



Dr. Siti Zaleha Sahak

Associate Professor in Marketing

Arshad Ayub Graduate Business School (AAGBS)

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Administrative Post

2019-2020

Accreditation Coordinator

Arshad Ayub Graduate Business School

2016

Acting Director

Arshad Ayub Graduate Business School

2013-2016

Deputy Director

Arshad Ayub Graduate Business School

2011-2013

MyRA Coordinator

Business Management Faculty

Committee

2019-Present: Resource Person-Strategic Marketing Management (MKT761) & Strategic Brand Management (MKT762), MBA

2018/2019: Secretary-Curriculum Review: PhD (Business Management), AAGBS

2018-Present: Student Advisor for 'AAGBS Marketing Challenge Competition'

2014/2015: Chair-Curriculum Review: MBA, AAGBS

Membership

The Malaysian Consumer and Family Economics Association (MACFEA):
Life Member

The Alliance on Business Education and Scholarship for Tomorrow, a 21st Century Organization (ABEST21), Japan: Peer Review Committee Member (2016); Peer Review Team (2016- Present)

Education

2011

PhD in Marketing

University of Salford, UK

2000

Master of Business Administration

University of Huddersfield, UK

1996

BBA (Hons) Marketing

Institut Teknologi MARA, Malaysia

1994

Diploma in Public Administration

Institut Teknologi MARA, Malaysia

Research Project

Trust School Program: Measuring the future sponsors' perceived value, attitude and willingness to sponsor the program (AAGBS Research Grant) –Head

Challenges and opportunities in digital transformation towards sustainable development: A case of Malaysia (Yamaguchi University Research Grant) – Member

Developing a model to identify the critical factors of residual waste behavior (RWB) in residential communities in Malaysia (FRGS) – Member

Consultancy

Retail Impact Study - Tesco (M) & HomePro (M)

Marketing Communication Effectiveness Index - Indah Water Konsortium (IWK)

Customer Satisfaction Index - IWK

Retail Outlet Service Quality Audit -

Perwira Niaga Malaysia (PERNAMA)

Publication

Sahak, S. Z., Sheriff, N., Udari, Z., Ramlan, N., & Mohamad, M. A. (2020). Measuring future sponsors' perceived value on Trust School Program. *International Journal of Academic Research in Business and Social Sciences*, 10(4), 600–608 (ERA)

Sahak, S. Z., Abdul Thalip, N. R., & Hairudin, N. S. (2019). Assessing future consumer perceived value on Proton-Geely products. *International Journal of Advanced Science and Technology*, 28(8s), 661 - 668 (SCOPUS)

Sahak, S.Z., Hashim, N. & Mohd Zaki, R. (2019), Assessing factors associated to social media adoption among salespeople of environmental services company in Malaysia. *ASEAN Entrepreneurship Journal*, 5(2); 35-40 (MyJurnal)

Sahak, S.Z., Mohamad, A., Abdul Samad, M. & Ahmad Faizul, A. M. (2018). Measuring service quality of fast food restaurant: What matter most to Malaysian Gen-Y consumers? *Malaysian Journal of Consumer Family Economics*, 21(S1), 24-33 (SCOPUS)

Newman, A. & Sahak, S.Z. (2012). Purchasing patterns of migrant groups: The impact of acculturation on ethnocentric behaviors. *Journal of Applied Social Psychology*, 42 (7), 1551–1575 (SCOPUS)

Citation

Total	113
h-Index	5
i10-Index	4