



BRIEF BIODATA

Siti Rahayu Hussin is Senior Lecturer at the Department of Management and Marketing, Faculty of Economics and Management, FEP, UPM. She joined UPM in 1997 and has since then served UPM until today. Previously she was employed as a Lecturer at Universiti Utara Malaysia from 1995-1997. She was appointed the Head of Executive Development and Industrial linkage Unit (EDIL) at FEP from 2015 until April 2017. As Head of EDIL, she manages a portfolio of training courses offered to students, executives, and entrepreneur and industry players from the government and private sectors. She is currently the Coordinator for Basic Entrepreneurship course in UPM, which has one of the largest number of students taking the subject every semester (1800 students, 36 groups in 2016). She is also a research associate at the Malaysian Research Institute on Ageing (MyAgeing).

Her research interest is in the field of Strategic Marketing, Consumer Behavior, and Retailing. She has received several government research grants in the areas of consumer behavior and marketing related-issues, acting as the head researcher or associate researcher for such grants. She has been involved in consultation work for private organization as well has published in several journals. She has been invited to give training on marketing-related topics for several programs inside and outside UPM. She has also recently taken up research related to ageing consumer and entrepreneurship.

Siti Rahayu has published several academic writings related to her field in journals (12, 7 refereed journals), 1 book (published by McGraw Hill) and chapters in books (12) and the rest is conference papers (9). Currently, her h-index is 2 with 9 citations (Scopus) and 6 h-index with 106 citations in Google Scholar Citations. She is also active in writing cases for teaching and learning and has done several cases for organizations like Tabung Haji, CEDAR and AIPO. She was recently awarded Case Writing Grant Scheme and is currently conducting a case research for a small medium enterprise (SME).