



## CURRICULUM VITAE

1. Name: Mardhiah binti Kamaruddin
2. Date of Birth: 12<sup>th</sup> February 1991
3. Work Address: Faculty of Entrepreneurship and Business, Campus Kota, Pengkalan Chepa, 16100 Kota Bharu, Kelantan Malaysia  
Tel. No: 09-7717127  
Mobile Phone No: 013-5895020  
E-mail Address: [mardhiah.k@umk.edu.my](mailto:mardhiah.k@umk.edu.my)
4. Academic Qualifications:
  - Doctor of Philosophy (Biostatistics), UniSZA (2022)
  - Master of Science (Medical Statistics), USM (2016)
  - Bachelor of Science (Honours) (Statistics), UiTM (2014)
  - Kedah Matriculation College (Sc. Biology), KMK (2010)
5. Scopus ID: [57211619150](#)  
WOS Reseacher ID: [AAW-1761-2020](#)
6. Brief Career History:
  - Assistant Stock Manager. May 2011 – August 2011, (MANSYA LIGHTING ENTERPRISE).
  - Research assistant at Department of Public Health, School of Medical Sciences, USM, Kelantan. April 2014 – June 2014, (USM).

- Lecturer (DS 45) at Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Pengkalan Chepa, Kelantan. January 2017 – November 2022.
- Senior Lecturer (DS 41) at Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Pengkalan Chepa, Kelantan. November 2022 – Current.

**Admin Position** – Business Mathematics and Business Statistics course coordinator, Chief Coordinator for Industrial Training course (2018 – 2019), Sustainable Business course coordinator (2024), Task force committee preparation for the formation of new program Master of Entrepreneurship (2018), New academic program task force committee; Bachelor of Business Analytics with Honours (2020-2021), MQA document preparation task force committee for Bachelor of Entrepreneurship With Honours (2020), Faculty curriculum review task force committee (2020), Head Division of Quality Management System, Centre for Quality Assurance Management, UMK (2021), Service-Learning Malaysia-University for Society (SULAM) Coordinator (2022 – Current), Member of Ethics Committee for Human Involvement Research UMK (2024 – Current).

7. Field(s) of Specialization: Medical Statistics, Statistics, Statistical Modelling in Health Sciences Research, Cost Analysis, Survival Analysis, Logistic Regression, Infectious disease – Melioidosis, Kidney Disease, Social Sciences, Service-Learning
8. Awards: Graduate on Time 2022 (Ph.D.), Anugerah Perkhidmatan Cemerlang (APC) Tahun 2023.
9. Research Areas/Topics:

**(i) Project Leader**

1. Exploring the Spatio-Temporal Dynamics of Melioidosis Spread and Environmental Correlates in Northern Malaysia (FRGS: Ministry of Higher Education; RM 62,849; 2023-2025)
2. Developing A New Equation to Calculate the Creatinine Clearance in Pregnancy Based on Malaysian Population (FRGS: Ministry of Higher Education; RM 70,900.00; 2019-2021)
3. Malay Translation and Validation of Entrepreneur's Personal Characterostocs Questionnaires in Small Medium Enterprise for Malaysia Population (SGJP: Internal grant UMK; RM5,000; 2017 – 2018)

**(ii) Co-Researcher**

1. The parallel mediators of tourist satisfaction and place attachment on perceived value and destination loyalty relationship (UMK Fund: Internal grant UMK; RM5,000; 2021 – 2022)
2. Modeling the social inclusivity Waqf-based healthcare system via revitalizing the Maqasid Shariah sustainability in Malaysia (FRGS: Ministry of Higher Education; RM 85,700.00; 2020-2023)

3. Clinical and parameters towards prognosis of melioidosis patients; comparison of AFT and Cox model (DPU: Internal grant UniSZA; RM 20,000.00; 2018-2021)
4. Effectiveness of Entrepreneurship Education in Developing Entrepreneurial Intentions Among Malaysian Public Higher Education Graduates (SGJP: Internal grant UMK; RM5,000; 2017 – 2018)

10. Number of Postgraduate students

<b>Programme</b>	<b>Status</b>	<b>Main Supervisor</b>	<b>Co-Supervisor</b>
Master	Ongoing	2	0
	Graduated	0	1
Ph.D.	Ongoing	0	3

11. Intellectual Property:

Title	Year
MYWAQFSIHAT MODEL	2022
MYpocket GFR	2020
Islamic Legal Maxims : Pop-up catalogue book	2019
iRA(Intelligent Retail App)	2019

12. Service and Professional Supervision:

Type	Year	Participants
Statistical analysis service and research methodology consultant for Faculty of Veterinary Medicine students	2017	Postgraduate students
Speaker for data analysis workshop using SPSS at Politeknik Jeli, Kelantan, Malaysia	2018	Politeknik Jeli lecturers
Speaker for data analysis workshop using SPSS at Faculty of Entrepreneurship and Business, UMK	2018	Undergraduate students
TUBE facilitator and coach	2018	Entrepreneurs
Speaker for data analysis workshop using SPSS at Faculty of Entrepreneurship and Business, UMK	2020	Undergraduate students

Speaker for data analysis workshop using SPSS at Faculty of Hospitality and Tourism, UMK	2021	Undergraduate students
Speaker for data analysis workshop using SPSS at Faculty of Entrepreneurship and Business, UMK	2021	Undergraduate students
Manuscript reviewer – Journal of Basic and Applied Research International	2022	Cert No: IKP/PR/Cert/10391/MAR
Manuscript reviewer – ASM Science Journal	2022	Title: Title: Ergonomic Hazards of Low Back Pain among Public Ambulance Workers in Kelantan, Malaysia
Manuscript reviewer – ASM Science Journal	2022	Title: Assessing the Impact of the Smoke-Free Campus Policy on Smoking at Public Universities in Malaysia
Manuscript reviewer – International Conference on Ummah 2022	2022	Title: Developing Design of Website-Based Sales Data Processor for Tupperware Dropshipper
Manuscript reviewer – PLOS ONE Journal	2022	Title: How Does Academic Entrepreneurs' Research Life Contribute to the Technology Commercialization of their firms? - From an Imprinting Perspective
Manuscript reviewer - The Journal of Infection in Developing Countries	2023	Title: Nasopharyngeal melioidosis
Manuscript reviewer – Asian Journal of Economics, Business and Accounting	2024	Title: Business Plan and Implementation Report on Food and Beverage Business “ALIBABA FROZEN FOOD”

13. List of Journal Publications:

No.	Title	Journal	Year	List of Authors
1	An overview of the study designs and statistical methods used in the determination of predictors of melioidosis mortality in Malaysia: 2010-2021	Pedagogical Research ( <b>Indexed Journal</b> )	2024	<b>Kamaruddin Mardhiah</b> , Othman Nursyahiyatul-Anis
2	Comparison of Cox proportional hazards model, Cox proportional hazards with time-varying coefficients model, and lognormal accelerated failure time model: Application in time to event analysis of melioidosis patients	Asian Pacific Journal Tropical Medicine ( <b>ISI indexed Q3</b> )	2022	<b>Kamaruddin Mardhiah</b> , Nadiah Wan-Arfah, Nyi Nyi Naing, Muhammad Radzi Abu Hassan, Huan-Keat Chan
3	The Parallel Mediators of Tourist Satisfaction and Place Attachment on Perceived Value and Destination Loyalty Relationship	GeoJournal of Tourism and Geosites ( <b>Scopus indexed</b> )	2022	Muhamad Nasyat Muhamad Nasir, Nur Farihin Abd Hadi Khan, Aikal Liyani Mohd Rasdi, Marlisa Abdul Rahim, <b>Mardhiah Kamaruddin</b>
4	Predictors of in-hospital mortality by logistic regression analysis among melioidosis patients in Northern Malaysia: A retrospective study	Asian Pacific Journal Tropical Medicine ( <b>ISI indexed Q3</b> )	2021	<b>Kamaruddin Mardhiah</b> , Nadiah Wan-Arfah, Nyi Nyi Naing, Muhammad Radzi Abu Hassan, Huan-Keat Chan.
5	The Cox model of predicting mortality among melioidosis patients in Northern Malaysia	Medicine ( <b>ISI indexed Q3</b> )	2021	<b>Kamaruddin Mardhiah</b> , Nadiah Wan-Arfah, Nyi Nyi Naing, Muhammad Radzi Abu Hassan, Huan-Keat Chan.
6	The Trend of Calculated Creatinine	International Journal of Current Research	2021	<b>Mardhiah Kamaruddin</b> , Siti-Azrin

	Clearance in Gestational Hypertension and Chronic Hypertension Patients from Pregnancy to Postpartum	and Review (SCOPUS)		Ab Hamid, Fauziah Jummaat, Azreen Syazril Adnan, Bachok Norsa'adah.
7	The Trend of Direct Medical Costs of Meliodiosis Patients in Kedah: A Retrospective Study from 2014- 2017	ClinicoEconomics and Outcomes Research (ESCI indexed Q1)	2021	<b>Kamaruddin Mardhiah</b> , Nadiah Wan-Arfah, Nyi Nyi Naing, Muhammad Radzi Abu Hassan, Huan-Keat Chan, Hazriah Hasan.
8	Factors influencing young female purchase intention towards local cosmetics in Malaysia	International Journal of Modern Trends in Social Sciences (Indexed journal)	2020	Nik Noorhazila Nik Mud, Norfazlirda Hairani, Aimi Nadia Ibrahim @ Zakaria, <b>Mardhiah Kamaruddin</b> , Hazriah Hasan.
9	Associated Factors of Dialysis-Dependence among Acute Kidney Injury Patients in Intensive Care Unit	Saudi Journal of Kidney Diseases and Transplantation (ISI Indexed Q3)	2019	<b>Mardhiah Kamaruddin</b> , Siti-Azrin Ab Hamid, Azreen Syazril Adnan, Nyi Nyi Naing, Wan-Nor-Asyikeen Wan Adnan.
10	Islamic Legal Maxims (Qawaid Fiqhiyyah) Teaching and Learning With AR	International Journal of Entrepreneurship, Organization and Business (Indexed journal)	2019	Hazriah Hasan, Aimi Nadia Ibrahim@Zakaria, Norfazlirda Hairani, <b>Mardhiah Kamaruddin</b> , Nik Noorhazila Nik Mud.
11	Factors that Influence Students' Perception towards Retailing as a Career	International Journal of Academic Research in Business And Social Sciences (Indexed journal)	2018	<b>Mardhiah Kamaruddin</b> , Raida Syahirah Ahmad Shukri, Nuur Arifah Azmi, Aimi Nadia Ibrahim, Nik Noorhazila Nik Mud Zakaria, Nur Ain Mahat.
12	Perception, Awareness, and Practice of Environmental Management–The Case of Small Batik	International Journal of Academic Research in Business And Social Sciences (Indexed journal)	2018	<b>Kamaruddin Mardhiah</b> , Mohd Rafi Yaacob, Mohamad Nizamuddin Bin Abdul.

	Enterprises in Kelantan, Malaysia			
13	Consumer Awareness of Using Eco-friendly Packaging Product Among Generation X in Kota Bharu, Kelantan	International Journal of Academic Research in Business And Social Sciences ( <b>Indexed journal</b> )	2018	Nik Noorhazila Nik Mud, Aimi Nadia Ibrahim, Nur Ain Mahat Zakaria, <b>Mardhiah Kamaruddin.</b>
14	The Effectiveness of Promotion Strategy Influence Consumer Buying Behavior of Menara Optometry	International Journal of Academic Research in Business And Social Sciences ( <b>Indexed journal</b> )	2018	Aimi Nadia Ibrahim, Nur Ain Mahat Zakaria, <b>Mardhiah Kamaruddin</b> , Nik Noorhazila Nik Mud, Rozaiyah Abdul Rahman.

14. Book:

No.	Title	Publisher	Year	List of Authors
1	Parametric Statistical Analysis With Spss: A Practical Guide For Thesis Writing	UMK Press	2024	<b>Mardhiah Kamaruddin</b> , Nursalihah Ahmad Raston
2	SPSS Versi 22 Untuk Sains Sosial Dan Keusahawanan Panduan Terperinci Lengkap CD	UMK Press	2019	Mohd Rafi Yaacob, <b>Mardhiah Kamaruddin.</b>

15. Chapter in Book:

No.	Title	Book Title	Year	List of Authors
1	Study on Socio-demographic of Healthcare Waqf Donors: Waqf Contribution and Its Association with the Faith and Attitude Influence	Islamic Finance: New Trends in Law and Regulation	2023	Muhammad Ikmalul Iktimam Mahadhir, Hazriah Hasan, <b>Kamaruddin Mardhiah</b>
2	Study on the Socio-Demographics of Online Food Delivery: Foodpanda Customers and Its Association with	International Conference on Entrepreneurship, Business and Technology	2022	Norfazlirda Hairani <b>Mardhiah Kamaruddin</b> , Nik Noorhazila Nik Mud

	the Frequency and Spending Patterns			
3	The Mediation Effect of Consumer Behaviour on the Relationship Between COVID-19 and E-Business in Malaysia	International Conference on Entrepreneurship, Business and Technology	2022	Nik Noorhazila Nik Mud, <b>Mardhiah Kamaruddin</b> , Norfazlirda Hairani
4	Online Customer Satisfaction: An Analysis of the Kelantan Fashion Industry.	The Importance of New Technologies and Entrepreneurship in Business Development: In The Context of Economic Diversity in Developing Countries	2021	Nik Mud Nik Noorhazila, <b>Kamaruddin Mardhiah</b> , Hairani Norfazlirda.

16. Conference Proceeding:

No.	Title	Name	Year	List of Authors
1	RACE & GROVE: Paving The Way To The Green Entrepreneurship And Leadership Curriculum Design	2nd National Conference On Sulam 2023	2023	<b>Mardhiah Binti Kamaruddin</b> , Hazriah Binti Hasan, Aimi Nadia Binti Ibrahim @ Zakaria, Nur A'mirah Binti Mohd Yaziz
2	PBL with Guided Support in Learning Statistics	Carnival of Research and Innovation	2023	<b>Mardhiah Kamaruddin</b> , Mohd Asrul Hery, Tan Wai Hong, Muhammad Jaffri, Nur A'mirah Yaziz
3	An Overview of MyPocket GFR App	Global Health and Science Conference 2020	2020	<b>Mardhiah Kamaruddin</b> , Hairani Norfazlirda, Nik Mud Nik Noorhazila.
4	Augmented reality creates excitement in class	Telic 2020	2020	Norfazlirda Hairani, Aimi Nadia Ibrahim@Zakaria, Hazriah Hasan, <b>Mardhiah Kamaruddin</b> , Nik Noorhazila Nik Mud.
5	Islamic legal maxim : make it fun	ICTE 2020	2020	Hazriah Hasan, Aimi Nadia Ibrahim@Zakaria, Norfazlirda Hairani,



				<b>Mardhiah Kamaruddin,</b> Nik Noorhazila Nik Mud.
6	Factors influencing young female purchase intention towards local cosmetics in Malaysia	ISEB 2019	2019	Nik Noorhazila Nik Mud, Hairani Norfazlirida, Hazriah Hasan, Aimi Nadia Ibrahim, <b>Mardhiah Kamaruddin.</b>
7	Effectiveness of entrepreneurship education in developing entrepreneurial intention among Malaysian public higher education graduates	Karnival Penyelidikan dan Inovasi 2018	2018	Nik Noorhazila Nik Mud, <b>Mardhiah Kamaruddin,</b> Aimi Nadia Ibrahim, Nur Ain Mahat.
8	Malay translation and validation of entrepreneur's personal characteristics questionnaire in SMEs for Malaysia population	Karnival Penyelidikan dan Inovasi 2018	2018	<b>Mardhiah Kamaruddin,</b> Aimi Nadia Ibrahim, Nur Ain Mahat, Nik Noorhazila Nik Mud.
9	A Prospective Study on Comparison of the Calculated Creatinine Clearance Level between Gestational Hypertension and Chronic Hypertension during Antenatal to Postnatal Period	International Scientific Conference (I-NASCON)	2016	<b>Kamaruddin Mardhiah,</b> Ab Hamid Siti Azrin, Jummaat Fauziah, Bachok Norsa'adah, Azreen Syazril Adnan.
10	A Prospective Study on Comparison of the Calculated Creatinine Clearance Level between Gestational Hypertension and Essential Hypertension during Pregnancy and Postpartum Period	RCOG World Congress 2016	2016	<b>Kamaruddin Mardhiah,</b> Ab Hamid Siti Azrin, Jummaat Fauziah, Bachok Norsa'adah, Azreen Syazril Adnan.

#### 17. Community Service:

Bil.	Program	Role	Date
1	Program <i>Empowering Students with Enterpreneursip, Cultural Heritage, and Sustanability Solutions</i> (ECHOS)	Head	24 June 2024

2	Program Komuniti <i>International Academics Sustainable Community Service Engagement</i>	Deputy head	12 May 2024
3	Program Kesukarelawanan Penanaman Pokok Ru Di Pantai Impian, Bachok, Kelantan Sempena <i>Green Revival Through Outreach, Value and Entrepreneurship 2.0 (GROVE 2.0)</i>	Committee	29 April 2024
4	Program <i>Raising Awareness on Circular Economy</i> di Taman Kurnia Jaya	Head	17 June 2023
5	Program Kesukarelawanan Penanaman Pokok Bakau Delta Tumpat, Kelantan sempena <i>Green Revival Through Reach, Value, and Entrepreneurship (GROVE)</i>	Head	12 October 2023
6	Program " <i>Difference Welcome! Celebrate Innovations</i> " bersama Orang Asli Jahai di SK. Sg. Rual	Supervisor	5 November 2023
7	Program <i>Mobiliti Inbound</i> – Pelajar Andalas ke UMK (Khidmat Masyarakat Membaik Pulih Rumah Asnaf Kampung Kuau, Bachok)	Committee	20 – 11 August 2018
8	Program <i>Fascinating Science &amp; Entrepreneurship</i>	Committee	15 March 2018

#### 18. References:

- PROF. DR. MOHD RAFI YAACOB**  
Lecturer of Faculty of Entrepreneurship and Business  
Universiti Malaysia Kelantan  
[rafi@umk.edu.my](mailto:rafi@umk.edu.my)  
(6)09-7717130
- PROF. DR. SYED HATIM NOOR**  
Lecturer of Faculty of Medical Sciences  
Universiti Sultan Zainal Abidin  
[syedhatim@unisza.edu.my](mailto:syedhatim@unisza.edu.my)  
(6)09-6688726
- DR. WAN ARFAH NADIAH BT. WAN ABDUL JAMIL**  
Lecturer of Faculty of Health Sciences  
Universiti Sultan Zainal Abidin  
[wanwaj@unisza.edu.my](mailto:wanwaj@unisza.edu.my)  
(6)09-6688997