



CURRICULUM VITAE



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Senior Lecturer

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B. KELAYAKAN AKADEMIK (<i>Academic Qualification</i>)		
Nama Sijil / Kelayakan (<i>Certificate / Qualification obtained</i>)	Nama Sekolah Institusi (<i>Name of School / Institution</i>)	Bidang pengkhususkan (<i>Area of Specialization</i>)
PhD (Environment and Development)	Institute for Environment and Development, National University Malaysia, UKM.	Environment and development
Master in Economics	National University Malaysia, UKM.	Planning and development
Bachelor Sc. Economics (Resource)	University Putra Malaysia, UPM	Planning and development

E. PEKERJAAN (<i>Employment</i>)				
Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
University Putra Malaysia, UPM	Senior Lecturer	Department of Resource Management and Consumer Studies	2017	Present
		Head of Sustainable Consumption Research Centre of Excellent, UPM	Nov 2018	Oct 2020
Selangor International Islamic University College, KUIS.	Head of Islamic Economics and Finance Unit	International Research Centre of Islamic Economics and Finance, IRCEF KUIS	Jan 2017	Sept 2017
Selangor International Islamic University College, KUIS.	Lecturer	Economics and Management	2009	2017

Polytech Mara College Bangi	Lecturer	Management and Accountancy	2007	2009
Cybernetics College Kuala Lumpur	Lecturer	Management and Business	2005	2007
MIH Holdings	Executive	Director Office	2004	2005
CITI College, Taiping Perak (UPM franchise)	Executive	Examination unit	1998	2001

F. ANUGERAH DAN HADIAH (Honours and Awards)

Name of awards	Title	Award Authority	Award Type	Year
Excellence Service Certificate	Sijil Perkhidmatan Cemerlang 2020	UPM	University	2020
Excellence Service Certificate	Sijil Perkhidmatan Cemerlang 2019	UPM	University	2019
Hadiah Buku Inovasi – Excellent PhD thesis in social sciences category.	Quantitative evaluation on consumer's knowledge, purchase intention and willingness to pay for energy efficient products: A study on domestic sector in Malaysia.	MTDC-UKM	University	2016
Excellence Service Award	Sijil Perkhidmatan Cemerlang 2012	KUIS	University	2012

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)

Journal

Norzalina Zainudin, Jasmine Leby Lau & Chandramalar Munusami, 2021. Modelling household behavioral changes as an opportunity for sustainable home energy. *Environmental Economics and Policy Studies*. <https://doi.org/10.1007/s10018-021-00311-z>.

Shazleen Ilyana Sharifuddin & Norzalina Zainudin, 2021. A Review on Solar Photovoltaic (PV) Progress in Leading Countries in ASEAN. *International Journal of Advanced Research in Technology and Innovation*. Vol.2, pp 47-61. <http://myjms.mohe.gov.my/index.php/ijarti>

Norzalina Zainudin, Zuroni Md Jusoh, Zumilah Zainalaludin, Syuhaily Osman, Nurnaddia Nordin, Laily Hj. Paim. 2020. Validating of solar energy acceptance measurements among Malaysian households. *International Journal of Social Science Research (IJSSR)*. Vol.2, No 4. pp 20-31

Abdullahi Mohammad Jalam, Amir Hamzah Sharaai, Mariani Ariffin, Norzalina Zainudin & Haruna Danladi Musa. 2020. Closing the policy-practice gaps in Nigeria's deserification interventions: a qualitative document analysis of sustainable practice. *Journal of Environmental Policy & Planning*, DOI: 10.1080/1523908X.2020.1832883

Nurkaliza Khalid & Norzalina Zainudin. 2020. A mixed method study on online learning readiness and situational motivation among mathematics students using gamified learning objects. *Islamiyat* 42 (isu khas) 2020: 27-35.

Zhi Ying Ong, Jasmine Lau & Norzalina Zainudin. 2020. Money attitude, materialism and compulsive buying among Malaysian young adults. *Management science letters*. 11. 281-290.

Eksplorasi faktor pengaruh terhadap tingkah laku pembelian kosmetik halal dalam kalangan pengguna. 2020. *International Journal of Social Science Research*. Vol (2). No. 2 (4). pp 32-43

Noriswana Rahmat & Norzalina Zainudin. 2020. Faktor penentu penggunaan perkhidmatan bas smart selangor: Kajian di laluan SJ4A Serdang. *Malaysian Journal of Human Ecology*. Vol. 1. Issue 1(4), pp 45-61.

Norzalina Zainudin, Zuroni Md Jusoh, Zumilah Zainalaludin, Syuhaily Osman, Nurnaddia Nordin, Laily Paim, Abinasan. 2019. Climate change awareness and solar energy adoption of household. *Journal of Advance Science and Technology*. 2019. Vol. 28. No. 8s, pp 357-363.

Nurkaliza Khalid & Norzalina Zainudin. 2019. Meaningful Gamification: A Conceptual Model of Discrete Math in a Blended Classroom. Malaysian. *Journal of Information and Communication Technology*. Vol.4, No.1, pp 1-6.

Nurnaddia Nordin, Nurhaiza Nordin, Murni Yunus, Norzalina Zainudin. 2019. Growth effect of foreign direct investment: The role of labor market flexibility. *Economic Journal of Emerging Markets*. Vol. 11. Issue 1.

Norjumaaton Fazhani Razak, Mohamad Fazli Sabri & Norzalina Zainudin. 2019. Tahap pengetahuan, niat dan tingkah laku hijau dalam kalangan penjawat awam di Wilayah Persekutuan Putrajaya. *Jurnal Pengguna Malaysia*. Jilid 32. ms. 26-41

Norzalina Zainudin & Amira Sofia. 2018. Pengurusan hutang kad kredit dalam kalangan pekerja muda. *Jurnal Pengguna Malaysia*. Dec 2018. Issue (7). pp 82-90.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri. 2017. Household's energy efficiency behavior: The role of knowledge, attitude and social influences. *Journal of Science International*, 29(2), 65-69.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri. 2016. Modelling the consumer's acceptance on energy efficient products: Mediating role of attitude. *The Social Sciences*, 11:5017-5022.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri. 2016. Low hanging fruit: Impact of socio-economic and attitudinal characteristics on consumer's willingness to pay, *Malaysian Journal of Consumer and Family Economics*, Vol. 19, 2016

Norzalina Zainudin; Attitude towards energy efficient products: The influence of eco-litaracy and social influence; 2013; WCIK e-journal of intergration knowledge; E-ISSN: 2289-5973

Nurnaddia Nordin, NurHaiza Nordin, and Norzalina Zainudin, (2016) *Role of economic freedom in the research and development- productivity growth nexus: Panel dynamic ordinary least square evidence*. Journal of Management & Muamalah, 6 (1). pp. 15-34. ISSN 2180-1681

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Building climate resilience through household based energy efficiency. Analysis of consumers' knowledge, purchase intention and willingness to pay. *Journal of Energy Policy*, 2021 (reviewed)

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Emissions reduction potential through household behavioural changes: a test of composite behavioural theory. *Journal of energy policy* 2020 (review)

Chapter in book

Norzalina Zainudin, Nor Diana Mohd Idris & Chamhuri Siwar, 2020. Energy Conservation: Concept and Approaches. In W. Leal Filho et al. (eds.). Affordable and clean energy. Encyclopedia of the UN Sustainable Development Goals. https://doi.org/10.1007/978-3-319-71057-0_42-1

Norzalina Zainudin, Jasmine Leby Lau & Chandramalar Munusami, 2020. Micro-macro measurements of sustainability. In W. Leal Filho et al. (eds.). Affordable and clean energy. Encyclopedia of the UN Sustainable Development Goals. https://doi.org/10.1007/978-3-319-71057-0_42-1

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri. 2015. Malaysian Attitudes toward energy efficiency and appliance efficiency standards. Civilisation, Hopes & Discontent: Insights from the Social Sciences & Humanities. Perbadanan Kota Buku, Kuala Lumpur.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Pemodelan Bersamaan Berstruktur Amalan Pembelian Produk cekap Tenaga: Kajian Sektor Domestik Di Malaysia, 2016. Siri Pembangunan Penyelidikan Kelestarian. LESTARI UKM.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Analisis Pengetahuan Pengguna Terhadap Produk Cekap Tenaga: Aplikasi Model Logistik Binomial; (Review process).

Proceedings

Norzalina Zainudin, Chamhuri Siwar & Er Ah Choy. 2017. Opportunity for green marketing and energy efficiency: A case of Malaysian household. International conference on Economics and Banking, 8-9 Aug 2017, Lombok Indonesia.

Norzalina Zainudin, Chamhuri Siwar & Er Ah Choy. 2017. Penilaian tahap pengetahuan kepenggunaan dalam aplikasi produk cekap tenaga, International Conference on Humanities, Language, Culture & Business, Cameron Highlands Pahang.

Norzalina Zainudin, Nur Naddia Nordin & Halima Begum, Survey Designing for Contingent Valuation Studies, International Conference on Management and Muamalah, KUIS, Hotel Bangi-Putrajaya Selangor, 23-24 Mei 2016.

Nurnaddia Nordin, Norhaiza Nordin and Norzalina Zainudin, Estimating determinant of innovations by generalized methods of moments with persistence of panel data on developing countries, International Conference on Management and Muamalah, KUIS, Hotel Bangi-Putrajaya Selangor, 23-24 Mei 2016.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Analisis Faktor Pengesahan (CFA) Model Niat Membeli Pengguna Domestik Terhadap Produk Cekap Tenaga; Simposium Kebudayaan dan Kerjasama Indonesia - Malaysia; Hotel Everly Putrajaya; 25 – 27 November 2015.

Norzalina Zainudin, Aniza Hussin & Nurnaddia Nordin. 2015. How to quantify environment services? A cause for concern. International Conference of Management and Muamalah (ICoMM 2015). Hotel Bangi-Putrajaya, Bangi Selangor.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Evaluating the role of energy efficiency label on consumers' purchasing behaviour; 2013; The 5th International Conference on Environmental Science and Development, ICESD 2014; Singapore; 19 – 21 February 2014. IPCBEE Prosedia, Elsevier, www.sciencedirect.com.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Energy Efficient Product Purchase Intention: Some Insight from a developing country. Regional Network on Poverty Eradication Seminar, RENPER 2014; Banking University, Ho Chi Minh Vietnam; October 2014

Norzalina Zainudin and Nurnaddia Nordin; Sustainable Energy Consumption Behaviour: An Empirical study to test the theory of planned behaviour, International Conference on Management and Muamalah, KUIS, November 2014.

Norzalina Zainudin, Halima Begum & Nur Naddia Nordin, Modelling the causal effect of knowledge on consumer's purchasing behavior: The case of energy efficient appliances in Malaysia, International Conference on Postgraduate Research 2014, Kuala Lumpur. 2014.

Norzalina Zainudin & Chamhuri Siwar; Green Purchasing: Willingness to pay of Malaysian consumers for energy efficient products in relation to people standard of living; March 2013; International Conference on Consumerism, ICC 2013; Equatorial Hotel Bangi.

Norzalina Zainudin, Chamhuri Siwar, Er Ah Choy & Norshamliza Chamhuri; Consumer's awareness and green purchasing behaviour: The case of energy efficient lighting and low income group in urban Malaysia; 2013; Regional Network on Poverty Eradication Seminar, RENPER 2013; University Malaysia Kelantan; 23 – 25 October 2013.

Norzalina Zainudin, Nurnaddia Nordin & Aza Shahnaz; A Review on Sustainable Development: The relationship between energy consumption and environmental degradation, Conference on Management and Muamalah, KUIS 2013.

Nurnaddia Nordin, Norhaiza Nordin and Norzalina Zainudin: Role of economic freedom in the R&D-TPF growth nexus: Panel dynamic ordinary least square (OLS) evidence. International Conference on Management and Muamalah, KUIS, November 2014.

H. PROJEK PENYELIDIKAN TERDAHULU*(Past Research Project)*

<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
Constructing Indicators and Profiles of Energy Poverty Among B40 Households in Malaysia	Leader	2021-2023	FRGS	On-going
Mitigasi perubahan iklim melalui solar PV: Kajian imperative program pemeteran tenaga bersih (NEM) isirumah Malaysia.	Leader	2018-2021	UPM	Completed
Typology of multi-generational B40 households at metropolitan high-rise people's housing project (PPR) in Peninsular Malaysia.	Co-researcher	2020-2022	KPM	On-going
Determinants of Financial Empowerment among Millennial University Students? Cross Country Evidence	Co-researcher	2020-2021	UPM	On-going
Kajian tingkah laku dan pilihan pengguna	Co-researcher	2020-2021	KPDNHEP	Completed
Pembangunan indeks pembelian kosmetik halal dalam kalangan pengguna Malaysia.	Co-researcher	2018-2021	UPM	On-going
Determinants of financial empowerment among millennial university students. Cross country evidence.	Co-researcher	2020-2021	UPM	On-going
Gender gap study on role of aquaculture activity value chains in enhancing economic wellbeing of vulnerable households in Kuala Krai Kelantan.	Co-researcher	2017- 2020	UPM	completed
Labour market flexibility: threshold impact on FDI-Growth link in developed and developing countries.	Co-researcher	2017-2018	KUIS	completed
Economics, social impacts and policy imperatives for sustainable water and wastewater treatment.	Co-researcher	2014 – 2015	KPT	completed