



Choo Ling Suan

Assistant Professor

Main department: Management and Marketing

Nationality: Malaysia

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BIOGRAPHY

Ling Suan, Choo, Ph.D. is an Assistant Professor at University of Bahrain. She possesses her PhD in Organisational Behaviour & Development from Universiti Sains Malaysia, Malaysia in 2015. She was awarded as Postgraduate research fellow in Universiti Sains Malaysia from 2010-2013. As a passionate researcher, she actively published in Scopus ranked journals and also served as reviewers for several international journals. Her research interests include employee motivation and behaviours, human resource management, small business management and hospitality management.

TEACHING DOMAINS

- Entrepreneurship
- Human Resource Management
- Management and Marketing
- Organizational Behavior

EDUCATION

Highest degree :

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| 2014 | PhD, Business administration, Management, Universiti Sains Malaysia, Malaysia |
| 2010 | Master, Business administration, Management, Universiti Utara Malaysia, Malaysia |
| 2000 | Bachelor, Other, Management, Universiti Utara Malaysia, Malaysia |
| 1999 | Diploma, Business administration, Marketing, Politeknik Sultan Abdul halim Mu'adzam Shah, Malaysia |

CERTIFICATES

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| Since 2020 | Associate Fellow, Higher Education Academy, Great Britain |
| Since 2015 | Higher Education Teaching and Learning Certification Program, Universiti Utara Malaysia, Malaysia |

PROFESSIONAL EXPERIENCE

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Academic experience

- Since 2019 Assistant Professor, University of Bahrain, Bahrain
- 2015 - 2019 Senior Lecturer, Universiti Utara Malaysia, Malaysia
- 2010 - 2013 Teaching and Research Assistant 1, Universiti Sains Malaysia, Malaysia

RESEARCH ACTIVITIES

In favor of the institution

In favor of the institution

- 2020 Presenter, Stenden Hotel Management School, Netherlands (The)
- 2019 Panel in Undergraduates Admission Interview, University of Bahrain, Bahrain

Service to professional community

International

- 2021 Reviewer: Performance Improvement Quarterly, Wiley Publishing, Great Britain
- Since 2021 Reviewer: International Journal of Manpower, Emerald Publishing, Great Britain
- Since 2020 Reviewer: Journal of Small Business and Entrepreneurship, Emerald Publishing, Great Britain
- 2020 Session Chair in 2020 International Conference on Decision Aid Science and Applications, University of Bahrain, Bahrain
- 2020 Invited Speaker, M.G.R. Educational and Research Institute, India

GRANTS AND HONORS

- 2020 Certificate of Appreciation, University of Bahrain
- 2018 Excellent Service Award, Universiti Utara Malaysia, Malaysia
- 2018 Top downloaded articles, Wiley Publishing
- 2017 Effectiveness of Developing Human Capital: A Case in KEDA, Kedah Development Council, Malaysia
- 2016 A New Theoretical Model of Service-Oriented Organizational Citizenship Behavior Among Nurses In Malaysia, Universiti Utara Malaysia, Malaysia
- 2016 Integrating Dynamic Capability Theory And Diffusion Of Innovation Theory Towards Social Well-Being Of SMEs In Malaysia, Universiti Utara Malaysia, Malaysia
- 2016 AACSB PRT Committee, Universiti Utara Malaysia, Malaysia
- 2016 Cultivating Service-Oriented Organizational Citizenship Behavior: The Role of Personal Resources and Work Engagement, Ministry of Higher Education Malaysia, Malaysia
- 2015 Matter of Similarity And Dissimilarity: Constructing The Cultural Norms Model In Multi-Ethnic Society, Ministry of Higher Education Malaysia, Malaysia
- 2010 Research Fellow, Universiti Sains Malaysia, Malaysia

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

JASON M.S. LAM, J. M., C. LING SUAN, Y. L. YIT LENG OH, S. C. SAW CHIN KHOR, "Investigating river destination image by using tri-component model: a case of Malacca River – the Venice of the East", *International Journal of Sustainable Society*, 2020, vol. 13, pp. 238-252

LING SUAN, C., H. ABU BAKAR, S. STACEY L. CONNAUGHTON, "Understanding workplace culture in Malaysia: cultural characteristics of Chinese-Malaysian ethnic society" Forthcoming *International Journal of Business and Globalisation*

SUBRAMANIAM, C., C. LING SUAN, J. JOHARI, "What makes employees want to stay? A study in the Malaysian manufacturing sector", *Global Business and Organizational Excellence*, 2019, vol. 38, no. 5, pp. 33-43

HIDAYAH IBRAHIM, S. N., C. SUAN, O. M. KARATEPE, "The effects of supervisor support and self-efficacy on call center employees' work engagement and quitting intentions", *INTERNATIONAL JOURNAL OF MANPOWER*, 2019, vol. 40, no. 4, pp. 688-703

ALI, M., M. A. AL-OMARI, C. LING SUAN, "Innovative Work Behavior: A Review of Literature", *International Journal of Psychosocial Rehabilitation*, 2019, vol. 23, no. 2, pp. 39-47

LING SUAN, C., H. ABU BAKAR, M. BAHTIAR, H. HALIM, C. SUBRAMANIAM, "Shared Cultural Characteristics Similarities in Malaysia's Multi-ethnic Society", *Journal of Intercultural Communication Research*, 2018, vol. 47, no. 3, pp. 243-267

LING SUAN, C., "Colleague Support and Role Clarity in Promoting the Work Engagement of Frontliners in Malaysian Hotels", *Performance Improvement Quarterly*, 2017, vol. 29, no. 4, pp. 389-405

LING SUAN, C., "A Study of the Role of Work Engagement in Promoting Service-Oriented Organizational Citizenship Behavior in the Malaysian Hotel Sector", *Global Business and Organizational Excellence*, 2016, vol. 35, no. 4, pp. 28-43

LING SUAN, C., A. MOHD NASURDIN, "Supervisor support and work engagement of hotel employees in Malaysia", *GENDER IN MANAGEMENT*, 2016, vol. 31, no. 1, pp. 2-18

LING SUAN, C., A. M. NASURDIN, "Is emotional intelligence important in predicting service-oriented organisational citizenship behaviour?", *International Journal of Work Organisation and Emotion*, 2014, vol. 6, no. 3, pp. 261

CHOO, L. S., A. MOHD NASURDIN, "An empirical investigation into the influence of human resource management practices on work engagement: the case of customer-contact employees in Malaysia", *International Journal of Culture, Tourism and Hospitality Research*, 2014, vol. 8, no. 3, pp. 345-360

LING SUAN, C., N. MAT, M. AL-OMARI, "Organizational practices and employee engagement: a case of Malaysia electronics manufacturing firms", *Business Strategy Series*, 2013, vol. 14, no. 1, pp. 3-10

LING SUAN, C., L., A. M. NASURDIN, "The Effects of Emotional Intelligence and Gender on Work Engagement of Customer-Contact Employees: A Proposed Framework", *Research Journal of Business Management*, 2011, vol. 5, no. 4, pp. 178-186

Proceedings

LING SUAN, C., J. M. LAM, S. RAMLEE, "Will International Students Be Loyal To Higher Education Or Tourism Sector? A Destination Image & Value Approach", 2019

Presentation at a conference with proceedings

HO, T. C. F., L. S. CHOO, P. -C. TEO, N. KALIAPPEN, "Attracting Gen Z to Small and Medium Enterprises (SMEs):A View Through the Job Characteristic Model" in *2020 International Conference on Decision Aid Sciences and Application (DASA), IEEE Explore*, pp. 142-145, 2020

LING, C. H., P. -C. TEO, T. C. F. HO, L. S. CHOO, "Value-Based Adoption Model on E-Wallet in Malaysia: A Conceptual Paper" in *2020 International Conference on Decision Aid Sciences and Application (DASA), IEEE Explore*, pp. 501-503, 2020

LEONG, L. W., T. C. F. HO, P. -C. TEO, L. S. CHOO, "Factors Influencing Ethical Decision Making: A View Through Engineering Consultancy Firm in Malaysia" in *2020 International Conference on Decision Aid Sciences and Application (DASA), IEEE Explore*, pp. 893-897, 2020

EL-TONY, Y. F., L. S. CHOO, "Promoting Green Behavior in Laboratories: A Conceptual Paper" in *2020 International Conference on Decision Aid Sciences and Application (DASA), IEEE Explore*, pp. 532-535, 2020

RAMAN, M., N. KALIAPPEN, C. L. SUAN, "A Study on Machine Learning Classifier Models in Analyzing Discipline of Individuals Based on Various Reasons Absenteeism from Work" in *2020 International Conference on Decision Aid Sciences and Application (DASA), IEEE Explore*, pp. 360-364, 2020

Presentation at Other Conference

LING SUAN, C., J. M. LAM, "Linking co-creation of online experience value to travel destination image and satisfaction: A view from the user-generated content", 2020, Netherlands (The)