

# CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	<b>NURUL'AIN BINTI MOHD HASAN</b>		Gelaran <i>(Title)</i> : <b>Dr.</b>
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i>	Warganegara <i>(Citizenship)</i> Malaysian	Bangsa <i>(Race)</i> Malay	Jantina <i>(Gender)</i> Female
Jawatan <i>(Designation)</i>	Senior Lecturer	Tarikh Lahir <i>(Date of Birth)</i>	15.01.1977

Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
DEPARTMENT OF COMMUNICATION, FACULTY OF MODERN LANGUAGES & COMMUNICATION, UNIVERSITI PUTRA MALAYSIA, 43400 UPM SERDANG.  Tel: 03-8946 8323 Fax: 03-8943 9951	E-mail: namh@upm.edu.my  URL: - <a href="https://scholar.google.co.nz/citations?user=OfNajmIAAAJ&amp;hl=en">https://scholar.google.co.nz/citations?user=OfNajmIAAAJ&amp;hl=en</a>  H/P: 012-7715084

B. KELAYAKAN AKADEMIK <i>(Academic Qualification)</i>			
Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
Doctor of Philosophy in Communication (Ph.D)	Massey University, Wellington, New Zealand	2013	Corporate Social Responsibility (CSR) & Public Relations
Master in Communication Management	National University of Malaysia (UKM)	2006	Communication Management
Bachelor in Communication (Hons)	MARA University of Technology (UiTM)	2002	Public Relations

C. KEMAHIRAN BAHASA <i>(Language Proficiency)</i>					
Bahasa / Language	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English					✓
Bahasa Melayu			✓		

**D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN***(Scientific experience and Specialisation)*

- i. KOC3431 Public Relations Strategies (Bachelor Degree)
- ii. KOC4362 Organisational Crisis Management (Bachelor Degree)
- iii. KOC4201 Reputation Management (Bachelor Degree)
- iv. KOM3403 Public Oration (Bachelor Degree)
- v. KOM5321 Advanced Public Relation (Postgraduate: Master of Corporate Communication)
- vi. Coordinator, Industrial Training for Bachelor of Communication Students.
- vii. Programme Coordinator, Bachelor of Communication Distance Learning Mode (PJJ).

**E. PEKERJAAN** *(Employment)*

Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
Universiti Putra Malaysia (UPM) Malaysia	Academic Staff and Researcher	Communication Department	15 July 2013 (Appointed as Senior Lecturer)	Till Present
Hilton Hotel, Petaling Jaya	Marketing Communications Executive	Marketing Communication	December 2002	June 2003
Ogilvy Public Relations Worldwide, Kuala Lumpur	Public Relations consultant	Public Relations	10 October 2001	10 December 2001

**F. ANUGERAH DAN HADIAH** *(Honours and Awards)*

Name of awards	Title	Award Authority	Award Type	Year
Academic Awards	Best Presenter	Conference of Business Management, UUM organiser.	Certificate	2017
	Emerald Research Awards (outstanding doctoral research award)	Massey University, Wellington, New Zealand	Nominee	2013
	Dean's List (> 3.78)	National University of Malaysia (UKM)	Certificate	2006
Non-Academic Awards				
Awards of Merit				

**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	<p>Mohd Hasan, N.A., Chan, T.J., &amp; Bidin, R. (2018) Job satisfaction among bank employee: An investigation of public banking institution in Malaysia. <i>Jurnal Kemanusiaan</i>, 16 (1) 33-39.</p> <p>Gusau, A. L., Abdullah, Z., &amp; Mohd Hasan, N. A., Tamam, E. (2018) Professionalism and competencies as predictors of public relations practitioners' self-efficacy: A conceptual framework. <i>European Journal of Business and Management</i>. 10 (26). ISSN: 2222-2839.</p> <p>Chan, T. J., Sathasevam T., Muhammad Noor, P. N., Khiruddin, A. M., &amp; Mohd Hasan, N.A. (2018) Application of selected facets of RepTrak™ reputation model on Carlsberg Malaysia as one of the companies in tobacco, gambling, alcohol and pornography (TGAP) industry. <i>International Journal of Academic Research in Business &amp; Social Sciences</i>. 8 (1). ISSN: 2222-6990.</p> <p>Chan, T. J., &amp; Mohd Hasan, N. A. (2018) Corporate social responsibility practices from the employees' perspectives: A case study of Malaysian Higher Education Institution. <i>International Journal of Academic Research in Business &amp; Social Sciences</i>. 8 (4). ISSN: 2222-6990.</p> <p>Chan, T. J., &amp; Mohd Hasan, N. A. (2018) Predictors of employees' job satisfaction through corporate social responsibility (CSR) practices in Malaysian banking company. <i>Advance Science Letters</i>, 24, 3072-3078. <b>ERA</b></p> <p>Mohd Hasan, N.A. (2017). Managing standards in corporate social responsibility online: A case study of a Malaysian higher learning institution. <i>International Journal of Economic Research</i>. 14 (14 part 2), 259-274. <b>SCOPUS</b></p> <p>Chan, T. J., &amp; Mohd Hasan, N. A. (2017). Apple versus Samsung Patent Lawsuit: An issue and crisis management approach. <i>International Journal of Law, Government and Communication</i>. 2 (5), 1-12.</p> <p>Gusau, A. L., Abdullah, Z., Tamam, E., &amp; Mohd Hasan, N. A. (2017). Developing &amp; validating a measure for PR professionals' self-efficacy. <i>Asian Social Science</i>. 13 (6), 113-123.</p> <p>Murugeesan, Y. &amp; Mohd Hasan, N. A. (2016). Review of factors influencing the coach-athlete relationship in Malaysian team sports. <i>Malaysian Journal of Social Sciences and Humanities</i>. 1(3), pp. 83-98. e-ISSN: 2504-8562.</p> <p>Chan, T.J. &amp; Mohd Hasan, N. A. (2016). Determinants of corporate social responsibilities (CSR) and intrinsic job motivation: A case of Malaysian banking company. <i>Malaysian Journal of Social Sciences and Humanities</i>, 1(2). e-ISSN: 2504-8562.</p> <p>Mohd Hasan, N. A. (2015). Communicating CSR: How messages in texts influence the standards. <i>Journal of Language and Communication</i>, 2(2). ISSN: 2289-649X.</p>
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	<p>Chan, T.J. &amp; Mohd Hasan, N. A. (2015). A conceptual paper exploring the influence of corporate social responsibility practices on job satisfaction and corporate reputation based on employees' perspective. <i>Global Media Journal – Malaysian Edition</i>, 5(2). ISSN: 2231-9948.</p> <p>Mohd Hasan, N. A. (2015). Insights on the role of public relations in corporate social responsibility of Malaysian multinational corporations. <i>PRism</i> 13(2):<a href="http://www.prismjournal.org/homepage.html">http://www.prismjournal.org/homepage.html</a>.</p>
<i>Books/Monographs</i>	Mohd Hasan, N. A. (2016). <i>Towards Achieving CSR Global Standards in the 21<sup>st</sup> Century: Public Relations Practitioners' Struggles and Challenges from Malaysian Perspectives</i> (pp. 1-348). Lambert Academic Publishing. ISBN: 978-3-659-90482-0.
<i>Chapter in book</i>	Mohd Hasan, N. A. (2007). Employee commitment and the corporate brand: A study on Tenaga Nasional Berhad Malaysia. In M. N. Osman, E. Tamam & A. H. Ahmad Ghazali (Eds.), <i>Communication issues and challenges for development</i> (pp. 153-175). Kuala Lumpur, Malaysia: University Putra Malaysia Press.
<i>Proceedings</i>	<p>Mohd Hasan, N. A. (2016). Communicating corporate social responsibility online in Malaysian higher education institution: Does it matter? <i>5<sup>th</sup> International Conference on Social Responsibility, Ethics and Sustainable Business</i>. Bocconi, Milan Italy.</p> <p>Chan, T. J. &amp; Mohd Hasan, N. A. (2016). Corporate Social Responsibility (CSR) Practices From The Employees' Perspective: A Case Of Malaysian Banking Company. <i>The 1<sup>st</sup> International Conference on Management and Communication</i> (pp. 99-109). e-ISBN: 978-967-13528-1-6.</p> <p>Murugeesan, Y., &amp; Mohd Hasan, N. A. (2016). Review of Factors influencing the coach-athlete relationship in Malaysian team sports. <i>The 1<sup>st</sup> International Conference on Management and Communication</i>.</p>
<i>Other publications</i>	<p>Mohd Hasan, N. A. (2013). <i>Towards achieving global standards: The role of public relations in processes and outcomes of corporate social responsibility initiatives in Malaysia</i>. (Doctoral dissertation). Massey University, Wellington New Zealand.</p> <p>Mohd Hasan, N. A. (2006). <i>Employee perception of the corporate brand: A linkage to organizational commitment and involvement</i>. (Master's thesis). National University, Malaysia.</p>

H. PROJEK PENYELIDIKAN TERDAHULU (Past Research Project)					
Project No.	Project Title	Role	Year	Source of fund	Status
9458300	Exploring CSR Communication Initiatives of Malaysian Higher Learning Institutions: Towards Developing a Contextualised CSR Best Practice Instrument for Public Universities.	Project Leader	2015-2017	Putra Grant, Universiti Putra Malaysia	completed

<b>I. PERSIDANGAN, SEMINAR, BENGKEL, KURSUS DAN LAIN-LAIN</b> <i>(Conference, seminar, workshop, course, etc)</i>	
<i>Conference</i>	<p><b>Presenter</b>, Mohd Hasan, N. A. (2010, December). <i>Towards achieving effective CSR standards in Malaysia: A public relations perspective</i>. Paper session presented at the conference of the International Communication and Media Conference (i-COME'10), Malacca, Malaysia.</p> <p>Presenter, Mohd Hasan, N. A. (2016, October). <i>Communicating corporate social responsibility online in Malaysian higher education institution: Does it matter?</i> 5th International Conference on Social Responsibility, Ethics and Sustainable Business. Bocconi, Milan, Italy.</p>
<i>Seminar</i>	<p>October 29 2009 – Dr. Heather Kavan: “The Moses Manslaughter: An Example of Collective Entrapment?”. Research Seminar organized by Communication Journalism &amp; Marketing, Massey University.</p> <p>October 22 2009 – Fiona Shearer: “Identifying with Literacy: The Discursive Logics of Adult Literacy Recruitment”. Research Seminar organized by Communication Journalism &amp; Marketing, Massey University.</p> <p>September 17 2009 – Paya Hsu: “Green Marketing: Understanding Consumers’ ‘Green’ Preferences”. Research Seminar organized by Communication Journalism &amp; Marketing, Massey University.</p> <p>September 10 2009 – Liz Hawes: “Convert or Revert?: Politics on the web in New Zealand. Research Seminar organized by Communication Journalism &amp; Marketing, Massey University.</p> <p><b>Presenter</b>, Mohd Hasan, N. A. (2009, September). <i>Public relations’ role and influence in effective CSR processes and outcomes in Malaysia</i>. Paper session presented at a research seminar series of Massey university, Wellington, New Zealand.</p> <p>August 20 2009 - Dr. Grant Hannis: “A Case Study in Developing a Research Programme: Analysing Print Reportage on Chinese in New Zealand. Research Seminar organized by Communication Journalism &amp; Marketing, Massey University.</p> <p>April 4th 2009 - Professor Morgan P. Miles of Georgia South University: “Sustainability as a stimulus for corporate entrepreneurship and environmental marketing”. Research Seminar organized by Communication Journalism &amp; Marketing, Massey University.</p>
<i>Symposium</i>	<p><b>Presenter</b>, Mohd Hasan, N. A. (2013, September). <i>The role of public relations in CSR: A Malaysian perspective</i>. Paper presented at the 16th International Corporate Identity Group Symposium (ICIG), Putrajaya, Malaysia.</p>
<i>Workshop</i>	<p>June 12th 2015 – Attended a Research Grant Workshop organised by Deputy Dean of Research, Faculty of Modern Languages and Communication, Universiti Putra Malaysia.</p> <p>March 30th 2015 – Attended a Qualitative Research Method Workshop organised by Centre of Academic Development (CADE), and Office of the Deputy Vice Chancellor (Academic and International), Universiti Putra Malaysia.</p> <p>May 2014 – Attended a supervisory workshop by School of Graduate Studies, Universiti Putra Malaysia.</p>

**J. KERJA EDITORIAL** *(Editorial Work)*

- i. Associate Editor, Asian Journal of Applied Communication.
- ii. Reviewer of Human Communication Journal.
- iii. Reviewer of the International Letters of Social and Human Sciences.
- iv. Editor and reviewer, Journal of Language and Communication.
- v. Reviewer for The Search Journal, Taylor's University.
- vi. Editor, The Tableau e-newsletter for Universiti Putra Malaysia.  
Appointed Committee member,

**K. KEGIATAN DAN SUMBANGAN DI LUAR TUGASAN RASMI** *(Professional Affiliation)*

- i. Institute of Public Relations Malaysia (IPRM) Education Chapter.
- ii. Committee member.
- iii. Coordinator, Industrial Networking in Society.
- iv. Communication consultant, SK Taman Megah, public school.
- v. External Examiner for the Public Relations programme for KPJ Healthcare University College, Nilai, Seremban.
- vi. External Examiner for the Public Relations programme for Taylor's University.
- vii. External Examiner for the Mass Communication programme for City University.
- viii. External Examiner for Mass Communication Programme for Universiti Teknologi MARA.
- ix. Advising Fellow, Communication Strategies and Communication, UPM.

**L. PENGADIL AKADEMIK** *(Academic Referees)***Associate Professor Dr. Elspeth Tilley**

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