



**Name:** Zahra Pourabedin

**Contact Information:**

Email: z.pourabedin@henley.edu.my

zahra.pourabedin@gmail.com

Phone: 0060127932979

## **2. Academic contribution**

### **a) Research activities**

- 2018: Halalbooking.com: The new scoring system, The Islamic Tourism Centre, RM 47,500, Invited for presentation.
- 2015: UNESCO Certified Heritage Tourism Destination Brand Image Construction. **Project Leader**, Budget approved by UCSI RM 9,300

### **b) Journal editor and reviewer**

- Amity Journal of Marketing, Editorial Review Board
- Management studies, Reviewer

### **c) Contributions in conference**

- Scientific Committee Member: 19th International Conference on Contemporary Management and Marketing (ICMM 2017)
- Reviewer: International Conference on Business, Management, Tourism and Hospitality 2015 (BIZMATOUR 2015)
- Chair: Second conference on economic, finance, and management outlook, 2014

#### **d) Contribution in administration**

- Audit champion for Management and Business programme, 2017- Now
- Member of the Research & Postgraduate Studies (REPOST) Committee, 2016-2017

#### **e) Others**

- Advisor of UCSI marketing students for ENZ Marketing Strategy Competition (2015)
- 

### **3. Education**

#### **a) University**

- **Ph.D.**, Management (Marketing), University Technology Malaysia (2010-2014)
- **Master of Management**, (2006-2009)
- **Electronic Engineering**, (1998-2003)

#### **b) Advanced career training**

- Associate Fellow of The Higher Education Academy (in recognition of attainment against the **UK Professional Standards Framework** for teaching and learning support in higher education)
- Affiliate member of Chartered Institute of Marketing (CIM)
- Designing & Facilitating High Impact Blended Learning: An Evidence-Based Approach
- How to Promote Critical Thinking Skills Development in Your Students
- How to publish in international journals
- Prioritisation of variables and index development using analytical hierarchal process (AHP)

### c) Conferences

1. Going to participate and present Paper, "Values Driving Consumers to Purchase Ethnic Apparel: The Case of Hanfu", 2018 Global Marketing Conference Tokyo
2. Participated and Presented Paper "Hotel Image Formation: The Case of Heritage Boutique Hotels", Academy of Marketing Conference (AM 2017), Hull Business School, UK
3. Participated and Presented Paper "Customers' Online Channel Switching Behaviour: The moderating role of switching cost", 2016 International Conference on Information in Business and Technology Management (I2BM)
4. Participated and Presented Paper " Mobile marketing: The role of perceived benefits ", International Conference on Business, Management, Tourism and Hospitality, 2015, Melaka, Malaysia (BIZMATOUR 2015)
5. Participated in the International Conference on Innovations, Shifts, and Challenges (ICISC) in Learning and Teaching 2015 Kuala Lumpur
6. Participated and Presented Paper " Hotel experience and positive electronic word of mouth (e-WOM)", 2nd International Conference on Economics, Finance and Management Outlooks (2014, Kuala Lumpur, Malaysia)
7. Participated and presented paper "e-CRM web service attributes and customer– bank satisfaction, 4th International Graduate Conference on Engineering, Science, and Humanities, Universiti Technology Malaysia (IGCH 2013)
8. Participated and Presented Paper "Heritage Tourism Website Evaluation Framework" in the International Conference on Management, Penang, Malaysia (ICM 2011)

### 4. Publications

1. Hassan, H., **Pourabedin, Z.**, Sade, AB., Jiyayi., Ch Loyalty Membership for Luxury Hotels in Malaysia.. International Journal of Tourism Cities (ABDC), Forthcoming (Early cite)
2. **Pourabedin, Z.**, Yeoh Sok Foon, Rajat Subhra Chatterjee and Jessica Sze-Yin Ho, Customers' Online Channel Switching Behavior: The Moderating Role of Switching Cost, Information Journal (Scopus), 19. No. 7(B) pp.2961-2970

3. Mai Tran, Ananda Jeeva, **Pourbedin, Z.**, Social network analysis in tourism services distribution channels, Tourism management perspective (Scopus, ABDC). 18, 59-67 (2016)
4. **Pourabedin, Z.**, MW Migin, A Jeeva. 2015, Mobile marketing: The role of perceived benefits, Adv. Sci. Lett (Scopus). 21, 1879-1881 (2015)
5. **Pourabedin, Z.**, MW Migin. 2015, Hotel experience and positive electronic word of mouth (e-WOM), International Business Management (Scopus)(9) 4, 596-600

## 5. Employment History

- Jan 2017- Now, University of Reading Malaysia
  - Lecturer in Marketing (Markets, Marketing, and Strategy, Business Statistics) Dec 2013 – Dec 2016, UCSI University
  - Lecturing in master level (International business and management)
  - Lecturing in undergraduate level (Current Issues in Marketing, Services Marketing, Basics and Practices of Marketing, Strategic Marketing, Social Media Marketing)
  - Supervision of undergraduate and master students
- Jan 2008 to Jan 2010, Third Millennium International Training Centre for Information Technology and Management (2 years)
  - Lecturer (management principals, marketing, e-commerce, Strategic management, Marketing management, Organizational behaviour )
- Jan 2007 to Jan.2008, Aramin IT Co. Sales & Marketing Manager (1 year)
  - Brand promotion, maintaining and improving relationships with the client

## 6. Skills

- SPSS (Statistical Package for the Social Sciences)
- SEM (Structural Equation Modelling)
- AHP

## 7. Activities

### Memberships

1. Institute of Marketing Malaysia (IMIM)
2. Chartered institute of Marketing (CIM)
3. Academy of Marketing (AM)
4. International Federation of Information Technology and Tourism (IFITT)

## 8. Others

---

### Supervision

#### MBA Students

Year	No.	Name	Status	Title	Roles of Supervision
2015	1	Chai Jiayi	Graduated	The influence of customer value perception and switching cost on customer active loyalty	Main Supervisor
2015	2	Wee Chiat Boon	Graduated	Factors Influencing Customers Preference Towards Islamic Banking Products and Services	Main Supervisor
2015	3	Wang Jing	In Progress	The customer behaviour on the luxury product	Main Supervisor
2015	4	Feng Qilin	In Progress	The factors that will affect the customer behaviour in purchasing chinese Hanfu in the Han Ethnic Group in China	Main Supervisor

## 9. Referees

1.

Name: Dr. Vahid Biglari

Position: Lecturer, University of Reading Malaysia

Email: [v.a.biglari@reading.edu.my](mailto:v.a.biglari@reading.edu.my)

Phone: 0060126687429

2.

Name: Noor Diyana

Position: Lecturer, UCSI University

Email: [noordiyana @ucsiuniversity.edu.my](mailto:noordiyana@ucsiuniversity.edu.my)

Phone: 0060125357530