


Curriculum Vitae for XMUM Official Website

	Name	Dr. Faizah Shahudin
	Current Position	Deputy Head of International Business Programme Assistant Professor (Economics)
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	Programme	School of Economics and Management
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BIOGRAPHY

Dr. Faizah Shahudin is an Assistant Professor for the School of Economic and Management, Xiamen University, Malaysia. She received her Ph.D in Agricultural Economics from the University Putra Malaysian and Msc. International Economics & Finance from University of Newcastle Upon Tyne, United Kingdom. She has been teaching in several private universities in Malaysia for the past 16 years. She was also working in the field of Marketing and Business Development unit in the oil and gas company before embarking into education industry as lecturer. During her tenure with Limkokwing University, she appointed as Programme Leader and Head of Foundation for Business. In 2014, she joining a British university as an Assistant Professor for Economics in the Heriot-Watt University Malaysia, Putrajaya. During 4-year tenure, she was actively involved in teaching and assessment duties for economics related modules offered in Foundation, Undergraduate and Post-graduate programmes at Heriot-Watt University Malaysia. She was also appointed as a member of HWUM Academic University Council and a team member for Cold Energy Project in the area of Economic and Societal Impacts study, a collaborative long-term research project for Heriot-Watt Malaysia, Heriot-Watt Edinburgh and University Technology Petronas. From 2018 until present, she is serving Xiamen University Malaysia as an Assistant Professor for Economics. In September 2020 she was appointed as the Assistant Head for International Business Programme in the School of Economics & Management. Her current research focus is on the area of economic impacts in agricultural and tourism economics. Generally, her research focuses on the valuation of tourism benefits, economic impact analysis, multiplier model, cost-benefit analysis and economic impacts assessment of tourism development project as well as tourist satisfactions. For the past 16 years of her as academician, she has supervised students from various fields study such as Marketing, Finance, Accounting Management in Undergraduate level, Postgraduate Level and MBA. Professionally, Dr. Faizah was a member of Malaysian Institute of Economic Research (MIER) and member of International Society for Southeast Asian Agricultural Sciences. From 2019 to present, she is appointed as the LEO Club Advisor for Xiamen University Malaysia.

RESEARCH INTERESTS

- Agricultural Economics
- Tourism Economics
- International Economics and Finance
- Business Management and Marketing

EDUCATIONAL BACKGROUND

- PhD (Agricultural Economics), University Putra Malaysia (2017)
- Msc. in International Economics & Finance, University of Newcastle upon Tyne, UK (2006)
- Bachelor of Economics, Universiti Putra Malaysia (1999)

WORKING EXPERIENCE

- Xiamen University, Malaysia (2018-present)
- Heriot-Watt University Malaysia, Putrajaya (2014- 2018)
- Limkokwing University, Cyberjaya (2007 -2014)
- Kolej Teknologi YPC-iTWEB (2007-2007)
- Kolej Kurniawan (1999-2001)
- Kijang Emas Sdn. Bhd (2001-2002)
- Inland Revenue (UK) – parttime (2003-2005)

RESEARCH EXPERIENCE / GRANTS

- Economic Impacts of Agritourism Development in Malaysia: In the perspective of Chinese Tourist Expenditure and Overall Visitors Satisfaction Level. XMUMRF Research Fund on ISEM/0012, XMUMRF Cycle 3 (2019 -2023)

REPRESENTATIVE PUBLICATIONS

- Shahudin, F., Shaharudin, M. S., Fernando, Y., Ganesan, Y. (2022). Development of Blockchain Agriculture Supply Chain Framework Using Social Network Theory: An Empirical Evidence Based on Malaysian Agriculture Firms. *The Digital Agricultural Revolution: Innovations and Challenges in Agriculture through Technology Disruptions*, 411-445.
- Sarpong, S., & Shahudin, F. (2022). Giving meaning to ‘division of labour’: is Malaysia sliding into ethnic labour caucuses? *Labor History*, 63(2), 267-278.
- Shahudin, F., Jasmi, M. F. A., Gui, A., & Shaharudin, M. S. (2022, July). Factors Affecting the Success of Information Technology Projects. *1st International Conference on Information System & Information Technology (ICISIT)* (pp. 324-329). IEEE.
- Shahudin, F. & Sarpong, S. (2022). Giving meaning to ‘division of labour’: is Malaysia sliding into ethnic labour caucuses?. *Labor History*, 1-12.
- Shahudin, F., Hartono, S., Widagdo, H. H., & Hendrawan, T. (2022, August). The Analysis of Online Order Mobile Application Using User Experience Questionnaire (A Case Study Approach). In *2022 International Conference on Information Management and Technology (ICIMTech)* (pp. 682-686). IEEE.
- Shahudin, F., Jasmi, M. F. A., Gui, A., & Shaharudin, M. S. (2022, July). Factors Affecting the Success of Information Technology Projects. In *2022 1st International Conference on Information System & Information Technology (ICISIT)* (pp. 324-329). IEEE.

- Shahudin, F., Osman, Z., & Moorthy, K. (2021). THE INTENTION TO REVISIT MALAYSIAN TOURISM IN THE POST COVID-19 PERIOD. In Proceedings of the International Conference on Hospitality and Tourism Management (Vol. 6, No. 1, pp. 36-53).
- Faizah Shahudin, Yael Raharja Hartono, Vanesa Hwang Anderes Gui, Muhammad Shabir Shaharudin, Muhamad Fairuz Ahmad Jasmi (2021). Analysis of Factors Affecting Intention to Use Internet Banking in Indonesia. International Seminar on Machine Learning, Optimization, and Data Science (ISMODE) (pp. 301-306).
- Faizah Shahudin, Sam Sarpong, Ali Saleh Saleh Ahmed Alarussi (2021). Challenges in Malaysian's sustainability efforts: the role of traceability in the food industry. Springer Journal's Editorial Office; Agriculture and Human Values.
- Shahudin, F., Shaharudin, M.S., Fernando, Y., Ahmed, E.R. (2020). Environmental NGOs involvement in dismantling illegal plastic recycling factory operations in Malaysia. Journal of Governance and Integrity, 4(1), pp.29-36.
- Shahudin F., Arokiasamy A. R., Zohir M. (2020) Service Quality and Health Care Industry in Malaysia: A Pilot Study on Transformational Leadership and Empathy. International Journal of Innovation, Creativity and Change, ISSN: 2201-1315.
- Shahudin F., Nalatambi S., Zaludin Z. (2015) Students' Perception on Independent Learning and Possible Impact on the Students' Performance at Pre-University. International Conference on Education and Social Sciences (ICESS) held in Kuala Lumpur on 8th November 2015.
- Shahudin F., Abdullah M. A., Radam A., Ismail M.M. (2015) Economic Impact of Agritourism: Estimating Employment and Income Multipliers of Homestay Programme in the Rural Area of Selangor, Malaysia. Journal of Tourism and Hospitality Management. American Research Institute for Policy Development, Volume 5(1). 1, ISSN 2372-5125 (Print) 2372-5133 (Online), DOI: 10.15640/jthm.
- Shahudin F., Abdullah M. A., Radam A., Ismail M.M. (2015) Visitors' Motivation to Visit Cultural and Heritage Attributes towards the Overall Visitors' Satisfaction of Homestay Programme in Selangor. Malaysia Journal of Agricultural Economics (MjAE). Volume 28, Issue 3 (Dec 2015), pp. 32-49. UPM Press.
- Shahudin F., Abdullah M. A., Radam A., Ismail M.M. (2017) Estimating output multiplier of homestay programme in Selangor. South East Asia Journal of Contemporary Business, Economics and Law (Seajbel). Volume 12, Issue 2 (April, 2017), pp 9-15. ISSN 2289-1560 Malaysia. Available via, <http://seajbel.com/wp-content/uploads/2017/05/BUS-11.pdf>

HONORS/AWARDS

- Best MBA Lecture Award for 2023 XMUM University University 2023
- Best Lecture Award for 2016 Heriot-Watt University University 2016
- Employee of the Month for Oct Limkokwing University University 2012
- Best Presenter Award - The 8th International Conference on Hospitality & Tourism Management (ICOHT 2021)
- Best Abstract for Tourism - 2nd World Conference on Education, Law, and Technology (WCELT 2021)