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ACADEMIC BACKGROUND

Ph.D. Universiti Putra Malaysia, UPM Serdang, Selangor, Business Management, 2016
M.B.A. Universiti Utara Malaysia, Sintok, Kedah, 2009
B.B.A. (Hons) Universiti Utara Malaysia, Sintok, Kedah (Production and Operation Management minor), 2008

WORK EXPERIENCE:

Academic Experience

National

Tutor, Universiti Utara Malaysia (November, 2011 - July, 2016), Sintok, Malaysia.

International

Senior Lecturer, Universiti Utara Malaysia (August, 2016 - Present), Sintok, Malaysia.

Contract Lecturer, Universiti Utara Malaysia (June, 2010 - November, 2011), Sintok, Malaysia.

Education Counsellor and Sales and Marketing Officer, INTI International College Penang (July, 2009 - June, 2010), Bayan Lepas, Malaysia-Pinang.

Non-Academic Experience

National

Procurement Officer, SONY EMCS (M) SDN BHD (May, 2007 - April, 2008), Free Trade Zone Prai, Malaysia-Pinang.

Consulting

2017: Dzreen / Dz Print Enterprise, SME Internship @ University

2016: Pre Matters Supply and Services, Siswapreneur @ PPRN

2014: Solo Labeller Technology (M) Sdn Bhd

TEACHING:

Courses Taught

Undergraduates

Introduction to Management,
Organizational Behaviour,
Research Methodology
Strategic Management

Postgraduates

Strategic Management
Business Research Methodology
Partial Least Square Structural Equation Modeling (PLS-SEM)
Data Analysis

PUBLICATIONS:

Refereed Articles

Ting, H., Thaichon, P., Chuah, F., & Tan, S. R. (2019). Consumer behaviour and disposition decisions: The why and how of smartphone disposition. *Journal of Retailing and Consumer Services*, 51, 212-220.

Lim, X. J., Ng, S. I., Chuah, F., Cham, T. H., & Rozali, A. (2019). I see, and I hunt: The link between gastronomy online reviews, involvement and behavioural intentions towards ethnic food. *British Food Journal*, 122(6), 1777-1800.

Memon, M. A., Cheah, J., Ramayah, T., Ting, H., & Chuah, F. (2019). Moderation Analysis: Issues and Guidelines. *Journal of Applied Structural Equation Modeling*, 3(1), 1-11.

Memon, M. A., Salleh, R., Nordin, S. M., Cheah, J. H., Ting, H., & Chuah, F. (2018). Person-organisation fit and turnover intention: the mediating role of work engagement. *Journal of Management Development*, 37(3), 285-298.

Cheah, J. H., Memon, M. A., Chuah, F., Ting, H., & Ramayah, T. (2018). Assessing Reflective Models in Marketing Research: A Comparison between Pls and Plsc Estimates. *International Journal of Business and Society*, 19(1), 139-160.

Memon, M. A., Cheah, J., Ramayah, T., Ting, H., & Chuah, F. (2018). Mediation Analysis Issues and Recommendations. *Journal of Applied Structural Equation Modeling*, 2(1), 1-9.

MeiRun, T., Sin, J., & Wei, C. (2018). The effect of organizational identification on job embeddedness: Evidence from new generation of rural migrant workers in China. *Management Science Letters*, 8(11), 1223-1238.

Memon, M. A., Ting, H., Ramayah, T., Chuah, F., & Cheah, J. H. (2017). A review of the methodological misconceptions and guidelines related to the application of structural equation modeling: A Malaysian scenario. *Journal of Applied Structural Equation Modeling*, 1(1), i-xiii.

Chuah, F., Ting, H., Cyril De Run, E., & Jun-Hwa, C. (2016). Reconsidering What Entrepreneurial Intention Implies: The Evidence from Malaysian University Students. *International Journal of Business and Social Science*, 7 (9), 85-98.

Chuah, F., Teoh, K., Ting, H., & Lau, E. (2016). A Behavioral Approach to Modelling Strategy Execution: The Role of Organizational Support and the Moderated Mediation Effect of Engagement and Communication. *International Review of Management and Marketing*, 6 (8), 217-225.

Ting, H., Cyril De Run, E., Jun-Hwa, C., & Chuah, F. (2016). Food neophobia and ethnic food consumption intention: an extension of the theory of planned behaviour. *British Food Journal*, 118 (11), 2781-2797, doi: 10.1108/BFJ-12-2015-0492.

Ting, H., Chuah, F., & de Run, E. (2016). Knowledge sharing behavior in innovative working environment: A case of a software developing company. *International Business Management*, 10 (10), 1989-1997, doi: 10.3923/ibm.2016.1989.1997.

Ting, H., Chuah, F., Cheah, J., Memon, M., & Yacob, Y. (2015). Revisiting attitude towards advertising, its antecedents and outcome: A two stage approach using PLS-SEM. *International Journal of Economics and Management*.

Refereed Proceedings

Full Paper

Chin Wei, C. (2017). Repositioning and Moving Forward: A case of Pre Matters Supply and Services. *2nd International Conference on Case Studies 2017*.

Tan, S., Chuah, F., & Ting, H. (2016). Factors affecting university students' satisfaction on online learning system. *TARC International Conference On Learning & Teaching 2016 (TIC 2016)*.

Wee Ming, L., de Run, E., Ting, H., Chuah, F., & Singh, G. (2016). Warning signage on cigarette packaging and buying behaviour: Does it really matter. *6th Asia Pacific Marketing and Management Conference (APMMC)*.

Ishak, K. A. (2015). The roles relationship value & trust in franchising relationship: The evidence from Malaysia franchise sector. *12th Annual World Congress of the Academy for Global Business Advancement (AGBA)*.

Ishak, K., Chuah, F., & Abdullah, H. (2015). The roles of relationship value and trust in franchising relationship: The evidence from Malaysia franchise sector. *12th Annual World Congress of the Academy for Global Business Advancement (AGBA)*.

Chuah, F., Teoh, K., & Abdullah, H. H. (2015). Enhancing the support-execution model of strategy execution: A moderated mediation effect of strategy engagement and strategy communication. *12th Annual World Congress of the Academy for Global Business Advancement (AGBA)*.

Chuah, F., Ting, H., Alsree, S., & Jun-Hwa, C. (2015). Factors affecting entrepreneurial intention of Malaysian university student. *Conference on Business Management Research, Sintok, Kedah, Malaysia*.

Chuah, F. & Teoh, K. (2015). Linking Strategy Engagement to Strategy Execution: A Partial Least Squares (PLS) Approach. *Asian Academy of Management International Conference*.

Ting, H., Chuah, F., de Run, E., & Cheah, J. (2015). Ethnic Food Consumption Intention: A Groundwork Study on Consuming Dayak Food using Theory of Planned Behaviour. *Asian Academy of Management International Conference*.

Chin Wei, C. & Abdullah, H. (2013). Strategic Planning and Strategic Execution for Better Organizational Performance. *Tenth World Congress of the Academy for Global Business Advancement (AGBA)*, 2, 113-123.

Book

Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0* (2nd ed.) Pearson Malaysia.

Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2017). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0* Pearson (Malaysia).

Book Chapters

Cheah, J. H., Memon, M. A., Ting, H., Chuah, F., & Thurasamy, R. (2019). "Read and Cite Hair et al.": How the Work of Joseph F. Hair Impacts Us in Malaysia. In *The Great Facilitator* (pp. 183-192). Springer, Cham.

Chin Wei, C. (2017). Factors affecting university students' satisfaction on online learning system. *Empowering 21st Century Learners Through Holistic and Enterprising Learning*. Springer [B].

Chin Wei, C. & Guan Cheng, K. (2014). The effect of strategy commitment and strategy engagement on strategy execution. *Marketing: A Compendium*. Serdang, Selangor Darul Ehsan: Universiti Putra Press.

SERVICE:

Research Grants

2020 – Exchange Lost in Team: Constructing Malaysia Team-Exchange Model for Malaysian Aviation Industry. – Fundamental Research Grant Scheme (FRGS) (RM74,800)

2018 - The impact of social media on violent extremism among youth in Malaysia – External Research Grant (RM 33,000)

University Assignment

2020: MBA Programme Director, Othman Yeop Abdullah Graduate School of Business
2020: Global Online Learning Taskforce
2020: COVID-19 Remote Learning Taskforce
2019: MBA Programme Director, Othman Yeop Abdullah Graduate School of Business
2019: Research Fellow, iLead4change (School Center of Excellence)
2018: MBA Programme Director, Othman Yeop Abdullah Graduate School of Business
2018: Research Fellow, iLead4change (School Center of Excellence)

Reviewer - Article / Manuscript

International Journal of Organizational Analysis. (Scopus Q3)
Journal of Hospitality and Tourism Technology. (Scopus Q2)
International Journal of Business & Society (IJBS). (Scopus Q3)
Asian Academy of Management Journal (USM). (Scopus Q4)
International Journal of Economics and Management. (Scopus Q3)
Asian Journal of Business and Accounting. (Scopus Q3)

Editor:

Managing Editor - Journal of Applied Structural Equation Modeling (January 2017 – December 2017)

Co – Managing Editor – Journal of Applied Structural Equation Modeling (January 2018 – Present)

Trainer

2019: Quantitative Research Design, Othman Yeop Abdullah Graduate School of Business
2019: Data Analysis using SmartPLS 3.0, Universiti Teknologi Mara, UiTM, Sabah
2018: Data Analysis using Smart PLS 3.0, Universiti Utara Malaysia
2018: Interpretation & Reporting Essentials of PLS SEM, Tunku Abdul Rahman University College
2018: Theory, theoretical framework and its relation to research model, Universiti Tunku Abdul Rahman
2017: Moderation and Mediation analysis using SPSS Macro and SmartPLS 3.0.
2016: Introduction to Structural Equation Modeling (SEM) For Survey Research Using SmartPLS 3.0: A Hands-on Approach, Universiti Putra Malaysia, Malaysia.
2016: A Practical Guide to PhD Research: From Problem Formulation to Thesis Writing, Swinburne University Sarawak Campus, Kuching, Malaysia. Conducting a workshop on problem formulation and thesis writing for academics in Swinburne University of Technology Sarawak Campus, Kuching
2016: A Hands On Demonstration and Discussion on Data Analysis Using Smart PLS, Segi College, Kuching, Sarawak, Malaysia.
2016: Moderation and Mediation Analysis using Preacher and Hayes Process Macro, Maktab Koperasi Malaysia, Kuching, Sarawak, Malaysia.
2016: 3-Day Discussion-based Workshop on Research Methodology, Data Preparation and Data Analysis using PLS-SEM, Kota Kinabalu, Sabah, Malaysia.
2016: Hands-on Guidance on the Use of PLS and AMOS, Universiti Malaysia Sarawak, Malaysia.
2016: Data Analysis Using PLS-SEM, Tunku Abdul Rahman University College, KL, Malaysia.
2015: Research Methodology: Step by step instructions using Business Research Methods, Maktab Koperasi Malaysia, Kuching, Sarawak, Malaysia.
2015: Workshop on Statistical Data Analysis Using SmartPLS (Intermediate), Universiti Putra Malaysia, Malaysia.
2015: Workshop on Statistical Analysis using SEM (PLS and AMOS), Kuching, Sarawak, Malaysia. Conducted a workshop on Statistical Analysis using SEM (PLS and AMOS) organized by Sarawak Research Society (PPM - 030-13-18022015)
2015: Workshop on Statistical Data Analysis Using SmartPLS (Beginner), Universiti Putra Malaysia, Malaysia. Conducting workshop on statistical data analysis using SmartPLS for beginner