

HAZALA KHAN

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Qualifications:

PhD: Monash University 2011

Thesis Title: **Adolescent Sibling Influence on Purchase Decisions**

Supervisor: Dr. M. Yunus Ali

M.A. Marketing: University of Northumbria at Newcastle 1999 (in collaboration with Stamford College Malaysia)

PG Dip Marketing: University of Northumbria at Newcastle 1998 (in collaboration with Stamford College Sdn Bhd, Malaysia)

B.A.: University of Punjab, 1986 Lahore Punjab

Professional qualification:

Diploma in Marketing 1992 -Chartered Institute of Marketing

Appointments and Experience:

2000- present – Monash University Malaysia, School of Business, Lecturer

- Responsible for 2nd year Marketing courses, module leadership and teaching undergraduate programmes.
- Coordination of multi campus units.
- Development of assessment tasks in line with the learning objectives and graduate attributes established by the university.
- Customization of teaching materials to reflect environmental differences (most modules are designed in Australia).
- Mentor junior staff.
- Supervision of Honours / Post graduate diploma thesis.
- Compliance with the University's guidelines for research activities including journal publications, presentation at international conferences and grant applications.
- Participation at various University and Faculty wide committees.

- Subjects Delivered: Consumer Behaviour, Integrated Marketing Communications; Principles of Marketing/ Marketing Theory and Practice; International Marketing, Retail Management Principles.

March 1992- June 2000 – Stamford College Malaysia, School of Marketing, Lecturer/ Senior Lecturer

- Responsible for 2nd and 3rd year Marketing courses.
- Supervision of Honours thesis
- Assessment development
- Setting and marking examinations
- Subjects taught: Consumer Behaviour; Marketing Communications; Direct Marketing; Services Marketing; Behavioural Aspects of Marketing; Promotional Practice.

Feb 1988- Sept 1989- White House Grammar School, Form/ English Teacher for 13-14 year olds

Jan 1987- Nov 1987 – Grindlays Bank Plc. Management Trainee

Significant Awards

The PVC awards for excellence in teaching are awarded to outstanding outcomes involving approaches to teaching that are innovative, engage and motivate students to learn. The Monash University Students' Association awards were students' choice awards.

- PVC's Award for Excellence in Teaching – 2011 (round 2)
- PVC's Award for Excellence in Teaching – 2011 (round 1)
- PVC's Award for Excellence in Teaching – 2009 (round 1)
- PVC's award for Excellence in Teaching – 2008 (round 1)
- Best Lecturer for School of Business 2006. Award presented by Monash University Students' Association
- Best Lecturer for School of Business 2005. Award presented by Monash University Students' Association
- Nominated for Dean's Award for Excellence in Teaching in 2007 and 2008.

Research

Research Grants

G21Grant- RM 5,000/- in 2015 for a project titled “The use of surrogate indicators in determining the ‘Halalness’ of products”.

SEED Grant- RM 10,000/- in 2015 for a project titled “The use of surrogate indicators in determining the ‘Halalness’ of products”.

SEED Grant- RM 9,530/- in 2013 for a project titled “The effects of eWOM on inbound Muslim tourists in selecting Malaysia as a Muslim friendly holiday destination”.

Internal Education Grant - RM 6,000/- in 2011 for a project titled “ A Simulated Reality based project”.

Internal Grant – RM 15,340 in 2001, for a project titled “Spousal Influence in Consumer Decision Making: A study of Malaysian sub-cultures”.

Journal Publications

Khan, G., & Khan, F. (2017). ‘The role of Packaging and Labelling in determining the ‘Halalness’ of products. *International Journal of Islamic Marketing and Branding*, Vol 2 (2), pp.85-99

Khan, G., & Khan, F. (2016). ‘An investigation of motivations to engage in eWom among Inbound Muslim Tourists to Malaysia’, *International Journal of Business and Globalisation*, Vol. 16 (1), pp.22-37

Khan, G., & Khan, F. (2015). ‘Motivations to engage in eWom among Muslim tourists: A study of inbound Muslim tourists to Malaysia’, *International Journal of Islamic Marketing and Branding*, Vol. 1(1), pp. 69-80

Khan, G. & Khan, N.(2008) ‘Gender Differences in Susceptibility to Normative Social Influence On The Purchase Decisions Of designer Label Apparel’, *International Business & Economics Journal*, Vol. 7 (8), pp.11-19

Khan G., & Khan, N. (2005): ‘Susceptibility to Informational Social Influences on Purchase Decisions of Designer Label Apparel: The Mediating Role of Gender’, *The Business Review*, Cambridge, Summer Vol. 4(1), pp.32-37

Conferences

Khan, G., & Khan, F.(2016) ‘The role of packaging in determining the ‘Halalness’ of products: An exploratory study of Muslims in two countries’, at the 7th Global Islamic Marketing Conference, Casablanca, Morocco, May 4-6. 2016

Khan, F., & **Khan, G.** (2016) 'Investigating the "Halalness" of restaurants – Surrogate Indicators and Muslim Consumers, an exploratory study', at The 13th International CIRCLE Conference, Naples, Italy, April 2016.

Khan, G. (2015). 'For the students, by the students: An application of Self-Directed Learning- A case from Malaysia', Proceedings of The Academy of Marketing Conference, Limerick, Ireland, 7-9 July.

Khan, G., & Khan, F. (2014) 'Motivations to engage in eWom among Muslim tourists: A study of inbound Muslim tourists to Malaysia', Proceedings of *The 5th Global International Islamic Conference*, Kuala Lumpur, Malaysia, April, 2014

Khan, G., & Khan, F.(2014) 'An investigation of motivations to engage in eWom among Inbound Muslim Tourists to Malaysia', Paper presented at *The 11th International CIRCLE conference*, Manchester, UK, April, 2014

Khan, G. & Yunus, A. (2012) "Perceived Sibling Influence on Adolescent Purchase Decisions: An examination of the Moderating effects of Sibling Structure". Proceedings of *2012 Global Marketing Conference*, Seoul, Korea, 19-22 July.

Naim, N. & **Khan, G.**(2012) "Gender Differences in Fashion Consciousness among Malaysian Youth". Proceedings of *2012 Global Marketing Conference*, Seoul, Korea, 19-22 July.

Loh, P.G., **Khan, G.** & Lee, C.K.C.(2012) "Influence of sex role orientation in the selection of higher education: Chinese families in Malaysia". Proceedings of *2012 Global Marketing Conference*, Seoul, Korea, 19-22 July.

Khan, G. & Naim, N. (2011). "Fashion Innovativeness and Susceptibility to Normative Influence" Proceedings of *2011 ITAA-KAMS Joint Symposium*, Seoul, Korea May 26-29

Khan,G., Reid, M., & Bednall, D. (2007) "The effects of sibling relations, stages of adolescence and sibling constellation on purchase decisions", Proceedings of *2007 European Applied Research Conference*, 4-7 June Venice, Italy

Ling, Q.K. & **Khan, G.** (2005): "Gender effects of celebrity Endorsers on Ad Effectiveness: An Experiment", Proceedings of *5th Annual Hawaii International Conference on Business*, pp 2519-2528, May 26-29, Honolulu.

Khan, G. & Khan, F. (2003): "Informal Credit practices in Rural Pakistan", Proceedings of *International Islamic banking Conference, from Money Lenders to Bankers. Evolution of Islamic Banking in relation to Judeo, Christian and Oriental Banking traditions*, pp. 1-15, September 2003, Prato, Italy.

Khan, G. & Sohail, M.S. (2003): "Husband-Wife Influence on Consumer Decision Making in a Multicultural Society", Proceedings of *The Global Business and Economic Research Conference*, pp.434-441, August 2003, Istanbul, Turkey

Khan, G. & Sohail, M.S. (2002): "Spousal Influence on Consumer Decision Making: A Study in the context of different sub-cultures in Malaysia", Proceedings of *2002 AMS Multicultural Marketing Conference*, pp.298-315, 26-29 June, Valencia, Spain.

Book Chapter

Ali, Y., & Khan, G. (2014) Efficacy of Traditional Marketing to Islamic Markets: Key Challenges and the way forward. *Islamic Business: Contemporary Issues and Economic Development*, LexisNexis, 2014

Teaching Case Studies

'The Changing Landscape of online Grocery Shopping' (in press 2014) - Advertising: An Integrated Marketing Communications Perspective' 3rd ed, McGraw Hill, Australia

'Korean Flower Boys: Catalysts of change' (2013)- *Consumer Behaviour: Implications for marketing strategy* 7th ed, McGraw Hill, Australia

'Halal Tourism on the Rise' (2013)- *Consumer Behaviour: implications for marketing strategy* 7th ed, McGraw Hill, Australia

'Going Green: Malaysia Boleh' (2011)- *Advertising: An Integrated Marketing Communications Perspective* 2nd ed, McGraw Hill, Australia

Under review

An exploratory study of Surrogate indicators in determining 'Halalness' of restaurants. Marketing Planning & Intelligence.

Current Projects

- "The use of surrogate indicators in determining the 'halalness' of products and services". Two original scales have been developed one determining the surrogate indicators used in making packaged goods and the second on restaurant selection. Both scales have already been pilot tested and data collection for one of the surveys has been completed. Currently in the process of data cleaning and preliminary analysis.
- The study on surrogate indicators and Muslim consumer behaviour is currently in progress in South Korea.
- "Perceptions of Male beauty" this project examines the social and cultural influences on perceptions of and attitudes towards male beauty among young Asians. The data is currently being analysed using content analysis. The study provides interesting insights into cultural and gender differences in attitudes towards male beauty.

Training

- **2011 – Level 1 Supervisor**, Research Supervision Accreditation Programme, Monash University Graduate School. Level 1, supervisors are permitted to supervise up to four full time equivalent (FTE) HDR students / up to six individual students as the main or associate supervisor.
- **2006-2009 - Staff Professional Development Seminar Series, Monash University.**

The programme included workshops on Teaching undergraduate students; From rote learning to Deep learning; Guiding students to a Monash Approach; Reshaping

Lecture Materials; Enhancing Unit Evaluations; Communicating clearly in Lectures; Creating Teaching approaches; Formative Assessment.

- **2006-2011 – Research Development, Monash University.**

The programme included workshops on Qualitative Research; Getting Published; Introduction to Multivariate Analysis; Introduction to Structural Equation Modelling; Advance to Structural Equation Modelling; Writing Abstracts

Administration

Oct 2012- Coordinator ECR (Early Career Researchers for School of Business).

- The ECR is a network that brings together early career researchers from across the School to provide a forum of discussions and dissemination of information and ideas of relevance to early career researchers as well as fostering interdepartmental research collaboration. The coordinator is responsible for identifying early career researchers, assessing research needs and catering to the needs by organising workshops, seminars and presentations by senior research staff.

Dec 2012- Dec 2014 Deputy Director of Undergraduate Studies

- Responsibilities include ensuring consistency and maintenance of quality in the delivery of units at the School. This includes ensuring teaching material is aligned with the unit objectives and learning outcomes (Assurance of Learning exercise). Represent the school at the school education committee and the head of school at the Education Quality and Innovation committee.

Dec 2012- Dec 2014 Chair APC (Academic Progress Committee)

- This is a Faculty Level Position; the APC is responsible for identifying students at risk for not making satisfactory course progress. As chair, responsibilities include (with the committee members) deliberating over the cases, and in some instances, calling for hearings. Part of the responsibilities includes the ethical conduct of the committee members and student representatives as well as ensuring a fair process.

Dec 2012-Dec 2014 Chair SSLC (Student Staff Liaison Committee)

- The SSLC functions as a platform to exchange useful feedback and information between the school and the students. This includes matters arising from the delivery and administration of units and courses, enrolment and progress and provision of course facilities

2011-Present- Working Committee Internal Grants

- Represent the department of Marketing at screening applications for internal (SEED) grants and make recommendations.

Other Service duties include-

- Participation at recruitment activities,

- Presentations, workshops and seminars targeted at both the internal and external audiences.
- Internal examiner for Hons/ Post graduate thesis
- Panel member for PhD confirmation of candidature.
- Active member of Academic Progress Committee.

Personal details

Marital Status – married

Languages- English and Urdu

References:

Professor Christina Lee

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Monash University Malaysia,

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Associate Professor Yunus Ali

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