

CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI <i>(Personal Details)</i>			
Nama Penuh <i>(Full Name)</i>	Zaiton Samdin		Gelaran <i>(Title)</i> : Associate Prof. Dr.
No. MyKad / No. Pasport <i>(Mykad No. / Passport No.)</i> 731121-05-5614	Warganegara <i>(Citizenship)</i> Malaysian	Bangsa <i>(Race)</i> Malay	Jantina <i>(Gender)</i> Female
Jawatan <i>(Designation)</i>	Associate Professor	Tarikh Lahir <i>(Date of Birth)</i>	November 21, 1973

Alamat Semasa <i>(Current Address)</i>	Jabatan/Fakulti <i>(Department/Faculty)</i>	E-mel dan URL <i>(E-mail Address and URL)</i>
213, Jalan Nyior Hijau 8, Taman Nyior Hijau, 70100, Seremban.	Department of Economics, Faculty of Economics and Management, Universiti Putra Malaysia Tel: 006-03-89467426	E-mail: zaisa@upm.edu.my zaisa_ika@yahoo.com URL: - H/P: 019-2611973

B. KELAYAKAN AKADEMIK <i>(Academic Qualification)</i>			
Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
PhD	University of Exeter, UK	2007	Tourism, Economics
Master of Science (Natural Resource Economics)	Universiti Putra Malaysia	2002	Natural Resource Economics
Bachelor Science in Resources Economics	Universiti Putra Malaysia	1998	Natural Resource Economics

C. KEMAHIRAN BAHASA <i>(Language Proficiency)</i>					
Bahasa / Language	Lemah Poor (1)	Sederhana Moderate (2)	Baik Good (3)	Amat Baik Very good (4)	Cemerlang Excellent (5)
English				✓	
Bahasa Melayu					✓
Chinese					
Lain-lain <i>(other)</i> :					

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN <i>(Scientific experience and Specialisation)</i>				
<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>
Asian Journal of Case Research	Associate Editors	2008	2011	Editor
International Journal of Economics and Management	Associate Editors	2008	2009	Editor

E. PEKERJAAN <i>(Employment)</i>				
<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
UPM	Research Assistant	Faculty of Economics and Management	Aug 98	Dec 98
UPM	Administrative Officer	Graduate School	Dec 98	May 99
UPM	Tutor	Faculty of Economics and Management	May 99	July 2007

F. ANUGERAH DAN HADIAH <i>(Honours and Awards)</i>				
<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
Pameran PRPI, UPM	Willingness to Pay in Taman Negara: A Contingent Valuation Method	UPM	UPM - Bronze Medal	2007
<i>Non-Academic Awards</i>				
<i>Awards of Merit</i>				

G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) *(List of publications – author (s), title, journal, volume, page and year published)*

a. Journals

No.	Name of Writer (s)	Year Published	Title	Name of Journal	Volume Number	Page Number
1.	Zaiton, S. , Syamsul Herman, M.A., Kasimu, A.B. and Hassan, H.	2016	Sustainable Tourism Practices among Hotels in Malaysia: Financial and Non-Financial Benefits	Journal of Sustainability Science and Management	11	73-81
2.	Nor Afiza Abu Bakar, Alias Radam, Zaiton Samdin and Mohd Rusli Yacob	2016	Willingness to Pay in Kubah National Park and Matang Wildlife Centre: A Contingent Valuation Method	International Journal of Business and Society	17	131-144
3.	Zaiton Samdin and Yuhanis Abdul Aziz	2015	Psychographic Segmentation in Mulu National Park	American-Eurasian J. Agric and Environ. Sc.	15	46-51
4	Norol Hamiza Zamzuri, Khairil Wahidin Awang and Yuhanis Abdul Aziz and Zaiton Samdin	2015	Theoretizing A New Sustainable Business Event: Extension of Mair and Jago Model	Journal of Emerging Economies and Islamic Research		
5.	Yuhanis Abdul Aziz, Zaiton Samdin , Khairil Wahidin Awang and Zulhamri Abdullah	2015	Developing an Index for Medical Tourism	International Business Management	9 (4)	412-415
6.	Tan, S.E, Aziz, Y.A, Khairil, W.A and Zaiton, S.	2015	Linking servicescape, tourist satisfaction and overall tour guiding experience : The case of Taman Negara National Park, Malaysia	Pertanika J. Soc. Sci & Hum	23 (s)	33-48

7.	Arni Abdul Gani, Khairil Wahidin Awang, Abdullah Mohamad, and Zaiton Samdin	2015	Attributes Successful Public Participation in Planning for Sustainable Tourism in Protected Areas : A Modified Delphi Study	Pertanika : Social Science and Humanities	23 (S)	49-64
8.	Khairil Wahidin Awang, Yuhanis Abdul Aziz, Zaiton Samdin	2015	The Growth Of Micro, Small And Medium-Sized Hotel Enterprises: The Hoteliers' Perspectives	Journal of Technology Management and Business	2(1)	
9.	Norasilah Latiff, Syamsul Herman Mohammad Afandi, Ahmad Shuib and Zaiton Samdin	2015	Application of choice Experiment in Assessing Willingness to Pay of Tourist for Marine Conservation Area in Tun Sakaran Marine, Malaysia Park	American-Eurasian J. Agric. & Environ. Sci.	15	18-23
10.	Aslam, M.S.M., Awang, K.W., Samdin, Z. and Othman, N	2014	The vulnerable context of tourism development: evidence from Sri Lanka,	International Journal of Tourism Policy, 05(03): 208-228	05(03)	208-228
11.	Zaiton Samdin , Yuhanis Abd Aziz, Alias Radam and Mohd Rusli Yacob	2013	Sustainability Of Ecotourism Resources At Taman Negara National Park: Contingent Valuation Method	International Journal of Business and Society	Vol. 14 No. 2	235-244
12.	Noor Izza Rozian Sanib, Yuhanis Abdul Aziz, Zaiton Samdin And Khalid Ab Rahim	2013	Comparison of Marketing Mix Dimensions between Local and International Hotel Customers in Malaysia	International Journal of Economics and Management	7(2)	297-313
13.	Zaiton Samdin , Syamsul Herman Mohammad Affendi, Alias Radam and Mohd Rusli Yacob.	2012	Estimating willingness to pay for conservation fee at Penang National Park	Malaysian Forester	75 (1)	43-52

14.	Kasimu Abdu Bakori, Zaiton, S.* and Hassan, H.	2012	Hotel Involvement in Sustainable Tourism Practices in Klang Valley, Malaysia.	International Journal of Economics and Management		
15.	Aziz, Y.A. and Zaiton, S.	2012	The Impact of Empowerment on Emotional Labour: A Structural Equation Modeling Approach.	Journal of Social Science and Humanities (PERTANIKA)		
16.	Zaiton Samdin , Norfaryanti Kamaruddin, Nolila Mohd Nawi and Nitty Hirawaty Kamarulzaman.	2012	Ecotourists' profiles of Mulu National Park based on market segmentation characteristics	Malaysian Forester	75 (1)	97-104
17.	Mohd Rusli Yacob, Alias Radam and Zaiton Samdin.	2011	Willingness to Pay for Domestic Water Service Improvements in Selangor	International Business and Management	Vol. 2 No. 2	30-39
18.	Mohd Rusli Yacob , Alias Radam and Zaiton Samdin.	2011	Tourists Perception and Opinion Towards Ecotourism Development and Management in Redang Island Marine Parks, Malaysia	International Business Research	Vol. 4, No. 1	62-73
19.	Zaiton Samdin , Yuhanis Ab. Aziz, Alias Radam and Mohd Rusli Yacob.	2010	Factors Influencing the Willingness to Pay for Entrance Permit: The Evidence from Taman Negara National Park	Journal of Sustainable Development	Vol. 3 No. 3	212-220
20.	Zaiton Samdin and Khairil Wahidin Awang.	2010	Are there differences in willingness to pay among visitors and non-visitors of Taman Negara National Park	Journal of Management and Business (MABIS)	Vol.9, No. 1	
21.	Yuhanis Ab. Aziz and Zaiton Samdin.	2010	The Impact of Empowerment on Emotional Labour: A Structural Equation Modeling Approach	World Academy of Science, Engineering and Technology	66	1641 - 1653

22.	Seddigheh Arab Amiry, Mohd Rusli Yacob, Alias Radam, Zaiton Samdin and Ahmad Shuib.	2009	Recreational Demand in Bird Sanctuary: The Case of Kapar Bird Sanctuary, Kelang, Malaysia	International Journal of Business and Management	Vol. 4, No. 12	99-111
23.	Zaiton Samdin	2008	Willingness to Pay Among Non-Visitors of Taman Negara National Park	International Applied Economics and Management Letters	Vol. 1, No. 2	73-79
24.	Zaiton Samdin	2008	Willingness to Pay in Taman Negara: A Contingent Valuation Method.	International Journal of Economic and Management	Vol. 2, No. 1	81- 94

b. Chapter(s) in Book

No.	Name of Author(s)	Year Published	Title	Publisher
1.	Nur Syuhada C.I., Syamsul, H.M.A. and Zaiton, S.	2015	Comparison of Mountain Bikers' Expenditure at Bukit Kiara, Kuala Lumpur and Putrajaya Challenge Park, Putrajaya	UPM Press
2.	Nadzirah. M., Yuhanis, A.A, Khairil, W.A. and Zaiton, S.	2015	The Influence of Destination Attractiveness on Satisfaction and Environmentally Responsible Behaviour In Marine Park of Terengganu, Malaysia: A Conceptual Perspective	UPM Press
3.	Nor Hafizah, I., Azlizam, A.A., and Zaiton, S.	2015	Measuring the Attractiveness of Bukit Nanas Recreation Forest as Ecotourism Destination	UPM Press
4.	Zaiton, S. 2012.	2012	The Challenge of Ecotourism in Malaysian National Parks. In Miriam Kennet and Norfaryanti Kamaruddin (Eds.), Green Economics: The Greening of Asia and China Reading	Green Economics Institute.
5.	Zaiton, S. and Norfaryanti, K. and Syamsul, H.M.A.	2012	Human Dimension in Tropical Forest: An Overview. In Zaiton, S., Syamsul Herman, M.A. and Norfaryanti, K, Human Dimension in Tropical Forest.	UPM Press
6.	Zaiton, S. and Aziz, Y.A.	2012	Issues and Challenges in National Park: The Human Dimension. In Zaiton, S., Syamsul Herman, M.A. and Norfaryanti, K, Human Dimension in Tropical Forest.	UPM Press

7.	Kasimu Abdu Bakori, Zaiton, S. and Hassan, H.	2012	Environmental Management Practices In The Hotel Industry In Malaysia. In Zahira Mohd Ihsan, Zuraina Dato Mansor, Wong Foong Yee and Jo Ann Ho (Eds.). Business Practices in Malaysia.	McGraw-Hill
8.	Yuhanis, A.A., Amir, M. and Zaiton, S. 2012. Shah Alam: McGraw-Hill.		The Effect of Online Marketing on Customer Satisfaction. In Zuraina Dato Mansor, Zahira Mohd Ihsan, Jo Ann Ho and Wong Foong Yee (Eds.). Research Issues in Management and Marketing.	McGraw-Hill
9.	Zaiton Samdin and Norfaryanti Kamarudidn	2011	Introduction (Ed., Zaiton Samdin, Norfaryanti Kamaruddin and Nor Azizah Haron), Malaysian Forest Goods and Services	UPM
10.	Zaiton Samdin	2011	Economic Values of Protected Area: Contingent Valuation Method. In Sridar Ramachandran, Khairil Wahidin Awang, Yuhanis Ab. Aziz, Mohd Rusli Yacob. Selected Reading in Hospitality and Tourism.	UPM
11.	Puvaneswaran Kunasekaran, Sridar Ramachandran, Zaiton Samdin and Khairil Wahidin Awang	2011	Determing Farmers' Participation Indicators on Agro Tourism. In Sridar Ramachandran, Khairil Wahidin Awang, Yuhanis Ab. Aziz, Mohd Rusli Yacob. Selected Reading in Hospitality and Tourism.	UPM
12.	Normaz Wana Ismail and Zaiton Samdin	2010	The Determinants of Tourism Industry in Malaysia. In Khairil Wahidin Awang, Yuhanis Ab. Aziz, Zaiton Samdin and Nik Rozana. Selected Issues in Hospitality and Tourism.	UPM
13.	Seddigheh Arab Amiry, Mohd Rusli Yacob, Alias Radam, Zaiton Samdin dan Ahmad Shuib	2010	Wildlife Recreation toward Conservation at Kapar Bird Sanctuary, Selangor, Malaysia. In Khairil Wahidin Awang, Yuhanis Ab. Aziz, Zaiton Samdin and Nik Rozana	UPM
14.	Zaiton Samdin and Mohd Rusli Yacob	2009	Demand for Ecotourism In :(Ed., Yuhanis Ab. Aziz, Hamimah Hassan, Wan Melissa Wan Hassan and Mohd Shahwahid Othman), Curent Issues in Tourism and Hospitality Services in Malaysia	UPM
15.	Khalid Abdul Rahim, Zaiton Samdin and Khairil Wahidin Awang	2009	Managing Natural Resources and The Environment In :(Ed., Zaiton Samdin, Khairil Wahidin Awang and Khalid Abdul Rahim), Readings in Natural Resource Economics	UPM
16.	Mohd Ghazali Mohayidin, Ismail Abd Latif and Zaiton Samdin	2007	<i>Food Availability and Consumption Pattern in Malaysia. In 50 Years of Malaysian Agriculture. Transformational Issues, Challenges and Direction</i>	UPM

c. Edited Book

No.	Name of Author(s)	Year Published	Title	Publisher
1.	Zaiton, S., Rosfarizan, M., Norfaryanti, K and Paridah, M.T.	2015	Malaysian Forest Goods and Services II	UPM Press
2.	Zaiton, S. and Syamsul, H.M.A. and Norfaryanti, K.	2012	Human Dimension in Tropical Forest	UPM Press
3.	Zaiton Samdin, Noryanti Kamaruddin, Nor Azizah Haron	2011	Malaysian Forest Goods and Services	UPM
4.	Khairil Wahidin Awang, Yuhani Ab. Aziz and Zaiton Samdin	2010	Selected Issues in Hospitality and Tourism	UPM
5.	Zaiton Samdin, Khairil Wahidin Awang and Khalid Abd Rahim	2009	Readings in Natural Resource Economics	UPM

H. PROJEK PENYELIDIKAN TERDAHULU (Past Research Project)					
Project No.	Project Title	Role	Year	Source of fund	Status
ERGS	Site Suitability of Carbon Consumption Assessment for Ecotourism Sites using GIS analysis for Potential Development of Klang Valley Forest Parks (KVFP)	Project leader	2013 - 2015	MOHE	Ongoing
Dana JTRD	Total Economic Valuation of Kuala Perlis Mangrove Ecosystem Services, Perlis (RM70,000)	Co-researcher	April 2016- December 2016	FRIM	Ongoing
FRGS	Understanding Public Awareness and	Co-researcher	2014-2016	MOHE	Ongoing

	Intention to Participate in the Sustainable Mangrove Forest Programs in Malaysia (RM93,200)				
IPB	Assessing Socio-Economic Parameters for the Development of Mangrove Quality Index	Co-researcher	2015-2017	UPM	Ongoing
05-04-10-783FR	Robust Index for Ecotourism	Project leader	2010 - 2012	MOHE	Completed
06-04-10-1024RU	Market Segmentation of Ecotourism Areas	Project leader	2010 - 2012	UPM	Completed
RUGS	Sustainable Growth of Small and Medium-Sized Tourism Enterprises	Co-researcher	2010 - 2012	UPM	Completed
FRGS	Introducing the Economic Instrument for Wildlife-Based Ecotourism Development in Malaysia	Co-researcher	2011-2013	MOHE	Completed
RUGS	Willingness to Pay in a National Park in Malaysia: A Case Study of Taman Negara	Project leader	2008 - 2009	UPM	Completed
RUGS	The Impact of Employee's Empowerment and Emotional Labour: Evidence from Customer's Perspectives	Co-researcher	2008 - 2009	UPM	Completed

I. PERUNDINGAN (CONSULTATION)					
	Project Title	Role	Year	Source of Fund	Status
1.	Penilaian Ekonomi dan Mekanisme Bayaran Perkhidmatan Ekosistem (PES) Hutan Tadahan Air dalam Hutan Simpan Kekal	Project leader	2017	JABATAN PERHUTANAN SEMENANJUNG MALAYSIA	On-going
2.	Analisis Kos Faedah (Cost Benefit Analysis) Projek Koridor Ekologi Central Forest Spine (CFS) Hutan Simpan Labis Timur-Hutan Simpan Mersing-Hutan Simpan Lenggong Tengah, Johor	Member	2017	JABATAN PERHUTANAN SEMENANJUNG MALAYSIA	On-going
3.	Potential of Eucalyptus Plantation in Malaysia	Project leader	2016	Malaysian Timber Industrial Board	Completed
4.	Valuing Tangible Forest Products in Matang Mangrove Forest Reserve, Perak	Project leader	2014	JABATAN PERHUTANAN PERAK	Completed
5.	Estimating The Willingness To Pay For Entrance Permit: A Case Of Recreational Forests In Perak	Project leader	2013	JABATAN PERHUTANAN PERAK	Completed
6.	Penilaian Hutan Simpan Sungei Puteh	Member	2015	JABATAN PERHUTANAN SEMENANJUNG MALAYSIA	Completed

7.	Penilaian Hutan Simpan Tanjung Piai	Member	2015	JABATAN PERHUTANAN SEMENANJUNG MALAYSIA	Completed
8.	Quantification of Carbon Stock and Economic Valuation of 30 – year Old Mangrove Forest	Member	2013	JABATAN PERHUTANAN SEMENANJUNG MALAYSIA	Completed