

CURRICULUM VITAE



AZILAH BINTI KASIM

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URL: <http://scholar.google.com/citations?user=hWf3gPEAAAAJ>

EDUCATION

2016

Certified Hospitality Trainer (CHT), AHLEI.

2015

Basic Neuro-linguistics Programming (NLP).

1999 -2004

Ph.D. in Tourism & Environment at the University of East Anglia, UK

Supervised by:

Professor Tim O’Riordan and Associate Professor Dr Jonathan Barton.

Thesis title:

Factors influencing business environmental and social responsibility in the hotel sector: The case of Penang, Malaysia.

(Passed without correction)

1995 -1996

M.Sc. in Parks, Recreation and Tourism Resources at the Michigan State University, USA (CGPA: 3.9)

1988 -1992

B.Sc. (Hons.) in Urban, Environmental Studies and Tourism at the Brock University, Ontario, Canada (CGPA: 2.8)

POSITIONS HELD

June 1st, 2016 – present

Director

Langkawi International Tourism and Hospitality (LITH)

Research, Training and Consultancy

School of Tourism, Hospitality and Environmental Management

Universiti Utara Malaysia.

April 2014 – present

Professor, School of Tourism, Hospitality and

Environmental Management, Universiti Utara Malaysia

2013 – present

Member of Accreditation Panel for Malaysian Accreditation Agency (MQA)

2012

Honorary Visiting Associate Professor, Institute of
Asian Research, University of British Columbia, BC,
Canada

June 2012 – Dec 2012

Honorary Fellow, Modeling of Complex Social Systems (Mocssy) Program
At IRMAC, Simon Fraser University, Vancouver, Canada

2005-April - 2014

Associate Professor, School of Tourism, Hospitality and Environmental
Management, Universiti Utara
Malaysia

2009-2011

Online tutor for Tourism Management Long
Distance Programme, Open University of Malaysia

1996-1999

Lecturer, School of Tourism, Hospitality and
Environmental Management, Universiti Utara
Malaysia

1993-1994

Tutor, School of Tourism, Hospitality and
Environmental Management, Universiti Utara
Malaysia

ADMINISTRATIVE FUNCTIONS

2015

Senior Assessor, Malaysia Qualifications Agency (MQA)

Member of various committees at the School of Tourism, Hospitality and Environmental Management

2014

Resident Faculty, Ghazali Shafie Executive Enhancement Programmes, Ghazali Shafie Graduate School, Universiti Utara Malaysia.

2014 -present

Chairperson of PhD viva sessions for the School of Tourism and Hospitality Management, College of Law, Governance and International Studies, Universiti Utara Malaysia.

2013

Chairperson, New Program Development Committee (Master in Tourism Management), School of Tourism and Hospitality Management, Universiti Utara Malaysia.

2009-2010

Chairperson, i-Comtour Training and Consultancy, Research and Innovation Management Center (RIMC), Universiti Utara Malaysia.

2010-2014

Malaysia Qualifications Agency (MQA) assessment panel member

2010-2011

Member of New Program Development Committee

2010-2011

Member of Practicum Program Committee

2010-2011

Member of Student Marketability Research Committee

2010-2011

Member of Environmental Management Forum Committee

2008-2011

Adhoc panelist for various research presentations of staff members

2008-2011

Adhoc panelist for various postgraduate research presentations

2010-2011

Panelist for Staff Development Monitoring Program

2009-2010

Member of the International Conference of Soft Science Steering Committee

2007

Conference Convener, The 2nd International Conference on Tourism and Hospitality, organized by the Faculty of Tourism and Hospitality Management, Universiti Utara Malaysia

2006

Head of the Conference Proceeding committee, The 1st Conference on Tourism and Hospitality, organized by the Faculty of Tourism and Hospitality, Universiti Utara Malaysia

2005-2007

Deputy Dean (Research and Postgraduate Studies), Faculty of Tourism and Hospitality Management, Universiti Utara Malaysia

2005-2007

Chair of Research Development Committee

2005-2007

Chair of Postgraduate Program Committee

2005-2007

Chair of Staff Development Committee

2005-2007

Chair of Conference and Events Committee

AWARDS

2014

Best Research Article Award, by International Journal of Arts and Sciences, USA.

2012

Fellowship Grant for to be at the University of British Columbia as a Visiting Scholar. The grant is awarded by the Ministry of Higher Education, Malaysia.

2012

PEREKA 2012 Award, granted by Universiti Malaysia Sabah, Malaysia.

2011

Excellent Performance Award, by College of Law, Governance and International Studies, Universiti Utara Malaysia, Malaysia.

2011

Best Innovative Idea Award (2011), by Universiti Utara Malaysia, Malaysia.

2009

Best Paper Award (2009) in Cultural Tourism at the International Tourism Conference in Alanya, Turkey, granted by International Journal of Tourism Marketing and Management, USA.

2000

High Performance Award (1999), by Universiti Utara Malaysia, Malaysia.

2000

Best Presentation Award (1999), by Universiti Utara Malaysia, Malaysia.

2000

Best Consultation Award (1999), by Universiti Utara Malaysia, Malaysia.

1997

Full sponsorship (1997) from SEAMSREP to attend The International Conference on Southeast Asia in the 20th Century at University of Philippines, Philippines.

1995

Fellowship grant (1995) to attend Nature Park Management workshop at Michigan State University, USA.

ACADEMIC RECOGNITION AND LEADERSHIP

Scientific Committee Member, Tourism & Sustainable Development, 25-27th April, 2017, Katmandu, Nepal (nepalconference.com)

Scientific Committee Member, Global Tourism Conference, 19-22 July, Primula Beach Hotel, Terengganu, Malaysia.

Scientific Committee Member, Cultural Sustainable Tourism (CST), 27-29 November, 2017, Thessaloniki, Greece.

Board member, Asia Pacific Tourism Association APTA.

Editorial board member, the International Journal 'On-Tourism & Sustainability'. UK.

Editorial board member, the International Journal on Tourism and Spirituality. Iran.

Editorial board member, Journal of Ottoman. Turkey.

External member for the curriculum review of the Diploma in Events Management and Bachelor of Events Management (Hons), Faculty of Hospitality and Tourism, Berjaya University.

Reviewer For UUM-UNS Doctoral Consortium 2017, 1 May, UUM Sintok, Malaysia.

Keynote speaker at 2017 International Conference on Economic Development and Entrepreneurship Innovation, April 21-23rd, Nanjing, China (www.edei2017.org).

Keynote speaker at the International Conference on Business and Engineering Management (BEM2016), April 15th-17th, Guilin, China (www.bem2016.org).

Keynote speaker at the 2016 International Conference on Economics and Business Management (EBM2016), June 24-26, Guangzhou, China (www.ebm2016.org).

Keynote speaker at the International Conference on Tourism and Spirituality, Tehran, Iran on 27-28 January, 2016, Tehran, Iran (<http://icts2016-usc.ir/en/>).

Keynote speaker at the 1st International Conference on Business and Tourism 2015, 14-15 September, 2015, Langkawi, Kedah, Malaysia .

National/ Asia Pacific Tourism Association (APTA)
Regional Representative and Board Member
(2014-2016)

Associate Brunei Darussalam-Indonesia-Malaysia-The Philippines East Research ASEAN Growth Area (BIMP-EAGA), Universiti Malaysia Sabah Fellow (2014-2016)

Visiting Lecturer at the Faculty of Economy, Kasetsart University, Bangkok, Thailand
Professor (2014 - present)

Invited Faculty of Economics, Matej Bel University, Banska Britinska, Speaker Slovakia (2013).

Faculty of Tourism, Songkla Rajabhat University, Thailand (2010)

Faculty of Tourism and Hospitality AlAhliyya Amman University, Amman, Jordan, (November, 2008)

College of Arts, Universitas Sebelas Maret, Indonesia (April 2008)

TEACHING EXPERIENCES

2015 Postgraduate

Corporate Event Management (MBA Tourism and Hospitality)
Academic Writing (PhD and Masters candidates)
Sustainable Tourism Management (MBA Tourism and Hospitality)
Tourism Policy, Planning and Development (MBA Tourism and Hospitality)

2014 Undergraduate

Tourism Policy

2013 Postgraduate

Corporate Event Management
Hospitality Entrepreneurship

2010-2011 Undergraduate (Online)

Tourism Marketing
Tourism Seminar

2008-2010 Undergraduate (Online – tutorial)

Current Issues in Tourism and Hospitality

2005-2010 Postgraduate (MBA Tourism and Hospitality)

Marketing in Tourism and Hospitality
Research Method in Tourism and Hospitality

Policy, Planning & Development in Tourism and Hospitality
Human Resource Management in Tourism and Hospitality
Contemporary Issues in Tourism and Hospitality

1996-1999 Undergraduate
Introduction to Marketing,
Introduction to Management
Marketing Management

THESIS SUPERVISION

Up till 2013 Successfully completed the supervision of **five (5)** Doctoral students and **two (2)** Master by Research students.

At present
Supervising **four (4)** Doctoral candidates (stage=various)

RESEARCH (As Project Leader)

2014
Modelling the Antecedents of Ecotourists Loyalty to Malaysian Ecotourism Destinations and the Interplay among them. (RM105,400, Fundamental Research Grant Scheme Grant)

Managerial Challenges of Fostering Partnerships to Create a Sustainable Tourism Destination: The Case of Langkawi Authority Development (RM10000, IMBre Case Study Grant, Universiti Utara Malaysia)

2013
Towards Economic Sustainability: A Study on the Interface between Strategic Orientations, Organizational Learning, Market Conditions, Firm Strategy and Growth of Small And Medium Size Hotels (RM66,000, Universiti Utara Malaysia High Impact Grant)

2011
Buyer Behavior Model on Domestic Tourists to Resort Island Destination in Malaysia (RM40000, Fundamental Research Scheme Grant)

2011 Assessing the Communication Effects of Tourism Malaysia Marketing in the Gulf Countries Market (RM10,000, Universiti Utara Malaysia Incentive Grant)

2011

Importance Performance Analysis on Universiti Utara Malaysia Recreation Facilities (RM10,000, Universiti Utara Malaysia Grant)

2011

Sri Lankan Perspectives on Community Environmental & Tourism Initiatives (RM10,000, Universiti Utara Malaysia Grant)

2010

Corporate Social Responsibility and Water Consumption And Management Issue: Responsiveness of Hoteliers In Aqaba Special Economic Zone, Jordan (RM10,000, Universiti Utara Malaysia Incentive Grant)

2010

Assessing tourist demand for Environmentally and Socially Responsible hotel in Kuala Lumpur (RM10,000, Universiti Utara Malaysia Grant)

2010

Positioning Tourism to Domestic Tourists (RM10,000, Universiti Utara Malaysia Grant)

2009

Responsiveness of Small and Medium Accommodation Firms towards the Meaning, Marketability and Practicality of Environmental Management in the Hospitality Sector (RM10,000, Universiti Utara Malaysia Grant)

Research (As Team Member)

2014

Determining Firm Characteristics, Environmental Knowledge and Financial Capability as Antecedents of Innovative Response to Hotel's Water Management (RM68,000, Fundamental Research Grant Scheme Grant)

2014

Learners Perspectives on Open Distance Learning Support towards Enhancing Life Long Learning Initiatives in Malaysia (RM 60,000, Fundamental Research Grant Scheme Grant)

2013

Testing the TETO model for the ISO 14000 Environmental Management System – A nudge towards sustainability (RM78,000, Fundamental Research Grant Scheme)

2011

Shopping Orientation and Purchase Behaviour of Malaysian Consumers Towards Green Products (RM40,000, Fundamental Research Grant Scheme Grant)

2011

Evaluating Tourist Perceptions on the Effect of Climate Change On Their Travel Decisions and Behaviors (RM30,000, Exploratory Research Grant Scheme)

2011

Life Long Learning Partnerships between PPE and its partners (Rm10000, Universiti Utara Malaysia Grant)

2011

Museum Visit Motivation among Young Adults (RM8000, Universiti Utara Malaysia Grant)

2010

Antecedents and Consequences of Customer Orientation in the Hotel Industry, (RM10,000, Universiti Utara Malaysia Grant)

2009

The Use of Internet in Destination Marketing, (RM30,0000, International Grant)

PUBLICATIONS (Peer- Reviewed Journal Articles)

Azilah Kasim, Christina Chi, Dogan Gursoy and Jayashree Srivanisan, 2016. Underlying Constructs Measuring Ecotourist's Destination Loyalty to Malaysian Ecotourism Destinations. *The Social Sciences*, 11: 7245-7250. This journal is indexed by SCOPUS.

Azilah Kasim, Christina Chi, Dogan Gursoy and Jayashree Srivanisan, 2016. Exploring Travel Motivation Within a South East Asian Ecotourism Context. *The Social Sciences*, 11: 7251-7257. This journal is indexed by SCOPUS.

A Kasim, H Dzakiria, R Ahmad (2016). Does Firm Size Influence Innovative Water Management Responses in the Hotel Sector? *Advanced Science Letters* 23 (1), 369-372. This journal is indexed by SCOPUS.

A Kasim (2016). Does Environmental Knowledge Affect Environmental

Responsiveness? A Look at the Hotel Managers in Malaysia. *Advanced Science Letters* 23 (1), 373-377. This journal is indexed by SCOPUS.

S Jayashree, CA Malarvizhi, A Kasim, S Mayel (2016). Impact of External Factors on Implementation of ISO 14000 EMS towards Corporate Sustainability. International Information Institute (Tokyo). *Information* 19 (7A), 2631

D Kristina, A Kasim (2016). The Intertextuality and Interdiscursivity of Rhetoric in Indonesian Promotional and Media Relations Texts. *Advanced Science Letters*, 22 (12), 4401-4404

WW Wardoyo, R Devi, A Kasim (2016). Indigenous Life Cycle of Samin Women Living. *Advanced Science Letters*, 22 (12), 4405-4408

A Kasim, L Altinay (2016). How Do Organizational Learning and Market Conditions Affect the Relationship between Entrepreneurial Orientation and Firm Growth? A preliminary analysis on small and medium size hotels in Peninsular Malaysia. *International Journal of Economics and Financial Issues*, 6 (7S), 62-66. This journal is indexed by SCOPUS.

A Kasim, H Dzakiria (2016). Exploring the Effects of Macro Environment on the Predisposition to Adopt Strategic Orientation among Small Medium Size Hotel Entrepreneurs. *International Journal of Economics and Financial Issues*, 6 (7S), 67-71. This journal is indexed by SCOPUS.

A Kasim, L Altinay (2016). How do technology orientation, organizational learning, market conditions, and firm growth connect? A preliminary analysis on small and medium size hotels in Peninsular Malaysia *International Review of Management and Marketing* 6 (7S), 121-126. This journal is indexed by SCOPUS.

A Kasim, L Altinay (2016). How Does Firm Strategy Affect the Relationship between Entrepreneurial Strategic Orientation and Firm Growth? A Preliminary Analysis on Small and Medium Size Hotels in Peninsular Malaysia. *International Review of Management and Marketing* 6 (7S), 116-120. This journal is indexed by SCOPUS.

Mohzani, S. Jayashree, S. Rezaid, S. Kasim, A. Okumus, F. (2016). Attracting tourists to travel companies' websites: the structural relationship between website brand, personal value, shopping experience, perceived risk and purchase intention. *Current Issues in Tourism*. 1-30. This journal is indexed by Thomas Reuters Social Sciences Citation Index (SSCI) and Web of Science (WoS) with IF of 1.733.

Daskin, M. Kasim, A. (2016). Exploring the impact of service recovery on customer affection, perceived value, and sabotaging behaviour: Does gender make a difference? *International Journal of Services and Operations Management*, 23 (4), 467-485. This journal is indexed by SCOPUS.

Mohammad Fadel Al Mahasneh and Azilah Kasim (2016). Impact of Social Corporate Responsibility on Achieving Competitive Advantage: The Case of Hotels in the Aqaba Special Economic Zone (ASEZ), Jordan. *International Journal of Research in Tourism and Hospitality (IJRTH)* Volume 2, Issue 1, 2016, PP 41-56, ISSN 2455-0043, <http://dx.doi.org/10.20431/2455-0043.0201005>
www.arcjournals.org

Daskin, M., Arasli, H. and Kasim, A. (2015). The impact of management commitment to service quality, intrinsic motivation and nepotism on frontline employees affective work outcomes, *International Journal Of Management Practice*, 8(4):269-295. This journal is indexed by SCOPUS.

Kasim, A. (2015). "Environmental management system (EMS): Postulating the value of its adoption to organizational learning in hotels", *International Journal of Contemporary Hospitality Management*, Vol. 27 Iss: 6, pp.1233 – 1253. This is a Q1 journal with IF of 1.47.

Kasim, A. & Al Gahuri, H. A. (2015). Overcoming challenges in qualitative inquiry within a conservative society, *Tourism Management*, 50 (October, 2015): 124-129. This is a Q1 journal with IF of 2.35.

Ghazali Musa, Izzah Mohammad , Thinaranjney Thirumoorthi , Sedigheh Moghavvemi , Azilah Kasim , (2015) "Exploring visitors' experience using strategic experiential modules (SEMs): the case of Zoo Negara, Kuala Lumpur", *International Journal of Tourism Cities*, Vol. 1 Iss: 3, pp.234 – 253. This is a peer-reviewed international journal.

Kasim, A. Cetinel, F.G. & Yolal, M. (2014). Museums? Evidence from two countries, *ALMATOURISM Journal of Tourism, Culture and Territorial Development*, 5(10): 23-37. This is a peer-reviewed international journal.

Kasim, A & Alfandi, A. (2014), Managing Destination Image for Potential Gulf Countries Tourists via Communication Effects Assessment: The Case of Malaysia. *International Journal of Business and Society (IJBS)*. 15 (3), 503-518. This is a SCOPUS indexed journal with IF of 0.04.

Kasim A, Gursoy D, Okumus F, Wong A. (2014), The importance of water management in hotels: a framework for sustainability through innovation. *Journal of Sustainable Tourism*, 22 (7): 1090-1107.

This is a Q1 peer-reviewed international journal with IF of 3.134

DOI: 10.1080/09669582.2013.873444

Kasim, A., & Dzakiria, H. (2014). Product evaluation and travel motivation of domestic tourists to island destinations in Malaysia, *International Post Graduate Business Journal*, 6 (Special Issues) (1), 1-27. This is a peer reviewed international journal.

Kasim, A., Gursoy, D., Okumus, F., & Dzakiria, H. (2013), A need to motivate hotels in innovative water management. *International Journal of Arts and Sciences*, 6 (2): 569-577. ISSN:

1944-6934. This is a peer-reviewed international journal indexed in ERA.

Dzakiria, H., Kasim, A., Mohammed, A.H. & Christopher, A.A. (2013), Effective learning interaction as a prerequisite to successful open distance learning (ODL): A case study of learners in the Northern State of Kedah and Perlis, Malaysia.

Turkish Online Journal of Distance Education –TODJE, 4(2):

Article 10, January. ISSN 1302-6488. This is a peer-reviewed international journal is indexed in SCOPUS.

Kasim, A., Dzakiria, H. Park, C., Mohd Nor, N.A., Mokhtar, M.F. & Radha Rashid, J.R. (2013), Predictors of travel motivations among domestic tourists to island destinations. *ANATOLIA International Journal of Tourism and Hospitality*. Doi: 10.1080/13032917.2012.751865. This is a peer-reviewed international journal is indexed in SCOPUS.

Kasim, A & Ngowsiri, N. (2012), Sustainability of destination: assessing Yor island's closest competitor using the Kyst Method *International Journal of Agricultural, Travel and Tourism*, 3(1) 1-16. This is a peer-reviewed international journal.

Nor Azila, M.N., Azli, M. Norazwa, M., Che Zuriana, M.J., Norsiah, M. & Azilah, K., Hayatul, Safrah, S. (2012), The relationships between environmental knowledge, environmental attitude and subjective norms on Malaysian consumers green purchase behaviour *Malaysian Journal of Consumer and Family Economics* (2012), Vol 15, 1-20.

This is a peer-reviewed international journal indexed in SCOPUS.

Mohd Nor, N., Kasim, A., Scarlat, C. & Mohammed, A. (2012), The Role of Individual Differences in Promoting Frontliners to Become Customer Oriented: A case of Hotel Industry in Malaysia. *Journal of Quality Assurance in Hospitality and Tourism*, 13(1) DOI:

10.1080/1528008X.2012.64418561-79. This is a peer-reviewed international journal indexed in SCOPUS.

Mohd Nor., A, Mohammed, A, M. Norazwa, M., Che Zuriana, M.J., Norsiah, M. & Kasim, A. & Hayatul Safrah, S. (2012), Creating Green Consumers: How Environmental Knowledge and Environmental Attitude Lead to Green Purchase Behaviour. *International Journal of Arts & Sciences*, 5(1): 55-71. This journal is a peer-reviewed international indexed in ERA.

Ratnayake, I. & Kasim, A. (2012), Managing towards Sustainability: Understanding Sri Lankan Communities Ready to Participate in Nature Based Tourism. *Journal of Global Management*, 3(1): This is a peer-reviewed international journal.

Mokhtar, M.F. & Kasim, A. (2012), Managing Museum Marketing: Understanding Motivations for Visiting and Not Visiting Museums Among Young Adults, *Journal of Global Management*, 3(1): This is a peer-reviewed international journal.

Kasim, A, & Ngowsiri, N. (2011), Targeting the Market: Segmentation of Domestic Tourists for Yor Island, Thailand using Correspondence Analysis Technique. *International Journal of Tourism Sciences*, 11(3): 36-56. (available at http://ijts.tosok.or.kr/02_issue/issue.asp?reqParam=2). This is a peer-reviewed international journal.

Kasim, A.& Ismail, A. (2012), Environmentally Friendly Practices Amongst Restaurants: Drivers And Barriers To Change. *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2011.621540. This is a peer-reviewed international journal indexed in SCOPUS

Kasim, A., Ismail A.& Jahmani Issa, A. (2011), Regulatory pressures affecting the restaurant business's responsible behaviors in Penang, Malaysia ANATOLIA *International Journal of Tourism and Hospitality* 22(3): DOI:10.1080/13032917.2011.634917390-400. This is a peer-reviewed international journal indexed in SCOPUS

Mohd Nor, N., Kasim, A., Scarlat, C. & Mohammad, A. (2011), Importance of Organizational Commitment, Job Motivation and Frontliner Self Efficacy towards the Marketability of the Hotel Industry in KL, Malaysia *Academica Turistica: Tourism and Innovation Journal*, Year 3, No. 1-2, ISSN 1855-3303 (see <http://academica.turistica.si/index.php/2-uncategorised>). This is a peer-reviewed international journal.

Kasim, A. (2011), Balancing Tourism and Religious Experience: Understanding Devotees' Perspective on Thaipusam in Batu Caves, Selangor, Malaysia *Journal of Hospitality Marketing & Management*, 20:441-456. This is a peer-reviewed international journal indexed in SCOPUS

Ismail, A., Kasim, A. & Zahari, M.S. (2010). Responsiveness of Restaurateurs towards the Implementation of Environment-friendly Practices. *South Asian Journal of Tourism and Heritage*. 3(2): 1-10. This is a peer-reviewed international journal.

Kasim, A (2009), Managerial attitudes towards environmental management among small and medium accommodation in Kuala Lumpur. *Journal of Sustainable Tourism*. 17 (6): 709-725 DOI:10.1080/09669580902928468. This is a peer-reviewed international journal indexed in SCOPUS

Kasim, A. (2009), Encouraging Environmental Management among Small and Medium Accommodations (SMAs) through E-Learning Initiative. *Turkish Online Journal of Distance Education-TOJDE* April 2009 ISSN 1302-6488. 10(2): Article 9

Kasim, A. (2007), Corporate Environmentalism in the Hotel Sector: Evidence of Drivers and Barriers in Penang, Malaysia. *Journal of Sustainable Tourism*. 15(6): 680-699. DOI: 10.2167/jost575.0 This is a peer-reviewed international journal indexed in SCOPUS.

Kasim, A. and Scarlat, C. (2007), Business Environmental Responsibility in the Hospitality Industry. *Management*. ISSN 1854-4223. 2(1): Pomlad . This is a peer-reviewed international journal.

Kasim, A. (2007), Towards a wider adoption of business responsibility in the hotel sector. *International Journal of Hospitality and Tourism Administration*. 8(2): 25-49. DOI: 10.1300/J149v08n02_02. This is a peer-reviewed international journal indexed in SCOPUS

Kasim, A. (2006), The need for business environmental and social responsibility in the hotel sector. *International Journal of Hospitality and Tourism Administration*. 7(1):1-22. Retrieved from <http://cat.inist.fr/?aModele=afficheN&cpsidt=17881972>. This is a peer-reviewed international journal indexed in SCOPUS.

Kasim, A. (2006), Program pemasaran dan perhubungan awam Institusi Pemuziuman: Pengajaran dari Los Angeles County Museum of Arts. *International Journal of Management Studies*, 13(2): 119-149. Retrieved

from <http://www.epublishing.uum.edu.my/TOCJ4.asp?ebookid=693>. This is a peer-reviewed international journal.

Kasim, A. (2004), BESR in the Hotel Sector: A look at tourists' propensity towards environmentally and socially friendly hotel attributes in Pulau Pinang, Malaysia. *International Journal of Hospitality and Tourism Administration*. 5(2): 61-83. DOI: 10.1300/J149v05n02_04. This is a peer-reviewed international journal indexed in SCOPUS.

Kasim, A. (2004), Environmental Management in the Hotel Sector: Searching for best practice in Penang, Malaysia. *ASEAN Journal on Hospitality and Tourism*. 3(2): 91-117.

Retrieved from

<http://www.aseanjournal.com/index.php?act=stp&vol=3&num=2>. This is a peer-reviewed international journal.

Dzakiria, H. & Kasim, A. (2002), Profiling and Understanding Universiti Utara Malaysia Students' Acceptance and Enthusiasm on ICT. *Jurnal ANALISIS*, 9(1 & 2), June/December 2002. Retrieved from <http://www.epublishing.uum.edu.my/subject14.asp?kategid=54>. This is a peer-reviewed international journal.

Kasim, A.. (2000), Importance-Performance Analysis of a Destination's Tourism Attributes. *Malaysian Management Journal*. 4(1&2): 19-42. June/December 2000. Retrieved from <http://www.epublishing.uum.edu.my/subject15.asp?kategid=65>. This is a peer-reviewed journal.

Kasim, A.. (2000), Isu Pengurusan dalam Industri Pengilangan Padi di Malaysia. *Utara Management Review*. 1(1): 59-78. Retrieved from: http://eprints.uum.edu.my/view/people/Kasim,_Azilah.html. This is a peer-reviewed journal.

Kasim, A., Dzakiria, H. & Kim, K.T.. (1999), Segmenting Hotel Guests: The Case of Five Star Hotels in Langkawi, *Malaysian Management Journal*, 3(1): 93-108. Retrieved from <http://eprints.uum.edu.my/969/> This is a peer-reviewed journal.

Kasim, A. & Dzakiria, H., (2001), Luring the Tourists: A Positioning Exercise for Kedah. *Asia Pacific Journal of Tourism Research*. 6(2): 40-52. DOI: 10.1080/10941660108722098. This is a peer-reviewed international journal indexed in SCOPUS.

Kasim, A. & Dzakiria, H. (2001), Recreation and Its Influence on In Class Learning. *Asia Pacific Journal of Tourism Research*. 6(2): 53-64. DOI: 10.1080/10941660108722099. This is a peer-reviewed international journal indexed in SCOPUS.

Kasim, A. & Dzakiria, H. (2001), Market Readiness for Distance Learning: A Case Study on Tourism Student in Universiti Utara Malaysia. *Journal of Distance Education Malaysia*. 3(1): June 2001. Retrieved from <http://www.freewebs.com/mjdisted/Compilation-3-1-2001-MJDEAbstracts.pdf>. This is a peer-reviewed journal.

Peer-reviewed Journal articles (forthcoming)

Park, C., Oh, C.H. and Kasim, A. (accepted) "Market challenges, learning and customer orientation, and innovativeness in INVs," *International Marketing Review* (SSCI: 1.588).

Mahasneh, M. & Kasim, A. Impact of Social Responsibility on Competitive Advantage. *PERTANIKA Journal of Social Science and Humanities (JSSH)*. (under review)

Shahriar Mohseni, Sreenivasan Jayashree, **Sajad Rezaei**, Azilah Kasim, and Fevzi Okumus, '(Forthcoming). Attracting Tourists to Travel Companies' Websites: The Structural Relationship between Website Brand, Personal Value, Shopping Experience, Perceived Risk and Purchase Intention', *Current Issues in Tourism*. (ISI)

URL:

<http://www.tandfonline.com/doi/abs/10.1080/13683500.2016.1200539>

Books

Kasim, A. & Tahir, S. (eds). (2007). *Book of Readings in Tourism and Hospitality. Volume 1*. Sintok: Universiti Utara Malaysia Press. ISBN 978-983-3827-16-9

Kasim, A. & Tahir, S. (eds). (2007). *Book of Readings in Tourism and Hospitality. Volume 2*. Sintok: Universiti Utara Malaysia Press. ISBN 978-983-3827-15-2

Kasim, A. & Mohd Ghazali, R. (2006). *Isu, Kepentingan dan Pengurusan Rekreasi*. Sintok: Universiti Utara Malaysia Press ISBN 983-3282-15-6

Kasim, A. & Dzakiria, H. (2006) *Applying Qualitative Design in Research: Learning by Doing*. Sintok: Universiti Utara Malaysia Press. ISBN 983-3282-53-9

Kasim, A. (2005). Business Environmental and Social Responsibility in the Hotel Sector. Sintok: Universiti Utara Malaysia Press. ISBN 983-3282-24-5

Kasim, A. & Dzakiria, H. (1999) Rekreasi Kampus di Universiti Utara Malaysia. ISBN 983-2479-33-9

Dzakiria, H., Kasim, A., Yusof, N. & Samad, H. (1999) Temuduga. Unit Kaunseling, Jabatan Hal Ehwal Pelajar Universiti Utara Malaysia

Book Chapters

JKL Chan, A Kasim (2017). Factors affecting tourist buying behaviour The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism, 1317334701

Kasim, A. (2014) Appreciative inquiry. In: Cater, C.I. and Garrod, B. (Eds) The Encyclopedia of Sustainable Tourism. CAB International, Wallingford, UK, ISBN 9781780641430

Kasim, A. (2014) Assessment. In: Cater, C.I. and Garrod, B. (Eds) The Encyclopedia of Sustainable Tourism. CAB International, Wallingford, UK, ISBN 9781780641430

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on Southeast Asia in the 20th Century at University of Philippines, Diliman, Quezon City, January: 101112

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Kasim, A. (2010) Tropical herbs uses. In Because You are Unique. Ministry of Higher Education of Malaysia

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Kasim, A. & Dzakiria, H.. (Mac 1993). Spesis Terancam. Dewan Kosmik

Monograph

Kasim, A. 2005 Business Environmental and Social Responsibility in the Hotel Sector. Sintok: Universiti Utara Malaysia Press. ISBN 983-3282-24-5

Book Review

Asan Ali Golam Hassan (1999) Ketidahseimbangan Agihan Industri dan migrasi penduduk negeri Kedah. Sintok: Universiti Utara Malaysia Press

Heritage Marketing Journal (2008). Heritage Marketing. Journal of Heritage Tourism 3(3):223-224.
.DOI: 10.1080/17438730802361772

The International Culture, Tourism and Hospitality Research Association's CPTHL conference, Chiang Mai, Thailand, 2011.
ANATOLIA International Journal of Tourism and Hospitality

INDUSTRIAL / COMMERCIAL / PROFESSIONAL ACTIVITY

Consultation Project: Assessing marketing effectiveness of Visit Malaysia Year 2007 Consultation Assessing marketing effectiveness of Visit Malaysia Year 2007 Campaign for Ministry of Tourism, Malaysia

Consultation Project: Developing National Occupancy Special Skill Nature Tour Guide Module (under Future Text Publication)

Consultation Project: Market Research for Federal Agriculture Marketing Association, Malaysia (1998)

Consultation Project: Studying marketing issues for Museums, Galleries and Archives of Malaysia (1999)

Training Projects

Executive Certificate in Tourism for World Assembly of Youth, Melaka

Tourism short training for Perak Tourism Service Providers sponsored by World Association of Youth (WAY)
Career Professional Development for North Korean Tourism Service Planners (sponsored by UNWTO)

Career Professional Development for Vietnamese Tourism Service Providers (sponsored by Asian Development Bank)

Career Professional Development for Bangladesh Business Educators (sponsored by UNWTO)

Team Building for International Students, sponsored by Ministry of Higher Education

Towering English for Middle Eastern Students (sponsored by Saudi Embassy)

Professional Advancement for Homestay Operators for North Corridor Implementation Agency (sponsored by North Corridor Implementation Agency, Malaysia)

English on Wheels-for several groups of Thai students (organized by Executive Development Center, Universiti Utara Malaysia)

Academic Business and Management International College's (BMIC) Consultant Diploma in Tourism Management programme

EDITORIAL BOARD

2016

Scientific Committee Member for the Innovations in Qualitative Research book series to be published by InfoAge Publisher, Denmark.

2015

Editorial Board Member for the International Journal of Corporate Strategy and Social Responsibility, Published by Inderscience, USA.

2014

Editorial Board Member for the Journal of International Association of Culture, Tourism and Hospitality

2014

Scientific Committee for 12th APacCHRIE Conference 2014 & 5th APacCHRIE Youth Conference 2014

2013 -present

Editorial Board Member for American Journal of Hospitality Management

2012-2013

Advisory Board Member of The International Journal of Sustainable Hospitality

2012

Advisory Board Member Asia-Pacific Journal of Innovation in Hospitality and Tourism

2013

Associate Editor in Volume 1, Issue 2 of The International Journal of Environmental Sustainability

2005-2007

The Malaysian Management Journal Board of Editors

PhD Thesis External Examiner (2005- present)

Universiti Institute Technology Malaysia (UITM)

Institute for Environment and Development (LESTARI),

Universiti Kebangsaan Malaysia

School of Tourism Planning, Universiti Sains Malaysia,
Malaysia

Taylor's University Lakeside Campus (2014)

Malaysia Multimedia University (2014)

Universiti Putra Malaysia (2014)

Universiti Teknologi Malaysia (2013, 2015)

Asian eUniversity (2013)

Universiti Kebangsaan Malaysia (2011)

University of Melbourne (2010)

Ad hoc Reviewer

International Journal of Contemporary Hospitality Management

ANATOLIA International Journal of Tourism and Hospitality

Journal of Sustainable Tourism

Asia Pacific Journal of Tourism Research

Tourism Management

Annals of Tourism Research

International Journal of Hospitality Management

PERTANIKA

Conference Session Moderator

A session chair for the International Conference for Academic Disciplines, in Freiburg im Brisgau, Germany, 1-4 December, 2015.

A session chair for the Asia Pacific Tourism Association conference in Kuala Lumpur, 14-17 May, 2015.

A session chair for the 3rd Interdisciplinary Tourism Research Conference, organized by Anatolia Journal, 3-5 June, 2014.

A session chair for the 2nd Interdisciplinary Tourism Research Conference, organized by Anatolia Journal, 24-29 April, 2012
(see <http://www.anatoliajournal.com/interdisciplinary/>)

A session chair for Environmental Sustainability Talking Circle, at The Eighth International Conference on Environmental, Cultural, Economic and Social Sustainability organized by University of British Columbia. 10 -12 January 2012

A session chair in the ATHMM 2011 conference organized by Bogazici University in Istanbul in June, 2011

A session chair in the International Conference on Management 2011, organized by Conference Master Resources at Hydro Hotel, Feringghi, Penang in June 2011

A session chair in the First Life Long Learning Conference, organized by the Executive Learning Center, UUM

A session chair for a plenary session in the first International Conference on Tourism and Hospitality organized by the faculty of Tourism and Hospitality, Universiti Utara Malaysia in 2005

A session chair in the Royal Belum 2nd World Ecotourism Conference organized by the Ministry of Tourism in 2010

A Moderator for the Second Plenary Session during the International Soft Science Expo 2009 organized by UUM and Ministry of Higher Education in 2009

Professional Body membership

Trinett-Hawaii List Year

Tourism Educators Association Malaysia (TEAM)

Qualitative Research Association Malaysia (QRAM)

Asia Pacific Tourism Association (APTA)

Malaysian Association of Hotel Training and Education (MAHTEC)

LinkedIn Groups: The Teaching Professor

International Educational Research

Centre(IERC)

International Association of Culture, Tourism and Hospitality (IACTH)

Miscellaneous roles

A mentor in MSc Technopreneurship program, organized by Universiti Utara Malaysia and Majlis Amanah Rakyat (MARA) – 2007 and 2009

A panelist to the Island Destination Scorecard project organized by the National Geographic – 2008 and 2009 1998-present

An evaluator for the Public Speaking section of 2006's Job Appraisal Workshop PTK4 & PTK5 organized by University Teaching & Learning Centre, Universiti Utara Malaysia – 2006

A facilitator for the Towering Leadership Program, organized by Universiti Utara Malaysia Student Affair Department – 2007 2011

A facilitator for the Think Tourism Workshop organized by 2011 Perak State Tourism Council – 2006

A mentor for Program Pelajar Profesional organized by Biro Latihan dan Kepemimpinan Majlis Perwakilan Pelajar, Universiti Utara Malaysia in 2005

An advisor for the Malaysian Community in University of East Anglia' International Night, in 2004

COMPUTER SKILLS

1. Microsoft Office
2. SPSS
3. Online conferencing and e-mail
4. Adobe Reader and Converter
5. Outlook Express
6. Online tutoring
7. Learn Care and Learning zone
8. Use of social media in teaching and learning

PERSONAL QUALITIES

- Goal Oriented
- Eager to learn new things
- High intellectual and emotional quotient
- Highly motivated
- Posses excellent leadership and communication skills
- Trustworthy to handle highly important tasks, highly reliable
- Good time management -able to effectively manage many different responsibilities simultaneously
- A motivated self starter; quick learner
- Able to work independently or as a collaborative team member
- Able to handle high pressure situations in a professional and effective manner
- Punctual, disciplined, consistently able to meet targeted deadlines
- Loves working in a multicultural environment

REFEREES

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