

CURRICULUM VITAE



ASSOC. PROF . Ts. ROSITA MOHD. TAJUDDIN **Ph.D**

University Technology Mara (UiTM)
Faculty of Art & Design
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SUMMARY OF QUALIFICATIONS

- PhD in Apparel, Merchandising and Design
- Master's Degree in Technical Education - M.Ed (Technical)
- Bachelor of Arts (Honors) Degree in Fashion Marketing
- Sound understanding of global apparel merchandising industry dynamics as related to fashion retailing, rural retailing, E-tailing, revitalization of small retail businesses, consumer behavior, and social responsibility aspects of apparel businesses
- Almost 16 years of teaching experience at both Diploma, Bachelor's and Master's Degree , UiTM Shah Alam, Selangor
- Two years of graduate teaching assistant experience at Bachelor's Degree (Sophomore) at Iowa State University, Ames, Iowa, USA
- Four years of graduate research assistant experience (USDA-CRESS Grant Research 2007 – 2011)
- Demonstrated solid work ethic with strong attention to details
- Capable of working well and effectively both as an individual and in a team environment
- Excellent communication skills both verbal and written in Bahasa Malaysia and English languages

EDUCATION

- **Iowa State University**, Ames, IA. USA

Doctor of Philosophy Degree: Graduation, August 2011

Major: Apparel, Merchandising & Design

Specialization: Retail Merchandising and Rural Entrepreneurship

Dissertation: “The influence of social capital on self-development efforts and its impact on community perceived satisfaction, community entrepreneurial climate, satisfaction outcomes, and community economic vitality”.

Major Professor: Associate Professor Dr. Linda Swihart Niehm

Program of Study Committee: Professor Dr. Ann Marie Fiore

Professor Dr. Mack Shelley

Professor Dr. Russell Laczniak

Associate Professor Dr. Elena Karpova

- **University Technology Malaysia (UTM)**, Skudai, Johor. MALAYSIA

Master’s Degree in Technical Education (M.Ed. (Tech))

Graduation: August 2000

Major: Technical Education

Research Area: Private Education (Fashion Business)

Mini-Dissertation: “A Study of Franchise Programme in Private Institutions of Higher Learning”.

Research Supervisor: En. Kamarolzaman Md. Jidi

- **University of Northumbria at Newcastle**, Newcastle upon Tyne, UK.

B.A. (Hons) in Fashion Marketing

Graduation: July 1998

Project Area: Fashion Design and Marketing

B.A (Hons) Project: “Directional Moslem Women’s Wear For the UK Market”.

Project Supervisor: Barbara Brown

AREAS OF SPECIALIZATION

Apparel merchandising and design

Fashion retailing management

Fashion branding and marketing

Fashion entrepreneurship

Costumes and History

Consumer behavior

STATISTICAL METHODS

Quantitative method (Bivariate Correlation, ANOVA, Multiple Regression, and Basic Descriptive)

Model Test (Structural equation modeling using MPlus)

Qualitative research method (Manual)

GRADUATE LEVEL COURSES TAUGHT (Course Work)

Research Methodology

Graduate Seminar

Finance and Marketing for Designers

UNDERGRADUATE LEVEL COURSES TAUGHT

History of Costumes

Apparel Production Management

Fashion Seminar Trend Analysis and Evolution

Art & Design Seminar

WORK EXPERIENCE (TEACHING)

University Technology Mara (UiTM), Faculty of Art & Design, Shah Alam, Selangor
Designation: Lecturer (DM52)

Date: Effective August 1, 2002 until present

- Represents the University Technology Mara (UiTM) and assumes responsibility for teaching in theoretical based courses at both undergraduates and postgraduates by coursework and research. Also serves as Theses Supervisors for both Master's in Research and Coursework students.
- Post-graduate courses taught include Research Methodology (AMT 702), Graduate Seminar (AMT 706), Directed Research (AMT 756), Thesis MA (Coursework and Research) (THE 700).
- Undergraduate courses taught include History of Costume (FDT 550), Seminar: Fashion Evolution and Trend Analysis (FDT 600), and Projek Kajian Ilmiah (THE 676).
- Undergraduate courses taught include Marketing of Textile and Apparel (TXL 628), and Introduction to Apparel (TXL 280).
- Coordinates research grant activities for the Faculty of Art & Design academic staffs.
- Serves as a MyRA Liaison Officer for the Faculty and MyRA Auditor for University Technology Mara (UiTM) towards becoming Research University by 2015.

Polytechnic of Shah Alam, Shah Alam, Selangor

Designation: Lecturer

Date: August 2000 - July 2002

- Taught courses in Marketing and Marketing Planning
- Planned and organized Diploma students' practical attachment
- Served as an internal auditor

TEACHING INNOVATION

- I-Learn – For Undergraduate And Post-Graduate Courses
- MOOC; Certificate Of Achievement 2017/2018 (Course EVC 711)
- Organised Graduate Seminars by Semester - As A Research Platform For Students Presenting Research Works And Ideas
- Organised a series of Guest Speaker's Session for Undergraduate and Post-Graduate Students

OTHER WORK EXPERIENCE (TEACHING & RESEARCH)

University Technology Mara (UiTM), Shah Alam, Selangor

Faculty of Art & Design

Rank: Principle Investigator & Member of Research Grant

Date: June 2012 – December 2018

Grants: RIF (2012-2014) – Principal Investigator
LESTARI (2015-2016) – Principal Investigator
GIP (2017 – 2018) - Principal Investigator
Lestari (2017 – 2019) - Member

Iowa State University, Ames, IA. USA

Department of Apparel, Educational Studies, & Hospitality Management

Rank: *Graduate Assistant*, Research

Date: Fall 2008 - Spring 2009

Activities participated in as a research assistant:

- Assisted in USDA-CSRESS Grant research in Community Resiliency
- Assisted in conducting research including research design, literature search, development of questionnaire, surveying and the analyses of relevant data
- Gathered data pertaining to research funds and grants
- Assisted in writing research journal articles and carried out other related responsibilities deemed appropriate by major professor

Iowa State University, Ames, IA. USA

Rank: *Graduate Assistant*, Research

Date: Fall 2009 - Spring 2010

Activities participated in as a research assistant:

- Assisted in USDA-CSRESS Grant research in Community Resiliency

- Assisted in conducting research including research design, literature search, development of questionnaire, surveying and the analyses of relevant data
- Gathered data pertaining to research funds and grants
- Assisted in coordinating College of Human Sciences Entrepreneurship Showcase
- Assisted in writing research journal articles and carried out other related responsibilities deemed appropriate by major professor

Iowa State University, Ames, IA. USA

Rank: *Graduate Assistant*, Research and Teaching

Date: Fall 2010 – Spring 2011

Activities participated in as a Graduate Assistant:

- Assisted in USDA-CSRESS Grant research
- Assisted in evaluating TC575 presentation and other related assignments
- Assisted in evaluating AESHM 275 presentation and other related assignments
- Assisted in reviewing research papers for submission in the Clothing and Textile Research Journal

OTHER WORK EXPERIENCE

RSH Fashion (M) Sdn. Bhd, Petaling Jaya, Selangor

Designation: Assistant Merchandiser cum Buyer

Date: July 1996-May 1997

- Served as a merchandiser in planning sales and promotional activities
- Served as a display artist for the three main international retailers; Doc Martens, NEXT, and Union Bay

GRANTS RECEIVED

- **FRGS Grant (Phase 1 2019)**. Modelling fit evaluation of a functional design uniform based on the anthropometric data
- **Grant Insentif Kecemerlangan (GIP)**, UiTM, July 2017- Dec 2018. The Empowerment of Consumer Brand Identification Approach as a Strategy towards Sustainability Brand Equity among Fashion SMEs Entrepreneurs.
- **Lestari Research Grant 2017**, UiTM, July 2017 – June 2019. Dyeing of Silk Fabrics With Extract From *Caesalpinia Sappan* Wood.
- **Lestari Research Grant 2015**, UiTM, December 2015 – 30 November 2016. Buying Online Fashion Apparel: An Evaluation of Technology Acceptance Model
- **Dana Kecemerlangan (RIF)**, UiTM, June 2012 – May 2014. Investigation of Theory of Reasoned Action on Malaysian Female Consumers in Buying Fashion Branded Goods – Principle Investigator.

- **USDA-CSRESS** Grant, September 2008 – August 2011. Rural Community Resiliency: Role of the Retail Sector in Easing Sudden and Slow Motion Economic Shocks. - Graduate Assistant.
- **IRDC, UiTM, 2005-2007.** A Comparative Study of Visual Merchandising (Window Display) Between Kuala Lumpur (Malaysia) and Singapore.

ADMINISTRATION POSITION HELD

- Coordinator (Research), Department of Post-Graduate, Faculty of Art and Design, UiTM Shah Alam, 1 February 2013 – May 1 2018.
- Penyelaras Penyelidikan, Faculty of Art & Design, September 1, 2011-August 31, 2013.
- Liaison MyRA Officer, Faculty of Art & Design, November 30, 2011.
- Auditor MyRA, University Technology Mara, 17 July 2012 – 10 September 2012.
- Coordinator Art History & Cultural Management (AD771) & Fine Art Technology (AD772) – August 1, 2006.
- Coordinator Visual Communication and New Media (AD773) – November 1, 2004.

ACTIVITIES

- *Secretary*, FRGS Proposal Research Committee, Faculty of Art & Design, UiTM Shah Alam, Selangor, June 7 2013 – June 7 2014.
- Committee Member, Curriculum Review for Post-Graduate, Faculty of Art & Design.
- Committee Member, Syllabus and Curriculum Development for BA (Hons) Apparel Retail Design, Faculty of Art & Design, UiTM Shah Alam, 2011 - current
- *Auditor* MyRA, Institut Pengurusan Penyelidikan (RMI), UiTM Shah Alam, Selangor, July 17-September 10, 2012.
- *Moderator*, FSSR Diploma Assessment for the University College, Shah Putra, Kuantan, Pahang. September 2012- September 2013.
- *Liaison Officer* MyRA Score, Faculty of Art & Design, UiTM, Shah Alam, Selangor, September 2011 – September 2013.
- *Assessor ERGS Proposal*, University Technology Mara (UiTM), Phase 1/2012.
- *Examiner*, MA Thesis (Research), “Traditional Hand Embroidery Wedding Dress in Saudi, Mecca, and Madinah”, April 25, 2012.
- *Examiner*, MA Thesis (CourseWork), “Liberal Attire: A Precaution Aid for Breast Cancer”, January, 2012.
- *AJK*, Art & Design International Conference (ANDIC), Concorde Hotel, Shah Alam, Selangor, 18-19 April, 2012.
- *AJK, Curriculum Review (OBE)*, Faculty of Art & Design, UiTM, Shah Alam, September 1 2011-August 31, 2013.

- *AJK, New Programme in Fashion Retail Management*, December 1 2011 – December 31 2012.
- *Pengerusi, Parallel Session*, Art & Design International Conference (ANDIC), Concorde Hotel, Shah Alam, Selangor, 18-19 April, 2012.
- *Editor*, Art & Design International Conference (ANDIC), Concorde Hotel, Shah Alam, Selangor, 18-19 April, 2012.
- *Department Representative*, Himpunan Jutaaan Belia, Putrajaya, Mei 23-27, 2012.
- *Served as one of the Panel of Interviewers*, AD780- MA (Research), Faculty of Art & Design, UiTM, Shah Alam. June 27, 2012.
- *Served as one of the Assessors for PhD Mock Defence Proposal (AD990)*, November 2011.
- *Served as one of the Panel of Interviewers*, AD780- MA (Research), Faculty of Art & Design, UiTM, Shah Alam. June 27, 2012.
- *Served as one of the Panel of Assessors*, AD780-MA (Research), Faculty of Art & Design, UiTM, Shah Alam. June 28, 2012.
- *Chief Examiner*, Peperiksaan June 2012, Peringkat Ijazah (Mac-July 2012), Faculty of Art & Design, UiTM, Shah Alam. June 22, 2012.
- *Academic Advisor (Mentor)*, Semester 05(C), Fashion Department, Faculty of Art & Design, UiTM Shah Alam, September 2011 – January 2012.
- *Editor/AJK Sponsor, Protocol, & Corporate*, Degree Fashion Show, Faculty of Art & Design, UiTM Shah Alam. Mac-July, 2012.
- *AJK, Curriculum*, Faculty of Art & Design, UiTM, Shah Alam. October 2012- November 2014.
- *AJK, Penghasilan Batik Shah Alam*, Faculty of Art & Design, October 1 2012.
- *Thesis Coordinator*, Fashion Department, Faculty of Art & Design, UiTM Shah Alam, September 1 2011-August 31, 2013.
- *AJK Pembelian Bahan-bahan Rujukan*, Faculty of Art & Design, UiTM, Shah Alam, 2004 & 2012.
- *AJK Keberadaan Pensyarah*, Faculty of Art & Design, UiTM Shah Alam, November 1 2011-October 31, 2012.
- *AJK Technical*, Faculty of Art and Design, UiTM, Shah Alam. 2006 – 2009; 2011 – present.
- *Internal Auditor ISO 9001:2000*, Faculty of Art & Design, April 2007 – March 2008.
- *Assessor*, Anugerah Kualiti Naib Canselor (AKNC), UiTM Shah Alam. April 9-10, 2007.
- *Coordinator*, 2006 TUNZA International Children Conferences on Environment, Putrajaya International Convention Center, 26-30 August, 2006.
- *Assessor (FAS 216 & FAS 216)*, Kolej Bersekutu FSSR, October-November 2006.
- *Judge*, Pertandingan Peragaan Pakaian Tradisional, Meranti College, UiTM, Shah Alam.
- *AJK, Program Design Graduate Showcase “Reform for the Future”*. December 9-12, 2004.

CONFERENCES, WORKSHOPS, AND SEMINARS

- Attended the 4th. International Conference on Marketing & Retailing, Holiday Inn, Glenmarie, Shah Alam, Selangor, Malaysia, December 3-4, 2013.
- Attended the BIFT-ITAA Joint Symposium, Beijing, China, March 25-30, 2012.
- Attended a workshop on Industrial PHD Supervisors Training Programme, UiTM, Shah Alam, February 13-14, 2012.
- Attended *Bengkel Pengantarabangsaan 2012*, Dewan Seminar OIA, UiTM Shah Alam, Selangor, July 16, 2012.
- Attended *Bengkel Latihan Hands-On Entrance & Exit Survey*, Auditorium, Faculty of Art & Design, UiTM Shah Alam, Selangor, February 2012.
- Attended the International Textile and Apparel Association Conference, Montreal, Quebec, Canada, October 27-30, 2010.
- Attended the International Textile and Apparel Association Conference, Bellevue, Washington, USA, October 27-31, 2009.
- Attended the International Textile and Apparel Association Conference, Schaumburg, Illinois, USA, November 5-8, 2008.
- Attended a workshop on ISO9001: 2000 FSSR, Fine Art Auditorium, Faculty of Art & Design, UiTM, Shah Alam, April 18-19, 2007.
- Attended a workshop on “Hands On Academic Software – Endnote”, ILQAM, UiTM, Shah Alam, March 14, 2007.
- Attended a conference on Small Medium Industries Development Corporation, SMIDEC, Kuala Lumpur Convention Centre (KLCC), June 5-6, 2007.
- Attended a seminar on Research Methodology – PhD, Auditorium 1 & 2, PTAR II, UiTM, Shah Alam, February 26-March 2, 2007.
- Attended Penilaian Tahap Kecekapan (PTK), ILQAM, UiTM Shah Alam, December 17-23, 2006.
- Attended a conference “*Seni Budaya dan Warisan di Abad 21: Teori dan Praktis*”, Putra World Trade Centre, Kuala Lumpur, August 3-5, 2006.
- Attended a Symposium on Trends in Post-Graduate Studies, Concorde Hotel, Shah Alam, November 10, 2006.
- Attended a workshop on Professional Teaching and Learning, ILQAM, UiTM, Shah Alam, April 26-27, 2005.
- Attended a workshop on “*Program Pembimbing Rakan Sekerja (PERASA) – Siri 2*”, Pusat Latihan UiTM, Kampung Gajah, Perak, May 5 – 8, 2005.
- Attended Regional Seminar in Singapore, Meritus Hotel, Singapore, October 13-14, 2003.
- Attended National Conference on Textile, Apparel, and Fashion Industries 2003, Putra World Trade Centre, Kuala Lumpur, August 5-6, 2003.
- Attended *Malam Busana Melaka*, Melaka Convention Centre, Ayer Keroh, Melaka, October 4, 2003.

ACADEMIC CONSULTANCY

- Panel Penasihat Akademik Program Diploma Rekabentuk Fesyen dan Pakaian dan Sijil Kemahiran Rekabentuk Fesyen, Politeknik Ibrahim Sultan, Kementerian Pendidikan Malaysia (2014 – current)
- Independent Academic Expert, Faculty of Social Sciences and Liberal Arts, UCSI University, Selangor
- Profesor Pelawat, Malaysia Science University (MSU) 2016-2017.
- *Consultant (Event & Fashion Show)*, Festival Baba Nyonya, Holiday Inn, Malacca, December 16-18, 2011.
- *Trainer for Apparel Merchandising*, Malaysian Textile and Apparel Centre. January - December 2006.
- *Counselor*, Program Tunas Mekar, Office of Deputy Vice-Chancellor, UiTM, Shah Alam. July 4, 2005 – July 3, 2007.
- *Consultant (Leader)*, Pusat Daya Cipta, Faculty of Art & Design for Lembaga Tabung Haji (Uniform wear), March 23, 2006.
- *Consultant*, Pusat Daya Cipta, Faculty of Art & Design for Jabatan Perkhidmatan Awam Malaysia (Office Wear Attire Guideline), Putrajaya, Selangor. December 2004
- *Polytechnic Curriculum Advisor (Fashion)*, Regency Hotel & Resort, Port Dickson. March 23-26, 2004.
- *Polytechnic Curriculum Advisor (Fashion)*, Ancasa Resort AllSuites, Port Dickson. May 10 – 15, 2004.

AWARDS AND HONORS

- Teknologis Profesional (Ts.) (PT18070816), Lembaga Teknologis Profesional (MBOT), 7/8/2018.
- *Invention, Innovation & Design Exposition (iidex) 2018, Gold Award*
- *Best Paper Award*, ABRIC 2016, Langkawi, Malaysia
- *Invention, Innovation in Art & Design (IIAD)2015. Gold Award*
- *Research Innovation Symposium Exposition (RISE) 2015, Bronze Award*
- *Invention, Innovation & Design Exposition (iidex) 2015, Bronze Award*
- *Anugerah Perkhidmatan Cemerlang*, 2016, Faculty of Art & Design, UiTM
- *Anugerah Perkhidmatan Cemerlang*, 2004, Faculty of Art & Design, UiTM
- *Runner-Up: New Business Start-Up Idea*, in the 2009 College of Human Sciences Entrepreneurship Showcase Award, Iowa State University, Ames, Iowa.
- *PEO International Peace Scholarship Award*, Des Moines, Iowa, USA. (Fall 2008 & Fall 2009).
- *Graduate Assistantship Award (Research)*, Department of Apparel, Educational Studies, & Hospitality Management (AESHM), Fall 2008 – Spring 2009, Fall 2009 – Spring 2010, Fall 2010 – Spring 2011.

ARTICLES (NEWSPAPERS)

- Tajuddin, R.M. (2018). Kaftan, Kosmo (23 Januari 2018).
- Tajuddin, R.M. (2017). The Relevancy of Baju Kurung, New Stratis Times (25 January 2017).
- Tajuddin, R.M. (2014). *Pengaruh Pasaran Produk Dalam Talian*. Kosmo (30 September 2014), pg 31.
- Tajuddin, R.M. (2012). *Fungsi Fesyen Sebagai Terapi Jiwa*. Berita Harian (20 Mac 2013), pg 2-3.

PROCEEDINGS

- Tajuddin, R.M., & Yusuf, N. (2016). Online Fashion Apparel Shopping: An Empirical Study of Malaysian Consumers. *Proceedings of International Conference on Business and Internet (Fall Session), Seoul, South Korea, 7-9 November 2016. (ISSN 2144-9350)*.
- Tajuddin, R.M., Hashim, S.F., & Zainol, A.S. (2016). The Role of Brand Identity in Creating Resilient Small Enterprises (SMEs) in Fashion Industry. *Proceedings of 2nd Advances in Business Research International Conference (ABRIC), 16-17 November, 2016*.
- Tajuddin, R., Tan, H.S., & Karpova, E. (2015). Factors Affecting Apparel Buying Among Malaysian Females. *Proceedings of the IRES 13th International Conference on Economics and Social Sciences, Seoul, South Korea, 24/10-26/10/2015. (ISBN: 978-93-85832-19-2)*
- Tajuddin, R.M. (2014). An Evaluation of Clothing Attributes Preferences: A Study of the Malaysian Females Consumer Market. *Proceedings of the SOCIO-INT14 – International Conference on Social Sciences and Humanities., 8 – 10 September, 2014. Istanbul. Turkey*.
- Tajuddin, R.M. (2014). Examining the Influences of Theory of Reasoned Action towards Buying Fashion Branded Goods. *Proceedings of the 2014 Innovative Trends in Management, Information, Technologies, Computing, and Engineering to Tackel A Competitive Global Environment (ITMITCE - 2014), 18-19 June Istanbul, Turkey*.
- Tajuddin, R.M., Zainol, A.S., & Sahil, S.A.S. (2013). An Evaluation of Malaysian Females Consumers' Attitude Scale towards Buying Fashion Branded Goods. *Proceedings of the 4th INCOMAR, Shah Alam, Selangor, Malaysia*.
- Tajuddin, R.M. (2013). Distinctive Competencies Strategies for Small Retailers' Business Sustainability. *Proceedings of the 10th Asian Academy of Management International Conference 2013 Management Issues in Organization, University Sains Malaysia, Penang, Malaysia*.

- Tajuddin, R.M., & Niehm, L.S. (2012). Understanding the Affects of Retail Revitalization on Rural Residents' Satisfaction. *Proceedings of the BIFT-ITAA Joint Symposium, China*.
- Tajuddin, R.M., & Niehm, L.S. (2011). Rural Community Self-development Satisfaction: Scale Development and Validation. *Proceedings of the International Textile and Apparel Association, USA, 68*.
- Tajuddin, R. M., Tan, H. S., & Karpova, E. (2010). Understanding Apparel Preferences in the Multi-Ethnic Malaysian Market. *Proceedings of the International Textile and Apparel Association, USA, 67*.
- Tajuddin, R. M., & Niehm, L. S., (2009). Exploring Distinctive Competencies of Entrepreneurs in Small Retail and Service Businesses: A Case Study in Iowa. *Proceedings of the International Textile and Apparel Association, USA, 66*.
- Yusop, F.D., & Tajuddin, R. M. (2009). Challenges in Developing Sustainable Relationships with Community Partners. *Proceedings of the International Conference on Research Conference on Service-learning and Community Engagement, Ottawa, Ontario, Canada*.

POSTERS (* indicates presenter)

- Tajuddin, R.M*., Tan, H.S., & Karpova, E. (2010). Understanding Apparel Preferences in the Multi-Ethnic Malaysian Market. International Textile & Apparel Conference, (October 27 – 30, 2010), Montreal, CANADA (Poster).
- Yusop, F.D*., & Tajuddin, R.M. (2009). Challenges in Developing Sustainable Relationship with Community Partners: What Really Happened in The Service-learning Activities? International Conference on Research Conference on Service-learning and Community Engagement (October 9-12, 2009), Ottawa, Ontario, CANADA (Poster).

CHAPTER IN BOOK

- Wahab, A.F.A, Azahari, M.H., & Tajuddin, R.M. (2016). A Preliminary Study of Robotic Education in Malaysia. i-CADER2015, Springer Science+Business Media Singapore.
- Mohamed Ali, N.A., Azahari, M.H., Tajuddin, R.M., & Sumarjan, N. (2015). Revisited Diffusion Theory: A Conceptual Framework for Interantional Printing Standard Adoption in Malaysia. ISRADH2014, Springer Science+Business Media Singapore.
- Tajuddin, R.M., & Niehm, L. (2012). *Examining the Affects of Retail Revitalization on Perceived Rural Residents' Community Satisfaction*. BIFT-ITAA Symposium Book, Beijing, China: China Textile and Apparel Press.

ON-GOING CHAPTER IN BOOK

2018

Publisher: Bloomsbury Publishing PLC, Bedford Square, London WC1B 3DP.

Publish for Bloomsbury Fashion Cases

Case Title: The Role of Brand Identity in Creating Resilient Small Enterprises (SMEs)

2018

Publisher: Elsevier, London Wall, London EC2Y 5AS

Book Title: Anthropometry, Apparel Sizing and Design, 2nd Edition

Chapter Title: The Relationship of Fabric in Developing Body Contouring Jeans

JOURNAL PAPERS

Tajuddin, R.M., Hashim, S.F., & Zainol, A.S. (2018). Impacts of Consumer-Brand Identification for Strengthening the Sustainability of Malaysian Fashion Brands. *International Journal of Supply Chain Management*, 7(4), 254-264.

Tajuddin, R. (2017). Online Fashion Apparel Shopping: An Analysis of Malaysian Consumers. *American Academic & Scholarly Research Journal*, 9(1), 1-10.

Tajuddin, R.M., Hashim., S.F., & Zainol, A.S. (2016). The Role of Brand Identity in Creating Resilient Small Enterprises (SMEs) in Fashion Industry. *International Journal of Supply Chain Management*, 6(2), 1-6.

Hashim., S.F., Tajuddin, R.M., & Zainol, A.S. (2015). Creating Resilient SME Through Brand Identity. *International Academic Research Journal of Social Science* 1(2), 264-282
ISSN:2289-8441

Tajuddin, R.M. (2014). Examining the Influences of Theory of Reasoned Action towards Buying Fashion Branded Goods. *American Academic & Scholarly Research Journal*,6(4), 528-535.

Tajuddin, R.M., Zainol, A.S., & Sahil, S.A.S. (2014). An Evaluation of Malaysian Females Consumers' Attitude Scale towards Buying Fashion Branded Goods. *Journal of Social and Behavioral Sciences*, 1-7.

Tajuddin, R M. (2005). Fashion as Change. *Journal Perintis Pendidikan Inti*, (January – June), 41-47. ISSN0126-5822.

MANUAL – DRESSING GUIDE FOR JABATAN PERKHIDMATAN AWAM MALAYSIA

Tajuddin, R., & Ismail, A.S. (2005). Panduan Pakaian Masa Bekerja di Pejabat. Jabatan Perkhidmatan Awam Malaysia.

Zakaria, N., Tajuddin, R.M. (2006). Apparel Merchandising Manual. Prepared for Malaysian Apparel and Textile Association (MATAC).

THESIS SUPERVISION – MASTER (BY RESEARCH) – Main Supervisor

Name : Siti Fatimah bt. Hashim (graduated)
Thesis Title : Creating Brand Identity and Loyalty among Small Independent Fashion Businesses

Name : Ahmad. Faizal b. Abdul Wahab (graduated) – Co-Supervisor
Thesis Title : The Affect of High Order Thinking Skills in Robotics Education for Lower Secondary School Students

Name : Fahmi b. Shamsudin (graduated)
Thesis Title : The Used Of Fashion Photography in PSA Preventing Smoking Habit Campaign

Name : Ruhil Amal binti Zainal Abidin (ongoing)
Thesis Title : Investigating the Perception towards Islamic Dressing Styles among Malaysian Muslim Youths

Name : Siti Lily Baizura binti Mohd. Sahi (ongoing)
Thesis Title : Casual Trouser Attributes Towards Plus Size Malaysian Women (Comfort and Fitting)

Name : Worood Abdul Karim S (graduated)
Thesis Title: Impact of Social Media on Hijab Fashion Marketing

Name : Sarina binti Azizan (ongoing)
Thesis Title: An Exploration of Extrinsic and Intrinsic Aesthetical Values of Gamelan Costumes

Name : Ahmad Amsyar bin Suhaimi (ongoing)
Thesis Title: The Development of Baju Melayu: Form, Function and Styles

Name : Nur Deanna Aisha binti Din (ongoing)
Thesis Title: Online Shopping Pre-Purchase Decision

THESIS SUPERVISION – PhD (BY RESEARCH)

Name : Norazean Miswat (ongoing)

Thesis Title: Consumer with Disability (Breast Cancer Survivor) : An Exploration of Intrinsic Element to Enhance Comfort and Functionality of Clothing

Name : Siti Fatimah binti Hashim (ongoing)

Thesis Title: Brand Identification Approach As A Strategy Towards The Longevity Of Sustainable Fashion Brand Equity

Name : Hasma binti Ahmad (ongoing)

Thesis Title: Fashioning The Malaysian Identity

Name : Safrina binti Muhammad Azmi (ongoing) – Co-Supervisor

Thesis Title: Packaging Design Via Brand Building on Small Sized Enterprise (SMEs) Towards Promoting Malaysia's Brand Image for Global Market

Name : Nur Adibah Nadiah binti Mohd Aripin (ongoing) – Co-Supervisor

Thesis Title: An Islamic Paradigm Towards Trade Systems Structure Model For Visual Arts

THESIS SUPERVISION MASTER (BY COURSEWORK) - GRADUATED

Name : Roshidah bt. Hussian (completed January 2013)

Thesis Title : The Development of Styles in Hijab Headwear

Name : Farah Syahirah bt. Rasol (completed January 2013)

Thesis Title : An Enhancement of Abaya for Malaysian Young Consumers

Name : Hazni Rozlin bt. Mohamad Haron (completed July 2013)

Thesis Title : Functional Women Attire for Pilgrimage: Umrah and Hajj

Name : Shahrizad Fitri b. Mustapha (completed July 2013)

Thesis Title : An Innovation of Multi-Activities Outdoor Jacket

Name : Nadhzifatul Kuzaimah bt. Mohd. Dahlan (completed May 2014)

Thesis Title : Multifunction Breastfeeding Cover Design Styling: Enhancing Nursing at Public Places for the Empowerment of a Healthier Life

Name : Shuhaila bt. Nahrawi (completed May 2014)

Thesis Title : An Investigation of Playground Clothing for Toddler: Emphasizing Safety, Protection, and Functional Attributes

Name : Aimi Mursyidah bt. Suria (May 2014)
Thesis Title : Fashion Retailing Management: Case Studies on Bumiputera Fashion Graduates

Name : Norhassimah bt. Musa (completed July 2014)
Thesis Title : Creating Styles on Hijab Wear Through The Concept of Minamilism

Name : Zaleha binti Arshad (completed May 2015)
Thesis Title : The Transformation of Kebaya into Modern Contemporary Design Based on Islamic Values

Name : Norasliza binti Abu Bakar (completed January 2016)
Thesis Title : Total Design Clothing for Plus-Size Young Adults

Name : Aisyah binti Mohd. Yasim (completed January 2017)
Thesis Title : The Relationship of Fabric, Seam and Design in Developing Body Contouring Jeans

Name : Noraini binti Mohamad Nor (completed January 2017)
Thesis Title : Modest Activewear for Elderly Women

Name : Norain binti Abdul Rashid (completed January 2018)
Thesis Title : Right and Easy Clothing for Obese Children

Name : Nursyazlin binti Mohd Saled (completed January 2018)
Thesis Title : The Application of Flower pounding Technique for Women's Resort Wear

Name : Husna binti Saaidin (completed January 2018)
Thesis Title : Directional Casual Wear with Pucuk Rebung Design Using Laser Cutting Technique

THESIS EXAMINER – MASTER (BY RESEARCH)

Name : Dalia Abdulghader M. Fairak (July 2013)
Thesis Title : Traditional Hand Embroidery Wedding Dress in Saudi, Makkah and Madinah

THESIS EXAMINER – MASTER (BY COURSEWORK)

Name : Elia binti Md. Zain (completed January 2018)
Thesis Title : Activewear for Youth Focusing on Modest Style in Malaysia

Name : Naszirah binti Saleh (completed July 2017)
Thesis Title : The Adaptation of Modesty Concept in Sportswear Design for Malaysian Women

Name : Wan Norazreen binti Wan Mohd Zamree (completed January 2016)
Thesis Title : Converting Textile Waste Materials: Exploration of Fashion Upcycling for Women's Casual Wear Design in Malaysia

Name : Siti Zaine bt. Zainal Abidin (completed July 2015)
Thesis Title : The Application of Malay Motif on Seri Malaysia Front Office Attire

Name : Siti Nur Suhada bt. Shahwani (completed July 2015)
Thesis Title : Headpieces Design for Disable

Name : Wan Mishkat Nurhaqiqi bt. Wan Abdul Aziz (completed July 2014)
Thesis Title : Fashion Attire as Prayer Purposes

Name : Muhammad Khalik b. Mustafa (completed January 2013)
Thesis Title : To Contemporize the Traditional Malay Attire Into a Casual Wear for The Malaysian Men

Name : Suriati bt. Saidan (completed January 2013)
Thesis Title : Contemporary Attire for Young Muslimah Adults

Name : Siti Fairus bt. Zainuddin Shah (completed July 2013)
Thesis Title : Retail Design: Designing S New Conceptual Store for High-End Market Focusing on Children's Wear

Name : Nur Farhana bt. Mohd. Fuzi (completed July 2013)
Thesis Title : A Flexi Maternity Wear for Office

THESIS SUPERVISION MASTER (BY COURSEWORK) – ON-GOING

Name : Muhammad ashraff haqimie bin abd. said (current)
Thesis Title : Adaptation of Little Black Dress Concept In Enhancing the Malaysian Women Office Attire

THESIS EXAMINER – PhD

Name : Muhamad Firdaus Ramli (May 2014)
Thesis Title : Alternative Design of Safety and Protective Garment for Malaysian Police Force on General Duties to Protect the Critical and Expose Main Body Part from Fatal Injuries

PAPER REVIEWER

Reviewer for International Colloquium on Textile Engineering, Fashion, Apparel & Design (ICTEFAD) 2014 : Paper #1569853807: Smart Textiles – The Use of Embedded Technology on Tactile Textiles as Therapy for the Elderly.

Reviewer for International Colloquium on Textile Engineering, Fashion, Apparel & Design (ICTEFAD) 2014 : Paper #1569866871: Measuring Organizational Culture Performance: The Preliminary Model.

Reviewer PEOPLE: International Journal of Social Science, 2016 : Paper ID
GICICSSH1608103: EXTRACTION OF NATURAL DYES FROM CLITORIA
TERNATEA FLOWER

Manuscript Reviewer, Journal of Wealth Management & Financial Planning, Malaysia Financial
Planning Council, Kuala Lumpur.

Manuscript Reviewer, Seminar Antarabangsa Warisan dan Tamadun Melayu, 2015, UiTM
Cawangan Kedah.

PROFESSIONAL EXPERTS

2019 – Curriculum Advisor, Rekaan Fesyen Islam, Kolej Universiti Islam Selangor, Bangi,
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2018-2019 – Curriculum Advisor, Programme *Diploma Rekabentuk Fesyen dan Pakaian*
Politeknik Malaysia, Kementerian Pendidikan Malaysia.

2017 – Visiting Professor, MSU University, Selangor

2017 – External Assessor, Programme Master in Fashion and Business, Lim Kok Wing
University, Cyberjaya.

2015 – Panel of Academic Expert. Programme Diploma Rekabentuk Fesyen dan Pakaian dan
Sijil Kemahiran Rekabentuk Fesyen, Politeknik Ibrahim Sultan, Kementerian Pendidikan
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2014 – Independent Academic Expert, Faculty of Social Sciences and Liberal Arts, UCSI
University.

PROFESIONAL MEMBERSHIP

2019

Professional Technologist (Ts.) – (Perakuan I.D: Pt18070816)

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Professional Technologist (Ts.) – (Perakuan I.D: Pt18070816)

Quarterly Franklin Membership, Council Franklin Members, London Journals Press
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International Council of Societies Of Industrial Design (icsid), Montreal, Canada
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