

CURRICULUM VITAE

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Professor Sr. Dr. Mastura is currently attached to the Quantity Surveying program at the School of Housing, Building and Planning, Universiti Sains Malaysia. She has numerous years of experience in the construction industry dealing with project estimation and costing, finance and project management, development proposals, and project evaluation. Her areas of research, publication, and supervision interests include strategic management in the construction, housing, and tourism industries, entrepreneurship, project management and procurement management. Her scholarly contributions include innumerable publications in books and international journals, as well as international conferences papers. She has taught strategic management courses in construction, housing and tourism, entrepreneurship, and procurement management, both at undergraduate and postgraduate levels. She is also currently supervising numerous postgraduate research students at the Masters and PhD level. She was the recipient of the Emerald Literati Network 'Highly Commended Award' in 2007 and 2015. Her publications have featured in Tourism Management; International Journal of Hospitality Management; Habitat International; Journal of Civil Engineering and Management; International Journal of Project Management; Journal of Project Management (JoPM); Engineering, Construction and Architectural Management (ECAM); Project Management Journal; and Journal of Construction in Developing Countries, just to name a few. She also serves on the editorial boards of several international and national journals. She is currently working in collaboration with several major heads of industry to conduct a series of housing entrepreneurial courses in Malaysia.

ACADEMIC QUALIFICATIONS

- Ph.D., Universiti Sains Malaysia, Strategic Management
- MSc, Universiti Sains Malaysia, Project Management
- BSc, Universiti Sains Malaysia, Building Economic and Management

CAREER HISTORY

2014-present Professor
2009-2014 Associate Professor
2007 – 2009 Senior Lecturer
2004 - 2007 Lecturer
1994 - 2000 Quantity Surveyor/Project Manager

PUBLICATIONS

International Journal

Mastura Jaafar, T Ramayah and Aizzat Moh Nasurdin (2005) Entrepreneurial Characteristics of Contractors in a Developing Country: An Ethnic Comparison. *International Journal of Management and Entrepreneurship*, 1(1), Binary University College of Management & Entrepreneurship, 9 pages

Mastura Jaafar and Abdul Rashid Abdul Aziz (2005) Resource-based view and Critical Success Factors: A Study on Small and Medium Sized Contracting Enterprise (SMCEs) in Malaysia. *The International Journal of Construction Management*, 5(2), The Chinese Research Institute of Construction Management, 15 pages
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Mastura Jaafar, T Ramayah, Abd Rashid Abd Aziz and Basri Saad (2007) Integrating Information Technology in the Construction Industry: Technology Readiness Assessment of Malaysian Constructors, *International Journal of Project Management*, 25 (2), 115-127.Elsevier, 6 pages. (www.sciencedirect.com) or at proquest database

Abdul Rashid Abdul Aziz, Ho Shiew Yi and Mastura Jaafar (2007) Impact of firm characteristics on the value of resources for Malaysian private housing developers, *Journal of Financial management of property and Construction*, 11 pages. (Website: www.Emeraldinsight.com/journals) or at proquest database

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T Ramayah and Mastura Jaafar (2008) Technology usage among housing building and Planning (HBP) students: The moderating role of gender. *Journal of Construction in Developing Countries*. USM, Vol.13(1). 11 pages

Mastura Jaafar and Abdul Rashid Abdul Aziz (2008) Entrepreneurship Education in Developing Country: Exploration on its Necessity in the Construction Programme *Journal of Engineering, Design and Technology*, Vol. 6 (2), 11 pages. (Website: www.Emeraldinsight.com/journals)

Mastura Jaafar, T Ramayah and Tee Wan Teng (2008) The Intention to use pirated software: a study of undergraduate students in a public institution of higher learning in Malaysia *Problems and Perspective in Management*, vol.6, issue 2, 9 pages. (URL: <http://www.businessperspectives.org>)

Mastura Jaafar, Abdul Rashid Abdul Aziz and Andy Lian Shin Wai (2008) Marketing Practices of Professional Engineering Consulting Firms: Implement or not to Implement? *Journal of Civil Engineering and Management*, vol. 14 (3). 8 pages. (URL: <http://www.jcem.vgtu.lt>)

Abdul Rashid Abdul Aziz, Mastura Jaafar, Adnan Enshahssi and Mohamed Nizam Mohamed Salleh (2008) Does vocational training meet the construction needs in Malaysia? Feedback from ex-trainees of the basic electrical wiring course from one training institution. *Journal of Engineering, Design and Technology*, Vol. 6 (2), 11 pages. (Website: www.Emeraldinsight.com/journals) or at proquest database

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Mastura Jaafar, Abdul Rashid Abdul Aziz and Roslinda Ali (2009) Entrepreneurial Characteristics of indigeneous Housing Developers: The Case of Malaysia. *Economia. Seria Management*, vol. 12, issue 2, December 2009, ASE publishing house, Bucharest, Romania.

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Mehdi Tadayon, Mastura Jaafar and Ehsan Nasri (2011) An Assessment on Risk in Large Construction Projects in Iran, *Journal of Construction in Developing Countries* (Special Issue), pp 57-69.

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A. Khadar, Z.N., Jaafar, M., & Mohamad, D. (2014). Community Involvement in Tourism Development: A Case Study of Lenggong Valley World Heritage Site. at 4th International Conference on Tourism Research (4ICTR), Sutera Harbour Hotel, Kota Kinabalu, Sabah. 9-11 December 2014.

Mastura Jaafar, Norziani Dahalan & Nur Izzati Hidzir (2014). Workplace Bullying in Construction Organization. *International Journal of Decision Science*. Vol. 5 No. 2, pp

Abdul Rashid Abdul Aziz, Cheng Lit Loh and Mastura Jaafar (2014). Malaysia's My second home (MM2H) programme: An examination of Malaysia as a destination for international retirees, *Tourism Management*, Vol. 40, 203-212 (ISI)

Nur Liyana Othman¹, Mastura Jaafar, Wan Mariah Wan Harun, Fuziah Ibrahim (2014). A Case Study on Moisture Problems and Building Defects, *Precedia Social and Behavioural Sciences (Scopus)*

Mostafa Rasoolimanesh, Mastura Jaafar, Nurwati Badarulzaman and T Ramayah (2015). Investigating a framework to facilitate the implementation of city development strategy using balanced scorecard Habitat International (ISI), Vol 46, April 2015, Pages 156–165. *ISI*

Mastura Jaafar, Azlan Raofuddin Nuruddin, Norliza Mazlan (2015). Women consultant participation in the Malaysian Construction industry, *Malaysian Construction Research Journal*, Vol. 16, no.1.43-58. (Scopus)

Mastura Jaafar, Firdaus Yaacob & S. Mostafa Rasoolimanesh. Tourism Growth and entrepreneurship: Empirical analysis of development of rural highlands (2015), *Tourism Management Perspective*. <http://dx.doi.org/10.1016/j.tmp.2015.02.001> 2211-9736/© 2015 (Scopus)

Mastura Jaafar, Nor Janah Nohd Bakri & S. Mostafa Rasoolimanesh. (2015) Local Community and Tourism Development: A study of rural mountainous destinations, *Modern Applied Science*. Vol.9, No.8, 407-416. (Scopus)

Mastura Jaafar, Safura Ismail & S. Mostafa Rasoolimanesh. Social Effects of Tourism Development: Case Study of Kinabalu National Park, *Theoretical and Empirical Research in Urban Management (TERUM)*, Vol.10, Issue 2, 5-20 (Scopus)

Shuhaida Md Noor, Mastura Jaafar, & S. Mostafa Rasoolimanesh (2015). Effective interpretation using various medias toward mindfulness: A Case study of Malacca. *Journal of Heritage Tourism* DOI: 10.1080/1743873X.2015.1005625 (ERA).

Shuhaida Md Noor, Mastura Jaafar, & S. Mostafa Rasoolimanesh (2015). What Influences Visitors Mindfulness At World Heritage Sites. *Tourism, culture and communication*, Vol. 14 (3), pp. 139–150 (Scopus).

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Mastura Jaafar, Ubahsuai sistem tender, Utusan Malaysia (28 April 2008)

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RESEARCH SUPERVISION

PhD

Completed.

Hayroman b Ahmad. Design and Built for Public Hospital Project. (Co-supervisor) 2009.

Roslinda Ali. Role of Developers in Housing Development Industry. (Main supervisor) 2011.

Mohd Suberi AB Halim. Financial Management of Malaysian Contractors (Main supervisor) 2012.

Alireza Jalali. The Impact Of Entrepreneurial Characteristics And Entrepreneurial Environment On Improvement Of Small And Medium Enterprises(SMEs) In IRAN (Main Supervisor) 2013.

Seyyed Mostafa Rasoolimanesh. Determinat factors in City Development Strategy in Qazvin, Iran (Co-supervisor) 2013.

Rohaya Bt Ghani. Pengurusan Strategik Bayaran Tabung Pengurusan Bangunan Kediaman Berhakmilik Strata (Main Supervisor) 2014.

Siti Haliza Asad. Enterprise risk management (ERM), governance and performance: Case of the housing developers in Malaysia (Co-supervisor). 2014

Undergoing

Saieed Mohamed b Abdelsalam. An Analysis of the development of the Libyan construction Industry. (Main supervisor)

Suliahti bt Hashim. Outsourcing Healthcare Maintenance In Hospital. (Co-supervisor)

Siti Asma' Bt Mohd Rosdi. Entrepreneurial Intention among local community: a case study on Lenggong Valley, Malaysia (Main supervisor)

Nur Liyana bt Othman. Design defect and hospital building Maintenance (Main supervisor)

Nur'izzati Binti Hidzir. A model on workplace Bullying in Construction Industry (Main Supervisor)

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Ahmad bin Abd Jalil. Development of New Procurement Method for the Application of IBS Modular System in Housing Projects (Main Supervisor)

Rahim Mosahab. Intellectual Capital Management: A Participatory Leadership for Strategic Management and Sustainable Competitive Advantage of the Knowledge Based Service Organization (Main Supervisor)

Anis Fadhilah Mat Wahi. Developing Community Based Rural Entrepreneur: A Case Study of Lenggong Valley. (Main Supervisor)

Rohana Mijan. Analisis sumber-sumber dan kemampuan firma untuk orientasi jenama PKS di Malaysia. (Co-supervisor)

Jaafar Sadeq Abdulhasan. Establishing a quality management system based on ISO 9000 requirements in the Iraqi Military Construction Organisation. (Co-supervisor)

Aleff Omar. Pemberdayaan dalam Pembangunan Sektor Pelancongan: Kajian kes Langkawi. (Co-supervisor)

Suhaida Herni binti Suffarruddin. The Innovative Opportunity for Rural Women Entrepreneur in The Tourism Industry in Malaysia. (Main Supervisor)

Siti Aishah binti Maideen. Tour Guiding : Interpreting the Role and Challenges in The Tourism Industry in Malaysia. (Main Supervisor)

Nor syuhada binti Zulkefli. Government role in assisting of Small Medium Accommodation Island (SMAI) Businesses : A case study in Terengganu Island. (Main Supervisor)

MSc

Completed

Mohamed Nizam b Mohd Salleh. Tinjauan ke atas lepaan latihan Vokasional IKBN Dalam Bidang Elektrikal. (Co-supervisor) 2008

Anna Lau Siew Lin. Project Funding for SMCEs: Why Loans From Commercial banks Are More Popular Compared to Government? (Main-supervisor) 2008

Lai Shuw Wei. Restructuring of Malaysia Housing development. (Co-supervisor) 2009

Muhammad Hijas b Sahari. The Application of Social Network Theory on Private Housing Developers in Malaysia. (Main supervisor) 2009

Siti Zaleha b Mohamad Sukarno. Sustainability of Small and Medium Budget Hotel in Malaysia (Main supervisor) 2010

Siti Aishah bt Maideen. Small and Medium Island Chalet Operators in the selected Islands in Terengganu and Pahang (Main supervisor) 2010

David Ngau Pengiran. International Competitive Orientation of Malaysia Quantity Surveying Firms (Co Supervisor) 2010

Haniza Azmaya bt C.M Nor Azmi. Internationalization of Malaysian Architectural Firms (Co Supervisor) 2010

Lau Yuk Hui. Export of Malaysia Business-to-Business services: An Examination of civil Engineering Consultancy (Co Supervisor) 2010

Toh Kah Ing. Sustainability of Small and Medium coastal chalet operators in Malaysia (Main supervisor)

Nurhidayah bt Mohd Radzi. An analysis on private sector procurement system in Malaysia (Main supervisor) 2012

Nur Liyana bt Othman. Women project manager: A Liberal Feminist Theory (Main supervisor) 2012

Mohd Bashir b Sulaiman. Project Management and Eco Tourism. (Main supervisor) 2013

Behnam Khalatbari Hamid Reza. Project Managers competency in managing power plant project in Iran (Main supervisor) 2013

Raihanah bt Othman. Family and Gender Socially Construct: A Study of Women Construction Entrepreneurs in Malaysia (Main supervisor) 2014

Syed Putra Syed Abu Bakar. Business Success Factors of Malaysian Private Housing Developers (Main supervisor) 2014

Munira Binti Mhd Rashid. An Analysis of Characteristics and Performance of Tourism SMEs: A Case Study in the Archaeological Heritage of The Lenggong Valley, a UNESCO World Heritage Site (Main supervisor) 2014

Nurvanida Alisha Sinnappan. Unplanned Tourism Development and its Implication: Case Study of Pantai Chenang, Langkawi (Main supervisor) 2014

Safura Ismail. Social Impacts of Tourism Development on Local Community in Mukim Kedawang Langkawi (Main supervisor)

Nor Janah Mohd Bakri. Economic impact and quality of life: a study on local community in Langkawi Island (Main supervisor)

Undergoing

Mohd Firdaus b Yaacob. The Growth of SMEs: An Analysis on Marketing Aspects of Eco-Tourism Product Development (Main supervisor)

Nur Izwani Abdul Aziz. Destination Competitiveness And Local Participation: A Case Study Of Lenggong Valley (Main Supervisor)

Muhammad Faris Tajudin. Business Model of Bumiputera small and medium Contractors (Main Supervisor)

Nurmimi Fardiana binti Mohd Toha. Design and Build Procurement System: Assessing the Project Team's and Responsibilities in Public Hospital Project. (Main Supervisor)

Mohd Amirul Nizam bin Paijo Socio-Economic impact of Ecotourism Development in Mulu National Park towards Host Communities: A Case of Batu Bungan Village, Mulu, Sarawak. (Main Supervisor)

THESIS EXAMINATION

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Ahmed Usman Awil, Internalisation of the housing development sector: A study of the Malaysian Scenario. USM

Anahita Malek Mohammadi, International Conference Attendees' Participation Behavior: Case Study of Kuala Lumpur. USM

Afflaine Ahmad. Project Risk Management Practices in the Malaysian Construction Industry. Uitm.

Zahed Ghaderi, Tourism Crisis Management and Organizational Learning in Malaysia's Tourism Industry, USM.

Nadia Newaz Rimi, Organizational Practices, Devolution and Human Resource Management (HRM) Effectiveness of Private Commercial Banks (PCBs) of Bangladesh. School of Management, USM

Yaowalak Trakulmaykee. The Relationship between work happiness and turnover intention among hotel employees in Thailand: The mediating role of job satisfaction and moderating role of social support. School of Management, USM

Yong Yee Cheong. Grounded Theory of Adversarial relationship in the Malaysian Construction Industry. Universiti Teknologi Malaysia

Khatijah bt Othman, Islamic Compliance Quality Management System (CQMS): An analysis from Islamic Tasawwur, Epistemology and Ontology Perspectives, ISDEV, USM.

MSc

Younis A A Hammouda, Critical success factors of contractors in drainage, sewerage and irrigation sector in Abu Dhabi-UAE,USM

Khairul Faizi b Mohd Rapiai, Calon sarjana Pengurusan Pembangunan Islam, mod campuran, ISDEV, USM

Derrick Tan Jian-Ze, Critical Success Factors of Malaysian Contractors in International Construction Projects Using Analytical Hierarchy Process (AHP), Civil Engineering, USM

Phuor Ty, Prediction of the Total Cost Monitoring and Control of Offshore Pipework Project Using Integrated Mathematical Matrix Method , Universiti Teknologi Petronas

Xue Fei, The Professional Ethics of Construction Project Manager in China, Master Architecture, Universiti Teknologi Malaysia

RESEARCH GRANT

International Research

From al-Bay' Bithaman Ajil to Musharakah Mutanaqisah: Issues and Strategies in Islamic Home Financing in Malaysia, The Asean Research Foundation (AMAN), USD 2000, Project head: Dr. Mastura Jaafar, Co-researcher : Dr Fadilla Azni.(1 Ogos 2009-31 Januari 2010)

National Research

The Role of Bumiputera Developers in Housing Development Industry, Institut Penilaian Negara (INSPEN), RM253,240.64, Project head: Dr. Mastura Jaafar, Co-researcher : Prof. Dr Abd Rashid Abd Aziz, PM Azlan Raofuddin Hj Nuruddin, Dr Nor'Aini Yusof

Privatisation of Housing Development- A Study on Government Linked Companies (GLCs), Institut Penilaian Negara (INSPEN), RM296,457.04, Project head: Prof. Dr Abd Rashid Abd Aziz, Co-researcher: Dr. Mastura Jaafar and PM Azlan Raofuddin Hj Nuruddin

Modelling of Construction Firms Sustainability, Ministry of Science, technology and Innovation (MOSTI), Dato' Prof Omar Osman, Mastura Jaafar and Ilias Said

Socio-Economic Rural Tourism capacity Framework, Long Term Research Grant, MOHE. Project head: Dr. Mastura Jaafar, Co-researcher : Dr Azizi Bahauddin, Dr Ku Azam Tuan Lonik, Dr Kalsom Kayat, Mr Endorgon Ekiz and Tania Maria Tangit (10 January 2011-30 September 2016)

Examining The Functionality of Public Hospital Building From The Aspect of Building Design, Construction and Facility. Institut Penilaian Negara (INSPEN). Project Manager: Dr. Mastura Jaafar, Co-researcher: Puan Wan Mariah Wan Harun and Assoc. Prof. Dr Fuziah Ibrahim .(10 January 2012-31 July 2014)

Model of workplace bullying in Malaysia. FRGS grant (MOHE). Project Manager: Dr. Mastura Jaafar, Co-researcher: Dr Norziani Dahalan (1 Mei 2013-30 April 2015)

Development of new procurement method for the application of IBS modular system in housing projects. FRGS grant (MOHE). Project Manager: Assoc Prof Sr Azlan Raofuddin Haji Nuruddin Co-researcher: Dr. Mastura Jaafar, Sr Dr. Md Azree Othuman Mydin (2014) (15th July 2014-30th June 2016)

Consolidating Agritourism through Legal & Policy Framework and Education in Cambodia. Ministry of Education and Institut Penyelidikan Pendidikan Tinggi Negara. Project Manager: Assoc. Prof. Dr Nuraisyah Chua Abdullah. (2015).(1 Dec 2014-30 August 2015)

Modelling rent-seeking bureaucracy in Malaysia's housing development process. FRGS grant (MOHE). Project Manager: Prof Sr Abdul Rashid Abdul Aziz. Co-researcher: Dr. Mastura Jaafar (2015) (02/11/2015 - 31/10/2018)

University Research

Project Funding for Small and Medium contracting enterprises (SMCEs) in Malaysia: Why Loans from commercial banks are more popular compared to government? Short term grant, RM14,701.50. Project Manager: Dr. Mastura Jaafar, Co-researcher: Prof Dr Abdul Rashid Abdul Aziz. 23 November 2005.

Pembinaan sistem pengurusan projek berteraskan Islam, Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education, RM72,724.00. Project Manager: Mastura Jaafar, Co-researcher: Prof muhammad Syukri Salleh, Prof Abdul Rashid Abdul Aziz, Dr Atikullah Hj Abdullah and Arkitek Subahir Hj Taib. Okt 2007 – Sept 2010, 3 years.

Sustainability of SMEs in tourism accommodation industry (Geran Universiti penyelidikan-Klustr perlancongan), RM139,800.00. Project head : Mastura Jaafar, Abdul Rashid Abdul Aziz dan Badaruddin Mohamed. 9 Nov 2007- 8 Okt 2010, 3 years.

An Analysis on the applicability of Public Sector Procurement System in Malaysia. Short term grant, RM39,969.00. Project Manager: Dr. Mastura Jaafar, Co-researcher: Prof Dr

Abdul Rashid Abdul Aziz, Prof.Madya Azlan Raoffudin Hj Nuruddin and Dr Shardy Abdullah. 2 years.

Exploring Women In Construction Industry From The Feminist Theory. RM 90,000.00. Project Manager: Dr. Mastura Jaafar, Co-researcher: Prof Dr Abdul Rashid Abdul Aziz,1 Januari 2011-31 Disember 2013

RU Cluster Project. Head Team 2: Heritage Awareness & Interpretation; Project 5 on A Strategic Model on Entrepreneurship Development of Archeological Tourism: A Case study of Lenggong Valley. RM 233,744.96, Dr Fatan Hamamah Yahaya, DR. Siti Nabiha Abdul Khalid, Prof Ramli Mohamed, Prof. Madya Nabsiah Abdul Wahid,Prof. Madya Nor'Aini Yusof, Prof. Madya Aizi Bahaudin, Prof. Madya Mastura Jaafar. 1 Jun 2011 – 31 Mei 2016.

International expansion of construction related services sector-specific focus on architectural, civil engineering and quantity surveying firms, (RM125,715.00) Geran Penyelidikan Universiti Project Manager : Prof Abdul Rashid Abdul Aziz Co-researcher: Mastura Jaafar. PM Raofuddin Hj. Nuruddin and Pn. Lim Yoke Mui. Okt 2007 – Sept 2010, 3 years.

Towards Coming up with a Holistic Model of Internationalisation of Business using Malaysian contractors as the test bed. RM40,000.00. Geran Penyelidikan Universiti. Project Manager: Prof Abdul Rashid Abdul Aziz, Co-researcher: Mastura Jaafar, T Ramayah and Suzyrman Sibly. Okt 2007 – Sept 2009, 2 years.

An Investigation on MS ISO 9000 Implementation process in Local Authority Organisation. RM 40,000.00. Geran jangka Pendek, Project Manager : Dr Shardy Abdullah, Co-researcher : Ilias Said, Mastura Jaafar and Arman Abdul Razak. 2 years.

Managing Operational Risks for Highway projects in Malaysia Through Effective Contract Structure. Short term grant, RM39,938.00. Project Manager: Dr. Farid Ezanee Mohamed Ghazali. Co-researcher: Mastura Jaafar. 2 years.

Malaysian Housing Developers: An analysis of the factors behind corporate success, RU Grant, RM71,620.00. Project manager: PM Sr Azlan Raofuddin Hj Nuruddin. Co-researcher: Mastura Jaafar. 2 years.

INTERNATIONAL AWARDS

Highly Commended Award, Presented to Mastura Jaafar, T.Ramayah, Abdul Rashid Abdul Aziz, Basri Saad for Technology readiness among managers of Malaysia construction firms, Engineering, Construction and Architectural Management, Vol.14, No.2, 2007, Emerald Literati Network.

Highly Commended Award, Presented to Alireza Jalali, Mastura Jaafar and T.Ramayah, for Entrepreneurial orientation and performance: The interaction effect of customer capital, World Journal of Entrepreneurship Management and Sustainable Development, 2014 Vol.10, No.1, pp.48-68. Emerald Literati Network.

PROFESSIONAL MEMBERSHIP

Association of Building Engineers

The Royal Institution of Surveyors, Malaysia. Since

CONSULTANCY

Organising training for new housing entrepreneur:

Basic Training for New Developers: Kursus Asas Pemajuan Hartanah Perumahan since 2009

Advance Course for New Developers: since 2010

The Development of research paper on kajian Penglibatan Kontraktor Bumiputera untuk pakej Sub-kontrak projek Landasan Keretapi Berkembar Elektrik (EDTP) Ipoh-Padang Besar, CIDB Malaysia

CONFERENCE ORGANISER

Chairman for:

Persidangan Harta Tanah Nasional 2010, 7-8 April , PWTC, Kuala Lumpur

The 3rd Regional Conference of Tourism Research, 29-31 Oktober 2013, langkawi, Kedah