

1	<b>NAME</b>	Dr. Chok Nyen Vui
2	<b>ACADEMIC QUALIFICATIONS</b>	<p>Phd in Management (2012 – 2018)</p> <p>Master of Business Administration (2009 - 2010)</p> <p>Bachelor of Business Administration (2004 – 2007)</p>
3	<b>CURRENT PROFESSIONAL MEMBERSHIP</b>	<p>The chartered Institute of Marketing (CIM)</p> <p>Malaysian Financial Planning Council (MFPC)</p> <p>Certified Trainer (HRDF)</p>
4	<b>CURRENT TEACHING AND ADMINISTRATIVE RESPONSIBILITIES</b>	Assistant Professor, member of postgraduate committee
5	<b>PREVIOUS EMPLOYMENT</b>	<p>SEGi university (July 2016 – Jan 2020)</p> <p>Tunku Abdul Rahman University College ( Feb 2011 – June 2016)</p> <p>Sekolah Menengah Kebangsaan USJ 12 (Jan 2009– Dec 2010)</p>
6	<b>CONFERENCES AND TRAINING</b>	<p>Chok Nyen Vui, Xiao Jing (2019). The Effect of Perceived Usefulness, Perceived Ease of Use, Facilitating Conditions and Social Influence on Intention to Adopt E-HRM Among Employees in IT industry. 14 -16 October 2019. International Conference on Industry 4.0: A Global Revolution in Business, Technology and Productivity.</p> <p>Stanley Yap, Chok Nyen Vui, Seow Khai Chuen, Leow Hon Wei, (2018). Modeling Perceived Value, Trust, Satisfaction and Consumer Commitment: An Analysis of Fast Moving Consumer Goods in Malaysia. International Conference of Business Policy and Society. Malaysia. 27-28 November 2018. Global Business and Management Research: An International Journal</p> <p>Stanley Yap, Lee Joyce, Leow Hon Wei, Chok Nyen Vui, (2018). The Factors Affecting On Consumer Behavior Towards Family Marts In Malaysia. International Conference of Business Policy and Society. Malaysia. 27-28 November 2018. Global Business and Management Research: An International Journal</p>

		<p>Chok Nyen Vui, Yuhanis Ab. Aziz &amp; Khairil Wahidin Awang, (2013). Ecotourism's Experience, Satisfaction and Word of Mouth Recommendation in Ecotourism Malaysia. Selangor, Malaysia. 18-20 Oct 2013. <i>Global Conference on Business and Economics Research</i>,</p> <p>Yuhanis Ab Aziz &amp; Chok Nyen Vui, (2012). The role of halal awareness and halal certification in influencing non-muslims' purchase intention. Bandung, Indonesia. 12-13 Mar. 2012. 3<sup>rd</sup>. <i>International Conference on Business and Economic Research</i>,</p>
7	<p><b>RESEARCH AND PUBLICATIONS</b></p>	<p>Yap Peng Lok, S., Vui, C.N., Chuen, S.K. and Wei, L.H., 2019. Modelling Perceived Value, Trust, Satisfaction and Consumer Commitment: An Analysis of Fast Moving Consumer Goods in Malaysia. <i>Global Business &amp; Management Research</i>, 11(2), pp 185-196. (ERA)</p> <p>Stanley Yap, Chong Wei Ying, Leow Hon Wei, Chok Nyen Vui, (2017). The Importance of Financial Literacy on the Malaysian Household Retirement Planning. <i>International Business Management</i>, Vol 11(7), pp 1457-1461. (Non-ISI/Non-SCOPUS/Non-ERA)</p> <p>Stanley Yap Peng Lok, Mahadevan, Chok Nyen Vui, Fatemeh Kimiyaghalam (2017) Financial Planning Framework: A Perspective of Wealth Accumulation and Retirement Planning, <i>Universitas Islam Indonesia, Accounting, Business &amp; Economics</i>, pp 31. (Non-ISI/Non-SCOPUS/Non-ERA)</p> <p>Stanley Yap Peng Lok &amp; Chok Nyen Vui, (2017). A Case Study on Effective Financial Planning in Malaysia. <i>Asia Pacific Journal of Business, Humanities &amp; Education</i>, Vol 2(1), pp. 52-67. (Non- ISI/Non-SCOPUS/Non-ERA)</p> <p>Stanley Yap, Mahadevan, Chok Nyen Vui, Fatemeh Kimiyaghalam, (2017). Financial Planning Framework: A Perspective of Wealth Accumulation and Retirement Planning. <i>Universitas Islam Indonesia, Accounting, Business &amp; Economics</i>, pp 31. (Non-ISI/Non-SCOPUS/Non-ERA)</p> <p>Chok Nyen Vui, Yuhanis Ab. Aziz, Khairil Wahidin Awang &amp; Ng Siew Imm, (2014). The Ecotourist's Experience, Satisfaction and Word-of-mouth Communication in Malaysia: A Case of Sipadan Island. <i>Universiti Putra Malaysia Press</i>, pp 165-179. (Non-ISI/Non-SCOPUS/Non-ERA)</p> <p>Yuhanis Ab. Aziz &amp; Chok Nyen Vui, (2013). The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslim in Malaysia</p>

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8	<b>CONSULTANCY</b>	
9	<b>COMMUNITY SERVICE</b>	
10	<b>OTHER RELEVANT INFORMATION</b>	