



Dr. RASHDAN BIN RASHID

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CURRICULUM VITAE

Name : Dr. RASHDAN BIN RASHID
Position: : Lecturer
: Marketing and Technology Management
Office : Jabatan Perdagangan,
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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

2017 – Now : Lecturer (DH48)
Commerce Department
Politeknik Tuanku Syed Sirajuddin
Courses: Business Marketing, Digital Entrepreneurship, MIS

- 2015 – 2017 : Lecturer (DH48) Memangku
Commerce Department
Politeknik Sultan Abdul Halim Mu'adzam Shah
Courses: Business Marketing, Digital Entrepreneurship
- 2011-2016 : 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

- 2019 : Head Unit
Research, Innovation and Commercialization Unit (UPIK)
Politeknik Tuanku Syed Sirajuddin
- 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.
6. Ishak, A.H., Uyub, A., & Rashid, R. (2016) The Impact of Social Media Towards Student's Discipline, Learning and Communication With Peer. *Journal of Business and Hospitality Management (JBHM)*, 1 (1), 23-28.
7. Musa, D., Abdul Rashid, A.R., & Rashid, R. (2016) The examination of multidimensional construct of members' participation and its correlation to the cooperative's business performance. *Journal of Business and Hospitality Management (JBHM)*, 1 (1), 83-90.
8. Intan Shafina Suid, Dzulkarnain Musa & Rashdan Rashid (2017) Inbound Muslim Travellers' Profile in Malaysia. International Conference on Research in TVET Studies, Bangkok, 2017
9. D Musa, ARA Rashid, R Rashid (2018) DESCRIPTIVE STUDY ON FACTORS THAT DRIVE BUSINESS STUDENTS TO INVOLVE IN ENTREPRENEURIAL ACTIVITIES AT POLYTECHNIC CAMPUS International Journal of Education Islamic Studies and Social Science

Special Grant

1. Skim Geran Program Pemindahan Ilmu (Knowledge Transfer Programme). *Memindahkan pengetahuan dalam membangunkan koperasi e-peruncitan*. (2015), Kementerian Pendidikan Malaysia (RM104,000)
2. Kajian Kepuasan Majikan Terhadap Graduan Politeknik Sultan Abdul Halim Mu'adzam Shah

Innovation

1. 1st National Innovation and Competition INNOCOM 2016 PTSS; Process : Process model on the web development of National Research and Innovation Competition 2015
2. IPROCASP2017 Polimas Commerce Department
3. 2nd National Innovation and Competition INNOCOM 2017 PTSS; Product : Safe T IPO:LY20177003742
4. 3rd National Innovation and Competition INNOCOM 2018 PTSS; Product : Sampin Berpocket.

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.

4. Dzulkarnain, M., Ahmad Razif. A.R., & Rashdan, R. (2016). The level of members' participation and its relation in increasing the cooperatives business performance. Paper presented at the *2nd National Conference on Research and innovation (NACRI 2016)*. (Proceeding p. 26). Perlis: Politeknik Tuanku Syed Sirajuddin
5. Majdi, Ishak., Azlina, Uyub., & Rashdan, R. (2016) Impact of social media towards students discipline, learning and communication with peer. Paper presented at the *2nd National Conference on Research and innovation (NACRI 2016)*. (Proceeding p. 31). Perlis: Politeknik Tuanku Syed Sirajuddin

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 / Course 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
14. Vice Chairman, iCompEx 17 (2017), POLIMAS
15. WGL C4, Asia Pacific Accrediation And Certification Commission APACC, POLIMAS
16. Committee Member, International Conference on Research in TVET Studies (ICORTVET), Bangkok, 2017
17. Penceramah, Program Data Analisis dan SPSS 27 Mac 2018, PTSS
18. Floor Manager, Lawatan Duta Ukraine 30 Oktober 2018
19. Floor Manager, Konvokesyen Politeknik Tuanku Syed Sirajuddin kali ke 13

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-now : Yang Dipertua
Persatuan Ibu Bapa dan Guru
Sekolah Rendah Islam III Chuping Perlis
- 2017- Now : Timbalan Yang Dipertua
Persatuan Ibu Bapa dan Guru
Maahad Tarbiah Al Islamiah (MATRI)
Beseri, Kangar Perlis

Society:

- 2017 : Ahli Lembaga Pengelola Sekolah dibawah YAYASAN ISLAM PERLIS (YIPs)
- 2017 : Jawatankuasa Persatuan Kedoktoran Teknikal Malaysia (PKTM)

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.
- 2017 : Reviewer for National Innovation and Invention Competition Through Exhibition (iCompEx 17) POLIMAS.
- 2017 : Editor in Chief ; Journal Of Technical and Vocational Education (JTVE)
www.upikpolimas.edu.my/ojs
- 2017 : Judge, Kedah Young Innovate (KYI) 2017
- 2017 : Judge, Karnival Pendidikan Sains, Inovasi dan Teknologi Hijau KAPSAINTEK 2017
- 2017 : Reviewer, Perak International ICT Innovation and Design Expo (PIIDEX) 7-8 Nov 2018
- 2018 : Paper Reviewer National Innovation and Invention Competition Through Exhibition (iCompEx 18) POLIMAS.
Jury, National Innovation and Invention Competition Through Exhibition (iCompEx 18) POLIMAS.
Moderator 4th National Conference on Research and Innovation 2018 PTSS 15 Mei 2018
Judge, Pertandingan Inovasi Pelajar Jabatan Perdagangan PTSS 7 Mac 2018
Judge, 4th International Innovation Design and Articulation (i-IdeA 2018)
Jury, Research, Innovation, Entrepreneurship & Tourism Conference (RIETC2018) 6 Oct 2018 LTA Langkawi
Judge, National Innovation Competition 3rd Innocom 2018 PTSS 16-18 Oct 2018

2019 Judge, National Innovation and Invention Competition Through Exhibition (iCompEx 19)
POLIMAS.
Judge, The 7th Seminar on Innovation and Creativity UiTM Arau 16 May 2019

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AWARDS

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