

# 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.

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## ACADEMIC QUALIFICATIONS

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

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## CAREER HISTORY

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

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## PUBLICATIONS

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### 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 ([http://bsun04.bre.polyu.edu.hk/criocm/english/journal/journal\\_eng.html](http://bsun04.bre.polyu.edu.hk/criocm/english/journal/journal_eng.html))

Abdul Rashid Abdul Aziz, Ho Shiew Yi and Mastura Jaafar (2006) Competitive Resources of Private Housing Developers: The Malaysian Perspective. *Journal of Engineering, Design and Technology*, 4 (1), Southern African Built Environment Research Centre, 6 pages. (Website:[www.Emeraldinsight.com/journals](http://www.Emeraldinsight.com/journals)) or at proquest database

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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](http://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](http://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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Mastura Jaafar; Muhammad Hijas Sahari (2013), The development of network linkages and housing developers : *Int. J. of Sustainable Society*, Vol.5, No.1, pp.78 – 96

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S. Mostafa Rasoolimanesh, Mastura Jaafar and Nurwati Badarulzaman (2013). Urban Planning and Management System in Iran: A Review and Assessment. *Middle-East Journal of Scientific Research* 18 (2): pp. 220-229

Alireza Jalali, Mastura Jaafar and Thurasamy Ramayah (2013). 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 publisher

Mastura Jaafar, Raihanah Othman and Alireza Jalali (2014) Main Determinants of Female Entrepreneurs in the construction industry. *Project Management Journal*, vol.45, no.1, pp. 76-86 (ISI)

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Mastura Jaafar, Shuhaida Md Noor & S. Mostafa Rasoolimanesh (2014). Perception of Young Local Residents toward Sustainable Conservation Programmes: A Case Study of The Lenggong World Cultural Heritage Site. *Tourism Management* 48 (2015) pp. 154-163. (ISI)

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Abdul Aziz, I.N., Jaafar, M., Hassan, F., & Alaa J. K. (2014). Competitive Model of Lenggong Valley as a Rural Heritage Destination in Malaysia at 4th International Conference on Tourism Research (4ICTR), Sutera Harbour Hotel, Kota Kinabalu, Sabah. 9-11 December 2014.

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 Othman<sup>1</sup>, Mastura Jaafar, Wan Mariah Wan Harun, Fuziah Ibrahim (2014). A Case Study on Moisture Problems and Building Defects, *Precedia Social and Behavioural Sciences (Scopus)*

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Mastura Jaafar, S. Mostafa Rasoolimanesh, Ku Azam Tuan Lonik. 2015. Tourism growth and entrepreneurship: Empirical analysis of development of rural highland. Tourism Management Perspectives, 14: 17-24. Can be viewed at <http://eprints.usm.my/view/creators/Jaafar=3AMastura=3A=3A.html>

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Rasoolimanesh, Mostafa S. and Jaafar, Mastura and Marzuki, Azizan and Mohamad, Diana *How Visitor and Environmental Characteristics Influence Perceived Crowding*. Asia Pacific Journal of Tourism Research (ISI). DOI:10.1080/10941665.2015.1084348. Can be viewed at <http://eprints.usm.my/view/creators/Jaafar=3AMastura=3A=3A.html>

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

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

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

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

Syed Putra bin Syed Abu Bakar. The Influences of Entrepreneurial Orientation in Projecting the Family Firm Strategy for Business Survivability: A Focus Study on Malaysian Small and Medium Housing Developers (Main Supervisor)

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)

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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

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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*

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)

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## THESIS EXAMINATION

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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

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Mohd Adan b Omar, Investigation on relational factors, trust-commitment and information exchange in the context of service firm – supplier relationships in Malaysia. Graduate of Business School, USM

Zaharah bt Ghazali. Exporting activity from Islamic perspective and its impact on export performance, 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 Rapi ai, 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

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### RESEARCH GRANT

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### International Research

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Project Head: Mastura Jaafar, Co-researcher: Prof Dato' Mokhtar Saidin, Dr Norziani Dahalan, PM Dr Fatimah Hassan, PM Dr Zuraini Zakaria, PM Dr Main Rindam, Dr Fatan Hamamah Yahaya, Dr Nor Suhana Abd Hamid, Dr Sakinah Abu Bakar dan Dr Shuhaida Md Noor (Ogos 2016-Sept 2018).

### National Research

The Role of Bumiputera Developers in Housing Development Industry, Institut Penilaian Negara (INSPEN), RM253,240.64, Project head: Dr. Mastura Jaafar, Co-reseacher : 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-reseacher : 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-reseacher: 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-reseacher: 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-reseacher: 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)

Small Heritage Tourism Destinations: An Explanatory Model of Quality Tourism Experience for Small Heritage Destinations. FRGS grant (MOHE). Project Manager: Dr Shuhaida Md Noor. Co-researcher: Mastura Jaafar, Azman Azwan Azmawati dan Juliana Abd Wahab (2016).

### 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 accomodation 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 Bahauddin, 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 successess, RU Grant, RM71,620.00. Project manager: PM Sr Azlan Raofuddin Hj Nuruddin. Co-researcher: Mastura Jaafar. 2 years.

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## INTERNATIONAL AWARDS

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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.

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## PROFESSIONAL MEMBERSHIP

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Association of Building Engineers

The Royal Institution of Surveyors, Malaysia. Since

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## CONSULTANCY

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Organising training for new housing entrepreneur:

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

Advance Course for New Developers: Kursus Lanjutan Pemajuan Hartanah Perumahan 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

Working paper for restructuring local authority for Tourism Development in Sg petani, Majlis Perbandaran Sg Petani, Kedah.

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## CONFERENCE ORGANISER

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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