

Labuan UMS don's book indexed by Scopus

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KOTA KINABALU: Lt. Col. (PA) Associate Professor Dr. Norazah Mohd Suki (pic) from the Faculty of International Finance, Universiti Malaysia Sabah (UMS) Labuan International Campus brought honour to the university and nation when her edited book was recently indexed by the acclaimed Scopus.



Entitled "Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement" published by IGI Global, the book provides current research on topics relevant to consumer beliefs, feelings, attitudes, and intentions and how best to utilise the research in improving consumer appeal and relationships.

Emphasising critical topics in the field of consumer behaviour research, the Scopus indexed book is a comprehensive resource for marketing professionals, managers, retailers, advertising executives, scholars, and

graduate-level students in marketing, psychology, and MBA programmes.

"In this book, she presents readers with a collection of academic and professional perspectives on consumer psychology, marketing, and effective retail practices to drive both online and brick and mortar purchasing behaviour and brand engagement.

"The 20 contributions that make up the main body of the text are devoted to an online marketing strategies assessment for companies in the airline and entertainment industries operating in Malaysia, consumer acceptance of internet banking, student acceptance of YouTube videos for procedural learning, and many other related subjects", said ProtoView Reviews.

Scopus is the largest abstract and citation database of peer-reviewed research literature in the fields of science, technology, medicine, social sciences, and the arts and humanities.

To be included in Scopus, publications must include the most up-to-date and highest quality interdisciplinary research.

It helps publications increase visibility and track their performance.

During her 14 years of academics experience, Norazah has published more than 95 Scopus Indexed publications and 18 books.

She has also received various achievements in academics, including world-class awards such as the 'Winners of the Seventh Annual Awards Excellence in Research Journal' by IGI Global.

Her research article was selected by the journal's editorial team as a Highly Commended Paper in the 2015 Emerald Literati Network Awards for Excellence, and echo the success in the 2017 Emerald Literati Network Awards for Excellence.

Additionally, she was adjudged the Best Presenter Award at 2nd Advances in Social Sciences Research International Conference, Bandung Indonesia, and Best Paper Award at International Conference on Business and Social Science, both awards received in 2017. She also the recipient of "Anugerah Tokoh Penyelidik 2015 UMS" in Social Sciences.