors affecting the consumers proneness to buy 99-ends products. Research in Social Sciences International Conference (SOCSIC), Malaysia Technical Scientist Association & Universiti Utara Malaysia, Bandung, Indonesia
- Huam Hon Tat, Huam Chow Faye, Balakrishnan Arumugam (2016). Sorotan kajian kaedah pengajaran dan pem, belajaran (PdP) mata pelajaran Sejarah abad ke-21. Konferens Kebnagsaan Pendidikan Abad ke-21, Pejabat Pendidikan Daerah Larut Matang Dan Selama & Majlis Kebajikan Dan Pembangunan Masyarakat (MAYANG), Taiping, Perak.

- Huam Hon Tat, Anantha Raj A. Arokiasamy, Thoo Ai Chin, Mansor Fadzil, Lim Tick Meng (2015). Quality services and student satisfaction: The case of e-learning. 1st International Conference in Educational Studies (ICES-2015), Faculty of Education, Universiti Teknologi Malaysia.
- Ho Peng Han, Thoo Ai Chin, Abu Bakar Abdul Hamid, Huam Hon Tat (2015). Moderating effect of trust on the relationship between perceived value and customer brand engagement in SNSs. Malaysian Technical Universities Conference on Engineering and Technology (MUCET), Malaysian Technical Universities Network, Malaysia (*Scopus-indexed*)
- Thoo Ai Chin, Huam Hon Tat, Zuraidah Sulaiman, Choi Sang Long. (2015). Revisit supply chain management, evolution, definition and benefits. Malaysian Technical Universities Conference on Engineering and Technology (MUCET), Malaysian Technical Universities Network, Malaysia (*Scopus-indexed*)
- Thoo Ai Chin, Tan Lay Jie, Huam Hon Tat (2015). Stakeholder salience in environmental management practices of Malaysian logistic companies. 1st International Conference in Educational Studies (ICES-2015), Faculty of Education, Universiti Teknologi Malaysia.
- Ho Peng Han, Thoo Ai Chin, Abu Bakar Abdul Hamid, Huam Hon Tat (2015). Revisit the relationship between perceived value and customer brand engagement in Facebook. 1st International Conference in Educational Studies (ICES-2015), Faculty of Education, Universiti Teknologi Malaysia
- Thoo Ai Chin, Huam Hon Tat, Zuraidah Sulaiman, Siti Norfatin Liana Muhamad Zainon. (2015). Green Supply Chain Management Practices and Sustainability Performance. 2015 International Conference on Business, Management, Tourism and Hospitality, Malaysia Technical Scientist Association & Universiti Teknologi Malaysia, Johor, Malaysia (*Science Direct & Scopus-indexed*)
- Huam Hon Tat, Sin Kai Han, Thoo Ai Chin, Amran Rasli (2014). Employee branding and service quality: The moderating effect of employees' role behavior. 2014 AFAP International Conference on Entrepreneurship and Business Management 2014(AICEBM 2014), Universiti Teknologi Malaysia, Malaysia.
- Thoo Ai Chin, Huam Hon Tat, Zuraidah Sulaiman (2014). Green supply chain management (GSCM), environmental collaboration and sustainability performance. 12th Global Conference on Sustainable Manufacturing, Elsevier, Technische Uiveristy Berlin & Universiti Teknologi Malaysia, Johor, Malaysia (*Science Direct & Scopus-indexed*)
- Huam Hon Tat, Chuah Boon Kai, Aslan Amat Senin, Amran Rasli, Richard P. Bagozzi, Thoo Ai Chin (2013). Motivation in impulse buyer behaviour: An empirical study of university students in Malaysia. 2013 AFAP Conference on Business and Management (January 2nd – 3rd, 2013), Universiti Teknologi Malaysi, Johor, Malaysia (*Best Presentation Award*).
- Thoo Ai Chin, Abu Bakar Abdul Hamid, Amran Rasli, Huam Hon Tat (2013). A literature analysis on the relationship between external integration, environmental uncertainty and firm performance in SMEs. *The International Conference on Marketing, Retailing and Entrepreneurship (INCOMAR) 2013*, Universiti Teknologi Mara, Malaysia (*Scopus-indexed*).

- Lawrence Arokiasamy, Mohd Nizam A. Baharuddin, Huam Hon Tat, Rani Ann Balaraman (2013). Online shopping behaviour: Empirical study. *International Conference on e-Commerce and Information Technology (July 21st – 23rd, 2013)*, International Center for Research & Development (ICRD), Colombo, Sri Lanka.
- Thoo Ai Chin, Abu Bakar Abdul Hamid, Amran Rasli, Huam Hon Tat (2013). Understanding the relationships between supply chain practices, operational capabilities and organizational performance, *2013 The 10th International Conference on Asia Pacific Business Innovation & Technology Management (January 20th – 22nd, 2013)*, Elsevier & Asia Pacific Business Innovation and Technology Management Society (APBITMS), Taipei, Taiwan (*Outstanding Paper Award*).
- Ng Kim soon, Ali Abusalah E. Mohammed, Abd. Rahman Ahmad, Huam Hon Tat (2013). Applicability of Altman's Revised Model in predicting financial distress: A case of PN17 companies quoted in Malaysian stock exchange, *The 20th International Business Information Management Conference (IBIMA) on Entrepreneurship Vision 2020: Innovation, Real Estate Investment, Development Sustainability and Economic Growth (March 25th – 26th, 2013)*, International Business Information Management Association, USA / Universiti Malaysia Kelantan, Malaysia.
- Nur Naha Abu Mansor, Syeda Shabana Kirmani, Huam Hon Tat, Mohamed Azzman (2012). Harnessing positivity at workplace from perception to action. *2012 (Spring) APBITM International Conference*, Elsevier & Asia Pacific Business Innovation and Technology Management Society (APBITMS), Pattaya, Thailand (*Science Direct & Scopus-indexed*).
- 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. *2012 (Spring) APBITM International Conference*, Elsevier & Asia Pacific Business Innovation and Technology Management Society (APBITMS), Pattaya, Thailand (*Science Direct & Scopus indexes*).
- Amran Md Rasli, Huam Hon Tat, Thoo Ai Chin, Bandar Khalaf (2012). Employee engagement and employee shareholding program in a multinational company in Malaysia, *2012 (Spring) APBITM International Conference*, Elsevier & Asia Pacific Business Innovation and Technology Management Society (APBITMS), Pattaya, Thailand (*Science Direct & Scopus-indexed*).
- Huam Hon Tat, Magdalene Ang Chooi Hwa, Amran Rasli (2011). Are There any Significant Relationship and Difference between Cumulative Grade Point Average (CGPA) and Student Satisfaction? *The 2011 International Conference in Management Sciences and Decision Making*, Tamkang University, Taiwan.
- Amran Rasli, Huam Hon Tat, Thoo Ai Chin (2011). Factors that affect the transfer of IT training among clerical workers: A sequential mixed method approach. *Asia Pacific Marketing and Management Conference 2011 (APMC2011)*, Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), Kuching, Malaysia (*Best Paper Award*).
- Inda Sukati, Abu Bakar Abdul Hamid, Rohaizat Baharun, Huam Hon Tat, Fazila Said (2011). supply chain management practices in Malaysia consumer goods industry, *The 2011 Southeast Asian Regional Conference*, Hong Kong Institute of Business Studies & Lingnan University, Taipei, Taiwan.

- Hossein Hakimpoor, Khairil Anuar Arshad, Huam Hon Tat, Naser Khani (2011). Artificial neural networks' applications in management sciences, *The 2011 Annual Conference of China Marketing Science*, Sun Yat-sen University, Guangzhou, China.
- Rohaizat Baharun, Yap Mei San, Huam Hon Tat (2011). Behavior of green marketing by students of Generation Y, *International Conference of Education, Research and Innovation*, International Association of Technology, Education and Development, Madrid, Spain.
- Huam Hon Tat, Rezky Purna Satiti, Thoo Ai Chin, Amran Rasli, Abu Bakar Abd Hamid (2011). Perceptions of 4Ps toward travel agents in Palembang, Indonesia, *Aceh Development International Conference*, Malaysian Aceh Student Association (MASA) & International Association of Aceh Scientist (IAAS). Kuala Lumpur, Malaysia.
- Zhang Da Wei, Abu Bakar Abd Hamid, Huam Hon Tat (2011). Critical factors affecting purchasing and supply chain management performance: An empirical study of manufacturing enterprises in Mainland China, *2011 International Conference on Applied Social Science (ICASS 2011)*, Information Engineering Research Institute, USA Changsha, China. (ISI-Indexed)
- Huam Hon Tat, Muhd Azamuddin Asyraf Md Zin, Delma Poniman and Amran Rasli (2011). Service quality, customer satisfaction and positive word-of-mouth (WOM) communication: A case study at Automobile Association of Malaysia (AAM), *2nd Regional Conference on Educational Leadership and Management (RCELAM)*, Institut Aminuddin Baki Northern Branch, Jitra, Kedah, Malaysia.
- Thoo Ai Chin, Abu Bakar Abdul Hamid, Huam Hon Tat, Amran Rasli and Zhang Dawei (2011). The Proposed Model for Investigating Moderating Role of Barriers and Contextual Factors on SCM Practice-Performance Link in SMEs. *The 5th International Conference on Operations and Supply Chain Management (ICOSCM 2011)*, Beijing, China.
- Zhang Dawei, Abu Bakar Abdul Hamid, Huam Hon Tat, Thoo Ai Chin and Hui Yuan (2011). Influencing factors of purchasing practice in manufacturing firms. *The 5th International Conference on Operations and Supply Chain Management (ICOSCM 2011)*, Beijing, China.
- Zhang Da Wei, Abu Bakar Abd Hamid, Huam Hon Tat (2011). Critical factors affecting purchasing and supply chain management performance: An empirical study of manufacturing enterprises in Mainland China, *2011 International Conference on Sociality and Economics development (IESEP 2011)*, IEDRG, Kuala Lumpur, Malaysia. (ISI-indexed)
- Kwok See Ying, Ahmad Jusoh, Huam Hon Tat (2011). A conceptual framework of satisfaction in tourism industry Malaysia. *International Management Conference 2011*, Universiti Sultan Zainal Abidin, Terengganu, Malaysia.
- Zhang Dawei, Abu Bakar Abdul Hamid, Huam Hon Tat and Thoo Ai Chin (2011). Purchasing and Supply Chain Management Practices in Chinese Manufacturing. *Global Business & Technology Association's Thirteenth Annual International Conference*, Istanbul, Turkey.
- Inda Sukati, Abu Bakar Abdul Hamid, Rohaizat Baharun, Huam Hon Tat, Fazila Said (2011). A study of strategic supplier relationship, customer relationship, information sharing, supply chain responsiveness in

consumer goods industry. *International Conference on Accounting, Business and Economics (ICABEC)*, Universiti Malaysia Terengganu, Terengganu, Malaysia.

- Tan Yew Huei, Huam Hon Tat, Amran Rasli, Magdalene Ang Chooi Hwa (2011). Motivation, organizational citizenship behavior, organizational commitment and service quality in the Malaysian higher learning, *ASEAN Conference on Scientific and Social Science Research*, Universiti Teknologi Mara, Perlis, Malaysia.
- Zhang Dawei, Abu Bakar Abdul Hamid, Huam Hon Tat, and Rosman Md Yusuff (2011). Policies, customer-supplier relationships and information systems and technologies in the purchasing function and their impacts on purchasing and supply chain management performance. *International Conference on Management and Service Science (MASS)*, IEEE, Wuhan, China.
- Thoo Ai Chin, Abu Bakar Abd Hamid, Huam Hon Tat, Rosman Md Yusoff, Amran Rasli (2011). An investigation of barriers on SCM practice and performance in SMEs: A proposed model, *National Academics Conference (ENRICH 2011)*, Universiti Teknologi Mara, Kelantan.
- Zahra Ehsani, Huam Hon Tat (2011). Effects of customer value, customer relationship management (CRM) and its performance in Malaysian tourism: A proposed conceptual model, *3rd Global Advance in Business Communication (GABC 2011)*, Universiti Teknologi Malaysia, Johor, Malaysia.
- Abdul Jalil Sarli, Huam Hon Tat (2011). A proposed model of segmentation in the tourism industry”, *1st Iranian Student Scientific Conference in Malaysia*, Universiti Putra Malaysia. Kuala Lumpur, Malaysia.
- Hossein Hakimpoor, Huam Hon Tat (2011). The relationship between marketing network processes (MNPs), strategic marketing planning (SMP) and SME’s performance, *3rd Global Advance in Business Communication (GABC 2011)*, Universiti Teknologi Malaysia, Johor, Malaysia.
- Thoo Ai Chin, Huam Hon Tat, Abu Bakar Abd Hamid, Amran Rasli (2011). Supply chain management practice-performance link in Malaysian Electronic manufacturing services industry: The moderating role of gender, *International Conference on Innovation and Management (IAM 2011)*, National Taipei University, Kuala Lumpur, Malaysia.
- Huam Hon Tat, Tee Chai Huat, Rosman Yusoff, Amran Rasli (2011). An empirical study of existing customer’s re-patronage intentions in a Malaysian two-star hotel. *2nd International Accounting and Business Conference*, Universiti Teknologi Mara, Johor, Malaysia.
- Amran Md Rasli, Wan Maseri Wan Mohd, Huam Hon Tat, Ade Asmi (2011), The effects of information technology infrastructure capability on project performance in the Malaysian construction industry, *2nd International Conference on Business and Economic Research*. Conference Master, Pulau Langkawi, Malaysia.
- Hossein Hakimpoor, Huam Hon Tat, Khairil Anuar Arshad (2011), Strategic marketing planning (SMP) and SMEs’ performance: The moderating effects of structural dimensions of marketing networks, Conference Master, Pulau Langkawi, Malaysia.
- Inda Sukati, Abu Bakar Abdul Hamid, Rohaizat Baharun, Huam Hon Tat, Fazila Said (2011). A study of supply chain management practices and competitive advantage of the firm in consumer goods industry. *International Conference on Social Science, Economics and Art (ICSSEA)*, Universiti Kebangsaan Malaysia, Kuala Lumpur, Malaysia.

- Farnaz Beheshti Zavareh, Mohd Shoki Md Ariff, Mohsen Ashourian, Huam Hon Tat (2011). The impact of electronic service quality (e-SQ) on customer satisfaction for Iranian Internet banking. *International Conference on the Restructuring of the Global Economy*, Academy of Business and Retail Management, India.
- Huam Hon Tat, Salmiah Mohamad Amin, Teo Pei-Ni, Amran Md Rasli, Sarasvathi Vivishna (2010). The relationship between job satisfaction and organizational commitment: An empirical study on a public university's library in Malaysia. *International Conference on Business and Information*, International Business Academics Consortium (iBAC) & Academy of Taiwan Information Systems Research (ATISR), Japan.
- Huam Hon Tat, Pooi Sun Hooi, Amran Md Rasli, Thoo Ai Chin, Rosman Md Yusoff (2010). The role of intuition in decision making: An empirical study on academic staff in a Malaysian Public university. *International Conference on Business and Information 2010*, University of Kelaniya, Sri Lanka.
- Thoo Ai Chin, Huam Hon Tat, Rosman Md Yusoff, Amran Md Rasli (2010). Critical success factors of supply chain management: An empirical study on a manufacturing company in Malaysia. *2nd International Conference on Technology & Operations Management*, Universiti Utara Malaysia, Malaysia (*Best Paper Award*).
- Huam Hon Tat, Bong Pei Ying, Khalil Md Nor, Amran Md Rasli, Rosman Md Yusoff, Salmiah Mohamad Amin (2010). Determinants of intention to continually purchase online: An empirical study on the current online shoppers in Malaysia. *2nd IEEE International Conference on Information Management and Engineering*, IEEE Beijing Section, International Association of Computer Science and Information Technology (IACSIT), Chengdu, China. (*ISI-indexed*)
- Huam Hon Tat, Seng Sook Min, Amran Md Rasli, Bryan Lo Ching Wing (2010). How service quality perceptions influence customer satisfaction and purchase intention in the fast food restaurants? *International Borneo Business Conference (IBBC)*, Universiti Malaysia Sarawak, Malaysia.
- Lee Soon Liong, Mohd Shoki Md Sharif, Huam Hon Tat, Amran Rasli, Ahmad Jusoh (2010). An empirical study of the e-loyalty of search engine users in the Malaysia higher learning. *International Conference on Internet Studies*, Taipei.
- Tee Chai Huat, Huam Hon Tat, Amran Md Rasli, Abu Bakar Abd Hamid (2010). The impact of service quality and customer satisfaction on customers' repatronage intentions in a hotel: A proposed model. *Malaysia-Indonesia International Conference on Economics, Management & Accounting (MIICEMA 2010)*, Universiti Kebangsaan Malaysia, Malaysia, Universitas Syiah Kuala Banda Aceh, Universitas Bengkulu, Universitas Muhammadiyah Surakarta & Universitas Pertanian Bogor, Indonesia.
- Burhanuddin Othman, Abu Bakar Abd Hamid, Rosman Md Yusoff, Rohaizat Baharun, Huam Hon Tat (2010). Supplier development program in service sector from Malaysian perspective, *3rd EuroMed Conference of the EuroMed Academy of Business*, University of Nicosia, Hilton Park, Cyprus. (*ISI-indexed*)
- Tan Yew Huei, Huam Hon Tat, Ahmad, Sharifuddin, Amran Md Rasli, Mohamad Rozi Hassan, Nasser Noor (2010). The effects of brand equity towards customer loyalty: A case study on Nike. *International Economic and Business Management Conference (IEBMC 2010)*, Universiti Tenaga Nasional & Assumption University Bangkok, Malaysia & Thailand.

- Inda Sukati, Abu Bakar Abdul Hamid, Rosman Md Yusoff, Huam Hon Tat (2010). An analysis of the relationship between integration practices and supply chain orientation. *15th International Symposium on Logistics (ISL 2010)*, Nottingham University, UK.
- Amran Md Rasli, Ahmad Jusoh, Huam Hon Tat (2010). Supervisor-supervisee communication breakdown. *10th Association for Business Communication (ABC) Europe + 2nd Global Advances in Business Communication (GABC)*, Universiteit Antwerpen, Belgium.
- Eugene Okyere-Kwakye, Khalil Md Nor, Seyyedali Ziaei, Huam Hon Tat (2010). Effect of individual factors on knowledge sharing, *Knowledge Management International Conference 2010*, Universiti Utara Malaysia, Kedah, Malaysia.
- Salimah Mohd Rashid, Huam Hon Tat, Thoo Ai Chin, Amran Md Rasli, Abu Bakar Abd Hamid, Rohaizat Baharun (2010). The influence of internal environment and design of shopping complexes on the consumer buying behavior. *1st International Conference on Public Policies and Social Science 2010*, Universiti Teknologi MARA, Kedah, Malaysia.
- Kwok See Ying, Huam Hon Tat, Amran Rasli, Rosman Yusoff (2010). An empirical study on the relationship between physical environment and customer satisfaction in the Malaysian restaurants. *The 2010 International Conference in Management Sciences and Decision Making*, Tamkang University, Taiwan.
- Thoo Ai Chin, Huam Hon Tat, Rosman Md Yusoff & Amran Rasli (2010). Critical success factors of supply chain management (SCM) in a manufacturing company: A proposed model. *1st International Conference on Arts, Social Sciences and Technology 2010*, Universiti Teknologi MARA, Kedah, Malaysia.
- Magdalene Ang Chooi Hwa, Mahfooz A. Ansari, Muhamad Jantan, & Huam Hon Tat (2009). Employment equity for the disabled: The Malaysian scenario. *Curtin International Business Conference 2009*, Curtin University of Technology, Sarawak, Malaysia.
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