

CURRICULUM VITAE



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Education

1. PhD (Consumer Behaviour), 2008, University of Malaya,
2. Ms. Sc.(Consumer Science), 2000, Universiti Putra Malaysia
3. Bac. Sc. (Human Development), 1997, Universiti Putra Malaysia

Areas of Interest

1. Consumer Behaviour
2. Halal Purchasing Behaviour; Sustainable Consumption

Professional Qualification/ Membership/ Affiliation

1. Member, Malaysian Consumer and Family Economics Association
2. Member, Asian Consumer and Family Economics Association
3. Member, Women Association (PERMATA), Universiti Putra Malaysia

Appointments

Position	Duration
1. Senior Lecturer, Department of Resource Management and Consumer Studies, Faculty of Human Ecology, UPM	11 July 2008 – to date
2. Honorary Secretary, Malaysian Consumer and Family Economics Association	27 August 2014 – to date
3. Coordinator of Program for Bachelor of Consumer Studies, Faculty of Human Ecology, UPM	25 April 2012 – to date
4. Head, Department of Resource Management and Consumer Studies, Faculty of Human Ecology, UPM	1 April 2009 – 31 March 2012

Publications

Journals

1. **Syuhaily, O.**, Zuroni, M.J., Roslina, M.S., Nurul Faizah, S. (2017). Perhubungan di antara Pengaruh Norma Sosial, Teknologi dan Persepsi Peranan Kerajaan terhadap Tingkah Laku Penggunaan Berlebihan. *Malaysian Journal of Consumers and Family Economic*. (Under review)
2. **Syuhaily, O.** & Ng, C.M. (2016). The Influence of Advertising on Consumer Buying Behaviour. *Jurnal Pengguna Malaysia*, 26(2), 99-113.
3. Zuroni, M.J., **Syuhaily, O.**, Roslina, M.S., Nurul Faizah, S., & Nur Faizah. M.S. (2016). Consumption and Expenditure Pattern of Energy and Water Among Urban Consumers. *Jurnal Pengguna Malaysia*, 26(1), 54-64.
4. Anthony, O.A., Husniyah, A.R., & **Syuhaily, O.** (2016). Relationship between Susceptibility to Normative Influence and Purchase Intention towards Global Brands in Nigeria. *International Journal of Humanities and Social Science*, 6(3), 163-172.
5. Mohd Khirzan Badzli, A.R., Sharifah Azizah, H., Laily, P., **Syuhaily, O.**, & Abdul Kadir, O. (2016). The Influence of Consumer Complaint Behaviour on Relationship Quality among Malaysian Mobile Phone Services Subscribers: Complainers Versus Non-Complainers. *The Social Science*, 11(12), 2922-2931.
6. Mohd Khirzan Badzli, A.R., Sharifah Azizah, H., Laily, P., **Syuhaily, O.**, & Norlida, J. (2016). A Confirmatory Factor Analysis in a Study of Consumer Complaint Behaviour, Satisfaction with



- Complaint Handling and Relationship Quality. *Journal of Applied Environmental and Biological Sciences*, 6(10S), 28-35.
7. Mohd Khirzanbadzli, A.R., Sharifah Azizah, H., Laily, P., **Syuhaily, O.**, Noorlaila, Y., & Hassnah, W. (2016). The Effect of Soft and Extreme Action in Public Complaint Behavior on Satisfaction with Complaint Handling. *International Review of Management and Marketing*, 6(S7), 209-213.
 8. Mohd Khirzan Badzli, A.R., Sharifah Azizah, H., Laily, P., **Syuhaily, O.**, & Hassnah, W. (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.
 9. Siti Yuliandi, A., Mohamad Fazli, S., Husniyah, A.R., & **Syuhaily, O.** (2016). Mediating Effect of Self-Coping Mechanisms on Associations between Financial Practices and Financial Security of Female-Headed Households. *Malaysian Journal of Consumers and Family Economic*, 19, 143-160.
 10. **Syuhaily, O.** & Yong, E.S. (2015). Factors Influencing Green Purchase Intention Amongst UPM's Students. *Malaysian Journal of Youth Studies*. 13(2), 167-186.
 11. Nikhashemi, S.R., Paim, L., **Osman, S.**, & Sidin, S. (2015). The significant Role of customer Brand Identification Towards Brand Loyalty Development: An Empirical Study Among Malaysian Hypermarkets Customer. *Procedia - Social and Behavioral Sciences*, (in press).
 12. Beiyu, Z., Hashim, A.H., **Osman, S.**, & Abu Bakar, E. (2015). Factors Influencing consumer Online Information Search in Yinchuan, China. *IOSR Journal of Humanities and Social Science*, 20(6), 65-70.
 13. Zendeheel, M., Paim, L. & **Osman, S.** (2015). Students' Online Purchasing Behavior in Malaysia: Understanding Online Shopping Attitude. *Cogent Business and Management*, 2(1), 1-13.
 14. **Syuhaily, O.** Ong, F.S, Othman, M.D., & Khong, K.W. (2014). The Mediating Effect of Mood on In-store Behaviour among Muslim Shoppers. *Journal of Islamic Marketing*, 5(2), 178-197.
 15. Kamaljeet, K. **Syuhaily, O.**, & Siti Maziha (2014). Predicting Working Women Purchasing Behaviour of Malaysia Halal Purchasing Cosmetic Products by Using Theory of Planned Behaviour. *International Academic Research Journal of Business and Management*, 3(1), 1-7.
 16. Yap, S.T., Baharudin, R., Nor, S.Y., & **Osman, S.** (2014). Paternal and Maternal Involvement in Malaysian Adolescents: Test of Factor Structure, Measurement Invariance and Latent Mean Differences. *Child Indicators Research*, 7, 193-208.
 17. **Syuhaily, O.** & Then, S. H. (2014). The Differences of E-Shopper Typology in Online Buying Satisfaction amongst Students of Universiti Putra Malaysia, Serdang. *Malaysian Journal of Consumer and Family Economics*, 17, 1-14.
 18. Wong, Y-T., **Syuhaily, O.**, Laily, P., & Aini. M.S. (2014). A Typology of Personal Factor Attributes among Shoppers. *Journal of Fashion Marketing and Management*, 18(4), 394-412.
 19. Wong, Y-T., **Syuhaily, O.**, Aini, S., & Laily, P. (2014). Moderating Effect of Gender in Repatronage Behavioral Intention: The Role of Personal Characteristics. *Asian Social Science*, 10(1), 106-116.
 20. Norliza, S.B., **Syuhaily, O.**, Mumtazah, O., & Azian, M.A. (2014). Telecommunication Services Usage Patterns among Consumers of Telecommunication Service Providers in Shah Alam. *Malaysian Consumers Journal*, 22(1), 103-119.
 21. **Syuhaily, O.**, Naimah, M.S., Mumtazah, O., & Nurmaziah, Z. (2013). Perbelanjaan Awal Musim Persekolahan: Perbandingan Mengikut Kumpulan Etnik di Malaysia. *Malaysian Consumers Journal*, 21, 94-108.
 22. Wong, Y-T. & **Syuhaily, O.** (2013). Personal Characteristics and Hedonic Shopping Orientation on Apparel Adult Shoppers' Repatronage Behavioral Intention *Journal of Economics and Behavioral Studies*, 5(8), 505-510.
 23. Yawasi, M., Elistina, A.B., & **Syuhaily, O.** (2013). Values towards Organizational Goals and Perception towards the Importance of Ethics and Social Responsibility among Workers in the Motor vehicle Repair Industry. *Malaysian Journal of Consumer and Family Economics*, 16, 136-148.
 24. Seyed Rajab, N., Paim, L., **Osman, S.**, & Md Sidin, S. (2013). Customer Buying Behavior Intentions of Internet Service Providers: The Role of Service Quality and Its Aspects, Satisfaction and Value. *Journal of Basic Applied Science Research*, 3(10), 194-205.
 25. Seyed Rajab, N., Paim, L., Md Sidin, S., & **Osman, S.** (2013). The Antecedents of Brand Equity Development on Malaysian Internet Service Providers. *World Applied Sciences Journal*, 25 (1), 14-22.
 26. M.S. Aini, S.C. Chan, & **O. Syuhaily** (2013). Predictors of technical adoption and behavioural change to transport energy-saving measures in response to climate change. *Energy Policy*, 61, 1055-1062.
 27. Wong Y-T, & **Syuhaily, O.**, Askiah, J., & Chan, Y-F. (2012). Shopping Motives, Store Attributes and Shopping Enjoyment among Malaysian Youth. *Journal of Retailing and Consumer Services*, 19, 240-248.
 28. **Syuhaily, O.** & Farhan, H. (2012). Nilai Diri, Tahap Kepuasan dan Kecenderungan Remaja UPM terhadap Pusat Membeli-Belah. *Malaysian Journal of Youth Studies*, 6(1), 107-124.
 29. **Syuhaily, O.** & Yap, M.C.(2011). The Influence of Product Characteristics on Online Purchase Intention among White Collar Workers. *International Journal of Social Policy and Society*, 8, 68-80.

30. **Syuhaily, O.** & Amimah, A.M. (2010). Pengaruh Barangan Berjenama ke atas Tingkah Laku Pembelian Pengguna. *Jurnal Pengguna Malaysia*, 14(1), 10-26.

Conference Proceedings

1. **Syuhaily, O.**, Jariah, M. Zumilah, Z., Sharifah Azizah, H., & Siti Farra Zillah, A. (2016). Older Consumers Market Problems and Consumer Satisfaction. The 2016 International Society for Quality-of-Life Studies (ISQOLS) Annual Conference Proceeding.
2. Jariah, M. Zumilah, Z., **Syuhaily, O.**, & Siti Farra Zillah, A. (2016). Objective and Subjective Financial Wellbeing Among Older Adults in Malaysia. The 2016 International Society for Quality-of-Life Studies (ISQOLS) Annual Conference Proceeding.
3. Jariah, M. Sharifah, Azizah, H., Zumilah, Z., **Syuhaily, O.**, & Siti Farra Zillah, A. (2016). Perceived Health and Psychological Wellbeing among the Elderly in Malaysia. The 2016 International Society for Quality-of-Life Studies (ISQOLS) Annual Conference Proceeding.
4. **Syuhaily, O.** & Afida Mastura, M.A. (2015). Pengaruh persepsi terhadap tingkah laku pembelian barangan pengguna halal dalam kalangan mahasiswa. Proceedings of 19th MACFEA National Seminar: Consumer and Finance.
5. Zuroni, M.J., **Syuhaily, O.**, Roslina, M.S., & Nurul Faizah, S. (2015). Faktor Pengetahuan dan Sikap yang Mempengaruhi Tingkahlaku Pembaziran Penggunaan Air, Elektrik dan Makanan dalam Kalangan Pengguna Bandar di Semenanjung Malaysia. Proceedings of 19th MACFEA National Seminar: Consumer and Finance.
6. Afida Mastura, M.A. & **Syuhaily, O.** (2015). Compulsory Waste Separation System: Challenges and Opportunities. Proceedings of 19th MACFEA National Seminar: Consumer and Finance.
7. **Syuhaily, O.**, Naimah, M.S., & Mumtazah, O. (2014). Pengetahuan terhadap Konsep Halal dan Tingkah Laku Pembelian Barangan Pengguna dalam Kalangan Mahasiswa. Seminar Proceedings for The 18th National MACFEA Seminar 2014.
8. Nur Syaheera A.B. & **Syuhaily, O.** (2014). The Influence of Personality Factors and Product Attributes towards Purchase Intentions of Counterfeit Products among College Students. Seminar Proceedings for The 18th National MACFEA Seminar 2014.
9. Nurul Syamimi, I., Elistina, A.B., & **Syuhaily, O.** (2014). Faktor mempengaruhi amalan perlindungan sendiri pengguna dalam aspek keselamatan pembaikan kenderaan bermotor. Seminar Proceedings for The 18th National MACFEA Seminar 2014.
10. **Syuhaily, O.** & Mumtazah, O. (2013). Persepsi dan Amalan Pembelian Berkaitan Makanan Halal dan Haram Dalam Kalangan Kanak-kanak Sekolah Rendah. Seminar Hasil Penyelidikan Sektor Pengajian Tinggi Ke-3.
11. Wong, Y-T. & **Syuhaily, O.** (2013). Personal Characteristics and Hedonic Shopping Orientation on Apparel Adult Shoppers' Repatronage Behavioral Intention. 2013 International Conference on Economics and Social Sciences (ICESS-2013).

Books

1. Naimah, M.S., **Syuhaily, O.**, Siti Balkis, B., Nurul Syamimi, I., Sharizal, B. (2015). *Antropometri : Pembangunan, Pengukuran dan Padanan Saiz Pakaian*. Serdang: Pusat Kecemerlangan Kajian Penggunaan Lestari (SCORE), UPM.
ISBN: 978-967-960-361-3
2. **Syuhaily, O.**, Naimah., M.S., & Mumtazah, O. (2015). *Laporan Akhir Penyelidikan RUGS: Kajian Keprihatinan terhadap Konsep Halal dalam Pembelian Barangan Pengguna dalam Kalangan Mahasiswa*. Serdang: Pusat Kecemerlangan Kajian Penggunaan Lestari (SCORE), UPM.
ISBN: 978-967-960-360-6
3. Afida Mastura, M.A., Elistina, A.B., & **Syuhaily, O.** (2014). *Perlindungan Pengguna: Ke Arah Memperkasakan Pengguna di Malaysia*. Serdang: MACFEA Publisher.
ISBN: 978-983-42764-4-7
4. Laily, P. Mumtazah, O., Ahmad Hariza, H., Sharifah Azizah, H. **Syuhaily, O.**, & Jariah M. (2013). *Membudayakan Penggunaan Lestari (Cultivating Sustainable Consumption)*. Serdang: MACFEA Publisher.
ISBN: 978-983-42764-2-3

Chapter in Books

1. **Syuhaily, O.** (2016). *Pembudayaan Gaya Hidup Lestari: Realiti dan Cabaran Alaf Baharu*. Serdang: UPM Publisher.
ISBN: 978-967-344-656-8



2. **Syuhaily, O.**, Mumtazah., & Naimah, M.S. (2013). *Cabaran Kewangan Perbelanjaan Awal Musim Persekolahan Malaysia Negara Maju: Realiti dan Cabaran Pengguna*. Serdang: MACFEA Publisher. ISBN: 978-967-10618-4-8
3. Mumtazah, O. & **Syuhaily, O.** (2012). *Penduduk dan Penggunaan Sumber Alam Semulajadi (Population and Natural Resources Usage)*. Serdang: UPM Publisher. ISBN: 978-967-344-267-6
4. **Syuhaily, O.** (2011). *Amalan Penggunaan Lestari dalam Kalangan Remaja (Sustainable Consumption Practices among Adolescents)*. Serdang: UPM Publisher. ISBN: 978-967-344-225-6

Research Grants

No.	Project Title	Amount (RM)	Year	Source of Fund
1.	Developing Neighbourhood Criteria for Reducing Fear of Crime among Public Housing Residents in Malaysian Metropolitan Cities Research	59200	2016 - 2018	FRGS
2.	Penyelidikan dan Pembentukan Modul Pendidikan Pengguna	171000	2016 - 2018	MACFEA
3.	Pembentukan Indeks Sisa Pepejal Domestik Sifar Pengguna Malaysia	68500	2015 - 2017	FRGS
4.	Development of Malaysian Nutritious Food Variety Indicator as a Tool for Dietary Adequacy Assessment of Urban Lower-Income Households in Malaysia	74960	2014 – 2016	FRGS
5.	Tahap Pendayaupayaan Kepenggunaan dalam Kalangan Ketua Isi Rumah Wanita dan Impak terhadap Sosio-ekonomi serta Psikososial	52250	2015 - 2017	MACFEA
6.	Perlakuan Pengguna dan Kecukupan Pendapatan dalam Kalangan Warga Emas	342380	2015 – 2017	MACFEA
7.	The Effect of Financial Literacy, Saving Behavior and Self-Control Mechanism on Financial Security among Single Women Household in Peninsular Malaysia	14500	2014 - 2016	PUTRA GRANT
8.	Over Consumption among Malaysian Urban Consumers	40240	2013 – 2015	PUTRA GRANT
9.	Kajian Keperihatinan terhadap Konsep Halal dalam Pembelian Barangan Pengguna dalam Kalangan Mahasiswa.	41300	2012 – 2014	RUGS
10.	Pembentukan Sistem Pensaizan Pakaian Remaja di Selangor Berdasarkan Data Antropometri	30000	2012- 2014	RUGS
11.	Factors Affecting Online Purchasing Behaviour	29500	2009 – 2010	RUGS

Awards/Recognition

No.	Name of awards	Title	Award Authority	Award Type	Year
1.	Excellent Services Award	-	UPM	University	2014
2.	Gold Medal	Paternal and Maternal Involvement in Malaysia Adolescents: Test of Factor Structure, Measurement Invariance and Latent Mean Differences	UPM Invention, Research and Innovation 2014 Exhibition	University	30 th September - 1 st October 2014
3.	Excellent Services Award	-	UPM	University	2013
4.	Best Poster Award	Saiz dan Padanan: Pengukuran Antropometri dan Sistem Pensaizan	Consumer and Family Economics Association (MACFEA) & KPDKKK	National	29 th - 30 th August 2013
5.	Excellent Services Award	-	UPM	University	2012
6.	Silver Medal	Modelling the Factors Affecting Transport Energy-Saving Measures in Response to Climate Change	UPM Invention, Research and Innovation 2012 Exhibition	University	17 th - 19 th July 2012
7.	Best Paper Award	Persepsi Pekerja Bengkel terhadap Kepentingan Etika dan Tanggungjawab Sosial	UPM, MACFEA, & KPDKKK	National	10 th -11 th July 2012
8.	Excellent Services Award	-	UPM	University	2011
9.	Best Paper Award	The Differences of Shopper Typology in Shopping Motives, Store Attributes and Shopping Outcomes	MACFEA, UiTM & KPDKKK	National	19 th - 20 th July 2011
10.	Silver Medal	The Influence of Perception of In-Store Colour on Consumers' In-Store Behaviour	UPM Invention, Research and Innovation 2011 Exhibition	University	19 th - 21 st July 2011
11.	Bronze Medal	Tingkah Laku Pembelian Remaja di Pasaraya dan Pengaruh Persekitaran	UPM Invention, Research and Innovation 2010 Exhibition	University	20 th - 22 nd July 2010
12.	Gold Medal	Age Moderates the Influence of Perceptions of Store Atmospherics on Mood	UPM Invention, Research and Innovation 2009 Exhibition	University	28 th - 30 th July 2009
13.	Quality Award for an Academic Staff Category: "Pensyarah Harapan"	-	Faculty of Human Ecology, UPM	Faculty	2009
14.	Excellent Services Award	-	Faculty of Human Ecology, UPM	Faculty	2008





15.	Excellent Services Award		UPM	University	
16.	Bronze Medal	Kajian Perbandingan Gaya Hidup di Kalangan Remaja di Semenanjung Malaysia	UPM Invention, Research and Innovation 2007 Exhibition	University	27 th – 29 th November 2007
17.	Excellent Services Award	-	UPM	University	2007

Professional Services/Consultation

No.	Year	Title	Authority	Amount
1.	2013	Kajian Pembangunan Indikator Indeks Pendayaupayaan Pengguna Malaysia	KPDNKK	349,789.66

Student Supervision

PhD (Main Supervisor)

No.	Name	Title	Status
1.	Leong Mei Kei	Consumer Involvement, Consumer Online Engagement and Consumer Loyalty in Airline and Hospitality Services among Generation X and Generation Y	On Going
2.	Kamaljeet Kaur	Customer Satisfaction, Trust, Site Quality and Subjective Norm influence towards On-line Repurchase Intention among Malaysian Female	On Going
3.	Maryam Akhoundi	The Effect of Global Marketing Activities Exposure on Homo/Heterogeneity of Consumer Behavior	Completed
4.	Siti Balkis Bari	Ukuran Antropometri dalam Pembangunan Saiz Pakaian Kanak-kanak	Completed
5.	Wong Yue Teng	Mediating Effects of Shopping Orientations and Moderating Effects of Gender on the Relationships between Personal Factors and Repatronage Behavioural Intention	Graduated

MS with thesis (Main Supervisor)

No.	Name	Title	Status
1.	Lee Kar Wai	The Mediating Effect of Materialism and Moderating Effect of Self-Esteem on the Relationship of Social Media and Conspicuous Consumption	On Going
2.	Cheng Kai Wah	Moderating Effects of Environmental Education in Relationship between Attitudes, Perceived Bahioural Control, and Subjective Norms with Waste Segregation Behaviours at Source among Households in Putrajaya	On Going
3.	Kamaljeet Kaur	Effects of Consumer Ethnocentrism of Malaysian Working Women on their Purchasing Behaviour of Halal Cosmetic Products	Graduated
4.	Nur Suryanttie Shamsuddin	The Influence of Electronic Word of Mouth (eWOM) in Internet Mediated Social Websites on Consumer's Purchase Intention in Hospitality Industry	Graduated





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| 5. | Abdul Rahman Edruce Kushairi | Amalan Pengguna terhadap Produk Cetak Rompok di Bahagian Mukah, Sarawak | Graduated |
| 6. | Norliza Saiful Bahry | Customer Satisfaction and Loyalty towards Telecommunication Services in Selangor, Malaysia | Graduated |
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