

A. BACKGROUND



- NAME** : Laily Paim
- DATE OF BIRTH** : 12 March 1958
- ADDRESS** : Department of Resource Management and Consumer Studies
Faculty of Human Ecology
Universiti Putra Malaysia
43400 UPM Serdang, Selangor
- ADMINISTRATION** : 2016 – 2018 -- Dean
2006 – 2011 – Dean
2000-2003 -- Deputy Dean (Development and Finance),
Faculty of Human Ecology
Universiti Putra Malaysia
- WORKING EXPERIENCES** : 2010 – Professor
2000 -- Associate Professor, Faculty of Human Ecology, UPM
1984 -- Lecturer, Faculty of Human Ecology, UPM
1981-1983 -- Tutor, Faculty of Agriculture, UPM
- EDUCATION** : 1993 -- Ph.D. (Human Resource and Family Studies) University of Illinois,
Urbana Champaign U.S.A
1984 -- M.Sc (Home Economics) ,Indiana State University U.S.A
1981 -- B.Sc. (Human Development), Universiti Pertanian Malaysia
1987 -- Diploma of Translation in Science and Technical, Dewan Bahasa and
Pustaka and Malaysian Association of Translator
- AREA OF SPECIALIZATION** : Family and Consumption Economics

ON-GOING RESEARCH

No.	Year	Title	Head/ member	Funding	Amount (MR)
1.	2016	Penyelidikan dan Pembentukan Modul Pendidikan Pengguna	Member	MACFEA	RM171,000
2.	2015	Kesejahteraan Ekonomi dan Sosial isi rumah peserta FELCRA	Head	FELCRA	RM257,000
3.	2015	Kepuasan kerja, aspirasi dan komitmen staf FELCRA Berhad	Member	FELCRA	RM100,000
4.	2014	Social Environment And Infrastructure Sustainability Towards Healthy And Quality Lifestyle	Member	LRGS	RM523,886
5.	2010	Cost Of Raising A Child	Head	PERMATA, Jabatan Perdana Menteri	RM350,000

COMPLETED RESEARCH

No.	Year	Title	Head/ member	Funding	Amount (MR)	Output
1.	2014	Brand Personality Congruence And The Influence Of CBI On Consumer Brand Loyalty Among Hypermarkets' Customers In Malaysia	Head	UPM	RM9,900	1 Phd Student, papers published
2.	2014	Kajian Lanjutan Berkaitan Kertas Putih Pendidikan Pengguna	Member	KPDNKK	RM200,000	Report
3.	2012	Women Empowerment Through Micro Finance In Malaysia	Head	Research University Grant Scheme	45,000	Report
4.	2012	Exploring Dominant and Contending Consumer Ideologies Among Malaysians for Consumer Education Initiatives	Head	Exploratory Research Grant Scheme	70,000	Report
5.	2010	Factors Affecting Consumers' Adoption Decisions And Intents In The Adoption Of Wireless Technology 4G:Emphirical Insight	Head	Research University Grant Scheme	225,600	
6.	2009	Pembentukan Indeks pelbagai Dimensi Untuk Mengukur kemiskinan dan Vulnerabiliti	Head	Fundamental [Ministry of Higher Learning] 5523772	40,000	
7.	2009	Generation Y's Consumer Competency and Lifestyle	Member	Research University Grant Scheme 06-01-9-0824RU	69900	1 PhD, 2 MSc. thesis, 1 book (draft)
8.	2007	Household Food Consumption Survey: Developing Food Plans Standard	Member	Fundamental [Ministry of Higher Learning] 05-01-07-023 FR	65,000	1 PhD. candidate planning to use the data

for Malaysia						
9.	2007	Consumer Empowerment in the Globalize Market	Member	Fundamental [Ministry of Higher Learning] 05-01-07-021 FR	65,000	2 poster 1 MSc. thesis
10.	2007	Financial Literacy, Attitude and Practices among University Students	Head	IRPA [Ministry of Science, Technology and Innovation]	140,000	1 poster Postdoc is working on the data.
11.	2006	[Consumer Friendly Company].	Member	Ministry of Domestic Trade and Consumer Affairs	14,000	Report to KPDNKK
12.	2006	The Motivations And Barriers of Recycling Behavior among Malaysian: Klang Valley	Member	IRPA [Ministry of Science, Technology and Innovation]	10,000	Poster 1 1 MSc. Thesis 2 article published.
13.	2006	[Financial Security among Youth].	Member	Ministry of Youth and Sport	23,000	Report
14.	2005	[Usage of Cellular Phone and SMS].	Head	Ministry of Domestic Trade and Consumer Affairs	2,000	1 article published
15.	2005	[Consumer Issues in the Market: perception, Attitudes and Responsibilities].	Head	Ministry of Domestic Trade and Consumer Affairs	14,000	Report to KPDNKK 3 poster
16.	2005	[Consumer Friendly Company].	Head	Ministry of Domestic Trade and Consumer Affairs	14,000	Report to KPDNKK 1 poster
17.	2005	[Consumer Perception Towards Increase in Price of Fuel and Goods].	Member	Ministry of Domestic Trade and Consumer Affairs	49,000	Report to KPDNKK 2 poster
18.	2003	[Sustainable Consumption and Life Styles among Public Officers]	Head	IRPA [Ministry of Science, Technology and Innovation]	144,200	2 chapters in book 2 articles
19.	2003	Poverty among Elderly Malaysian: Towards Productive Aging	Member	IRPA [Ministry of Science, Technology and Innovation]	180,700	1 chapter in book
20.	2003	The Development of Rural Micro & Small Families Enterprise	Member	IRPA [Ministry of Science, Technology and Innovation]	147,000	1 article 2 posters

21.	2003	Consumption Behavior of Older Peoples in Malaysia	Member	IRPA [Ministry of Science, Technology and Innovation]	343,700	2 articles
22.	2003	[Academic Needs of University Students]	Head	Universiti Putra Malaysia	15,000	Report
23.	2003	[Exploratory Study on Off-Campus Students].	Head	Universiti Putra Malaysia	10,000	Report
24.	2003	[Interaction Patterns among Students in Higher Learning Institution: Exploratory Study in UPM]	Member	Faculty of Human Ecology		
25.	2003	[Development of Environmental Concern Index]	Head	Universiti Putra Malaysia	30,000	2 articles
26.	1996	[Low Cost Housing Program in Urban Metropolitan: Policy Implications]	Member	IRPA [Ministry of Science, Technology and Innovation]	50,000	2 articles
27.	1994	Study on Settlement of Women Migrant Workers in Peninsular Malaysia	Member	Women's Affair Division, Ministry of National Unity and Social	90,000	2 article
28.	1994	Measuring of Poverty Using Consumption Approach For Households in Bagan Datoh	Head	Universiti Putra Malaysia	10,000	Report
29.	1994	Farm Family Involvement in Agriculture Commercialization	Member	Japan International Research Center for Agricultural Sciences	10,000	Report
30.	1988	[Function and Structure of Traditional House in Kampung Sasapan Batu Minangkabau]	Member	IRPA [Ministry of Science, Technology and Innovation]	11,000	Report
31.	1986	Household Contributions in Improving Levels of Living of Farm Families	Member	IRPA [Ministry of Science, Technology and Innovation]	30,000	1 PhD thesis, 2 articles
IRPA:		Intensified Research in Priority Areas				

CONSULTANCY

No.	Year	Title	Funding	Status	Output
1.	2017	Kajian Keberkesanan Bantuan Kewangan	Jabatan Kebajikan Masyarakat	Completed	Report
2.	2016	Kajian kesejahteraan Peserta dan Isirumah FELCRA	YAYASAN FELCRA	Completed	Report
3.	2016	Kajian Kepuasan Kerja, Aspirasi dan Komitmen Staf FELCRA	YAYASAN FELCRA	Completed	Report
4.	2013	Pembangunan Indeks Pendayaupayaan Pengguna	Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan	Completed	Report
5.	2009	Pelan Tindakan Pengguna dan Dasar Pengguna Negara	KPDNKK	Completed	Report
6.	2006	Enhancing Women's Role in Sustainable Development in the Setiu Wetlands, Terengganu	World Wide Fund (Malaysia)	Completed	Report
7.	2005	Tiger Alive Project: Socioeconomic Survey in Jeli Kelantan	World Wide Fund (Malaysia)	Completed	Report
8.	2004	Tiger Alive Project: Socioeconomic Survey in Jerangau Barat Terengganu	World Wide Fund (Malaysia)	Completed	Report
9.	2004	Gerakan Daya Wawasan [Empowerment Movement Vision]	Institute for Rural Advancement	Completed	Report
10.	2002	[A Study on New Philosophy and Strategies of Rural Development and Rural Movement Vision].	Ministry of Rural Development	Completed	Report
11.	2002	Mechanization and Technological Adoption: Scaling-Up Micro Enterprises To Small Scale Enterprises	Japan International Cooperation Agency	Completed	Catalog
12.	2002	Study on Future Market Potential For Products of Women Extension Group	Japan International Cooperation Agency	Completed	Report
13.	1998	[Wellbeing of Factory Workers and Low Income Households in Johor Bahru].	Family Development Foundation Johor	Completed	Book published
14.	1998	[Household Wellbeing of Low Cost Settlers in Johor Bahru].	Family Development Foundation Johor	Completed	Report
15.	1996	Profile of Successful Women in Micro Enterprise	Japan International Cooperation Agency	Completed	Report

16.	1996	Rural Women Involvement in Micro Enterprise: Problems and Potentials For Scaling-Up	Japan International Cooperation Agency	Completed	Report
17.	1995	A Project-Oriented Research on Enhancing The Economic Contribution of Poor Rural Women	Japan International Cooperation Agency	Completed	Report

BOOKS

1. **Laily Paim.** (2014). Konsep Kerentanan kepada Kemiskinan. Serdang: Penerbit Universiti Putra Malaysia. ISBN 978-967-344-440-3.
2. **Laily Paim, Mumtazah Othman, Ahmad Hariza Hashim, Sharifah Azizah Haron, Syuhaily Osman, Jariah Masud.** (2013). Membudayakan Penggunaan Lestari. Serdang: Persatuan Ekonomi Pengguna dan Keluarga Malaysia. ISBN 978-983-42764-2-3.
3. **Laily Paim, and Sharifah Azizah Haron (Eds).** (2010). Kemiskinan Di Malaysia: Isu Fundamental Dan Paparan Realiti. Serdang: Penerbit Universiti Putra Malaysia. ISBN 978-967-344-139-6.
4. **Laily Paim, Aini Mat Said and Sharifah Azizah Haron (Eds).** (2009) Penggunaan Lestari: Antara Realiti dan Cabaran. Serdang: Penerbit Universiti Putra Malaysia. ISBN 978-967-344-031-3.
5. Mohd. Amim O., Mohd. Fazli S., Jariah M., & **Laily P.** (2006). [Money: Why Manage?]. Petaling Jaya: Gems Publishing Sdn. Bhd.
6. Mohd Fazli S., Mohd Amim O., Jariah M. & **Laily Paim.** (2006). [Students Financial Planning]. Petaling Jaya: GEMS. ISBN 983-3215-18-1.
7. **Laily P. & Nurizan Y. (Eds.).** (2004). [Household Well-being in Johor Darul Takzim]. Serdang: Universiti Putra Malaysia Press. ISBN 983-2871-52-2.
8. **Laily Paim & Jariah Masud.** (2003). [Intoduction to Consumer Economics]. Serdang: Universiti Putra Malaysia Press. ISBN 983-2373-88-3.

BOOK CHAPTERS

1. **Laily Paim & Sharifah Azizah Haron.** Konsep dan Pendekatan Mengukur Kemiskinan. Dalam Laily Paim, and Sharifah Azizah Haron (Editor). (2010). Kemiskinan Di Malaysia: Isu Fundamental Dan Paparan Realiti. Serdang: Penerbit Universiti Putra Malaysia.
2. **Laily Paim & Sharifah Azizah Haron.** Membasmi Kemiskinan: Pengalaman Malaysia dan Bangladesh. Dalam Laily Paim, and Sharifah Azizah Haron (Editor). (2010) Kemiskinan Di Malaysia: Isu Fundamental Dan Paparan Realiti. Serdang: Penerbit Universiti Putra Malaysia.
3. **Laily Paim.** Konsep Dan Pengukuran Kualiti Hidup. Dalam Laily Paim, Aini Mat Said and Sharifah Azizah Haron (Editor). (2009). Penggunaan Lestari: Antara Realiti dan Cabaran. Serdang: Penerbit Universiti Putra Malaysia.

4. **Laily Paim.** Konsep Penggunaan Dan Faktor Penentu. Dalam Laily Paim, Aini Mat Said and Sharifah Azizah Haron (Editor). (2009). Penggunaan Lestari: Antara Realiti dan Cabaran. Serdang: Penerbit Universiti Putra Malaysia.
5. **Laily Paim.** Penggunaan Lestari: Bagaimana? Dalam Laily Paim, Aini Mat Said and Sharifah Azizah Haron (Editor). (2009) Penggunaan Lestari: Antara Realiti dan Cabaran. Serdang: Penerbit Universiti Putra Malaysia.
6. **Laily Paim.** Perkaitan Antara Nilai, Sikap, Perlakuan Prosocial Dan Gaya Hidup. Dalam Laily Paim, Aini Mat Said and Sharifah Azizah Haron (Editor). (2009) Penggunaan Lestari: Antara Realiti dan Cabaran. Serdang: Penerbit Universiti Putra Malaysia.
7. **Laily P.** (2004). [Concept, Definition and Measurement of Well-Being] in Laily Paim and Nurizan Yahaya (Eds.). [Household Well-being in Johor Darul Takzim]. Serdang: Universiti Putra Malaysia Press.
8. **Laily P.,** Nurizan Y., Naimah S., Aziah H., & Siti Aminah Y. (2004). [Economic and Material Well-Being of Factory workers and Low Income Household in Johor Bahru. In Laily Paim and Nurizan Yahaya (Eds.) [Household Well-being in Johor Darul Takzim]. Serdang: Universiti Putra Malaysia Press.
9. Nurizan Y., Ahmad Hariza H., **Laily P.** & Bukryman S. (2004). [Household Socio-economic Status of in Low Income Settlement in Johor Bahru]. In Laily Paim and Nurizan Yahaya (Eds.). [Household Well-being in Johor Darul Takzim]. Serdang: Universiti Putra Malaysia Press.
10. Nurizan Y., Ahmad Hariza H., **Laily P.** & Bukryman S. (2004). [Housing and Environment Satisfaction among Households in Low Income Settlement in Johor Bahru]. In Laily Paim and Nurizan Yahaya (Eds.). [Household Well-being in Johor Darul Takzim]. Serdang: Universiti Putra Malaysia Press
11. Ahmad Hariza H., Nurizan Y., **Laily P.** & Bukryman S. (2004). [Neighborhood in Low income Housing]. In Laily Paim and Nurizan Yahaya (Eds.). [Household Well-being in Johor Darul Takzim]. Serdang: Universiti Putra Malaysia Press.
12. **Laily Paim.** (2004). [Income as a Measure of Level of Living among Low Income Households]. In Mohd Amim Othman & Nurizan Yahaya (Eds.). [Low Income Group: Reality and Challenges]. Serdang: Universiti Putra Malaysia Press. ISBN 983-2871-09-03
13. **Laily Paim.** (2002). Education and Training of Rural Women: Malaysia. Proceedings Seminar on Education and Training of Rural Women, Asean Productivity Organization, Japan: 183-194.
14. **Laily P.** & Syuhaily O. (2002). [Consumption and Quality of Life]. In Nurizan Yahaya & Mohd Amim Othman (Eds.). [Introduction to Consumer Science]. Serdang: Universiti Putra Malaysia Press.
15. Jariah M. & **Laily P.** (1999). The Economic Empowerment of Rural Women through Involvement in Micro Enterprise. In Women and Work: Challenges in Industrializing Nations. Eds. Maimunah I. and Aminah A. Asian Academic Press. pp. 133-152. ISBN 190191920x.
16. Yasunobu, K., **Laily, P.,** & Wong, F.C. (1997). Entrepreneur Farmers in Peninsular Malaysia: Profiles of Peladang Jaya.

17. Yasunobu, K., Husna, S., **Laily, P.**, & Wong, F.C. (1996). Entrepreneur Farmers in Peninsular Malaysia: Farm Management Approach of Peladang Jaya. In Kumi, Y., H, Sulaiman, & W.F. Yee. (Eds.), Farm Management Development and Transformation under Agricultural Commercialization in Malaysia. Serdang: Penerbit Universiti Pertanian Malaysia.

JOURNAL ARTICLES

1. Yasotha Nair, Laily Paim, Mohd.Fazli Sabri, and Husniyah Abdul Rahim. (2016). Predictors of Bankruptcy Probability among Malaysian Civil Servants: Examining the Subjective Measurement. *Journal of Emerging Economies and Islamic Research* 2016, Vol .4, No.1. p1-2.
2. Mohd. Khirzan Badzli A. Rahman, Sharifah Azizah Haron, Laily Paim, Syuhaily Osman, Hassnah Wee. (2016). Demographic Characteristics of Complainers and Non-Complainers: A Study on Malaysian Mobile Phone Services Industry's Consumers. *Journal of Applied Environmental and Biological Sciences*. 6(6S), 58-62.
3. Marzieh Zendeudel, Laily Hj Paim and Narges Delafrooz. (2016).The moderating effect of culture on the construct factor of perceived risk towards online shopping behavior. *Cogent Business & Management*, 3: 1223390. <http://dx.doi.org/10.1080/23311975.2016.1223390>
4. Mohd. Khirzan Badzli A Rahman, Sharifah Azizah Haron, Laily Hj. Paim, Mumtazah Othman, Syuhaily Osman & Abdul Kadir Othman. (2015). Construct Validation of Consumer complaint Behavioral Scale in the Malaysian Mobile Phone Services Industry. *Asian Social Science*, Vol. 11, No. 24; ISSN 1911-2017 E-ISSN 1911-2025.
5. Marzieh Zendeudel, Laily Hj Paim and Syuhaily Bint Osman. (2015). Students' online purchasing behavior in Malaysia: Understanding online shopping attitude. *Cogent Business & Management*, 2: 1078428.
6. Tan Poh Leong and Laily Paim. (2015). Factors Affecting Intention to Consume Organic Food Products: A Study Among Chinese College Students in Malaysia. *International Review of Management and Business Research*, 4(1), 352-360.
7. Marzieh Zendeudel, Laily Hj Paim, Narges Delafrooz. (2015). Exploring Mobile 4G adoption in Malaysia. *International Journal of Management Sciences*, 5(4), 249-255. Print ISSN: 2310-2829, Online ISSN: 2310-2845, Indexed in Proquest, Index Copernicus. Impact Factor for year 2013 is = 0.3518
8. Marzieh Zendeudel, Laily Hj Paim, & Narges Delafrooz. (2015). Understanding User Intention toward 4G Mobile Service Adoption: Diffusion of Innovation Theory. *International Journal of Academic Research*, 7(2).e-ISSN No.:2075-7107. Print ISSN No. :2075-4124 ISI
9. Marzieh Zendeudel & Laily Hj Paim. Investigating the Perceived Innovation Attributes toward Online Shopping In Malaysia. *Asian Journals of Social Sciences & Humanities (AJSSH)*, 4(2), 15-23. ISSN: 2186-8492, ISSN: 2186-8484. Indexed Journal

10. S. R. Nikhashemi, L. Haj Paim, Ali Khatibi. (2015). The Role of Brand Loyalty in Generating Positive Word of Mouth among Malaysian Hypermarket Customers. *International Journal of Social, Education, Economics and Management Engineering*, 9(5), 1546-1551
11. Seyed Rajab Nikhashemi, Laily Paim, Syuhaily Osman, Samsinar Sidin. (2015). The Significant Role of Brand Customer Brand Identification towards Brand Loyalty Development: An Empirical Study among Malaysian Hypermarkets Customer. *Procedia*, 1877-0428. Elsevier Peer reviewed
12. Tan Poh Leong, Laily Paim. (2015). Mediating Effects of Intention On The Factors Affecting Organic Food Products Consumption Among Chinese Generation Y In Malaysia. *International Journal of Business Research and Management (IJBRM)*, Volume (6) : Issue (1), 1-19.
13. Tan Poh Leong, **Laily Paim**. (2015). Mediating Effects of Intention On The Factors Affecting Organic Food Products Consumption Among Chinese Generation Y In Malaysia. *International Journal of Business Research and Management (IJBRM)*, Volume (6): Issue (1), 1-19.
14. Seyed Rajab Nikhashemi, Samsinar Md Sidin, **Laily Paim**, Siti Fatimah Mohamad. (2014). The mediating role of brand commitment on generating word of mouth communication: An investigation in Hypermarket industry in Malaysia. Paper proceedings of the 20th Biennial Conference of Asian Consumer and Family Economics Association, July 8-11th, 2014 Taipei.
15. Seyed Rajab Nikhashemi, **Laily Haj Paim**, Samsinar Md Sidin, Ali Khatibi. Driving Forces of Hypermarket's Customer Loyalty: An Empirical Study in Malaysia. *Aust. J. Basic & Appl. Sci.*, 8(3): x-x
16. **Laily Hj Paim**, Narges Delafrooz, Mohammad Taleghani. (2014). Marketing value coverage model elements affecting consumers' adoption of 4G wireless technology: Empirical insights. *Asia Life Sciences*, Vol 23, No 1, 1-11
17. Wong Yue Teng, Osman Syuhaily, Said Aini , **Paim Laily** . (2014). A Typology of Personal Factor Attributes among Shoppers. *Journal of Fashion Marketing and Management: An International Journal*, Volume: 18 Issue: 4.
18. Leila Falahati, **Laily Hj. Paim** & Mohamad Fazli Sabri. (2013). An exploratory model of Malaysia financial well- being among Malaysian youth: A Gender Perspective. *Asia Life Sciences*, 22(2), 687-698, IF=0.239.
19. Marzieh Zendeheel & **Laily Hj Paim**. (2013). Predicting consumer attitude to use on-line shopping: Context of Malaysia. *Life Science Journal*, 10(2), 497.
20. Seyed Rajab Nikhashemi, **Laily Paim**, Ahasanul Haque, Ali Khatibi and Arun Kumar Tarofder. (2013). Internet technology, CRM and customer loyalty: Customer retention and satisfaction perspective. *Middle-East Journal of Scientific Research*, 14 (1), 79-92, ISSN 1990-9233 DOI: 10.5829/idosi.mejsr.2013.14.1.1984.
21. Seyed Rajab Nikhashemi, **Laily Paim**, Farzana Yasmin, AbdolazizYousefi. Critical Factors in Determining Customer Satisfaction toward Internet Shopping in Malaysia. *International Journal of Business and Management Invention*.ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X. www.ijbmi.org Volume 2 Issue 1 January. 2013 PP.1-8.

22. Seyed Rajab Nikhashemi, **Laily Paim**, Syuhaily Osman and Samsinar Md Sidin. Customer Buying Behavior Intentions of Internet Service Providers-The Role of Service Quality and its Aspects, Satisfaction and Value. *Journal of Basic and Applied. Scientific Research* ISSN 2090-4304. 194-205.
23. Seyed Rajab Nikhashemi, **Laily Paim**, Saeideh Sharifi fard. The Effectiveness of E- Advertisement towards Customer Purchase Intention: Malaysian Perspective. *IOSR Journal of Business and Management (IOSR-JBM)*.e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 10, Issue 3 (Mar. - Apr. 2013), PP 93-104.www.iosrjournals.org
24. Seyed Rajab Nikhashemi, **Laily Paim**, Samsinar Md Sidin an Syuhaily Osman. The Antecedents of Brand Equity Development on Malaysian Interment Service Providers. *World Applied Sciences Journal* 25 (1): 14-22, 2013 ISSN 1818-4952. © IDOSI Publications, 2013. DOI: 10.5829/idosi.wasj.2013.25.01.1362
25. Ibrahim Abdullahi, Zumilah Zainalaludin, **Laily Bint Paim**. A Distinct Gap in Gendered Impact of Girls Education empowerment on Family Wellbeing in Rural Katsina, Northern Nigeria *International Journal of Humanities and Social Science Invention*. ISSN (Online): 2319 – 7722, ISSN (Print): 2319 – 7714. www.ijhssi.org Volume 2 Issue 4 April. 2013 PP.39-44.
26. Baharom Anisah, **Laily Paim**, Asnarulkhadi Abu Samah. (3013). To expose or not to expose: The complexity of emotions in pap smear acceptance. *Academic Journal of Cancer Research*, 6 (1), 38-44.
27. Delafrooz, N & **Laily Paim**. (2012). Effects of demographic characteristics, financial literacy and management on saving behavior of Malaysian employees. *Asia Life Sciences*, 21(1), 85-93, IF 0.239, ISSN 0117-3375.
28. Leila Falahati, Mohd Fazli Sabri & **Laily Paim**. (2012). Assessment a model of financial satisfaction predictors: Examining the media effect of financial behaviour and financial strain. *World Applied Science Journal*, 20(2), 190-197, 1818-4952.
29. Narges Delafrooz & **Laily Hj Paim**. (2012). The Role of financial stress on relationship between financial. *Archives Des Sciences*, 65 (3), 26-39, 0.296, 1661-464X.
30. Sharifah Azizah Haron, **Laily Paim** & Zuhairah Maarof. (2012). Using nominal group technique to peek into the lifestyle of generation Y in Malaysia. *Malaysian Journal of Consumer and Family Economics*, 103-117, 1511-2802.
31. Marzieh Zendeudel & **Laily Hj. Paim**. (2012). Determinants of behavioral attitude to accept e shopping among the students in Malaysia. *Life Science Journal*, 9(3), 2441-2445, ISSN : 1097-8135, Impact Factor : 0.073
32. Marzieh Zendeudel, **Laily Hj. Paim** & Narges Delafrooz. (2012). Effects of diffusion of innovation attributes on online shopping intention. *Archives Des Sciences*, 65 (4), 2-12, ISSN: 1661-464X. Impact Factor : 0.296
33. Marzieh Zendeudel, **Laily Hj. Paim** & Narges Delafrooz. (2012). Factors Effects on Students 'Online Shopping Intention. *Archives Des Sciences*, 65(5), 20-25, ISSN : 1661-464X, Impact Factor 0.296

34. Narges Delafrooz, **Laily Hj. Paim** & Mohammad Taleghani. (2012). Financial concerns and work outcome. *Archives Des Sciences*, 65(7), 238-250, ISSN: 1661-464X, Impact Factor : 0.296
35. Marzieh Z. & **Laily Hj. Paim**. (2012). Perceived risk of security and privacy in online shopping: A study of Malaysia context. *Life Science Journal*, 9 (4), 983-987, ISSN : 1097-8135, Impact Factor : 0.073
36. Delafooz, N and **Paim, L.** (2012). Effects of Financial Literacy, Financial Management, and Demographic Characteristics on Saving Behavior of Malaysian Employees. *The Asian International Journal of Life Sciences*. Accepted in 2011, it will be published in Volume 21, issue 1.
37. **Laily Paim**, Jariah Masud, Sharifah Azizah Haron. (2012). Research on Consumer Well-Being in Malaysia, *Journal of Family and Economic Issue* (accepted to be published).
38. Delafooz, N and **Paim, L.** (2012). The Role of financial stress on relationship between financial problem and financial wellness *Archives Des Sciences Journal* (ISSN: 1661-464X) Volume 65 (4).
39. Leila Falahati & **Laily Paim** (2012). Pathway to money attitude: An empirical study of the mediation. *Archives Des Sciences Journal* (ISSN: 1661-464X) Vol 65(9).
40. Mehdi Yadollahi, **Laily Hj Paim**, Mumtazah Othman, Turiman Suandi, Mohsen Darya. (2011). The level of managerial functions practiced by the head of household and family economic status in Kerman City. *Life Science Journal*, 8(2), 275-287.
41. Mehdi Yadollahi & **Laily Hj Paim**. (2011). A theoretical study of family resource management. *Journal of American Science*, 2011; 7(2), pp 1-6. (ISI).
42. Leila Falahati, **Laily Paim**. (2011). A comparative study in money attitude among university students: A gendered View. *Journal of American Science*, 7(6), 1144-1148.2011
43. Leila Falahati, **Laily Paim**. (2011). Towards of framework of determinants of financial management and financial problems among university students. *African Journal of Business Management* Vol.5 (22), pp. 9600-9606, September.
44. Leila Falahati, **Laily Paim**, Maimunah Ismail, Sharifah Azizah Haron and Jariah Masud. (2011). Assessment of university students' financial management skills and educational needs. *African Journal of Business Management* Vol.5 (15), pp. 6085-6091, August.
45. Leila Falahati, Hamidreza Babaei, **Laily Paim**. (2011). Ethnic and gender differences in financial management among college students. *Journal of American Science*, 7(6), 1189-1192.
46. Leila Falahati and **Laily Paim**. (2011). Gender differences in financial well-being among college students. *Australian Journal of Basic and Applied Sciences*. 5(9): 1765-1776.
47. Leila Falahati and **Laily Paim**. (2011). Gender differences in financial literacy among college students. *Journal of American Science*, 7(6), 1180-1183.
48. Leila Falahati and **Laily Paim**. (2011). The emergence of gender difference in Consumer socialization among college students. *Life Science Journal*, 8(3), 1-5.
49. Leila Falahati and **Laily Paim**. (2011). Gender differences in financial well-being, financial socialization, and financial knowledge among college students. *Life Science Journal*, 8(3), 173-178.

50. Delafooz, N., **Paim, L.**, & Khatibi, A. (2011). Factors affecting online shopping attitudes and purchase intentions. *Australian Journal Of Basic And Applied Sciences*. 5(5): 70-77,
51. Delafooz, N., & **Paim, L. H.** (2011). Determinants of saving behavior and financial problem among employees in Malaysia. *Australian Journal of Basic and Applied Sciences*, 5(7), 222-228.
52. Delafooz, N., **Paim, L. H.**, & Khatibi, A. (2011). Understanding consumer's internet purchase intention in Malaysia *African Journal of Business Management*, 5(7), 2837-2846.
53. Delafooz, N., **Paim, L. H. J.**, & Khatibi. (2011). A research modeling to understand online shopping intention. *Australian Journal of Basic and Applied Sciences*, 5(5), 70-77.
54. Delafooz, N. and **Paim, L.** (2011). Financial aspects and concerns of employees and their effects on workforce productivity. *World Applied science Journal*. 12(9), 1528-1535.
55. Delafooz, N and **Paim, L.** (2011). Determinants of financial wellness among Malaysia workers. *Asia Life Sciences*. Vol. 20 (2), 307-321.
56. Delafooz, N., **Paim, L.**, Sabri, M. F. & Masud, J. (2011). Effects of financial wellness on the Relationship between Financial problem and Workplace productivity. *World Applied science Journal*. 10(80): 871-878.
57. Delafooz, N., **Paim, L.** & Khatibi, A. (2011). Students' Online Shopping Behaviour: An Empirical Study. *The Journal of American Science* VOL.6(1): 137-147,
58. Delafooz, N., **Paim, L. H.**, & Khatibi, A. (2009). Developing an instrument for measurement of attitude toward online shopping. *European Journal of Social Sciences*, 7(3), 166-177.
59. Narges Delafooz, **Laily Hj. Paim**, Samsinar Md. Sidin, Sharifah Azizah Haron, Ali Khatibi. (2009). Factors affecting students online shopping attitude toward online shopping, *African Journal of Business Management*, 3 (5), 200-209, Science Citation Index.
60. Yadollahi, M., **Paim, L. H.**, Othman, M., & Suandi, T. (2009) .Factors affecting family economic status. *European Journal of Scientific Research*, 37(1), 94-109.
61. Yadollahi, M., **Paim, L. H.**, Othman, M., & Suandi, T. (2009). Family economic status (FES) among households Kerman City. *European Journal of Social Sciences*, 11(4), 564-583.
62. Nurul Fardini, **Laily Hj. Paim**, Husniyah Abd. Rahim @ Abd. Wahab, Jariah Masud, (2009). Kesejahteraan Kewangan dan Persepsi Akademik Dalam Kalangan *Penerima PTPTN Mahasiswa IPT: Perbandingan Gender. Malaysian Journal of Consumer*, 13 (December), 19 – 29.
63. Jasmine Adela Mutang, Sharifah Azizah Haron, **Laily Hj. Paim.** (2009). Household involvement in recycling activities, *Jurnal Pengguna Malaysia*, 12(Jun), 42-54.
64. Sharifah Azizah Haron, **Laily Hj. Paim.** (2008). How mature consumers handle unpleasant experience in the market? *Malaysian Journal of Consumer and Family Economics*, 11(1), 85-94.
65. Jasmine Adela Mutang, Sharifah Azizah Haron, **Laily Hj. Paim.** (2008). Gender differences in recycling behavior among urban households in Klang Valley, *Jurnal Pengguna Malaysia*, 10(Jun), 83-89.
66. Zalilah Mohd Shariff, Siti Sabariah Buhari, Norlijah Othman, Normah Hashim, Maznah Ismail, Zubaidah Jamil, Mohd Sham Kasim, **Laily Hj. Paim**, Bahaman Abu Samah, Zabidi Azhar Mohd Hussien. (2008). Nutrition Education Intervention Improves Nutrition Knowledge, Attitude and Practices of Primary School Children: A Pilot Study, *International Electronic Journal of Health Education*, 11 (December), p.119-132.

67. Heryanto, **Laily Hj. Paim**, Ahmad Hariza Hashim, Sharifah Azizah Haron Consumption Model of Financial Products Among Minangkabau and Chinese in Bank Nagari Sumatera, *International Journal of Business and Management*, 3 (11), 33-71.
68. Ong Fon Sim, **Laily Hj. Paim**, David R. Phillips (2009). Empowerment among older consumers in Malaysia, *Hallym International Journal of Aging*, 11 (2), 135-154. (0.027 UK)
69. Narges Delafrooz, **Laily Hj. Paim**, Samsinar Md. Sidin, Sharifah Azizah Haron, Ali Khatibi. (2009). Factors affecting students online shopping attitude toward online shopping, *African Journal of Business Management*, 3 (5), 200-209, Science Citation Index (Thomson ISI) -- Impact factor 0.107.
70. **Laily P.** (2008). [Expenditure on Cellular Phone among Malaysian Consumers]. *Malaysian Journal of Consumer and Family Economics*, vol 11.
71. Sharifah A. H., **Laily P.**, & Nurul Akhtar K. (2007). Materialism and Proenvironmental Consumption Behaviors. *Malaysian Journal of Consumer and Family Economics*, Vol 10: 9-19.
72. Lee S.Y., **Laily P.**, & Sharifah Azizah H. (2007). Spending behavior on health product among Older Malaysians. *Malaysian Journal of Consumer and Family Economics*, Vol 10: 98-111.
73. Shamsul Azahari Z.B., & **Laily P.**, (2007). [Organic food consumption among Malaysian consumers]. *Malaysian Journal of Consumer*, Vol 9: 12-28.
74. Shamsul Azahari Z.B., **Laily P.**, & Azzaro D. (2007). [Knowledge, attitude and practices toward organic food in Malaysia. *Malaysian Journal of Consumer*, Vol 9: 80-91.
75. Doris Padmini S., Tin, P.B., S Geetha, S., **Laily P.** (2006). Consumer perception on consumer friendly companies in Malaysia. *Malaysian Journal of Consumer and Family Economics*, Vol 9: 26-32.
76. Mohamad D., **Laily P.**, Jariah M., Ahmad Hariza H., Sharifah Azizah H. (2006). [Impact of innovation criteria on acceptance of e-business applications among companies in training industries in Malaysia]. *Malaysian Journal of Consumer and Family Economics*, Vol 9: 115-127.
77. Nurizan, Y., Siti Farra, Z.A., Chai, S. T., Sharifah Azizah, H., Tengku Aizan, H., Sharifah Norazizan, S.A.R., **Laily, P.**, Asnarul, A.S., Maarof, R. (2006). Housing satisfaction among elderly poor. *Asian Pacific Journal of Public Health*, Vol 18 Supplement: 14-19.
78. H Sharifah Azizah, Y Nurizan, **P Laily**, H Tengku Aizan, Z Zumilah, R Maarof, SAR Sharifah Norazizan, AS Asnarul. (2006). Living arrangement of older persons on welfare: implication on health, economic well-being and life satisfaction. *Asian Pacific Journal of Public Health*, Vol 18 Supplement: 26-34.
79. Aini, M.S. **Laily, P.** Nurizan, Y. Sharifah Azizah, H. Zuroni, J. & Norhasmah. S. (2006). Sustainability knowledge, attitude and practices of Malaysians. *The Sustainability City IV: Urban Regeneration and Sustainability*, Vol 93: 743-752.
80. Siti Sabariah B., Zalilah, MS., Norlijah O., Maznah I., **Laily P.**, Zubaidah J., Sham M. K., & Zabidi Azhar, MH. (2006). Reliability and validity of the instrument used in the HELIC

(Healthy Life Style in Children) study of primary school children's nutrition knowledge, attitude and practice. *Mal J Nut* 12(1): 33-44.

81. Sharifah Azizah Haron, **Laily Paim** and Nurizan Yahaya. (September 2005). Towards sustainable consumption: An examination of environmental knowledge among Malaysians, *International Journal of Consumer Studies*, 29(5): 426-436.
82. Sharifah Azizah Haron, Siti Marziah Zakaria, **Laily Paim**, Nurizan Yahaya, Zuroni Jusoh. (2005). [Sustainable consumption practices among public sectors officers]. *Malaysian Journal of Consumer and Family*, Vol 8: 1-14.
83. **Laily Paim** & Lokman Ishak. (2005). [Perception on transportation expenditure adequacy among consumers in Batu Pahat Johor]. *Malaysian Journal of Consumer and Family Economics*, Vol 8: 101-114.
84. Sharifah Azizah Haron, **Laily Paim**, Zumilah Zainalaluddin. (2005). [Food purchasing among older people]. *Malaysia Journal of Consumer and Family Economics*, Vol 8: 114-126.
85. Zuroni, M.J., Husniyah A.R., Afida Mastura, M.A. Jariah M and **Laily P.** (2004) Financial Problems of university students and its relationship with academic performance. *Malaysian Journal of Family Studies*, Vol 7: 25-33.
86. Masud Jariah, A.R Husniyah, **P.Laily**, & Sonya Britt. (2004). Financial behavior and problems among university students: Need for financial education. *Journal of Personal Finance*, Vol 3(1): 82-96.
87. Nurizan Y., **Laily P.**, Sharifah Azizah, H et al. (2004). [Sustainable consumption: understanding of basic concept and knowledge on environmental well-being]. *Malaysian Journal of Consumer and Family Economics*, Vol 7:1-15.
88. Norhasmah Sulaiman, Aini Mat Said, **Laily Paim**, Sh.Azizah Haron, Nurizan Yahaya., Naimah Salleh.(2004). [Attitudes and practices on environmental concern]. *Malaysian Journal of Consumer and Family Economics*, Vol 7: 54-64.
89. **Laily Paim**, Nurizan Yahaya, Sh.Azizah Haron, Aini Mat Said, Norhasmah Sulaiman, Naimah Salleh. (2004). [Development of environmental concern index]. *Malaysia Journal of Consumer and Family Economics*, Vol 7: 29-53.
90. Jariah M., **Laily P.**, Mumtazah O. and Aini M.S. (2003). Women in micro enterprise: contribution to improve family economy. *Malaysian Journal of Consumer and Family Economics*, Vol. 6: 111-123.
91. Aini Mat Said, Fakhru'l-Razi Ahmadun, **Laily Paim**, and Jariah Masud. (2003). Environmental concerns, knowledge and practices gap among Malaysian teachers. *International Journal of Sustainability in Higher Education*. Vol 4(4): 305-314. Impact factor 0.038.
92. Mohd Fazli Sabri, Jariah Masud, **Laily Paim**. (2003). Mass media usage and its influence on adolescents. *Malaysian Journal of Consumers and Family Economics*, Vol 6: 50-61.
93. Jariah Masud, **Laily Paim**, Sharifah Azizah Haron, Zumilah Zainalaluddin, & Mohd Fazli Sabri.(2003). Food Purchasing Behavior of Metropolitan Consumers. *Malaysian Journal of Consumers and Family Economics*, Vol 6: 1-10.

94. Syuhaily O., Halimah, A., **Laily P.**, Ahmad Hariza H. (2001). [Economic stress level and its impact on the family expenditure. *Malaysian Journal of Consumer and Family Economics*, Vol 4: 1-13.
95. Nurizan Y., **Laily P.** (Dis 1999). Housing and social environment of industrial women workers in Peninsular Malaysia. *Jurnal Kebajikan Masyarakat*, Vol 212: 13-25.
96. Nurizan Y., **Laily P.** (1999). Housing status of women migrant workers in Peninsular Malaysia. *Malaysian Journal of Consumer and Family Economics*, Vol 2: 63-72.
97. **Laily P.**, Ahmad Hariza, H., Nurizan Y. (1999). [Well being of low cost households in metropolitan city. *Malaysian Journal of Consumer and Family Economics*, Vol 2: 23-36.
98. **Laily, P.** (1998). [Measuring poverty using consumption approach]. *Malaysian Journal of Consumer and Family Economics*, Vol 1: 43-57.
99. **Laily, P.**, & Ching, N. Y. (1998). [Practices and attitudes towards card credit usage among Chinese households]. *Malaysian Journal of Consumer and Family Economics*, 1: 132-144.
100. **Laily, P.** (1995). Definition and measurement of wellbeing: A review of literature. *Journal of Economic and Social Measurement*, 21(4): 297-309. Impact factor 0.044.
101. **Laily, P.** (1995). A consumption model for measuring poverty: An exploratory exercise. *Social Indicators Research*, 35 (2): 129-153. Impact factor 0.052.
102. **Laily, P.** & Nurizan, Y. (1987). Income and expenditure of women migrant workers: A comparison between public, industry and sales sectors. . *Pertanika Journal of Social Science and Humanities*, 5(2) Sept: 83-91.
103. Khalidah, M., & **Laily, P.** (1986). [Need and use of credit among Malay families in urban areas]. *Akademika*, 29 (Julai): 21-33.
104. Jariah, M., & **Laily, P.** (1983). [Expenditure patterns among factory workers in Paroi, Seremban and Sungai Way Selangor]. *Pertanika*, 6(2): 43-47.

PROCEEDINGS/ ABSTRACT PROCEEDINGS

1. Seyed Rajab Nikhashemi, Samsinar Md Sidin, Laily Paim, Siti Fatimah Mohamad. (2014). The mediating role of brand commitment on generating word of mouth communication: An investigation in Hypermarket industry in Malaysia. Paper proceedings of the 20th Biennial Conference of Asian Consumer and Family Economics Association, July 8-11th, 2014 Taipei.
2. Nor Fairani Ahmad, **Laily Paim.** (2009). Developing an Instrument for Measuring Subjective Well Being for Malaysia. *Proceeding Seminar Hasil penyelidikan FEM*. In reach edition. (ISBN 978-983-43690-7-1).
3. **Laily Paim**, Sharifah Azizah Haron, Shamsul Azahari Zainal Badari, & Jariah Masud. (2008). To What Extend Do Households Practice Economizing Behaviour to Cope With the Price Increase?: Analysis of Household Expenditure. *The Proceedings of the 54th Consumer Interests Annual Conference*, July 27-29, 2008 (Orlando, FL): 174-176.

4. **Laily Paim**, Sharifah Haron & Norfairani Ahmad. (2008). Personality and Empowerment among Older Consumers: Purchase of Health and Health Care Products. The Proceedings of the 54th Annual Consumer Interests Conference, July 27-29, 2008 (Orlando, FL): 194-196.
5. Mohamad Fazli Sabri, Jariah Masud, **Laily Paim**, Maurice MacDonald (2008) Financial Well-Being among College Students in Malaysia: Needs for Financial Education. The Proceedings of the 54th Consumer Interests Annual Conference, July 27-29, 2008 (Orlando, FL): 181-184.
6. Mohamad Fazli Sabri, Jariah Masud, Tahira K. Hira, Maurice MacDonald, & **Laily Paim** (2008). Financial Behavior and Problems among College Students in Malaysia: Research and Education Implication. The Proceedings of the 54th Consumer Interests Annual Conference, July 27-29, 2008 (Orlando, FL): 166-170.
7. **Laily P***, Tengku-Aizan H, Nurizan Y & Chai ST Ethnicity and the Correlates of Financial Adequacy among Older Malaysians. The 8th Asia/Oceania Regional Congress of Gerontology and Geriatrics (AORCG 2007), "*Aging Diversity in Asia and Oceania Region: Health, Participation, Security, Sharing*", October 22 - 25, 2007, Beijing International Convention Centre (BICC), Beijing, China: 111.
8. Mohd. F.Sabri, Jariah Masud, **Laily Paim**, Mohd A. Othman, Nurkhalila N. (2007). Financial Literacy among College Students in Malaysia. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
9. Zaimah Ramli, Jariah Masud, **Laily Paim**, Mohd. F. Sabri. (2007). Financial Security Perception of University Student in Malaysia. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
10. **Laily Paim**, Jariah Masud, Fazli S, Sharifah. A. Haron. (2007). Consumers' Tolerance on the Food Price Increase. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
11. Tengku-Aizan H., Farizan K, Jariah Masud, **Laily Paim**. (2007). Determinants of Perception of Food Expenditure Adequacy among Older Malaysians. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
12. Shamsul A. Z. Badari, **Laily Paim**, Azzaro Daud. (2007). Knowledge and Attitude towards Organic Food among Consumers in Malaysia, Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
13. S. Y Lee, **Laily Paim**, Sharifah A. Haron, Maznah Ismail. (2007). Annoyances Encountered When Purchasing Health Products Market Outlets by Older Peninsular Malaysia. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
14. Mohamad Draman, **Laily Paim**, Jariah Masud, Ahmad H. Hashim, Sharifah A. Haron. (2007). The Status of E-Commerce Adoption by Training Industry in Malaysia. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics On 4th-7th July 2007 at Marriot Putrajaya.

15. Aini M. Said, **Laily Paim**, Nurizan Yahaya, Sharifah A. Haron, Naimah Salleh. (2007). Preparedness of Malaysian Pre-school Teachers for Environmental Education. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
16. Sharifah A. Haron, **Laily Paim**, Jasmine A. Mutang. (2007). Profile of Households Recyclers in Klang Valley. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
17. S. Y. Lee, **Laily Paim**, Sharifah A. Haron, Maznah Ismail. (2007). Reason of Patronizing at the Health Products Market Outlets by Older Consumer: Gender Comparison. Proceedings of the Seventh Biennial Conference of Family and Consumer Economics, 4th-7th July 2007 at Marriot Putrajaya.
18. Jariah M., Zumilah Z. **Laily P.** (2007) Application of GIS in Monitoring the Performance of Rural Micro Enterprise in Malaysia. 14th Biennial Asian Regional Association of Home Economics International Congress 2007.
19. **Laily P**, Jariah M, Mohamad Fazli S, Mohd. Amim. O and Nur Khalila N (2007) Money Sources among College Students in Malaysia. 14th Biennial Asian Regional Association of Home Economics International Congress 2007.
20. Mumtazah Othman, **Laily Paim**, Mohd Fazli Sabri. (2006). [Increase in Fuel Price: Perception and Effects on Consumers]. Proceedings of the Eleventh Macfea Conference, Kuala Terengganu, pp.1-14.
21. Nurizan Yahaya, Mumtazah Othman, Naimah Salleh, Aziah Hashim, **Laily Paim**. (2006). [The Effects of Price increase on Household Well Being]. Proceedings of the Eleventh Macfea Conference, Kuala Terengganu, pp.1-12.
22. Sharifah A Haron, Jasmine Amutang, **Laily Paim**. (2006). Gender Differences in Recycling Behavior among Urban Households in Klang Valley. Proceedings of the Eleventh Macfea Conference Kuala Terengganu.
23. Sharifah A Haron, **Laily Paim**, Nurul A Kamruddin. (2006). Materialism and Pro Environmental Consumption Behaviors. Proceedings of the Eleventh Macfea Conference, Kuala Terengganu, pp.1-16.
24. Naimah Mohd Salleh, Mumtazah Othman, **Laily Paim**, Nurizan Yahya. (2006). [Consumer Behavior and Purchasing Practices in Malaysia]. Proceedings of the Eleventh Macfea Conference, Kuala Terengganu, pp. 1-19.
25. Mohd Fazli Sabri, **Laily Paim**, Mumtazah Othman, Jariah Masud, Nurizan Yahaya. (2006). [Consumers' perception and Attitudes towards Issues in the Market]. Proceedings of the Eleventh Macfea Conference, Kuala Terengganu, pp.1-25.
26. **Laily Paim**, Mohd Fazli Sabri, Jariah Masud, Askiah Jamaluddin. (2006). [Expenditure on Cellular Phone among Malaysian Consumers], Proceedings of the Eleventh Macfea Conference, Kuala Terengganu, pp.1-19.
27. Jariah Masud, Sharifah Azizah Haron, **Laily Paim**, Sonya Britt. (2005). Purchase Intentions among University Students in Malaysia Receiving Student Loans. Proceeding of the 51st

- Annual Conference of American Council on Consumer Interests, Columbus Ohio USA on 6-9 April 2005: 249-250.
28. Mohd Fazli Sabri, Jariah Masud, **Laily Paim**. (2005). Consumer socialization among college students in Malaysia. Proceeding of the 51st Annual Conference of American Council on Consumer Interests, Columbus Ohio USA on 6-9 April 2005: 251-254.
 29. **Laily Paim**. (2005). [Household poverty and Community Well Being: Information Technology Era]. Proceedings of the National Conference on the Social Excellence and Community Development] in Melaka on 16-17 May, 2005: 23-30
 30. Mohamad Draman, **Laily Paim**, Jariah Masud, Ahmad Hariza Hashim dan Sharifah Azizah Haron. (2005). [Impact of Innovation Characteristics on Adoption of Electronic Business Applications among Companies in Training Industries]. Proceedings of the Tenth Macfea National Conference at IOI Palm Garden Putra Jaya on 20th September: 190-200
 31. Karen Lee Siew Yen & **Laily Paim**. (2005). Consumption Behaviour on Health Products among the Elderly Consumers. Proceedings of the Tenth Macfea National Conference at IOI Palm Garden Putra Jaya on 20 September 2005: 145-159
 32. **Laily Paim**, Sharifah Azizah Haron, Nurizan Yahaya, Aini Mat Said. (2005). Materialism Value Orientation and Acquisition of Durables among Public Sector Officers in Malaysia Proceedings the Sixth Biennial Conference of the Asian Consumer and Family Economics Association (ACFEA) di Sacramento USA pada 3-5 November 2005: 138-139
 33. Nurizan Y., Tengku Aizan T A.H., **Laily Paim**, Sh. Norazizan S.A.R., Sh. Azizah H., Asnarulkhadi A.S., Marof R., Siti Farra Zillah A., Chai T.S. (2005). Life Satisfaction of hardcore Poor Elderly in Peninsular Malaysia. Proceedings the Sixth Biennial Conference of the Asian Consumer and Family Economics Association (ACFEA) di Sacramento USA pada 3-5 November 2005: 269
 34. **Laily Paim**, Sharifah Azizah Haron, Nurizan Yahaya. (2005). Sosio-Economic Status of the Elderly Poor. Proceedings the Sixth Biennial Conference of the Asian Consumer and Family Economics Association (ACFEA) in Sacramento USA on 3-5 November 2005: 270.
 35. Ong Fon Sim, Md Nor Othman, **Laily Paim**, Abdul Razak Kamarudin, Wan Sabri Wan Hussin, Zakiah Salleh & Sharifah Azizah Haron. (2004). Consumption Behavior of Older persons in Malaysia. Population Ageing in the Developing World, 5-6 Oct 2004, Subang USJ Malaysia: 30.
 36. **Laily Paim**, Sharifah Azizah Haron & Syuhaily Osman. (2004). Empowering Older Consumers. Population Ageing in the Developing World, 5-6 Oct 2004, Subang USJ Malaysia: 28.

RESEARCH REPORTS

1. **Laily P.**, Mohd Fazli S., Jariah M., Mumtazah O., Nurizan Y., Ahmad Hariza H., Wook E., Doris P., Geeta, Carol Normazalila. (2007). [Consumer Friendly Company]. Report submitted to the Ministry of Domestic Trade and Consumer Affairs.
2. **Laily Hj. Paim** & Aini Mat Said. (2007). Youth and Environment. Invited writer for the Input in the United Nation World Youth Report.

3. **Laily P.**, Mohd Fazli S., Jariah M., Mumtazah O., Nurizan Y., Ahmad Hariza H., Wook E., Doris P., Geeta, Carol Normazalila. (2006). [Consumer Issues in the Market: Perception, Attitudes and Responsibilities]. Report submitted to the Ministry of Domestic Trade and Consumer Affairs.
4. Mumtazah O., **Laily P.**, Mohd Fazli S., Jariah M., Nurizan Y., Ahmad Hariza H., Wook E., Doris P., Geeta, Carol, Normazalila. (2006). (Consumer Perception towards Rise in Fuel and Goods Prices]. Report submitted to the Ministry of Domestic Trade and Consumer Affairs.
5. Mohd Fazli S., **Laily P.**, Jariah M., Mumtazah O., Nurizan Y., Ahmad Hariza H., Wook E., Doris P., Geeta, Carol, Normazalila. (2006). [Consumer Friendly Company]. Report submitted to the Ministry of Domestic Trade and Consumer Affairs.
6. **Laily P.**, Mohd Fazli S., Jariah M. (2006). [Cellular Phone and SMS Usage]. Report submitted to the Ministry of Domestic Trade and Consumer Affairs.
7. Mohd Maher Ibrahim, **Laily Paim**, & Nurizan Yahaya. (2005). Households Socioeconomic Status and Its Relationship With Human-Tiger Conflict In Jeli, Kelantan. Report submitted to WWF Malaysia.
8. **Laily P.**, Mohd Fazli S., Jariah M. (2005). [Consumer Friendly Company]. Report submitted to the Ministry of Domestic Trade and Consumer Affairs.
9. **Laily Paim**, Jariah Masud, Mumtazah Othman, Maznah Baba, Mohd Shatar Sabran, Mohd Fazli Sabri, Zainal Madon, Mahadee Ismail, Husalshah Rizal Hussian & Azarul Akman Daud. (2003). Study on Academic Needs of University Students.
10. **Laily Paim**, Jariah Masud, , Mohd Fazli Sabri, Husalshah Rizal Hussian, Mohd Shatar Sabran, Rizal Hj Razak, Mohd Azam Khan Goriman Khan, Mary Huang Soo Lee & Mohd Izham Ismail. (2003). [An Exploratory Study on Perceptions of Community on Off Campus Students].
11. **Laily Paim**, Jariah Masud, , Mohd Fazli Sabri, Husalshah Rizal Hussian, Mohd Shatar Sabran, Rizal Hj Razak, Mohd Azam Khan Goriman Khan, Mary Huang Soo Lee & Mohd Izham Ismail. (2003). [An Exploratory Study on Off Campus Students].
12. Jariah M., Zumilah Z., **Laily P.**, Sharifah Azizah H., Mohd Fazli S. (2003). A Study on Consumer Preferences for Locally Produced Food Products. Serdang: Universiti Putra Malaysia Press.
13. Jariah M., **Laily P.**, Mumtazah O., Aini Mat S., Norhasmah S., Husniyah A. R., Amim O., Samir Muhazzab A. (2002). Mechanization and Technological Adoption: Scaling-Up Micro Enterprises To Small Scale Enterprises. Serdang: Universiti Putra Malaysia Press.
14. Jariah M., **Laily P.**, Zumilah Z., Mohd Fazli S., & Sharifah Azizah H. (2002). Study on Future Market Potential for Products of Women Extension Group. Serdang: Universiti Putra Malaysia Press.
15. Jariah M, **Laily P.**, Mumtazah O., and Aini M.S. (2002). Directory of Equipments, Mechanization and Micro Enterprise Scaling Up, Serdang: University Putra Malaysia Press.
16. Jariah M., **Laily P.**, Sharifah Azizah H., Zumilah Z., and Fazli, S. (2002). Future Market Potentials for Processed Food Products Produces by KPW in Malaysia, Research Report submitted to JICA.

17. Jariah M, **Laily P.**, Mumtazah O., and Aini M.S. (2002). Women in Micro Enterprise: Mechanization and Technological Adoption, Research Report submitted to JICA.
18. Jariah, M, **Laily, P**, Aizan, Amini, A, Mumtazah O, Asnarulkhadi, A.S and Aishah I. (2002). The New Philosophy and Rural Development Strategy and Gerakan Desa Wawasan: An Exploratory Study, INFRA funding.
19. Nurizan Yahaya **& Laily Paim**. (2000). Socioeconomic Status of FELDA's Settlers and Perception towards Human-Tiger Conflict In Jerangau barat Terengganu. Consultancy Report submitted to WWF Malaysia.
20. Jariah Masud, **Laily Paim**, Amini Amir Abdullah, Mumtazah Othman, Asnarulkhadi Abu Samah, Tengku Aizan T.A.H, Aishah Edris. (2000). [Study on the Effectiveness of Rural Vision Movement in the Context of New Rural Development Philosophy and Strategy].
21. **Laily P.**, Nurizan Y., Naimah S., Aziah H., & Siti Aminah Y. (1998). [Well Being of Factory Workers and Low Income Households in Johor Bahru].
22. Nurizan Y., Ahmad Hariza H., **Laily P.** & Bukryman S. (1998) [Well Being of Low Cost Housing Settlers in Johor Bahru].
23. Jariah, M., & **Laily, P.** (1996). [KPW Product Catalog Department of Agriculture]. 43 pp.
24. Jariah, M., & **Laily, P.** (1995). Project-oriented research: Enhancing the economic contribution of poor rural women (A Report Submitted to Japan International Cooperation Agency). 122 pp.
25. **Laily, P.**, & Jariah, M. (1995). Profile of successful women in micro enterprise. (A Report Submitted to Japan International Cooperation Agency). 91 pp.
26. Jariah, M., & **Laily, P.** (1995). Rural women involvement in micro enterprise: Problems and potential for scaling-up (A Report Submitted to Japan International Cooperation Agency). 78 pp.
27. Wong, F.Y., Yosunobu, K., Husna, S. & **Laily, P.** (1996). Profil peladang jaya di Semenanjung Malaysia (UPM/JIRCAS Research Report No. 8). UPM/JIRCAS Joint Research Program.
28. Toshiyuku, M., Yasunobu, K., Khoo, C.E., **Laily, P.**, & Yoshinori, M. (1995). Prediction of rice farming's future in Muda area, Malaysia: Simulation analysis of farmer's activities for farm succession and management circumstances. (UPM/JIRCAS Research Report No. 3). UPM/JIRCAS Joint Research Program.
29. Nurizan, Y. & **Laily, P.** (1994). [Study on settlement of women migrant workers in Peninsular Malaysia] (A Report Submitted to Women's Affair Division, Ministry of National Unity and Social Development)
30. Yosunobu, K., Husna, S. & **Laily, P** & Wong, F.Y., ((1993). Farm Family Involvement in Agriculture Commercialization. Working Plan of UPM JIRCAS Joint Research Program. Working Paper #1 submitted to JIRCAS
31. Yosunobu, K., Husna, S. & **Laily, P.** Profil peladang jaya di Semenanjung Malaysia (UPM/JIRCAS Research Report No. 8). UPM/JIRCAS Joint Research Program.

32. Nurizan, Y., Halimah, A., **Laily, P.**, Ahmad, H.H., & Zaimiah, P. (1991). [Well-being of the Household in Low Cost Housing]. 131 pp.
33. Husna, S. , **Laily, P.** Zailina, H., & Poh S. C. (1988). Household Contribution in Improving Level of Living of the Family.
34. Husna S., & **Laily, P.** (1989). The impact of technology on farm's families work and level of living. UNU.