

Resume of Dr Md Yunus Ali

Associate Professor of Marketing

Full Name: Md Yunus Ali, PhD

Citizenship: Australian

Present Work Address: **Associate Professor, Department of Marketing**
School of Business
Monash University Malaysia Campus
Jalan Lagoon Selatan, 46150 Bandar Sunway, Selangor,
Malaysia
Phone: (60 3) 5514 4397, Fax : (60 3) 5514 6194
Email: yunus.ali@monash.edu

EDUCATION

<u>Degree</u>	<u>Institution</u>	<u>Date</u>	<u>Major Field of Study</u>
Ph.D	University of Wollongong, Australia	1995	International Business
MBA	Monash University, Australia	1987	Management and Marketing
M Com	University of Rajshahi, Bangladesh	1972	Management and Marketing
B Com (Hons)	University of Rajshahi, Bangladesh	1970	Management

WORK EXPERIENCE

August, 2007 –	Department of Marketing, School of Business, Monash University Sunway Campus, Malaysia
January, 2001 – July 2007	Senior Lecturer, School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia
January, 1996 - December, 2000	Lecturer and Senior Lecturer, Marketing, Monash University Gippsland Campus, Victoria, Australia
February, 1995 - December, 1995	Lecturer of Marketing, University of Western Sydney, NSW, Australia
January, 1991 - December, 1994	Doctoral Scholar and Associate Lecturer, Department of Management and Marketing, University of Wollongong, NSW, Australia
July 1988 - December, 1990	Associate Professor of Marketing, University of Rajshahi, Bangladesh
July 1973 - June, 1988	Lecturer and Assistant Professor of Marketing, University of Rajshahi, Bangladesh

SELECTED PUBLICATIONS

A. Books

Talukder, A. A. & M. Y. Ali. 1991. *Modern Marketing* (2nd ed.). Rajshahi, Bangladesh: Unmesh Publishers.

Talukder, A. A. & M. Y. Ali. 1990. *Marketing: Principles and Practices*. Rajshahi, Bangladesh: Rajshahi University Press.

B. Book Chapters

Ali, M.Y. and Faroque, A.R. (2017), Diffusion of supermarkets in Bangladesh: Miles to go (Chapter 14, pp. 287-299). In Marinov, M. A. (Ed), *Research Handbook of Marketing in Emerging Economies*, Cheltenham (UK): Edward Elgar

Ali, M.Y. (2016), An Islamic Model of Marketing Ethics: A critical analysis from contemporary perspectives (Chapter 7), in Jafari, A. & Sandikci, O. (Eds), *Islam, Marketing and Consumption: Critical Perspectives on the Intersections*, Routledge

Ahmed, R., Quashem, R. & Ali, M. Y. (2016), Trust and Commitment in International Buyer-seller Relationship: A Dyadic Study in an Emerging Asian Country Context, In Marinov, M. A. & Sorensen, O. (Eds), *Finding Solutions to the Challenges of Internationalisation*, Aalborg, Denmark: Aalborg University Press

Ahmed, R., Quashem, R., Ali, M. Y. & Sandhu, M. S. (2016), Influence of Generational Change on Internationalization Process of Family Firms: Research Agenda for Emerging Country Perspective, In Marinov, M. A. & Sorensen, O. (Eds), *Finding Solutions to the Challenges of Internationalisation*, Aalborg, Denmark: Aalborg University Press

Ali, M.Y. (2015), Marketing of Islamic banking and finance products: challenges and opportunities for competitive positioning, (Chapter 34, pp. 813 - 830) In In Trakic, A. & Tajudin, H.H.A, (Eds), *Islamic Banking and Finance*, Kula Lumpur: Law Publications, December 2015

Ali, M. Y. and A. K. Shamsuddoha (2014), Impact of Export Promotion Programs on SME Export Performance: Empirical Evidence from an Emerging Nation, In Julian, C. (ed), *Research Handbook on Export Marketing*, Edward Elgar Publications, UK, Chapter 1.

Saleh, M A. Ali, M.Y. and Julian, C. (2014), Antecedents and Consequences of SME Importers' Relationship with Foreign Suppliers: A Transaction Cost Approach, In Julian, C. (ed), *Research Handbook on Export Marketing*, Edward Elgar Publications, UK, Chapter 2.

Ali, M. Y. and Khan, G. (2014), The Islamic Market: Key Challenges to Effective Marketing In J Sinnakkunnu, M Nair and G. Lee (eds), *Islamic Business: Contemporary Issues and Economic Development*, Kuala Lumpur: LexisNexis, Chapter 9

Ross, Peter and Ali, M.Y. 2009. Improving Global competitiveness: Human Resource Development for Information Communication Technology (ICT) Workers in Malaysia, *ICT Strategic Review 2009/10: Innovation, the Way Forward* (Chapter 7), The National ICT Association of Malaysia (PIKOM) and Ministry of Science and Technology and Innovation, Kuala Lumpur, Malaysia

Ali, M. Y. & A. B. Sim. 2001. Assessing Measures of Performance of International Joint Ventures: Evidence from Bangladesh. In S. J. Gray, W. R. Purcell, & S. L. McGaughey (eds.), *Asia-Pacific Issues in International Business*. Cheltenham: Edward Elgar Publications.

Ali, M. Y. 1999. Economic Liberalisation and Growth in Bangladesh: The Role of Private Foreign Investment. In M. Alauddin & S. Hasan (eds.), *Development Governance and the Environment in South Asia: A Focus on Bangladesh*. Hampshire: Macmillan and New York: St. Martin's Press.

Ali, M. Y. 1996. International Joint Venture: An Ideal Mode of Market Entry in a Developing Country like Bangladesh. In M. Alauddin & S. Hasan (eds.), *Bangladesh: Economy, People and the Environment*. Monograph Series 1, Department of Economics, The University of Queensland, Brisbane.

C. Refereed Journal Articles

Ross, P and Ali, M.Y. (2017), Normative commitment in the ICT sector: Why professional commitment and flexible work practices matter, *International Journal of Employment Studies*, Vol. 25, No. 1, pp. 44 – 62

Saleh, A., Ali, M.Y., Quazi, M. A. & Wickramasekara, R. (2015), A Critical Appraisal of the Relational Management Paradigm in an International Setting: A Future Research Agenda, *Management Decision*, Vol. 46 (2), **(ERA B) Scopus Index**

Saleh, A., Ali, M.Y. and & Mavondo, F. (2014), Drivers of Importer Trust and Commitment: Evidence from a developing country, *Journal of Business Research*, Vol. 67 (12), 2523–2530. **(ABDC/ERA A)**

Saleh, A., Ali, M.Y. and Julian, C. (2014), International buyer behaviour-commitment relationship: An investigation of the empirical link in importing, *International Business Review* Vol. 23 (3): 329-342. **(ABDC/ERA A)**

Saleh, A., Ali, M.Y. and Andaleeb, S. (2014), "Explaining Industrial Importers' Commitment from an Emerging Market Perspective: Theoretical and Managerial Insights", *Journal of Business and Industrial Marketing*, Vol 29 (1): 45 - 62 **(ABDC A)**

Saleh, A., Ali, M.Y. and Ali, Q.M. (2013), Assessing consumer and B2B importers' trust and commitment: A Asian developing country perspective, *Australasian Marketing Journal*, Vol. 21 (2013):126-136 **(ERA B) Scopus Index**

Saleh, A., Ali, M.Y. and Julian, C. (2013), Importer Commitment Drivers and their Impact on Performance – A Resource-Based Perspective, *International Journal of Trade and Global Markets*, Vol. 6 (2): 123-140 **(ABDC/ERA C)**

Ross, P and Ali, M.Y. (2011), Antecedents of ICT Employee Loyalty in an Asian Emerging Economy: A Study on the Malaysian Multimedia Super Corridor, *Labour and Industry*, Vol. 22 (1/2): 25-51 **(ERA B)**

Islam, S., Ali, M.Y. & Sandhu, M. S. (2011), Partner selection criteria in international joint ventures: perspectives of foreign investors from Asian NIEs of Malaysia and India, *Asia Pacific Business Review*, Vol. 17, No. 1, January 2011, 25–43 **(ERA B)/Impact: 0.783**

Alam, S. S., Ali, M.Y. and Jani, M.F.M. (2011), An Empirical Study of Factors Affecting Electronic Commerce Adoption among SMEs in Malaysia, *Journal of Business Economics and Management*, Volume 12(2): 375–399 **(Impact Factor 2012:1.881)**

Julian, C. & M. Y. Ali. (2009) Incentives to export for Australian export market ventures, *Journal of Small Business and Enterprise Management*, Vol. 16 No 3, pp. 418-431 **(ERA C)**

Saleh, M. A. & M. Y. Ali. (2009) ‘Determinants of importer commitment in international exchange: an agenda for future research’, *Journal of Management and Organization*, 15(2), 186-205 **(ERA B) Scopus Index**

Shamsuddoha, A. K., M. Y. Ali and N. O. Ndubisi. 2009. Impact of government export assistance on internationalization of SMEs from developing nations, *Journal of Enterprise Information Management*, 22(4), 408-422 **(ERA C), H Index: 20, Scopus Index**

Shamsuddoha, A. K., Ali, M.Y. and Ndubisi, N.O. (2009), A conceptualisation of direct and indirect impact of export promotion programs on export performance of SMEs and Entrepreneurial ventures, *International Journal of Entrepreneurship*, Vol. 13, Special Issue, pp. 87-106

Shamsuddoha, A. K. and M. Y. Ali (2009), Export assistance in the garment industry: an examination of awareness, usage and perceived benefit, *J Global Business Advancement*, Vol. 2, No. 4, pp. 381-389.

Saleh, M. A. & M. Y. Ali. 2007. Factors affecting commercial and industrial importers’ trust and commitment and their performance outcome in an Asian context. *International Journal of Business Research*, 7(6), 177-187

Ali, M. Y. and A. K. Shamsuddoha, 2007, Export promotion programs as antecedents of internationalization of developing country firms: a theoretical model and empirical assessment, *J Global Business Advancement*, Vol. 1, No. 1, pp. 20-36.

Shamsuddoha, A. K. & M. Y. Ali. 2006. Mediated Effects of Export Promotion Programs on Firm Export Performance, *Asia Pacific Journal of Marketing and Logistics*, 18(2), 93 - 110. **(ERA B)**

Ali, M. Y. 2004. Impact of Firm and Management Related Factors on Firm Export Performance, *Journal of Asia Pacific Marketing*, 3(3/4), 5-20. (This journal is currently merged with *Asia Pacific Journal of Marketing and Logistics*)

Sim, A. B. & M. Y. Ali. 2001. Joint Ventures of Asian and Western Multinational Enterprises: A Comparative Analysis of Western, Japanese, NIC and LDC Firms. *Asia Pacific Business Review*. 8(1) 37-57 **(ERA B) Impact: 0.783**

Sim, A. B. & M. Y. Ali. 2000. Determinants of Stability of International Joint Ventures: Evidence from a Developing Country Context. *Asia Pacific Journal of Management*. 17(4), 373-397 **(ERA B) 2012 Impact Factor: 4.099**

Sim, A. B. & M. Y. Ali. 1998. Performance of International Joint Ventures from Developed and Developing Countries - An Empirical Study in a Developing Country Context. *Journal of World Business*. 33(4), 357 – 377 **(ERA A) Impact: 2.617**

D. Selected Publications in Refereed Conference Proceedings

Ali, M.Y., Ahmed, P.K. and Singh, S.K.N. (2017), A neurological investigation on Muslim consumers' halal product choice behaviour, Accepted at the AMS World Marketing Congress 2017, Canterbury, New Zealand

Ali, M.Y., Ahmed, P.K. and Singh, S.K.N. (2016), Halal Choice?: A Neuro-scientific Investigation on Malaysian Muslim Consumers' Halal Consumption Behaviour, Proceedings of the 10th KL International Business, Economics and Law Conference, Kuala Lumpur, 27-28 August 2016, pp. 184-194

Ali, M.Y., Ahmed, P.K. and Singh, S.K.N. (2016), Diversity of Muslim Consumers' Perception towards Halal Labelling: A Cross Country Comparison between Malaysian and Australian Muslim Consumers' Halal Food Consumption Behaviour, *Proceedings of the 7th Global Islamic Marketing Conference*, Casablanca, Morocco, 4-6 May 2013, p. 103

Ali, M.Y., Yoonoos, F.N., Karim, I. & Murtaza, T. (2015), Muslim Consumer's perception on Halal Branding: An exploratory qualitative study, In Kishwar, J., Wiedmann, K-P., Darun, M.R. & Ahmed, Z.U. (eds), *Advances in Global Business Research*, Vol. 12(1), (Proceedings of the 12th AGBA 2015 conference, University Malaysia Pahang, 16-19 Nov 2015), pp. 505-514.

Tan, Y.W., Yap, K.W., Piong, K.R.W. & Ali, M.Y. (2015), Muslim Consumers' Halal consumption: The role of emotional and religiosity factors in buying intention, In Kishwar, J., Wiedmann, K-P. Darun, M.R. & Ahmed, Z.U. (eds), *Advances in Global Business Research*, Vol. 12(1), (Proceedings of the 12th AGBA 2015 Conference, University Malaysia Pahang, 16-19 Nov 2015), pp. 515-528. **This paper won Best Paper Award in the Marketing Track of the Conference**

Ali, M.Y. (2014), Australian Multicultural Consumer Diversity: A Study on Muslim Consumers' Perception towards Halal Labeling, *Proceedings of the ANZMAC 2014 Conference*, Brisbane (Australia), 1-3 December 2014

Hoh, M.H. & Ali, M.Y. (2014), Non-Muslim consumer's perception towards Halal restaurants in Malaysia, *Proceedings of the 5th Global Islamic Marketing Conference 2014*, Kuala Lumpur.

Ali, M. Y., Zyl, C.V., Mokonyane, Q.G.B., Kebatile, L.D., and Lian, S.X.H., (2013), An empirical investigation of Muslim consumers' consumption decision on Halal products and services, *Proceedings of the 4th Global Islamic Marketing Conference*, Istanbul (Turkey), 29-30 May 2013, pp. 258-264

Ali, M.Y., (2012) Halal Branding: A study of Muslim consumers Perspective, *Conference Proceedings (English Papers)*, 2nd Global Islamic Marketing Conference, Abu Dhabi, 2012.

Ismail, M.D & **M. Y. Ali**, (2012) Relationship quality and internationalization of SMEs from an Emerging market, *ANZIA 2012 Conference Proceedings*, Adelaide, Australia, 12-14 April 2012

RESEARCH PROJECTS COMPLETED OR IN PROGRESS

No	Author(s) and brief title of grant	Funding body	Year			
1	S. Kobir, M. Y, Ali and S. Munir, Building a Halal Trade Model - Uncovering the Economic Potential of Malaysian Halal Trade	FRGS Ministry of Education, Malaysia	2016	<i>In Progress</i>	30%	RM45,500
2	M.Y. Ali & A. Sambada, An Empirical Investigation of Muslim Consumers' Halal Product Choice Behaviour	Monash University Malaysia	2016	<i>In Progress</i>		RM20,000
3	Ali, M.Y., & Ahmed, P.K.: Halal Choice?: A Neuro-scientific Investigation on Malaysian Muslim Consumers' Halal Consumption Behaviour	FRGS Ministry of Education, Malaysia	2013	<i>Completed</i>		RM99,500
4	Ahmed, P., M.Y Ali, <i>The Global Halal Economy: Competitive Strategic Options for OIC Countries</i>	Islamic Development Bank, Jeddah, Saudi Arabia	2012	<i>Completed</i>		USD60,000
5	Ahmed, P., MY Ali, S. Al-Hasmi, G. Dykes, I. Hasan & M. Shaiba, <i>Multidisciplinary project on Halal Ecosystem</i>	Monash University Sunway Campus	2012	Yes	20%	RM500,000
6	Ross, P. (Griffith Uni) & MY Ali, Sustainable innovation through human capital development in ICT sector	Griffith University, Brisbane, Australia	2011	Yes	40%	A\$26,121 (RM80,000)
7	Ross, P. (Griffith Uni) & MY Ali, Improving global competitiveness: HR development for ICT Industry	Malaysian Computer Industry Association (PIKOM)	2009	Yes	50%	RM20,000
8	Dr Yunus Ali, Performance of Australia-Malaysia Joint Venture firms in Malaysia	Monash University Sunway Campus	2008	Yes	100%	RM28,000

HIGHER DEGREE RESEARCH SUPERVISION

- Supervised 14 PhD, 2 Master by Research and 15 Honours students to successful completion;
- Currently supervising 3 PhD students

HIGHER DEGREE THESIS EXAMINATION:

- External Examiner for over 10 PhD and 3 Master by Research Theses from Australian universities.

Member of the Editorial Board:

Journal of Islamic Marketing,
J Global Business Advancement, and
Journal for International Business and Entrepreneurship Development

Edited Australia New Zealand Academy of Marketing Conference (ANZMAC) 2006
Conference Proceedings, Queensland University of Technology, Brisbane, Australia, 2 – 4
December 2006