



Dr. RASHDAN BIN RASHID

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CURRICULUM VITAE

Name : Dr. RASHDAN BIN RASHID
Position: : Lecturer
: Marketing and Technology Management
Office : Jabatan Perdagangan,
Address : Politeknik Sultan Abdul Halim Muadzam Shah,
06000 Jitra Kedah.
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EDUCATIONAL BACKGROUND

2011 : Ph.D (Management), Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Sintok, Kedah.
Area/field of study: e-Retail

1998 : Master of Education (MEd), Universiti Teknologi Malaysia (UTM).
Area/field of Study: Technical Education

1997 : Bachelor in Business Administration (Hons), Management School, Universiti Utara Malaysia, Sintok, Kedah.
Area/field of Study: Marketing

1992 : Diploma in Banking Studies (DIB), Universiti Teknologi MARA (UiTM) Kampus Arau, Perlis.
Area/field of Study: Banking Studies

WORK EXPERIENCE

Teaching
2011 : Lecturer (DH44)
Commerce Department
Politeknik Tuanku Syed Sirajuddin
Arau, Perlis.
Courses: Technology Management, Marketing, Database Management, Web Development, Banking, Insurance, Entrepreneurship.

1999-2004 : Lecturer (DH41)
Commerce Department
Politeknik Kota Kinabalu, Sabah
Courses: Marketing and Management

1992 (6 month): Agent
Happy Link Royal Jelly Sdn. Bhd

Administrative

2016 : Deputy Head
Research, Innovation and Commercialization Unit (UPIK)
Politeknik Sultan Abdul Halim Muadzam Shah

2004-2008 : Head of Multimedia Unit (Acting Head)
Politeknik Tuanku Syed Sirajuddin
Arau, Perlis.

2004-2009 : Head of Business Management and Data Processing Programme
Commerce Department
Politeknik Tuanku Syed Sirajuddin
Arau, Perlis.

2000-2004 : Head of Marketing Programme (Acting Head)
Commerce Department
Politeknik Kota Kinabalu, Sabah

Journals

1. Ernovianti, E., Kamariah-Nik-Mat, N., Kassim, U., Rashid, R., & Syaheera-Meor-Shaari, M. (2012). The usage of internet banking service among higher learning students in Malaysia. *American Journal of Economics*, 2(4), 105-108.
2. Rashid, R. B., & Hassan, S. (2013). Participant observation in a case study on web design process of e-retail website. *Information Management and Business Review*, 5(10), 499.
3. Hassan, S., Rashid, R., & Li, F. (2015). Utilising Modified UTAUT to Understand Students' Online Shopping Behaviour: A Case of E-Retail Co-Operative Website in Malaysia. *Journal of Electronic Commerce in Organizations (JECO)*, 13(4), 74-90.
4. Vickness, W.S., Rashid, R., & Ariffin, F. (2015). Socio-economic status (SES) on students' academic achievement in English Language: A case study at Sekolah Menengah Kebangsaan Sultan Sulaiman Syah. *International Journal of Research and Innovation Management*, 1 (1), 41-59.
5. Suid, I. S., Rashid, R., & Ariffin, F. (2015) A review on travellers revisit and its implication to the tourism industry. *International Journal of Research and Innovation Management*, 1 (1), 60-69.

Special Grant

1. Skim Geran Program Pemindahan Ilmu (Knowledge Transfer Programme). *Memindahkan pengetahuan dalam membangunkan koperasi e-peruncitan*. (2015), Kementerian Pendidikan Malaysia (RM104,000)

Conference Proceedings

1. Rashdan, R., & Shahizan, H. (2012). Developing an online shopping website for consumer co-operative in Malaysia: A Case Study on Tuanku Syed Sirajuddin Polytechnic Co-operative Limited. Paper presented at the *First Qualitative Research Conference (QRC) 2012*. Kuala Lumpur: School of Accountancy, Universiti Utara Malaysia.
2. Rashdan, R., Shahizan, H., Farizah, A., & Yuslina, S. (2012). Anxiety and Self-Efficacy Towards Tuanku Syed Sirajuddin Polytechnic Co-operative e-Retail website. Paper presented at the *International Conference on Technology Management, Business and Entrepreneurship (ICTMBE) 2012*. (Proceeding p. 62). Malacca: Universiti Teknologi Tun Hussein Onn.
3. Rashdan, R., Yaakob, H., Taib, A., MdRudzi, R., & Saleh, S. (2015). The propose process research on the development and measuring acceptance of e-retail business. Paper presented at the *Interdisciplinarity ICT Practice Conference (IIPC) 2015*. Ipoh: Ungku Omar Polytechnic.

Symposium / Colloquium Proceedings

1. Rashdan, R., Yuslina, S., & Farizah, A. (2012). Proposed Process Model for Polytechnic Consumer Co-operative e-Retail. Paper presented at the *PTSS Colloquium 2012*. (Proceeding p. 13). Arau: Politeknik Tuanku Syed Sirajuddin. (Reviewer: Prof Madya Dr Bidin Yatim, from UUM)
2. Rashdan, R. (2012). The Empirical study on online shopping at e-retail polytechnic co-operative in Malaysia using Unified Technology of Acceptance and Use of Technology. Paper presented at the *8th Symposium on Business Postgraduate Research*. Sintok: Othman Yeop Abdullah, School Of Business Universiti Utara Malaysia. (Reviewer: Prof Madya Dr Abdul Rahim Othman, from UUM)

Conference Attended

1. 29.July.2000 – E Learning and K Economy Seminar, Tang Dynasty Kota Kinabalu MALAYSIA
2. 08.Oct.2001 – Co-operative Law 1 Course, MKM Kota Kinabalu MALAYSIA
3. 15 Oct.2001 – ISO 9001-2000 Awareness and Documentation Training, QPIC Kuala Lumpur MALAYSIA
4. 14.Jan.2002 – Ms Access Programming Fundamentals Course, Cosmopoint Kota Kinabalu MALAYSIA
5. 22.July.2002 – Co-operative Law 2 Course, MKM Kota Kinabalu MALAYSIA
6. 15.Sept.2002 – Quality Document Revision Course, Kuala Lumpur MALAYSIA
7. 28.Jan.2003 – Co-operative Management and Administration Course, MKM Kota Kinabalu MALAYSIA
8. 05.Mac.2003 - Active Server Pages Course, EMITECH Kota Kinabalu MALAYSIA
9. 28.July.2004 – Web Development Course, PKK Kota Kinabalu MALAYSIA
10. 28.Mac.2005 – Web Development Course, PTSS Perlis MALAYSIA
11. 05.Sept.2005 – Computer Networking, PTSS Perlis MALAYSIA
12. 26.July.2006 – Item Development Course, PTSS Perlis MALAYSIA
13. 01.August.2006 – Multimedia Course, PTSS Perlis MALAYSIA
14. 17.Sept.2006 – Executive Development Training Program , Penang MALAYSIA
15. 05.Oct.2006 – ISO 9001:2000 Documenting Quality Mgt. System SIRIM Kuala Lumpur MALAYSIA.
16. 26.Jan.2007 - Research Workshop, PTSS Perlis MALAYSIA
17. 15.July-31.August.2007- E-Commerce and Web Development Course, New Delhi. INDIA
18. 11.Nov.2007 – National Seminar on Maintenance Culture, JPPKK MOHE
19. 26-27.Mei.2008 - Writing on Research Course, EDC UUM, MALAYSIA
20. 10.August.2008 – CyberSecurity Seminar, EDC UUM, Malaysia
21. 1.Nov.2008 - Basic Entrepreneur on Cooperative (MKM), Malaysia
22. 25-28.Nov.2008 – ICT MS EXCELL PTSS, MALAYSIA

23. 12.Dec.2008 – Presenter on E-Commerce Orientation Course at Allson Klana Hotel JPPKK MOHE.
24. 4-5. July. 2012 - Exabytes e-commerce Conference, Berjaya Times Square; Kuala Lumpur.
25. 30. Oct. 2013 - Asia e-commerce Conference, The Royale Chulan; Kuala Lumpur.

AD HOC

1. Committee Member, 6th Sport Carnival, Malaysia Polytechnic Sport Council 14-19 Sept 2004
2. Translator, Final Examination Paper PTSS July 2007 session
3. Entrepreneur Program Supervisor, PTSS 17 August -4 September 2007
4. Committee Member, Head Department Award, PTSS Nov 2005
5. Committee Member, Independent Celebration Month, PTSS Nov 2005
6. Committee Member, Student Registration, PTSS
7. Committee Member, Islamic Center PTSS
8. Treasury Alumni UTHM, Perlis Zone
9. Committee Member ICT Guideline, Bahagian Pembangunan Dasar , JPPKK
10. Committee Member, Entrepreneur and Innovation Center PTSS
11. Industrial Training Evaluation Supervisor Jan 2008, PTSS
12. Organizer Committee for Profesional Certificate Programme 3P(COMPTIA A+,COMPTIA N+, CCENT,MCDST) Prestariang and MOHE.
13. Vice Chairman, iCompEx 16 (2016), POLIMAS

Participation

1. Digital Malaysia e-Commerce Reward Programme e-Commerce Success Stories 2014.
2. Perlis State Secretary's Office Inovative and Creative Convension 23rd September 2014 – Gold Medal on Development on 1L5G system.
3. Innovation Competition – Process model on the web development of National Research and Innovation Competition 2015, PTSS

Supervision

1. Facilitator, Teaching Training Program UTHM (April – Jun 2007)

OTHERS CONTRIBUTION

Co-operative post:

- | | | |
|-----------|---|---------------------------------------------------------------------------------|
| 2009/2011 | : | Vice Chairman
Politeknik Tuanku Syed Sirajuddin Co-operative Berhad. |
| 2004/2011 | : | Board of Co-operative
Politeknik Tuanku Syed Sirajuddin Co-operative Berhad. |
| 2000/2004 | : | Secretary
Politeknik Kota Kinabalu Co-operative Berhad |
| 2000/2004 | : | Board of Co-operative
Politeknik Kota Kinabalu Co-operative Berhad |

Parent Teacher Association

- | | | |
|-----------|---|-----------------------------------------------------------------------------------|
| 2015-2016 | : | Yang Dipertua
Persatuan Ibu Bapa dan Guru
Sekolah Rendah Islam III Chuping. |
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Paper Reviewer/Conference

- 2015 : Reviewer for National Conference on Research and Innovation, 2015 (NACRI 2015), PTSS.
- 2015 : Reviewer for Innovation and Commercialization of Medical Electronic Technology Conference (IEEE – ICMET 2015). PSA.
- 2015 : Reviewer National Research and Innovation Conference (NRICon 2015), Politeknik Malaysia
- 2016 : Judge, The Commercialization Innovation and Idea Competition (Comiic) INTERNATIONAL INNOVATION, DESIGN AND ARTICULATION (i-IDEA) 2016, UiTM.
- 2016 : Reviewer for National Conference on Research and Innovation, 2016 (NACRI 2016), PTSS.

AWARDS

Excellent Service Certificate 2002 Ministry Of Education Malaysia
Excellent Service Certificate 2005 Ministry Of Higher Education Malaysia
Research Grant Award 2015 POLIMAS