



Dr. Md. Uzir Hossain Uzir

Senior Lecturer-I, School of Management and Marketing (SOMM),
Taylor's Business School (TBS), Taylor's University, Subang Jaya,
Malaysia

PROFILE

A dedicated, detailed and capable research fellow with one and half year of teaching experience in Marketing and Management and a professional trainer on research methodology, data analysis in SPSS, CB-SEM (AMOS) and PLS-SEM (SmartPLS4v). Extensively published in Marketing and Management Journals (high indexed journals). A confident presenter in conferences, workshops, classrooms and able to explain complicated issues to audience level. He is a successful moderator in Webinar. Aiming to be an impactful researcher contributing to contemporary knowledge and to society; and to be a torchbearer in academic world.

CONTACT

PHONE: +60147 20 66 38

EMAIL:

uzir@lincoln.edu.my

hossainuzir@gmail.com

SOCIAL AND PROFESSIONAL MEDIA CONTACT

- <https://scholar.google.com/citations?user=6Vr6vuMAAAAJ&hl=en>
- <https://orcid.org/0000-0001-6924-5282>
- <https://www.linkedin.com/in/dr-md-uzir-hossain-uzir-ab92b41b3/>

TEACHING AND RESEARCH

- Principle of Marketing; International Marketing; Digital (e-) Marketing; Consumer Behaviour, International Business; Strategic Management; Quality Management (TQM);
- Marketing Research; Research Methods; Research Methodology; Quantitative Analysis and Methods; SPSS, SmartPLS, AMOS, etc.

EDUCATION

Doctor of Philosophy (PhD) in Marketing in 2018-2021

Putra Business School (PBS), Serdang, Selangor, Malaysia. A leading business school accredited by AACSB, ABEST21 and Malaysian Qualifications Agency (MQA).

University of Dhaka, Bangladesh

Master of Disaster Management (MDM) 2014 – 2016

Institute of Disaster Management and Vulnerable Study (IMDVS).

Master of Business Administration (MBA) Marketing 2008 – 2009

Faculty of Business Studies (FBS)

Bachelor of Business Administration (BBA) Marketing 2004 – 2007

Faculty of Business Studies (FBS)

ADMINISTRATIVE RESPONSIBILITY

1. Academic Integrity Officer (AIO)
2. Module Leader of Master and Bachelor Module
3. Chief Exam Invigilator

SUPERVISION

1. Doctor of Business Administration (DBA)
2. Doctor of Philosophy (PhD)
3. Master Module (Onsite and Online)
4. Final Year project report (Bachelor)
5. Online and Distance Learning
6. Business Management Project, etc.

Journal	Count		Scopus H-Index	Cite-score	Web of Science ISI
Heliyon, Elsevier	1	Q1	18	0.43	SSCI Q2 (IF:3.56)
International Journal of Business Excellence	2	Q3	16	0.30	Nil
Corporate Governance: IJBS	1	Q2	53	0.57	ESCI
Sustainability, MDPI	1	Q1	68	0.61	SCIE (3.252)
Global Business Review	1	Q2	20	0.45	ESCI

Indian Journal of Corporate Governance	1	Q3	5	0.20	Nil
Universal Journal of Educational Research	1	Q4	3	0.12	
The International Technology Management Review	2	Nil	Nil	Nil	Nil
Springer Nature Business and Economics	1	Nil	Nil	Nil	Nil
International Journal of Quality and Innovation	1	ERA Indexed			
International Journal of Business Science and Applied Management	1	Q4	15	0.15	
International Journal of Scientific Research and Management	1	Nil	Nil	Nil	Nil
Journal of Retailing and Consumer Services	1	Q1			JCR:Q1, SSCI (7.135)
Journal of Community Psychology	1	Q1			JCR:Q2, SSCI (2.82)
Technology in Society: An International Journal	1	Q1			JCR: Q1, SSCI (4.135)
Kybernetes	1	Q2			JCR Q3 (2.235)
SPECIALUSIS UGDYMAS / SPECIAL EDUCATION	1	Q4			
PLOS ONE	1	Q1			JCR Q1 (3.752)
Journal of Sustainability Science and Management	2	Q3			
Cogent Business and Management	2	Q2			
Journal of Global Business Advancement	1	Q3			
Heliyon	1	Q1			SSCI Q2 (IF:3.56)
Global Business Review	1	Q1			Scopus Q2
Digital Business	1	Q1			Scopus Q-1
International Journal of Consumer Studies	1	Q1	98	13.6	SSCI-Q1 (IF:8.6)
South Asian Journal of Business Studies	1	Q1			SSCI-Q1
International Journal of Energy Sector Management	1	Q2			
Social Science and Humanities	1	Q1			

Journal	Count	ABDC	ABS
Journal of Retailing and Consumer Services	1	A	2
International Journal of Consumer Studies	1	A	3
Corporate Governance: IJBS	1	C	1
Global Business Review	1	C	-
Indian Journal of Corporate Governance	1	C	-
Technology in Society: An International Journal	1	C	-
			-

GOGGLE SCHOLAR

- A. **Benchmark Journal: First Revision Complete** (Since March 2024): As co-author
- B. **Enhancing Customer Loyalty to Mobile Food Ordering Applications by Delone and McLean IS Success Model: Symmetrical and Asymmetrical Perspectives:** International Journal of Tourism Research; Submitted on 2025-02-08
- C. **Journal Of Business Research: Customer Climate Change Engagement:** Submitted
- D. **The International Journal of Management Education: Submission** (Since March 2024): As Co-Author
- E. **Young consumers' perceived service quality. Perceived value, satisfaction, and loyalty on e-hailing service:** Ready to Submit: As Co-Author
- F. **Consumer behaviour in Black Hair care: AAI (ChatGPT Era):** Ready to Submit: Single Author
- G. **Brand Loyalty in Consumer Electronics Home Appliance:** Submitted: Principal Author
- H. **Ride, Rest and Repeat: Ride-share service in Grab Car: Spanish Journal of Marketing:** Submitted April 2024: Principal Author
- I. **Determinants of Retail Supply Chain Responsiveness and Its Impact on Customer Development Performance:** Ready to Submit

SUPERVISION MAIN AND CO-SUPERVISOR

- A. DOCTOR OF BUSINESS ADMINISTRATION
CANDIDATE: N. THACHARYANE
TOTPIC: Education 5.0 readiness- the impact of skills, infrastructure, and digital connectivity as mediator
INSTITUTE: Lincoln University College, Kelana Jaya, Malaysia.
GRADUATE YEAR: JUNE, 2025
ROLE: MAIN SUPERVISOR
- B. DOCTOR OF PHILOSOPHY (PHD)
CANDIDATE: MOHAMMAD MURAD, SAUDI ARABIA
TOTPIC: Sustainable Visitor loyalty for Parks in Madinah, SA
INSTITUTE: Taylor's University, Taylor's Business School, Subang Jaya, Malaysia.
INTAKE YEAR: SEPTEMBER, 2024
ROLE: CO-SUPERVISOR
- C. DOCTOR OF PHILOSOPHY (PHD)
CANDIDATE: MOHAMMAD ABDULLAH, SAUDI ARABIA
TOTPIC: Challenges and Benefits of Sustainable Waste Management in SA
INSTITUTE: Taylor's University, Taylor's Business School, Subang Jaya, Malaysia.
INTAKE YEAR: SEPTEMBER, 2025
ROLE: CO-SUPERVISOR
- D. DOCTOR OF PHILOSOPHY (PHD)
CANDIDATE: MUHAMMAD HASSAN ASHMARI, SAUDI ARABIA
TOTPIC: Artificial Intelligence in Organizational Decision Making in SA
INSTITUTE: Taylor's University, Taylor's Business School, Subang Jaya, Malaysia.
INTAKE YEAR: SEPTEMBER, 2025
ROLE: CO-SUPERVISOR

RANKING IN PUBLICATION

- A. CASB ACADEMIC JOURNAL RANKING 2021: #48, SCORE 0.25
- B. ABDC ACADEMIC JOURNAL RANKING 2021: #85, SCORE 0.90
- C. AD SCIENTIFIC INDEX 2023: IN MALAYSIA AND ASIA #10
- D. WILEY ONE OF MOST DOWNLOADED PAPER

SUBJECTS TO BEING TAUGHT

A. Doctor of Philosophy

1. Company application and Data analysis tool: SPSS, SmartPLS, AMOS
2. Research Methodology

B. Master of Business Administration (MBA) Program in Lincoln University College, Malaysia

1. International Business
2. Risk Management
3. Global Leadership Management
4. Quantitative Methods of Global Business
5. Entrepreneurship
6. Strategic Management

C. Bachelor in University Malaysia Terengganu UMT

1. International Marketing
2. Business Communication
3. Business Ethics
4. International Business and Globalization
5. Electronic Marketing
6. Purchasing and Supply Management

POTENTIAL SUBJECTS TO TEACH

D. Master of Business Administration (MBA) Program

7. Research Methods/ Methodology
8. Business Statistics and Data Analysis through various tools (AMOS, PLS, SPSS, Artificial Neural Network)
9. Consumer Behavior
10. Marketing Management
11. Marketing Communication
12. International Marketing
13. Business Intelligence and Analytics Systems
14. Cross Cultural Management

E. Master of Science (MSc.) Program

7. Research Methods/ Methodology
8. Business Statistics and Data Analysis through various tools (AMOS, PLS, SPSS)

F. Doctor of Philosophy (PhD) Program

1. Research Methods/ Methodology and Advanced Research Methodology
2. Business Statistics and Data Analysis through various tools (AMOS, PLS, SPSS)

POTENTIAL SUPERVISION

A. Master of Science (MSc.) Program

Marketing and Management

B. Doctor of Philosophy (PhD) Program

Marketing and Management

INTRODUCTION TO NEW COURSE FOR MBA

1. Disaster Management, Disaster Preparedness and Epidemiology (Social Science Aspect)

ACADEMIA AND TEACHING

1. **Putra Business School-PBS (1st AACSB Accredited Business School in Malaysia), UPM, Malaysia**
Consumer Behaviour, Business and Marketing in Asia, etc.
Audience: Master of Business Administration (MBA)

2. Lincoln University College, Petaling Jaya, Malaysia: Currently Teaching.

Courses: a. International Business, b. Risk Management in Global Business

Audience: Master of Business Administration (MBA)

3. UNIVESITI MALAYSIA TERENGGANU MALAYSIA (UMT)

Courses: International Business, International marketing, Business communication, business ethics, digital (e-) marketing, purchasing and supply management

4. Global Modern International School (GMIS), Kajang, Malaysia

Courses: a. Economics, b. Sociology, c. Islamiyat

RESEARCH AND PUBLICATIONS

PUBLISHED PAPER:

As Lead Author:

1. Does quality stimulate customer satisfaction where perceived value mediates and social media moderates?

Authors: Md. Uzir Hossain Uzir; Ishraq Jerin; Hussam Al Halbusi; Abu Bakar Abdul Hamid; Ahr Shaharudin Abdul Latiff
Journal and Publisher: Heliyon (CellPress Publisher)
Journal Status & Year: Scopus: Q1 CiteScore: 2.1 and WoS: ESCI; Year: 2020 (December)

2. Does customer satisfaction exist in purchasing and usage of Electronic Home Appliances in Bangladesh through interaction effects of Social Media

Authors: Md. Uzir Hossain Uzir, Abu Bakar Abdul Hamid, Ahmad Shaharudin Abdul Latiff
Journal and Publisher: International Journal of Business Excellence (Inderscience)
Journal Status & Year: Scopus: Q3 Cite Score: 1.6; Year: 2021 (January)

3. Customer satisfaction and brand loyalty in electronic home appliances in Bangladesh: the contingent role of brand trust.

Authors: Md Uzir Hossain Uzir; Abu Bakar Abdul Hamid; Ahmad Shaharudin Abdul Latiff; Ramayah Thurasamy
Journal and Publisher: Springer Nature (SN) Business and Economics; Springer Nature
Journal Status & Year: Scopus: No; CiteScore: Nil; Year: 2021 (May)

4. Do Service Quality, Perceived Value and Trust of Online Home Delivery Service Satisfy the Customer? Evidence from a Developing Country

Authors: Md. Uzir Hossain Uzir, Hussam Al Halbusi, Ramayah Thurasamy, Rodney Lim Thiam Hock, Musheer Abdulwahed Aljaberi, Najmul Hasan, Mahmud Hamid
Journal and Publisher: Journal of Retailing and Consumer Services; Elsevier
Journal Status & Year: Scopus: Q1; CiteScore: 9.0; WoS: Q1 (JCR), IF: 10.935; Year: 2021 (August)

5. Impact of COVID-19 on Psychological Distress among SME owners in Ghana: (Partial Least Square Structural Modeling (PLS-SEM) Approach

Authors: Md Uzir Hossain Uzir, Zakari Bukari, Ishraq Jerin, Najmul Hasan, Abu Bakar Abdul Hamid, Ramayah Thurasamy
Journal and Publisher: Journal of Community Psychology (Willey Liss Inc)
Journal Status & Year: Scopus: Q2; CiteScore: 2.2; WoS: Q2 (JCR), IF: 2.828; Year: 2021 (September)

6. Applied Artificial Intelligence and User Satisfaction: Smartwatch Usage for Healthcare in Bangladesh during COVID-19

Authors: Md. Uzir Hossain Uzir, Hussam Al Halbusi, Dr. Rodney Lim, Ishraq Jerin, Abu Bakar Abdul Hamid, Ramayah Thurasamy, A.K.M. Ahasanul Haque
Journal and Publisher: Technology in Society: An International Journal (Elsevier)
Journal Status & Year: Scopus: Q1; CiteScore: 4.2; WoS: Q1 (JCR), IF: 6.735; Year: 2021 (October)

7. Does Social Media interact Consumer Satisfaction and Brand Loyalty in Electronics Home Appliances: Evidence from Bangladesh?

Authors: Md Uzir Hossain Uzir, Hamid, Abu Bakar Abdul, Ishraq Jerin, Ahmad Shaharudin
 Abdul Latiff, Ramayah Thurasamy and A.K.M. Ahasanul Haque
 Journal and Publisher International Journal of Quality and Innovation (Inderscience)
 Journal Status & Year ERA Endixed; Scopus: Not; CiteScore: Nil; Accepting Year: 2021 (August)

8. Brand Trust and Brand Loyalty in Electronics Home Appliances in Bangladesh: Moderating Role of Demography and Brand-Origin, Social Media and its Usage Duration

Authors: Md Uzir Hossain Uzir, Zakari Bukari, Abu Bakar Abdul Hamid, Ahmad Shaharudin
 Abdul Latiff, A.K.M. Ahasanul Haque
 Journal and Publisher Journal for Global Business Advancement (InderScience)
 Journal Status & Year Scopus: Q3 CiteScore: 0.3; Year: 2021 (Under Review)

9. Applied Artificial Intelligence: Acceptance-Intention-Purchase and Satisfaction on Smartwatch Usage in a Ghanaian Context

Authors: Md. Uzir Hossain Uzir, Ishraq Jerin, Prof. Dr. Abu Bakar Abdul Hamid, Ramayah
 Thurasamy and others
 Journal and Publisher Heliyon
 Journal Status & Year Scopus Q1, and JCR : Q3 IF: 3.88

10. Investigating satisfaction and loyalty of the house-owner and the tenant from dual perspectives Using Social Exchange Theory and Stimulus-Organism-Response Approach.

Authors: Md. Uzir Hossain Uzir
 Journal and Publisher International Journal of Consumer Studies
 Journal Status & Year Scopus Q1, and JCR : Q1 IF: 6.88 ABDV-A

11. Brand Loyalty in Electronics Home Appliances in Bangladesh: Covariance Base Structural Equation Modelling Approach

Authors: Md. Uzir Hossain Uzir, Ishraq Jerin, Prof. Dr. Abu Bakar Abdul Hamid, Ramayah
 Thurasamy
 Journal and Publisher International Journal of Business and Emerging Markets (InderScience)
 Journal Status & Year Scopus: Q4 CiteScore: 0.6; Year: 2020 (Under Review)

AS A CO-AUTHOR

12. Corporate governance and non-financial performance of medium-sized firms in Nigeria: a CB-SEM approach

Authors: Adedeeji, Babatunji Samuel; Uzir, Md Uzir Hossain; Rahman, Mohammad Mizanur;
 Jerin, Ishraq
 Journal and Publisher Indian Journal of Corporate Governance (SAGE Publications)
 Journal Status & Year Scopus: Q2; CiteScore: 1.8; Year: 2019

13. Corporate governance and performance of medium-sized firms in Nigeria: does sustainability initiative matter?

Authors: Babatunji Samuel Adedeeji; Tze San Ong; Md Uzir Hossain Uzir; Abu Bakar Abdul
 Hamid
 Journal and Publisher Corporate Governance: The International Journal of Business in Society (Emerald
 Publishing)
 Journal Status & Year Scopus: Q1; CiteScore: 4.8; Year: 2020

14. The Roles of the Physical Environment, Social Servicescape, Co-Created Value, and Customer Satisfaction in Determining Tourists' Citizenship Behavior: Malaysian Cultural and Creative Industries

Authors: Hussam Al Halbusi; Pedro Jimenez Estevez; Tan Eleen; Ramayah, Thurasamy; Md L
 Hossain Uzir
 Journal and Publisher Sustainability (MDPI)
 Journal Status & Year Scopus: Q1; CiteScore: 4.4; WoS: Q2 (JCR), IF: 3.235; Year: 2020

15. Necessities and Ways of Combating Dissatisfactions at Workplaces Against the Job-Hopping Generation Y Employees

Authors: MD Mahamudul Hassan; Manimekalai Jambulingam; Elangkovan Narayanan
Journal and Publisher: Alagas; Md Uzir Hossain Uzir; Hussam Al Halbusi
Journal Status & Year: Global Business Review (Sage)
Scopus: Q2; CiteScore: 2.6; Year: 2020

16. A Scientific Novel Way of Article and Thesis Writing: Findings from a Survey on Keyword, Sequence, and Importance (KSI) Technique

Authors: Md Kamal Uddin, Md Uzir Hossain Uzir, Md. Mahadhi Hasan, Mohammad Salim Hassan, Mohammad Sahabuddin
Journal and Publisher: Universal Journal of Educational Research (Horizon)
Journal Status & Year: Scopus: Not; CiteScore: Nil; Year: 2021

17. Assessment of the Coronavirus Pandemic (COVID-19) Impact on Supply Chain and SME Manufacturing Firms' Performance in Malaysia

Authors: Abu Bakar Abdul Hamid, Siti Zaleha Ismail and Md Uzir Hossain Uzir
Journal and Publisher: International Journal of Supply Chain Management (IJSCM) (Exceling Tech)
Journal Status & Year: Scopus: Not; CiteScore: Nil; Year: 2021

18. Impact of Innovation Competitive Advantage on Product Quality for Sustainable Growth among SMEs: An Empirical Analysis.

Authors: Danjuma Tali Nimfa, Md Uzir Hossain Uzir and et al.
Journal and Publisher: International Journal of Business Science and Applied Management
Journal Status & Year: Scopus: Q3; CiteScore: 0.7; Year: 2021

19. The panorama between COVID-19 pandemic and Artificial Intelligence (AI): Can it be the catalyst for Society 5.0?

Authors: Ariful Islam, Md. Uzir Hossain Uzir, Sazali Abdul Wahab
Journal and Publisher: International Journal of Scientific Research and Management
Journal Status & Year: Scopus: Not; CiteScore: Nil; Year: 2020

20. The potential scope of m-health initiative into Grameen renewable energy in Bangladesh

Authors: Mahfuz Ashraf, MarufaHasin, A B EmranSalahuddin, Sohel Ahmed, Soong-Chul Ro
Journal and Publisher: Pradeep Ray, Md Uzir Hossain Uzir
Journal Status & Year: The International Technology Management Review (Atlantis Press)
Scopus: Not; CiteScore: Nil; Year: 2018

21. Social business for responding to natural disasters: a post-tsunami case study in Indonesian region

Authors: Geumpanda, TeukuAulia; Ashraf, Mahfuz; Hasan, Rashadul; Morshed, Md Munzur; Hossain, Uzir, Md Uzir Hossain; Bunde-Birouste, Anne
Journal and Publisher: The International Technology Management Review (Atlantis Press)
Journal Status & Year: Scopus: Not; CiteScore: Nil; Year: 2018

22. Assessment of the Coronavirus Pandemic (COVID-19) Impact on Supply Chain and SME Manufacturing Firms' Performance in Malaysia

Authors: Abu Bakar Abdul Hamid, Siti Zaleha Ismail and Md Uzir Hossain Uzir
Journal and Publisher: International Journal of Supply Chain Management (IJSCM) (Exceling Tech)
Journal Status & Year: Scopus: Not; CiteScore: Nil; Year: 2021

23. Is Player Behaviour and Motivation to Purchase Dota-2 Virtual in Game Items Considered an Addictive

Authors: Hussam Al-Halbusi, Md. Uzir Hossain Uzir
Journal and Publisher: Kybernetes, Emerald Publishing
Journal Status & Year: Scopus: Q1 CiteScore: 4.5; Year: 2021 (Under Review)

24. Halal Supply Chain Ecosystem in Malaysian context

Authors: Mohammad Abdullah Abu Sayed¹, Chowdhury, M Rezaul Karim^{2*}, Hafiz Muhammad Zia-Ul-Haq³, Md. Uzir Hossain Uzir³, Md. Nurul Islam Siddique⁴, Saharuddin Abdul Hamid²
Journal and Publisher: SPECIALUSIS UGDYMAS / SPECIAL EDUCATION 2022 1 (43)
Journal Status & Year: Scopus: Q4 CiteScore: 1.0; Year: 2022

25. A cross-sectional study on the impact of the COVID-19 pandemic on psychological outcomes: Multiple indicators and multiple causes modeling

Authors: MA Aljaberi, NA Alareqe, A Alsalahi, MA Qasem, S Noman, MUH Uzir
Journal and Publisher: PLOS One Journal
Journal Status & Year: Scopus: Q1 IF: 3.752, Year: 2022

26. Customer Loyalty for Retailers' growth in Bangladesh: Does Retailer Attribute and Awareness influence satisfaction and loyalty?

Authors: A.K.M. Ahasanul Haque, Naila Anwar, Md Uzir Hossain Uzir
Journal and Publisher: International Journal of Quality and Innovation (Inderscience)
Journal Status & Year: ERA Indexed; Scopus: Not, CiteScore: Nil; Year: 2021 (September)

27. The dual effect of Fear of Pandemic on consumer satisfaction and repurchase intention for Electrical Home Appliances During COVID-19

Authors: Abu Bakar Abdul Hamid^{*}; Norizan Mat Saad; Md Uzir Hossain Uzir; Ishraq Jerin
Journal and Publisher: Journal of Sustainability Science and Management, UMT
Journal Status & Year: Scopus: Q3, Year: 2022 (Under Review)

28. Practicing Soft HRM for Generation Y Employees Against the Turnover Crisis of 21st Century

Authors: Md Mahamudul Hassan, Md Uzir Hossain Uzir and et al.
Journal and Publisher: International Journal of Business Excellence (Inderscience)
Journal Status & Year: Scopus: Q1 CiteScore: 1.6; Year: 2021 (January)

29. Determinants of Voters Behaviour and Voting Intention: The Mediating Role of Social Media

Authors: Zakari Bukari, Uzir Hossain Uzir, Abu Bakar
Journal and Publisher: Cogent Business & Management
Journal Status & Year: Scopus: Q2

30. Psychological Toll of the COVID-19 Pandemic: An In-depth Exploration of Anxiety, Depression, and Insomnia and the In-fluence of Quarantine Measures on Daily Life.

Authors: Musheer A. Aljaberi, Mohammed A. Al-Sharafi, Md. Uzir Hossain Uzir, Aiche sabah, Amira Mohammed Ali, Kuo-Hsin Lee, Abdulsamad Alsalahi, Sarah Noman⁹ and Chung-Ying Lin¹⁰
Journal and Publisher: Healthcare-MDPI
Journal Status & Year: Scopus Q1, and JCR : Q1

31. A Conceptual Model For The Adoption Of Green Building Technology In The Construction Industry

Authors: Islam md shaharul^{1*}, sade abu bakar¹, norizan mat saad¹, md. Uzir Hossain uzir¹ and syed shah alam
Journal and Publisher: Journal of Sustainability Science and Management, UMT
Journal Status & Year: Scopus: Q3, Year: 2024 (Under Review)

Accepted Paper and Waiting for being published:

As a Co-Author:

32. Does Trust And Loyalty Matter In Ghanaian Voters` Voting Intention? A Political Marketing Perspectives?

Authors: Zakari Bukari, Uzir Hossain Uzir, Abu Bakar
Journal and Publisher: Cogent Business & Management

PAPERS UNDER REVIEW

AS Lead Author

33. Is Grab changing the Travel Behaviour of people of Malaysia?

Authors: Md. Uzir Hossain Uzir, Hussam Al Halbusi, Jun-Hwa Cheah, Ahmad Shaharudin Abdul Latiff, Ishraq Jerin
Journal and Publisher: SPECIALUSIS UGDYMAS / SPECIAL EDUCATION 2022 1 (43)
Journal Status & Year: Scopus: Q4 CiteScore: 1.0; Year: 2022

34. Framing the influence of AAI environment on consumer buying behavior: Consumer buying is controlled or influenced?

Authors: Md. Uzir Hossain Uzir, Siti Norida Wahab
Journal and Publisher: Journal of Consumer Research (Oxford Publication)
Journal Status & Year: Scopus Q1, and JCR : Q1 [FT 50 journal]

35. Applied Artificial Intelligence tools in Consumer Research in the Era of ChatGPT: Black Hair Shampoo selection

Authors: Md. Uzir Hossain Uzir
Journal and Publisher: Heliyon
Journal Status & Year: Scopus Q1, and JCR : Q2 IF: 3.88

36. An Investigation of the Mediating Role of Religious Leaders' Referrals in Consumer Behavior

Authors: Md. Uzir Hossain Uzir*, Zakari Bukari, Tareq Rasul, Abdur Rauf, Rodney Lim Thiam Hock, Ishraq Jerin, Abhijit Ghosh
Journal and Publisher: Humanities & Social Sciences Communications, Springer Nature
Journal Status & Year: Scopus Q2, and JCR : Q2 IF: 10.35

As a Co-Author:

37. The utilization of artificial intelligence (AI-ChatGPT) device in supply chain management: How it was applied and what stakeholders will benefit?

Authors: Siti Norida Wahab and Md. Uzir Hossain Uzir
Journal and Publisher: Journal of Technology Forecasting and Social Changes
Journal Status & Year: Scopus Q1, and JCR : Q1

Conference Proceedings:

1. II-International Symposium on Global Pandemics and Multidisciplinary Covid-19 Studies, Ankara, Turkey
Paper Title: Repurchase Intention of Electronics Home Appliances During COVID-19 Pandemic Among Malaysian Consumers

ORIGINAL BOOK PUBLICATION:

1. BRAND LOYALTY IN BANGADESH: Customer Satisfaction, Brand Trust, Social Media Usage in Electronic Home Appliances

Authors: Md. Uzir Hossain Uzir, Abu Bakar Abdul Hamid, Ahmad Shaharudin Abdul Latiff, Ishraq Jerin
Publisher: Partridge, Singapore, **Year:** 2021

ORIGINAL BOOK CHAPTER:

1. Artificial Intelligence and Business Ethics in Consumer Behaviour

MUH Uzir, 2025

Exploring and Implementing Consumer Behavior A Transition from Theory to ...

2. Consumer Decision-Making Dynamics: From Heuristics to Rationality

Kenneth Bates and MUH Uzir, 2025

Exploring and Implementing Consumer Behavior: A Transition from Theory to ...

EDITED BOOK IGI PUBLICATION

1. Impacts of AI-Generated Content on Brand Reputation

Edited by Zahid Hussain, Arman Khan, Md. Uzir Hossain Uzir, and Mohamad-Noor Salehuddin Sharipudin

Session Chair

1. 7th INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS (ICABEC 2022), Universiti Malaysia Terengganu, Malaysia; 24th-26th October 2022
2. The 5th International Conference on Healthcare and Allied Sciences (ICHAS) 2022 was organised on October 26-27, 2022 by Lincoln University College, Malaysia
3. The 6th International Conference on Healthcare and Allied Sciences (ICHAS) 2022 was organised on September 05-06, 2023 by Lincoln University College, Malaysia
4. IMPACT Conference in Taylor's University, 9th and 10th September 2025, as Session Chair

RESEARCH GRANT AND FUNDING

Research Grant

1. The effect of customer climate change engagement and sustainable attitude on customer sustainable behaviour: PLS-SEM and fsQCA Approach.

Funder: Infrastructure University Kuala Lumpur (IUKL), Kajang Malaysia

Project Leader: Prof. Dr. Abu Bakar Abdul Hamid, v Infrastructure University Kuala Lumpur (IUKL), Malaysia

Role: Research Associate; **Project Duration:** October 2023 to September 2024

Project Status: Manuscript is submitted in Journal of Business Research (Under Review)

2. The Coronavirus pandemic (COVID-19) impact on supply chain and SME manufacturing firms' performance in Malaysia.

Funder: Higher Education Ministry, Malaysia; Amount: RM20,000.00

Project Leader: Prof. Dr. Abu Bakar Abdul Hamid, Putra Business School, Malaysia

Role: Research Associate; **Project Duration:** August 2020 to March 2021

Project Status: Complete in March 2021

3. Repurchase Intention of Electronics Home Appliances During COVID-19 Pandemic Among Malaysian Consumers.

Funder: Putra Business School Internal Grant; Amount: RM6,000.00

Project Leader: Prof. Dr. Abu Bakar Abdul Hamid, Putra Business School, Malaysia

Role: Research Associate; **Project Duration:** March 2021 to February 2022

Project Status: Complete and Published in Scopus 3 Journal.

INTERNATIONAL COLLABORATION

International collaboration with several authors in joint research projects: *i) Iraq (Qatar), ii) Nigeria, iii) Ghana, Malaysia, iv) Bangladesh, v) Australia, vi) China, vii) India, viii) Yemen, ix) Saudi Arabia, x) Iceland.*

CONFERENCE AND COLLOQUIUM PARTICIPATION

1. PUBLIC HEALTH & NURSING, 3D PRINTING & OPTICS, AND AIML & ROBOTICS

Date and Time: May 19-22, 2025

Venue: DOUBLETREE BY HILTON, KYOTO STATION, KYOTO, JAPAN

Paper: Factors Influencing the Continued Use of Electronic Vehicle Diagnostic Technology: On Board Diagnosis (OBD-II) for Car Repairs: An Applied Artificial Intelligence
Md Uzir Hossain Uzir,

Authors: Uzir, Md Uzir Hossain

Role: Face to face Present a paper.

2. Singapore International Conference on Sustainable and Innovative Practices in Management, Science, Law, Humanities, Engineering, And Higher Education

Date and Time: July 11 & 12, 2024 08:30 AM (Singapore Time)

Venue: The National University of Singapore, Alumni House 11 Kent Ridge Drive, #05-01 Singapore

Paper: Consumer mental stability and their purchase decision towards brand loyalty

Authors: Uzir, Md Uzir Hossain

Role: Face to face Present a paper.

Award: Best Paper

3. Navigating Shared Futures In Social Innovations, Management, Economics and Engineering 2024 (SIME2024),

Date: May 28-29, 2024

Venue: University of Western Australia, Perth, Western Australia

Paper Title: Investigating The Effect Of Customer Climate Change Engagement And Sustainable Attitude On Customer Sustainable Behaviour: The Contingent Role Of Government And Organization' Climate Change Initiatives

Authors: Professor Dr Abu Bakar Abdul Hamid¹, Professor Datu Dr Noor Inayah Binti Yaakub¹, Dr. Md. Uzir Hossain Uzir^{*2}, Ts. Syafiq Abullah¹, Ishrat Jerin²

Role: Presented a paper

4. Conference: 4th International Symposium on Applied Structural Equation Modelling and Methodological Matters (SASEM) 2023.

Date: November 16-18 2023.

Venue: Physical .

Paper Title: Developing and validating AAI Environment and framing the influence of on Consumer Buying Behavior: Consumer Buying is Controlled or Influenced?

Authors: Uzir, Md Uzir Hossain; Siti Norida

Role: Face to face Present a paper.

Award: Best Paper

5. ISPEC: 7th INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES & HUMANITIES

Date: September 18-19, 2021

Venue: MUS, TURKEY

Paper Title: The dual role of fear of pandemic on repurchase intention of electronics home appliances during COVID-19 pandemic: a developing country perspective.

Authors: Abu Bakar Abdul Hamid, Norizan Mat Saad, Md Uzir Hossain, Ishraq Jerin

Role: Presented a paper

6. 4th International Conference on Globalization & International Relations

Date: August 01-02, 2021

Venue: Ankara, Turkey

Paper Title: Assessing The Impact of Covid-19 Pandemic On Supply Chain and Firm Performance of Malaysian Manufacturing SMEs)

Authors: Md Uzir Hossain, Siti Zaleha Ismail, Ishraq Jerin, Abu Bakar Abdul Hamid, Siti Norida Wahab

Role: Presented a paper

7. 2nd International Conference on Finance Business and Banking: ICFBB 2021

Date: July 07-08, 2021

Venue: Aruna Hotel, Senggigi Lombok, Indonesia.

Paper Title: COVID-19 and its effect on Mental Distress among SME entrepreneurs in Ghana: PLS-SEM Approach

Authors: Md Uzir Hossain, Zakari Bukari, Ishraq Jerin, Abu Bakar Abdul Hamid, Siti Norida Wahab

Role: Presented a paper

8. II-International Symposium on Global Pandemics and Multidisciplinary Covid-19 Studies

Date: July, 2021

Venue: Ankara, Turkey

Paper Title: Repurchase Intention of Electronics Home Appliances During COVID-19 Pandemic Among Malaysian Consumers

Authors: Abu Bakar Abdul Hamid, Norizan Mat Saad, Md. Uzir Hossain Uzir

Role: Presented a paper

9. 6th International Management Conference: IMC 2020

Date: 16-18 December, 2020

Venue: Fortune Institute of International Business (FIIB), Vasant Vihar, New Delhi.

Paper Title: Electronics Home Appliances in Bangladesh and its Brand Loyalty: CB-SEM Approach

Authors: Md Uzir Hossain Uzir, Abu Bakar Abdul Hamid, Zakari Bukari, Siti Noida Wahab, Hussam Al-Halbusi, Ishraq Jerin

Role: Presented a paper

10. Conference: National Seminar on Digitalization, Globalization & Sustainability

Date: July 16, 2019.

Venue: Faculty of Economics and Management, Universiti Putra Malaysia.

Paper Title: Does quality stimulate customer satisfaction where perceived value mediates and social media moderates?

Authors: Md. Uzir Hossain Uzir, Ishraq Jerin, Hussam Al Halbusi, Hamid, Abu Bakar Abdul, Ahmad Shaharudin Abdul Latiff

Role: Present a paper.

11. Conference: Applied Research International Conference on Business and economics 2019 (ARICON02-19)

Date: November 18, 2019.

Venue: Lucia Windsor Room, Newnham College, University of Cambridge, U.K.

Paper Title: Does Service Quality ensure customer Satisfaction in Mr. Bigg's, Nigeria?

Authors: Md. Uzir Hossain Uzir; Danjuma Tali Nimfa; Ibrahim Toro Lawal, Abu Bakar Abdul Hamid, Ahmad Shaharudin Abdul Latiff, Sazali Abd. Wahab

Role: Online Present a paper.

12. Conference: 4th International Research Conference on Economics, Business and Social Sciences-MY Chapter.

Date: December 18 and 19, 2019.

Venue: Putra Business School, Malaysia.

Paper Title: Do Service Quality, Perceived Value and Trust of Home Delivery Service of Online Purchase Satisfy the Customer? Empirical Study on Students in Bangladesh?

Authors: Md Uzir Hossain Uzir, Ishraq Jerin, Abu Bakar Abdul Hamid, Ahmad Shaharudin Abdul Latiff

Role: Online Present a paper.

13. Conference: 13th Annual Conference of the EuroMed Academy of Business: Business Theory and Practice Across Industries and Markets.

Date: September 9-10 2020.

Venue: Virtual Conference.

Paper Title: Customer Satisfaction And Brand Loyalty In Electronic Home Appliances In Bangladesh: The Contingent Role Of Brand Trust

Authors: Uzir, Md Uzir Hossain; Abdul Hamid, Abu Bakar; Abdul Latiff, Ahmad Shaharudin; Ramayah, Thurasamy

Role: Online Present a paper.

- 14. Conference:** 4th International Symposium on Applied Structural Equation Modelling and Methodological Matters (SASEM) 2023.

Date: November 16-18 2023.

Venue: Physical .

Paper Title: Developing and validating AAI Environment and framing the influence of on Consumer Buying Behavior: Consumer Buying is Controlled or Influenced?

Authors: Uzir, Md Uzir Hossain; Siti Norida

Role: Face to face Present a paper.

Award: Best Paper

Putra Business School (PBS) COLLOQUIUMS PARTICIPATION

- 1. Colloquium:** Putra Business School Research Colloquium (PURE) Series 1

Date: Jun 26, 2019.

Venue: Putra Business School, Malaysia.

Role: Present a paper

Award: Best Presenter

- 2. Colloquium:** Putra Business School Research Colloquium (PURE) Series 2

Date: Jan 22, 2020.

Venue: Putra Business School, Malaysia.

Role: Present a paper

INVITED PAPER AND BOOK CHAPTER REVIEWER

RESEARCH ACTIVITIES

- 1. Project:** Assessment of Coronavirus Pandemic (COVID-19) impact on supply chain and SMES manufacturing firm performance in Malaysia
Project Coordinator: Prof. Dr. Abu Bakar Abdul Hamid, Putra Business School, Malaysia
Position: Research Associate
Duration: August 2020 to February 2021
- 2. Project:** Factors affecting EHR (e-Human Resource system and its expansion),
Project Coordinator: Dr. Rakibul Hoque, MIS Department, University of Dhaka
Position: Research Associate
Duration: Dec 2017 to April 2018
- 3. Project:** Investigating Impact of Subculture on Business Negotiations Styles
Project Coordinator: Dr. Rakibul Hoque, MIS Department, University of Dhaka
Position: Research Associate
Duration: April to July 2018
- 4. Project:** Impact of water logging on women, children, elderly, and people with disabilities in the water logged area in southern Bangladesh
Project Patronized: NARRI Consortium,
Project completed by: Institute of Disaster Management and Vulnerability Studies
Project Co-coordinator: Pro. Dr. Mahbuba Nasreen, Director of IDMVS, University of Dhaka
Position: Supervisor of a team consisting of 5 members
Project Survey Location: Satkhira SadarUpzila and Assashuni Upzila in Satkhira District
Duration: May to June 2017

5. **Project:** Employment of Expatriates and its alternatives in the RMG Sector of Bangladesh
Project Patroniser: ILO-CEBAI and FBS, University of Dhaka
Project Coordinator: Prof Dr Mohammad Thoufiqul Islam, Prof. Dr. Muhammad Ismail Hossain, Dr. Mohammad Tareq, University of Dhaka
Position: Research Associate
Duration: September to November, 2017
6. **Project:** Factors Affecting the Adoption of Telemedicine in Rural Areas of Bangladesh
Project Coordinator: Dr. Rakibul Hoque, MIS Department, University of Dhaka
Position: Research Associate
Close Date: February to April, 2018

WORK EXPERIENCE

Institute/Company	Role	Location	Duration
Taylor's University, Lakeside campus, Subang Jaya	Senior Lecturer-I Teaching, Supervision, Collaboration)	Lakeside campus, Subang Jaya, Selangor, MY	Since 23.09.2024
Putra Business School, UPM, Malaysia	Senior Lecturer (Assistant Professor) Teaching, Supervision, Collaboration)	University Putra Malaysia, Serdang	Since 01.01.2024
Lincoln University college (LUC)*	Senior Lecturer (Assistant Professor) Teaching, Supervision, Collaboration)	Lincoln University College Main Campus, Wisma Lincoln, Petaling Jaya, Selangor	Since 31.12.2023
Universiti Malaysia Terengganu (UMT)*	Senior Lecturer (Assistant Professor) Teaching, Supervision, Collaboration)	Kuala Nerus, Kuala Terengganu, Malaysia	08.05.2022 to 28.02.2023 (Two six-month Semesters)
Lincoln University college (LUC)*	Part timer (teaching in MBA Program)	Lincoln University College Main Campus, Wisma Lincoln, Petaling Jaya, Selangor	01.01.2022 to 28.02.2023
Global Modern International School (GMIS)	Assistant Teacher (teaching and supervision)	Kajang, Selangor, Malaysia	03.09.2019 to 03.12.2019 (three months)
PRIME BANK LIMITED (Private Commercial bank)	Executive Officer (MIS of SME Banking Division, Credit Management & Analyst, Foreign Trade, General banking)	Dhaka, Bangladesh	28.03.2010 to 23.04.2017 (7 years one month)
Maxwell Consultancy	Data Collection and Reporting	Dhaka, Bangladesh	01.01.2010 to 28.03.2010 (Three Months)

ADDITIONAL MAJOR SKILLS

DATA ANALYSIS AND STATISTICAL SKILLS

- SPSS: Well-versed in SPSS and Professional Trainer on SPSS
- CB-SEM (AMOS): Well-conversant in and Professional Trainer on CB-SEM (AMOS)
- PLS-SEM (SmartPLS): Expertise in and Professional Trainer on PLS-SEM (SmartPLS)
- Research Methodology

- Research and Survey (Data Collection)
- Successful arrangement of Focus Group Discussion (FGD)
- Conducting Key Informant Interview (KII) and Key Stakeholder Interview (KSI)
- Basic Python Coding and Machine Learning (ML)
- Endnote Software X9 version (for Referencing)

COMPUTER LITERACY AND IT SKILLS

- MS Office 2016 (MS Word, MS Excel, MS Access)
- Advanced Excel
- Operating System (Windows and iOS)

TRAINING AND SEMINAR FACILITATOR

A. Trainer:

1. Mini-workshop on business research design and setting, Taylor's University, 02.01.2025 face to face.
2. Two day-Workshop on CV-SEM Using AMOS; November 23-24, 2024, RESQ Asset Sdn Bhd, Malaysia.
3. Workshop on Let's write a good paper for good journal; Nov 6, 2021.
4. Two day-Workshop on PLS-SEM Using SmartPLS 3.3.8; September 25-26, 2021 for Somalia Imam University.
5. Two day-Workshop on PLS-SEM Using SmartPLS 3.3.8; August 14-15, 2021.
6. Two-day workshop on "Data Analysis with SPSS and Structural Equation Modelling (SEM)" Organized by Faculty of Business Studies, University of Dhaka; February 15 and February 22
7. A two-day long workshop on covariance-based structural equation modelling (SEM) at Faculty of Educational Studies (FPP), UPM on July 13 and 14 2019. Officiated by Prof. Dr. Abu Bakar Abdul Hamid, PBS.
8. A day long workshop of Modalities on Research conducted in Universiti Putra Malaysia (UPM) on April 13 2019 (Jointly with Dr. Md. Mizanur Rahman and Samuel Adedeji). Officiated by Prof. Dr. Abu Bakar Abdul Hamid, PBS.
9. A two-day long workshop of AMOS, SPSS and data analysis, PBS, Universiti Putra Malaysia (UPM) on March 23-24 2019 (Jointly with Dr. Mizanur Rahman). Officiated by Prof. Dr. Abu Bakar Abdul Hamid, PBS.
10. A workshop of basic statistics, SPSS and data analysis, Universiti Putra Malaysia (UPM) on December 2018.
11. Professional Trainer of Fundamental Training Course on "Enhance your expertise in number (Stat) through Stat tool (SPSS)" (Training for Students, professionals and Researchers), May 2018.
12. Professional Trainer of "Enhance & Enrich your expertise in number (Stat) through Graph (SEM-SmartPLS-3)" (Training for Students/professionals/Researchers), June 2018.
13. Cross cultural communication through marketing and social media; HELP University, KL, Malaysia, 2018

B. Seminar Speaker:

1. KSI Model: Excellence in Thesis and article writing- A Practical Orientation. Held in Faculty of Economics and Management (FEP), Universiti Putra Malaysia (UPM), October 30 2018.
2. Smart way to Referencing using EndNote 7, UPM.

C. Webinar Speaker

1. Thesis and article document formatting technique: Online (GoogleMeet Flat form); 27 October 2020.

D. Host or Moderator

1. **A Webinar on Question and Answer Session:** Research Methodology; **Speaker:** Prof. Ramayah Thurasamy, USM, Malaysia; 21 December 2020.
2. **A Webinar on Finance:** Consumer financial vulnerability in Malaysia; **Speaker:** Dr. Mohammad Mahfuzur Rahman, Senior Lecturer, UM, Malaysia, November 7, 2020.

PARTICIPATION IN WORKSHOP, PROGRAM AND DISCUSSION

1. One day NVivo Training Program, 7, October 2024
2. One day Fuzzy Delphi Method (FDM), Training Program, 14, October 2024
3. World Marketing Summit 2012: The knowledge sharing with Marketing Guru Philip Kotler 2012, Mirpur Stadium, Bangladesh
4. Attending a talk on the real impact of disruptive innovations - "First step in developing your own brand is "to learn" on established global brands" by Oxford OBA Alumni KL Chapter's International Lecture Series 2018. Prof Lalit Johri. January 18, 2019, Putra Business School.
5. Attending the workshop Keywords Sequence Importance: A Potential Technique for Quality Thesis and Publication; Facilitator by Dr. Md. Kamal Uddin, Associate Professor, UPM.

LANGUAGE APTITUDE

Bengali : Bengali is mother tongue and native language.

English : Have good command of English in Speaking, Writing, Reading, and Listening

French : Limited and elementary conversant in Française (course completed in Alliance Française, Dhaka)

TRAINING RECEIVED

Topic	Institute	Duration	Training Areas
Statistical Package for Social Science (SPSS)	Department of Statistics, University of Dhaka	10 days (40 hours)	Statistics, data entry, hypothesis test, ANOVA, Regression, Correlation, Skewness, Chi-square, Statistical Data Tools, Data Binning, Variable Creation, Cross Table, Date Wizard, Frequency Table, Report Generation, Report Explanation, Chart and graphs,
Statistical Package for Social Science (SPSS)	BDJOBS.com	2 days	Statistical Data Tools, Data Binning, Variable Creation, Cross Table, Date Wizard, Frequency Table, Report Generation, Report Explanation, Chart and graphs,
AMOS-SEM	Khan Taufique, Ph.D	2 days	Confirmatory Factor Analysis (CFA) at Uttara University on January 6-7, 2018
Advanced Excel in Accounting Officials	BDJOBS.com	1 day	Daily Transaction record, excel input, Report Generation, Budgeting, etc.
Advance Excel	Global Training Center, Dhaka	3 days	Advance Sorting & Filtering, Pivot Table, Charts, Slicers, Vlookup, Excel styles, Hyperlink, Data Tools, Data Outlines, Macros & coding, Format Controls
One day NVivo Training Program	7, October 2024		
One day Fuzzy Delphi Method (FDM), Training Program	14, October 2024		

MEMBERSHIP/ PROFESSIONAL MEMBER SHIP

1. Marketing Alumni Association (MAA), University of Dhaka, Bangladesh
2. Academy of International Business (AIB), USA
3. Institute of Marketing, Malaysia till 2025

AWARD AND ACHIEVEMENTS

1. Best Paper Reward In Conference 2024
2. Best Paper Reward In Conference 2023
3. Best Presenter in Marketing Segment (Colloquium June 2019)
4. Best Presenter in Marketing Segment (Colloquium December 2019)
5. Winner of IT Training Course under Prime Bank Limited, 2015
6. Scholarship: Dhaka Education Board Scholarship 2000
7. Best Prizewinner in Inter-School Merit Competition 1999
8. Whole School First in Primary School and Secondary School
9. Prize reception from Female Parliament Member 1999

INTECTUAL PROPERTY

Patent:

Design number: 6419109

Title: Artificial Intelligence-Based Data Processing Device for Customer Feedback

International Design Classification: Version: 15-2025

Class: 14 RECORDING, TELECOMMUNICATION OR DATA PROCESSING EQUIPMENT

Subclass: 02 DATA PROCESSING EQUIPMENT AS WELL AS PERIPHERAL APPARATUS AND DEVICES

Owners: Dr. Arman Khan, Prof. Dr. Abu Bakar Abdul Hamid, Dr. Md Uzir Hossain Uzir, Dr Md. Adnan Rahman

REFERENCES

1. **Prof. Dr. Abu Bakar Abdul Hamid**, Marketing and Supply Chain, Infrastructure University, Kuala Lumpur, Malaysia, Cell: +60177 687 436; email: abu.bakar@iukl.edu.my, **Relationship:** PhD Supervisor
2. **Prof. Ramayah Thurasamy**, School of Management, Universiti Sains Malaysia, Minden, 11800, Penang, Malaysia, **e-mail:** ramayah@usm.my, **Relationship:** Research Mentor and Co-author
3. **Dr. A.K.M. Ahasanul Haque (FCIM UK)**, Professor, Department of Business Administration, International Islamic University Malaysia, Box No. 10, 50728 Kuala Lumpur, Malaysia, Phone: +603-61964719; Fax: +603-61964644, E-mail: ahasanul@iium.edu.my, **Relationship:** Research Mentor and Co-author

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