

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI *(Personal Details)*

Nama Penuh <i>(Full Name)</i>	SITI FATIMAH BINTI MOHAMAD	Gelaran <i>(Title)</i> : Dr.
Jawatan <i>(Designation)</i> Senior lecturer	Warganegara <i>(Citizenship)</i> Malaysian	Bangsa <i>(Race)</i> Malay
		Jantina <i>(Gender)</i> Female

Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
Dept. of Foodservice and Management Faculty of Food Science and Technology Universiti Putra Malaysia 43400 Serdang, Selangor. Tel: 03-89468493 Fax: 03-89485970	E-mail: s_fatimah@upm.edu.my

B. KELAYAKAN AKADEMIK *(Academic Qualification)*

Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
Doctor of Philosophy in Management	Universiti Putra Malaysia	2015	Human Resource in Hospitality
Master Science of Food Service and Lodging Management	Iowa State University, U.S.A.	2008	Management in Hospitality
Bachelor Science of Food Studies	Universiti Putra Malaysia	2004	

C. KEMAHIRAN BAHASA *(Language Proficiency)*

Bahasa / Language	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English					√
Bahasa Melayu					√
Chinese					
Lain-lain <i>(other)</i> :					

D. PENGALAMAN SAINTIFIK DAN PENGKhususan *(Scientific experience and Specialisation)*

<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>
-				

E. PEKERJAAN (*Employment*)

<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
Universiti Putra Malaysia	Senior lecturer	Faculty of Food Science and Technology	9 July 2015	Present
Universiti Putra Malaysia	Tutor	Faculty of Food Science and Technology	19 September 2005	8 July 2015
Iowa State University, U. S. A.	Research Assistant	College of Human Sciences	January 2008	May 2008

F. ANUGERAH DAN HADIAH (*Honours and Awards*)

<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	Recipient of the Graduate Program Scholarship	Ministry of Higher Education Malaysia.	National	2009 – 2012 2006 – 2008
	Recipient of the Alice M. Ford Family Consumer Science Scholarship	College of Human Sciences, Iowa State University.	University	2007 – 2008
	Recipient of the Helen G. Easter Family Consumer Science Scholarship	College of Human Sciences, Iowa State University.	University	2007 – 2008
	Recipient of the P.E.O. International Peace Scholarship	Philanthropic Educational Organization (P.E.O.) Sisterhood, United States.	International	2007 - 2008
<i>Non-Academic Awards</i>	–			
<i>Awards of Merit</i>	Recipient of the Excellence Service Award	Universiti Putra Malaysia under the Malaysia Remuneration Scheme (SSM) evaluation scheme	University	2006 - 2007

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (List of publications – author (s), title, journal, volume, page and year published)

<p><i>Journal</i></p>	<p>Mohd Aliff Abdul Majid, Mohhidin Othman, Siti Fatimah Mohamad, Sarina Abdul Halim Lim, Aziz Yusof (2017). Piloting for interviews in qualitative research: Operationalization and lessons learnt. <i>International Journal of Academic Research in Business and Social Sciences</i>, 7 (4), 1073-1080.</p> <p>Siti Fatimah MohamadSF, Samsinar Md Sidin, Dahlia Zawawi, & Nasyira Nashuki (In Press). Employer brand dimensions: Different perspectives between employers and employees in Malaysia banking industries. <i>Advanced Science Letters</i>.</p>
<p><i>Books/Monographs</i></p>	<p>-</p>
<p><i>Chapter in book</i></p>	<p>Siti Fatimah Mohamad, Samsinar Md Sidin, Ho Jo Ann, Boo Huey Chern and Dahlia Zawawi. 2012. The Employer Brand Importance and Dimensions: A Review and Future Direction In : (Ed., Wong Foong Yee, Ho Jo Ann, Zahira Mohd Ishan and Zuraina Dato Mansor), <i>Emerging issues in Management</i>. McGrawHill. Pp. 90-100</p>
<p><i>Proceedings</i></p>	<p>MohamadSF, S. F., Sidin, S. M., Dahlia, Z., Boo, H. C., Ho, J. A., & Abdul Salam, S. S. (2017). <i>The impact of employer brand discrepancy and employer attraction on employer brand loyalty</i>. In Husnain Iqbal, & Anura Azlan Shah (Eds). Paper presented at the 3rd International Conference on Advanced Research in Business and Social Sciences 2017, Aseania Resort & Spa Langkawi, Malaysia, 29 – 30 March 2017 (pp. 179-184). Petaling Jaya: Panoply Consultancy.</p> <p>Siti Fatimah Mohamad, Samsinar Md Sidin, Dahlia Zawawi, Faridah Ahmad, & N. Nashuki (2016). <i>Ten dimensions of employer brand: Perspective of hotel employees</i>. Proceedings of the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.</p> <p>Siti Fatimah Mohamad, Mohhidin Othman, & Syafinaz Ruslan (2016). <i>The development of undergraduate curriculum survey and its effect on the self-perceived competence and work readiness</i>. Proceedings of the the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.</p> <p>Nor Ellyna Razali, Ungku Fatimah Ungku Zainal Abidin, Mohhidin Othman, and Siti Fatimah Mohamad (2016). <i>Critical success factors in implementing halal management system on foodservice</i>. Proceedings of the the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.</p> <p>Mohd Aliff Abdul Majid, Mohhidin Othman, Siti Fatimah Mohamad, and Sarina Abdul Halim Lim (2016). <i>Development and validation of job satisfaction instrument for offshore catering employees in Malaysia</i>. Proceedings of the the International Foodservice Graduate Research Colloquium and Workshop. 29 – 30 November 2016, Serdang, Selangor.</p> <p>Mohamad, S. F. and Md Sidin, S. (2015) <i>Exploring employer branding in</i></p>

	<p><i>Malaysia banking and hotel industries</i>. Proceedings of the International Conference of Natural Resources, Tourism and Service Management. 14 – 16 April 2015, Sabah, Malaysia.</p> <p>Siti Fatimah Mohamad, Samsinar Md Sidin, Ho Jo Ann, Boo Huey Chern and Dahlia Zawawi (2011). <i>Employer brand: An integrative review of its dimensions, significances, and measurements</i>. Proceedings of the International Management Conference. 16-17 April 2011, Terengganu, Malaysia.</p>
<i>Other publications</i>	-
<i>Computer software</i>	-

H. PROJEK PENYELIDIKAN TERDAHULU (Past Research Project)					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
ERGS/1/2013/SS05/UPM/01/1	Exploring employer brand dimensions toward employer brand loyalty	Co-researcher	2013 - 2016	Ministry of Higher Education	Completed
GIIP/9323697	Identifying the knowledge, attitude and practice among the academics in the implementation of outcome-based education in Universiti Putra Malaysia	Project leader	2016 - 2018	Centre for Academic Development (CADE), Universiti Putra Malaysia	Active
GP-IPS/9536800	Development and validation of job satisfaction instrument for offshore catering employees in Malaysia	Co-researcher	2017 - 2019	Universiti Putra Malaysia	Active