

UMS scholar earns repeat distinctions

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LABUAN: A university academic has earned the distinction of having her book indexed by SCOPUS for the 96th time.

Lt. Col. (PA) Associate Professor Dr. Norazah Mohd Suki from the Faculty of International Finance of Universiti Malaysia Sabah (UMS) Labuan International Campus here, had her book "Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement" recognized by SCOPUS, the world's largest abstract and citation database of peer-reviewed research literature.

A UMS statement received here said the recognition brought honour to the university and nation.

Dr Norazah's book provides current research on topics relevant to consumer beliefs, feelings, attitudes, and intentions and how best to utilize this research improving consumer appeal and relationships.

Emphasizing critical topics in the field of consumer behaviour research, this SCOPUS indexed book is a comprehensive resource for marketing professionals, managers, retailers, advertising executives, scholars, and graduate-level students in marketing, psychology, and MBA programs.

"In this book, editor Norazah Mohd Suki 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 behavior and brand

engagement.

"The twenty 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.

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

She also has received recognition for various achievements in academia 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 is also the recipient of "Anugerah Tokoh Penyelidik 2015 UMS" in Social Sciences.