

## Sr Dr **SITI HASNIZA ROSMAN** MRISM, AMIPFM

Lecturer, Real Estate Management Studies

School of Real Estate and Building Surveying  
College of Built Environment  
Kompleks Tahir Majid  
Universiti Teknologi MARA,  
40450 Shah Alam,  
Selangor, Malaysia.

Research Interest Group  
Research Nexus UiTM (ReNeU)

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### Areas of Expertise

Built Environment, Investment Appraisal, Data Analysis, Building Maintenance and Management, Analytical Hierarchy Process (AHP), Development Process, Malay Reserve Land (MRL), Partial least Squares Structural Equation Modeling (PLS-SEM)

<https://expert.uitm.edu.my/profile.php?id=4CQFz+B0zO01O8OR1nZXIf9wtTaNqrmbyYUG1RD8ZWA>

[https://www.researchgate.net/profile/Siti\\_Rosman3](https://www.researchgate.net/profile/Siti_Rosman3)

<https://scholar.google.com/citations?user=YAU-xGsAAAAJ&hl=en>

### Personal Information

Sr Siti Hasniza Rosman,  
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Real Estate Management Studies

### Academic Qualifications

PhD in Built Environment, 2023, Universiti Teknologi MARA (UiTM)  
Master of Science in Specialism of the Built Environment, 2016, Universiti Teknologi MARA (UiTM)  
Degree in Estate Management, 2010, Universiti Teknologi MARA (UiTM)  
Diploma in Estate Management, 2008, Universiti Teknologi MARA (UiTM)

### Professional Members

1. Royal Institution of Surveyors Malaysia (RISM), Property Surveying Member (M7640), 2020-2023
2. Malaysian Institute of Property and Facility Managers (MIPFM), Associate Member (A0075), 2020-2021

## Teaching and Learning

1. Degree, October 2020 – February 2021, Investment Appraisal, Lecture and Tutorial
2. Degree, October 2020 – February 2021, Data Analysis, Lecture and Tutorial
3. Degree, October 2020 – February 2021, Building Maintenance and Management, Lecture and Tutorial
4. Degree, March – July 2020, Investment Appraisal, Lecture and Tutorial
5. Degree, March – July 2020, Data Analysis, Lecture and Tutorial
6. Degree, March – July 2020, Principles and Practice of Marketing, Lecture and Tutorial
7. Degree, March – July 2023, Data Analysis, Lecture and Tutorial
8. Degree, March – July 2023, Investment Appraisal, Lecture and Tutorial

## Student Supervision

Tengku Nur Aisyah Binti Tengku Azmi [2019631038], Real Estate Marketing Strategy of Residential Property in Kelantan, October 2020 – February 2021, Degree, Supervisor.

Siti Norsyamimi Binti Abdul Rani [2019495876], The Satisfaction Level of Park Ride Services (Rail-Based) in Klang Valley, March – July 2020, Degree, Supervisor.

Aina Farzana Binti Mohd Kasim [2019476364], Factors Influence of First Time Home Buyer's for Middle Income Group in Klang Valley, October 2020 – February 2021, Degree, Supervisor.

Aimie Fariha Binti Azman [2019290682], The Effectiveness of Strategic Management Towards High Rise Residential Building, October 2020 – February 2021, Degree, Supervisor.

Nur Farraheda Binti Kateni [2019717825], Factors of Delayed Issuance of Strata Title to Purchasers, March – July 2020, Degree, Supervisor.

Aina Farzana Binti Mohd Kasim [2019476364], Factors Influence of First Time Home Buyer's for Middle Income Group in Klang Valley, October 2020 – February 2021, Degree, Supervisor.

Eleeyna Shameen Binti Mohamad Supian [2019468038], Level of Awareness on Residential Property Fire Insurance in Klang Valley, October 2020 – February 2021, Degree, Supervisor.

Ainatur Radhwa Binti Mohd Fadzil [2019884124], Comparative Study of Direct and Indirect Property Investment in Malaysia, October 2020 – February 2021, Degree, Supervisor.

Siti Nur Afira Binti Rhyme [2019601994], The Importance Development Criteria of Smart City in Putrajaya, October 2020 – February 2021, Degree, Supervisor.

Effa Nurain Binti Ruzali [2019495688], The Effectiveness of Digital Marketing Towards the Sales Performance of Real Estate Agent in Selangor, October 2020 – February 2021, Degree, Supervisor.

Nur Hanis Faizurin Binti Fairus Mustafa [2019528213], Critical Success Factors of Sustainable Transport Systems, March – July 2020, Degree, Supervisor.

Sofea Raihana Abdul Razak [2019455068], Rent Arrears of People's Housing Project (PPR) In Kuala Lumpur, October 2021 – February 2022, Degree, Supervisor.

Siti Fatimah Mazlan [2020982467], The Challenges of Real Estate Business on Industrial Revolution 4.0, October 2021 – February 2022, Degree, Supervisor.

Adriana Syazwani Ahmad Suhaifis [2020963181], The Impact of Market Performance on Residential Properties During Covid-19 in Klang Valley, October 2021 – February 2022, Degree, Supervisor.

Adib Farhan Bin Mohamad Diah [2020963089], The Challenges of Management on Building Extension Data for Rating Purposes, October 2021 – February 2022, Degree, Supervisor.

## Publications

Siti Hasniza Rosman, Siti Nur Farhana Ab. Latif, Abdul Hadi Nawawi, Mohammad Isa Abdullah, 2018, Assessment of Knowledge Level of Personnel Involved in Stamp Duty Valuation Using Analytical Hierarchy Process (AHP), Knowledge Management International Conference (KMICe), 1<sup>st</sup> Author.

Siti Nur Farhana Ab. Latif, Siti Hasniza Rosman, Abdul Hadi Nawawi, Mohammad Isa Abdullah, 2018, Types of Knowledge Involved in a Stamp Duty Valuation Process, Knowledge Management International Conference (KMICe), 2<sup>nd</sup> Author.

Siti Hasniza Rosman, Abdul Hadi Nawawi, Siti Nur Farhana Ab. Latif, Mohammad Isa Abdullah, 2019, The Effectiveness of Training Programmes Towards the Level of Knowledge of the Personnel Involved in Stamp Duty Valuation, ICRMBEE2019: 4th International Conference on Research Methodology for Built Environment and Engineering 2019, IOP Conference Series: Earth and Environmental Science, IOP Publishing, 1<sup>st</sup> Author.

Adlan Ahmad Bakri, Siti Hasniza Rosman, Suhana Ismail, 2020, Success Factors of Marketing Strategy in Real Estate Business, VIRTUAL ASEAN Entrepreneurship Conference (V-AEC 2020), MASMED, 2<sup>nd</sup> Author.

Siti Hasniza Rosman, Abdul Hadi Nawawi, Rohayu Ab Majid, 2020, Issues and Obstacles in the Development of Malay Reserve Land (MRL), International Real Estate Research Symposium (IRERS) 2020, National Institute of Valuation, 1<sup>st</sup> Author.

Siti Hasniza Rosman, Abdul Hadi Nawawi, Rohayu Ab Majid, 2021, Issues And Obstacles In The Development Of Malay Reserve Land, Journal Planning Malaysia, Volume 19, Issue 17, 1<sup>st</sup> Author.

Adlan Ahmad Bakri, Siti Hasniza Rosman, Suhana Ismail, 2021, Success Factors of Marketing Strategy in Real Estate Business, ASEAN Entrepreneurship Journal (AEJ) 7 (1), 20-26, 2<sup>nd</sup> Author.

Anis Syazwani Sukereman, Siti Hasniza Rosman, Suhana Ismail, Raja Faris Raja Faisal, Nur Berahim (2021). Determinant Factors Influencing Housing Affordability among Bumiputera Youths in Klang. Journal Planning Malaysia, Volume 19, Issue 4.

Suhana Ismail, Azima Abdul Manaf, Rohayu Ab Majid, Siti Hasniza Rosman, Fatin Umaira Muhamad Azian, Noraliza Basrah. (2022). Sustainable Affordable Structural Model in Home Ownership. - *11th International Real Estate Research Symposium (IRERS) Revitalising Real Estate: The Next Normal*. 1.

Siti Hasniza Rosman (2022). The effectiveness of Training Programmes Towards the Level of Knowledge of the Personnel involved in Stamp Duty Valuation. Chapter in Books.

Siti Hasniza Rosman (2022). Door Gift Pemacu Kejayaan Arkadius Pro Marketing Dalam Dunia Perniagaan. Chapter in Books. Usahawan DNA UiTM.

Siti Hasniza Rosman, Abdul Hadi Nawawi, Rohayu Ab Majid (2022). Success Factors Model of Special Financial Institution for Malay Reserve Land (MRL) Development. Journal of International Business, Economics and Entrepreneurship, 7(2), 25. doi:10.24191/jibe.v7i2.20775.

Siti Hasniza Rosman, Suhana Ismail, Abdul Hadi Nawawi (2023). Conceptual Framework of Open and Distance Learning (ODL) for Studio-Based Architectural Design Courses. International Journal on E-Learning and Higher Education. Volume 18, No.1, January 2023. ISSN 1985-8620.

## Research Grants and Contracts

Lestari Grants, The Effects of Content of Training Programmes on Level of Knowledge of Personnel Involved in Stamp Duty Valuation, University Level, RM20,000, 01/12/2017 - 30/11/2019, Member.

Professor Grants UiTM, Best Parctice Model of Open and Distance Learning (ODL) for Studio-Based Architectural Design Courses, RM10,000, 01/09/2021 – 31/08/2022, Member.

## Consultation & Expertise

Kerja-Kerja Konsultansi Urusan Pentadbiran Tanah untuk TNB, Tenaga Nasional Berhad (TNB), National, RM4,000,000, 31/12/2021, Member.

Focus Group Malay Reserved Land/Native Land dibawah Technical Working Group (TWG) Bumiputera Sempena Inter Agency Planning Group (IAPG) Rancangan Malaysia Ke-12 (RMK-12), 2019, TERAJU, National, RM41,968.20, July – August 2019, Expert Panel.

Physical Properties Of Concrete With Rice Husk Ash (RHA) as Mineral Admixture and Crushed Ceramic Tiles as Replacement to Coarse Aggregates, Reviewer Research, Industrial Linkages, Community & Alumni Network (PJIM&A), UiTM Perak Branch, Seri Iskandar Campus, National, 29/09/2020 – 30/09/2020, Reviewer.

Building Information Modeling (BIM) Implementation – Quantity Surveying Firm Practices for Quality Improvement, Reviewer Research, Industrial Linkages, Community & Alumni Network (PJIM&A), UiTM Perak Branch, Seri Iskandar Campus, National, 29/09/2020 –30/09/2020, Reviewer.

The Adoption Of Building Information Modelling (BIM) Uses in the Construction Phase for BIM Based Projects: The Contractors' Perspective, Reviewer Research, Industrial Linkages, Community & Alumni Network (PJIM&A), UiTM Perak Branch, Seri Iskandar Campus, National, 29/09/2020 –30/09/2020, Reviewer.

2<sup>nd</sup> International Invention, Innovation & Technology Competition 2019 (ITeC 2019), Faculty of Administrative Science & Policy Studies, UiTM, International, 19<sup>th</sup> November 2019, Judge for Participants Performance in Invention and Innovation Technology.

Scale for Positive Identification of Jinn Possession, International Conference on Contemporary Islamic Studies, ICIS 2021, Academy of Contemporary Islamic Studies, 8<sup>th</sup> June 2021, Reviewer.

Pengurusan Projek Dari Perspektif Pengurusan Berteraskan Islam dan Barat, International Conference on Contemporary Islamic Studies, ICIS 2021, Academy of Contemporary Islamic Studies, 8<sup>th</sup> June 2021, Reviewer.

Impact of Urban Regeneration on the Housing Prices: Wangsa Maju – Maluri, 5<sup>th</sup> International Conference on Research Methodology for Built Environment and Engineering 2021 (ICRM BEE2021), 8<sup>th</sup> November 2021, Reviewer.

Which Factors Contribute to the Homeownership Decision? A Preliminary Study of Malaysia's Young Adult, 5<sup>th</sup> International Conference on Research Methodology for Built Environment and Engineering 2021 (ICRM BEE2021), 8<sup>th</sup> November 2021, Reviewer.

Moderator Program Webinar Pengurusan Stress di Era COVID-19. Pusat Pengajian Pengurusan Hartanah, Fakulti Senibina, Perancangan dan Ukur. Estate Management Society (EMAS). 14 January 2022.

Appointment as a Jury for the Virtual International Breakthrough Invention, Innovation & Design Exhibition (VI-BiiDE) 2022. Universiti Teknologi MARA, Pahang Branch, Raub Campus. May 25, 2022.

Reviewer in International Colloquium on Accounting and Business 2022. Accounting and Business Resilience in A Post-Pandemic Economy.

Jury in HITeL Teaching and Learning Innovation Competition 2022. Universiti Teknologi MARA, Perak Branch from 1<sup>st</sup> January to 30<sup>th</sup> June 2022.

Reviewer in HITeL Teaching and Learning Innovation Competition 2022. Universiti Teknologi MARA, Perak Branch from 1<sup>st</sup> January to 30<sup>th</sup> June 2022.

Reviewer of the International Academics Symposium of Social Science 2022 (IASSC 2022), 03 July 2022. Perdana Hotel, Kota Bharu, Kelantan Malaysia

## **Services & Administration**

Secretary, 01/01/2020 - 31/12/2021, Unit Perancangan Strategik, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Faculty, Data Management.

Strategic Planning Coordinator, 01/01/2020 - 31/12/2021, Centre of Studies for Estate Management, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Centre of Studies, Data Management.

AJK Member, 01/01/2020 - 31/12/2021, MyRA, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Faculty, Collection and Management of Data.

MyRA Coordinator, 01/01/2020 - 31/12/2021, MyRA, Centre of Studies for Estate Management, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Centre of Studies, Collection and Management of Data.

OBE Coordinator, 01/10/2020 – 31/12/2021, CDL – CQI Report, Centre of Studies for Estate Management, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Centre of Studies, Collection and Management of Data.

AJK Member, 01/01/2020 - 31/12/2021, Review Syllabus, Centre of Studies for Estate Management, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Centre of Studies, Preparation Document Syllabus.

AJK Member, 01/01/2020 - 31/12/2021, NOBLE, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Faculty, MQF 2.0 Mapping.

Juara Budaya Perdana, 2018 – 2020, Universiti Teknologi MARA, University, Spread the Information on Budaya Perdana.

Secretary, 01/01/2021 - 31/12/2022, Unit Perancangan Strategik, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA, Faculty, Data Management.

## **Work and Collaboration Experience**

Jawatankuasa Kecil Media dan Publisiti Sempena Konvensyen Tanah Rizab Melayu 2019, 2018 – 2019, Kursi Institusi Raja-Raja Melayu, Universiti Teknologi MARA, Marketing and Publicity.

## **Awards & Recognitions**

Best Paper Award, Knowledge Management International Conference (KMICe), Assessment of Knowledge Level of Personnel Involved in Stamp Duty Valuation Using Analytical Hierarchy Process (AHP), International, 2018, 1st Author.

Amjad Bin Aiman, Bronze Award, 5<sup>th</sup> Built Environment Undergraduate Research Competition (BEURC) 2020, University, 9<sup>th</sup> September 2020, Supervisor.

Silver Award, National E-Content Development Competition, Universiti Teknologi MARA (UiTM), University, 2018, Participant.

Gold Medal in the 3<sup>rd</sup> International Conference on Built Environment and Engineering 2022 (IConBEE) organised by the Centre of Studies for Construction, College of Built Environment (CBE), Universiti Teknologi MARA (UiTM) in collaboration with the Massey University of New Zealand and The Chartered Institute of Building (CIOB) on 17<sup>th</sup> – 19<sup>th</sup> October 2022, at the Zenith Hotel, Putrajaya, Malaysia.

Best Poster Awards (Post-Graduate Category). 2<sup>nd</sup> Best Poster. Title: Special Financial Institutions for Malay Reserve Land (MRC) Development. Siti Hasniza Rosman, Abdul Hadi Nawawi and Rohayu Majid Universiti Teknologi MARA, Shah Alam.

Bronze Award, Rohayu Ab Majid, Rosli Said, Siti Hasniza Rosman, Suhana Ismail. Sustainability Of Hoteliers' Strategies During Endemic in the 11<sup>th</sup> International Invention, Innovation and Design 2022 (INDES 2022). "Ushering in The Age of The Endemic" held on 14 November 2022 - 25 November 2022.

Anugerah Perkhidmatan Cemerlang 2022, Bidang Harta Tanah, Kolej Pengajian Alam Bina, Universiti Teknologi MARA (UiTM).

Anugerah Staf Akademik Harapan 2022, Bidang Harta Tanah, Kolej Pengajian Alam Bina, Universiti Teknologi MARA (UiTM).

## **Contribution to Society**

Program Khidmat Masyarakat Bersama Orang Asli Kampung Leryar, Cameron Highlands, Fakulti Senibina, Perancangan dan Ukur, Universiti Teknologi MARA, Lecturer, University, 2018, Advisor.

Projek Senyum Bersama Anak-Anak Yatim dari Rumah Permata Kasih, Pulau Pinang, Universiti Teknologi MARA, University, 2019, Advisor.

## **Other Activities**

Peserta Pertandingan Ekspresi Merdeka Ke-63, Kursi Institusi Raja-Raja Melayu, Universiti Teknologi MARA, 2020.

UiTM Entrepreneurship Discourse & One Centre Of Studies One Product (OCOSOP) Workshop for Young FSPU Lecturers', 28<sup>th</sup> September 2020, Participant.

Pertandingan Sayembara Puisi Merdeka UiTM 2021, Bahagian Pembangunan Organisasi, 17 Ogos – 6 September 2021, Peserta.

Peserta Online Puzzle ASEAN Sempena Bulan Kemerdekaan 2022. 11 – 20 Ogos 2022. Jabatan Penerangan Malaysia, Kementerian Komunikasi dan Multimedia Malaysia.