





PROF. MADYA DR. SHARIFAH ROHAYAH SHEIKH DAWOOD

Geography Section
School of Humanities

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BIOGRAPHY

Sharifah Rohayah Sheikh Dawood is an Associate Professor of Economic Geography in the School of Humanities, Universiti Sains Malaysia. She obtained her PhD in Economic Geography and MA in Transportation Geography from University of Leeds, United Kingdom. Her research interests include urban and regional studies, particularly in the areas of knowledge economy, globalization and urban innovation, peripheral urbanisation, urban sociology, transportation studies and sustainable development. She has presented in various national and international conferences and involved in consultation projects. She has published articles and book chapters in both national and international journals.

AREAS OF EXPERTISE

- REGIONAL PLANNING
- URBAN STUDIES
- GEOGRAPHY OF SERVICES
- INDUSTRIAL ECONOMICS

ACADEMIC QUALIFICATION

- **PHD (Leeds) (2002), (Economic Geography)**
University of Leeds (UK)
- **MA (Leeds) (1997), (Transportation Geography)**
Universiti Malaya (UM)
- **BA (HONS) (USM) (1994), (Geografi)**
Universiti Sains Malaysia (USM)

ADMINISTRATIVE DUTIES

- Research Ethics Committee Panel [USM-JePEM]
- Research Grant Assessor [RU, FRGS, Short Term]
- Journal Reviewer/Editorial Board: Journal of Asian Geography, Kajian Malaysia, Pertanika, Journal of the Knowledge Economy
- Coordinator, Times Higher Education Global Index Ranking [School of Humanities] Oct 2021- Dec 2021
- Program Manager, Offshore PhD with NEUQ (China) (5 March 2020 – 1 Dec 2026)
- Program Manager, Program MSc BKL (17 Oct 2022- 31 Dec 2024)
- AJK (Internal) Swaakreditasi Program Akademik PTJ, Aug 2022 – 31 Dec 2024
- AJK Kerja Unit GIU (1 Jan 2022-31 Dec 2023)

MEMBERSHIPS

1. **MALAYSIAN GEOGRAPHICAL ASSOCIATION**
2015 to present (National)
2. **RURAL RESEARCH PLANNING GROUP (RRPG)**
2015 to present (International)
3. **REGIONAL STUDIES ASSOCIATION**
2020 to present (International)

AWARDS AND STEWARDSHIP

4. **ANUGERAH BUKU**
Anugerah Penerbitan Buku 2016 (USM)
5. **EXCELLENCE SERVICE AWARD**
Anugerah Perkhidmatan Cemerlang, 2014 (USM)
6. **ANUGERAH SANGGAR SANJUNG**
Anugerah Sanggar Sanjung, 2015 (USM)
7. **ANUGERAH LIBAT-SAMA INDUSTRI**
Anugerah Libat-Sama Industri 2015 (USM)

PUBLICATIONS

Article in Journal

WoS

Aina, Y.A.; Abubakar, I.R.; Almulhim, A.I.; Dano, U.L.; Maghsoodi Tilaki, M.J.; Dawood, S.R.S. (2023) Digitalization and Smartification of Urban Services to Enhance Urban Resilience in the Post-Pandemic Era: The Case of the Pilgrimage City of Makkah. **Smart Cities** 6,1973–1995. <https://doi.org/10.3390/smartcities6040092>

Fadhilah Jamaluddin, Sharifah Rohayah Sheikh Dawood, Muhammad Wafi Ramli & SofiaHaminah Mohd Som (2022) Bouncing back from the pandemic? A psychosocial analysis ofolder adults in urban areas of Malaysia, **Cogent Arts and Humanities**, 9:1, DOI: 10.1080/23311983.2021.1996045

Dandan Zhang, Mou Leong Tan, Sharifah Rohayah Sheikh Dawood, Narimah Samat, Chun Kiat Chang, Ranjan Roy, Yi Lin Tew, & Mohd Amirul Mahamud (2020) Comparison of NCEP-CFSR and CMADS for Hydrological Modelling using SWAT in the Muda River Basin, Malaysia, **Water** 2020, 12, 3288: DOI: 10.3390/w12113288.

Sharifah R.S. Dawood (2018) Urban Kampongs and Contesting Space in a Modernizing Island City of George Town, Penang, **Cogent Arts and Humanities**, 5:1-13.

Khoo Suet Leng, Nurwati Badarulzaman, Narimah Samat & Sharifah Rohayah Sheikh Dawood(2017) How possible is a Creative City in Penang? An Analysis of Architects' Perception about Creativity and Quality of Place, **Creative Industries Journal** 10(1): 3-20

Zeyun, Li & Dawood, S.R.S. (2017), An Appraisal of Asia-Pacific Cities as Control and Command Centres Embedded in World City Network, **Engineering, Technology & Applied Science Research**, 7/4: 1879-1882.

Phelps, N.A. & Dawood, S.R.S. (2014) “Untangling the spaces of high technology in Malaysia”, **Environment and Planning C: Government and Policy**, EISSN 0263-774X (print) 1472-3425 (electronic) advance online publication, doi:10.1068/c1272r

8.

Scopus:

Sharifah R.S. Dawood (2023) The Use of Quadruple Helix Model in Smart Cities Development: Evidence from Bandar Cassia Township, Penang, Malaysia. **Theoretical and Empirical Research in Urban Management**, Vol 8 (2) 2023.

Dawood, S.R.S., Samat, N. & Ghazali, S. (2019), Digital Divide and Poverty Eradication in the Rural Region of Northern Peninsular Malaysia, **Indonesian Journal of Geography** 51 (2): 172-182 (Scopus)

Khoo Suet Leng, Nurwati Badarulzaman, Narimah Samat & Sharifah Rohayah Sheikh Dawood(2017) Locational decisions in a creative

city: evidence from Penang's architectural firms, **Kajian Malaysia** 35(1):1

Zeyun Li & Dawood, S.R.S. (2016) World City Network in China: A network analysis of air transportation network, **Modern Applied Science** 10 (10): 213-223

Zeyun Li & Dawood, S.R.S. (2016) Development of the regional financial centers in China: A Qualitative study based on the province level data, **Mediterranean Journal of Social Sciences** 7 (3): 374-382

Zeyun Li & Dawood, S.R.S. (2016) World Cities Formation in China: a comparative study of five pre-eminent cities, **Mediterranean Journal of Social Sciences** 7 (6): 387-396

ESCI:

Sharifah Rohayah Sheikh Dawood & Norizan Musa (2019) Peranan Institusi Pengajian Tinggi dalam Pembangunan Industri Bioteknologi di Wilayah Iskandar, Johor, **Akademika** 89(3): 129-141

Zeyun, Li & Dawood, S.R.S. (2017) Examining Inter-city connections in Southeast Asia based upon interlocking city network model, **International Journal of Advanced and Applied Sciences**, 4/1:1, 110-115

Nooriah Y., Norain M. L. and Sharifah Rohayah, S.D. (2013) Pelaburan Asing dan Pencapaian Pembangunan Seimbang di NCER: Satu Ulasan Kritis. **AKADEMIKA** – Journal of Southeast Asia Social Sciences and Humanities, 83(2 & 3), 25-38

ERA and Others:

Muhammad Wafi Ramli, Sharifah Rohayah Sheikh Dawood, Sofia Haminah Mohd Som (2021) The COVID-19 Pandemic and Domestic Violence: A Study during the Movement Control Order (MCO) in Malaysia. **GEOGRAFIA Online, Malaysian Journal of Society and Space** 17 (3):137-152

Sofia Haminah Mohd Som & Sharifah Rohayah Sheikh Dawood (2021) Tahap Kepuasan Pelajar Universiti Sains Malaysia terhadap Perkhidmatan Dawood, S.R.S. (2019), Sustainability, Quality of Life and Challenges in an Emerging City Region of George Town, Penang, **Journal of Sustainable Development** 12(3)

Muhammad Wafi Ramli & Sharifah Rohayah Sheikh Dawood (2021) Faktor Golongan Muda Malaysia Membeli Dalam Talian: Satu Tinjauan Awal, **Jurnal e-Bangi** 18(5): 79-90.

Sofia Haminah Mohd Som, Muhammad Wafi Ramli & Sharifah Rohayah Sheikh Dawood (2021) Cabaran Mendapatkan Akses Kesihatan dalam kalangan komuniti nelayan di Tanjung Dawai, Kedah: Satu Tinjauan Awal, **Malaysian Journal of Social Sciences and Humanities** (MJSSH), 6 (3): 1-6

Muhammad Wafi Ramli & Sharifah Rohayah Sheikh Dawood (2021) To What Extent is the Lack of Education Awareness among Kensing Indigenous Children in Baling, Kedah? A Preliminary Study, **Malaysian Journal of Social Sciences and Humanities** (MJSSH), 6(1): 226-233

Sharifah Rohayah Sheikh Dawood, Muhammad Wafi Ramli & Sofia Haminah Mohd Som (2020) Daya Tahan Warga Emas dalam Era Pandemik: Satu Tinjauan Awal Sewaktu Perintah Kawalan Pergerakan (PKP) di Pulau Pinang, **Jurnal Geografi** 8(2): 110-128

Mohamad Wafi Ramli & Sharifah Rohayah Sheikh Dawood (2020) Faktor Tekanan dalam Kalangan Pelajar Universiti Sains Malaysia: Satu Tinjauan Awal, **Jurnal e-Bangi** 17(7): 66-76

Norshabiha Ibrahim & Sharifah Rohayah Sheikh Dawood (2020), Keunikan Budaya Berniaga Wanita Kelantan di Bandar Kota Bharu, **Jurnal e-Bangi** 17(1)

Anis Solehin Hussain & Sharifah Rohayah Sheikh Dawood (2020), Keusahawanan Wanita di Kelantan berteraskan Model Ekonomi Baru: Halatuju dan Cabaran, **Jurnal e-Bangi** 17(4)

Dawood, S.R.S. (2019), Sustainability, Quality of Life and Challenges in an Emerging City Region of George Town, Penang, **Journal of Sustainable Development** 12(3)

Ramli, M.F. & Dawood, S.R.S. (2019) Cabaran Hidup Miskin dalam kalangan Komuniti Nelayan di Tanjung Dawai, Kedah, **GEOGRAFIA Online**, Malaysian Journal of Society and Space 15(1): 54-66

Ramli, W. & Dawood, S.R.S. (2017), Memahami Permasalahan Golongan Terpinggir di Bandar: Kajian Kes Gelandangan di George Town, Pulau Pinang, **Geografi**, 5/2: 78-94

Dawood, S.R.S. & Khoo, S.L. (2016) "Poverty eradication, government role and sustainable livelihood in rural Malaysia: An empirical study of community perception in northern Peninsular Malaysia, **GEOGRAFIA Online**, Malaysian Journal of Society and Space 12 (8): 61-70.

Dawood, S.R.S. (2016), Tahap Kemiskinan dan Capaian Pendidikan di Wilayah Utara Semenanjung Malaysia: Satu Kajian Awal, **International Journal of Environment, Society and Space**, 4/2: 16-37

Dawood, S.R.S., Khoo, S.L. & Yusof, N. (2014) Regional halal clusters in the NCER Region: Revisiting the role of institutional thickness, **International Journal of Environment, Society and Space** 1 (2): 1-11. E-ISSN: 2289-5299

Khoo, S.L., Samat, N., Badarulzaman, N. & Dawood, S.R.S. (2013) "Penang towards becoming a creative city: Challenges faced by the Architectural industry", **International Journal of Environment, Society and Space** 1 (1): 1-11. E-ISSN: 2289-5299.

Khoo, S.L., Samat, N., Badarulzaman, N. & Dawood, S.R.S. (2013) "Spatial mapping of creative industries in creative cities: the case of Penang, Malaysia", **Humanities and Social Sciences Review**, CD-ROM. ISSN: 2165-6258 :: 2(2):151-169 (2013).

Dawood, S.R.S. (2010) The role of Research & Development related knowledge intensive business services (KIBS) in the Bio-technology industries of Malaysia". **International Journal of Arts and Sciences (IJAS)** 3(12): 368-385 (2010) ISSN: 1944-6934.

Books

Suriati Ghazali, Narimah Samat & Sharifah Rohayah Sheikh Dawood (2016) **Cluster Development in Selected Asian Countries: Local and Regional Context** (edited book). Penerbit USM, Penang, Malaysia.

Nooriah Yusof, Jabil Mapjabil & Sharifah Rohayah Sheikh Dawood (2013) **Isu-isu Ekonomi dan Kewangan Terpilih** (edited book). Penerbit UTHM.

Chapter in Books

Dawood, S.R.S., Samat, N. & Ghazali, S. (2016), Institutional Thickness and SMEs Support Mechanism: How far are they benefiting from the clustering dynamics, in **Cluster Development in Selected Asian Countries: Local and Regional Context**, Penerbit USM (Universiti Sains Malaysia) , 77-96

Samat, N., Ghazali, S., Dawood, S.R.S. & Khoo, S.L. (2016) Spatial Clustering of SMEs in Penang, in (Spatial Clustering of SMEs in Penang), in **Cluster Development in Selected Asian Countries: Local and Regional Context**, Penerbit USM (Universiti Sains Malaysia) , 97-112

Dawood, S.R.S. & N.A. Phelps (2015) Neither Special nor Diverse: Contradictions in the Economic Logic of Technology Parks in Malaysia, in Miao, J.T., P. Benneworth & N.A. Phelps (ed.) **Making 21st Century Knowledge Complexes: Technopoles of the World Revisited**, p 230-249 (ISBN 978-0-415-72779-2). London: Routledge.

Dawood, S.R.S. (2013) 'Near Slavery in the Electronics Industry: the Dilemma of Migrant Workers in Penang, Malaysia', in Kamarulazizi Ibrahim et al. (eds), **Post Rio+20 on Wehab +3: A South-East Asian Perspective**. Centre for Global Sustainability Studies: Universiti Sains Malaysia, p 98-105.

Dawood, S.R.S. (2013) 'Geographies of Complementary and Alternative Medicine (CAM): Understanding the Prevalence and Consumption Behavior Amongst Consumers in Penang, in Narimah Samat et al. (eds). **Selected Issues on Health and Environment**. UPSI: Tanjung Malim.: p 43-54.

Hassan, S.M. & Dawood, S.R.S. (2013) **Modal Insan dan Pembangunan di Firma Teknologi Tinggi**, in Jabil Mapjabil et al. (eds). **Pembangunan Modal Insan (Human Capital Development)**.

Subramaniam, T. & Dawood, S.R.S. (2013) Libatsama Universiti dalam Pembangunan Ekonomi Komuniti Setempat. In Noriah Yusof, Jabil Mapjabil & Sharifah Rohayah Sheikh Dawood (eds), **Isu-isu Ekonomi dan Kewangan Terpilih**, p 43-63 (ISBN 978-967-0468-38-9).

Ismail, S., Dawood, S.R.S., Saad, M.N., Kamis, A.I. and Fauzi, H.Z.M. (2011) Contribution of Research to Regional Innovation. In Morshidi et al. (ed.) **"Universities, Communities and Region: The Case of the Penang City-Region"**, Higher Education MONOGRAPH 16/2011, National Higher Education Research Institute, (IPPTN) ISBN 978-983-41694-5-9, p 69-100.

Dawood, S.R.S. & Phelps, N. (2011) The Effect of Localization and Urbanization Economies on Malaysian Science and Technology Parks: the case of Kulim Hi-tech Park (KHTP) and Technology Park Malaysia (TPM). **Workshop on Science and the City: Comparative Perspectives on Science and Technology Parks**, Science and Technology Policy Institute, Seoul. Korea: p 85-109.

Article in Proceeding

Ong, K.S., Chan, N.W. & Dawood, S.R.S. (2020) Challenges Facing Small and Medium Tourism Enterprises: A Case Study of Kuala Sepetang. **European Proceedings of Social and Behavioural Sciences** EpSBS e-ISSN: 2357-1330. DOI: 10.15405/epsbs.2020.10.02.35.

Anis Solehin Hussain@Othman & Sharifah Rohayah Sheikh Dawood (2020) Street Food Consumption and Hygiene Issues in George Town, Penang. **European Proceedings of Social and Behavioural Sciences** EpSBS e-ISSN: 2357-1330. DOI: 10.15405/epsbs.2020.10.02.44.

Ong, K.S., Chan, N.W. & Dawood, S.R.S. (2017) Tourism in Mangrove Forest: Multifunction, coexistence or contradiction, **Proceedings of IACSC 2017: Well-Being of Sustainable Living in Aging Population Era**: 120-121.

Dawood, S.R.S & Hassan, S.M. (2014) Rural Poverty: Policy Perspective, People's Perception and the Role of Government towards achieving a Sustainable Society, **The Fifth International Conference and Field Study, Rural Research & Planning Group**, 26-28th August 2014, INFRA Bangi, Malaysia.

Samat, N., Khoo, S.L. & Dawood, S.R.S. (2013) The Creative Class in Mega Urban Regions: Issues and Challenges. Invited Symposium on Creative Industries and Cities Theme, Proceedings of the **International Conference on Challenges of Extended Mega Urban Regions (EMUR): The Changing Face of Southeast Asia and the World**, 19th -21st November, 2013, Putrajaya, Kuala Lumpur.

Khoo, S.L., Samat, N., Badarulzaman, N. & Dawood, S.R.S. (2013) Creative Industries Cluster for Local and Regional Development: Does Penang has it? Invited Symposium on Creative Industries and Cities Theme, Proceedings of the **International Conference on Challenges of Extended Mega Urban Regions (EMUR): The Changing Face of South East Asia and the World**, 19th -21st November, 2013, Putrajaya, Kuala Lumpur.

Subaramaniam, T., Dawood, S.R.S. & Shuib, M. (2013) Ke Arah Pembangunan Mampan Dalam Libatsama Universiti Dengan Komuniti Setempat (LUKS): Suatu Pengenalan Projek-projek LUKS USM, **Prosiding Persidangan Kebangsaan Masyarakat, Ruang dan Alam Sekitar MATRA 2013**, 26-27 Oktober, Pulau Pinang 2013: 31-40

Subaramaniam, T., Dawood, S.R.S. & Shuib, M. (2013) Universiti Ke Arah Pembangunan Lestari: Kajian Kes Universiti Sains Malaysia di Wilayah Bandar Pulau Pinang, **Prosiding Persidangan Kebangsaan Masyarakat, Ruang dan Alam Sekitar MATRA 2013**, 26-27 Oktober, Pulau Pinang 2013: 55-64

Other Publications

Leong Lee Vien, Sharifah Rohayah Sheikh Dawood, Sabahiah Abdul Sukor (2016) Green Transportation, in Kamarulazizi Ibrahim, Ahmad Firdaus Ahmad Shabudin, Siti Fairus Mohd Radzi et al. (2016) **Governance Guidelines for Sustainability Best Practices 2016**. Technical Report. Universiti Sains Malaysia.

Sharifah Rohayah Sheikh Dawood, Narimah Samat, Morshidi Sirat (2015) **State Profile: Penang in Malaysia Competitiveness Report 2014-2015**, Malaysia Productivity Corporation (MPC).

Sharifah Rohayah Sheikh Dawood, Narimah Samat & Suriati Ghazali (2014) **State Profile: Penang, Kedah & Kedah in Malaysia Competitiveness Report 2013**, Malaysia Productivity Corporation (MPC).

Sabariah Ismail, Sharifah Rohayah Sheikh Dawood, Mohd Nizam Saad, Ahmad Imran Kamis, and Hajar Zituakmar Mohd Fauzi (2011) Contribution of Research to Regional Innovation, in Morshidi et al. **Universities, Communities, and Region: Case of the Penang City-Region, Higher Education MONOGRAPH 16/2011**, National Higher Education Research Institute (IPPTN) (32 p).

RESEARCH PROJECT

International

Thomas R. Leinbach, Hassan Naziri Khalid, Aziz Abdul Majid, Norizan Mohd Nor, Sharifah Rohayah Sheikh Dawood, Asyirah Abdul Rahim. Towards a knowledge Economy: Firm Competitiveness, Institutional Thickness, Localized Learning and Value Added Supply Chain Networks in Penang, Malaysia. (International) US National Science Foundation & USM. 2008-2010.

Asyirah Abdul Rahim, Anisah Lee Abdullah, Nur Syazwana Hamzah, Japareng Lalung, Mohd Hafizal Mohd Isa, Mohd Azmeer Abu Bakar, Sharifah Rohayah Sheikh Dawood, Darshan Singh Mahinder Singh, Muzaimi Mustapha. Circular Economy Living Laboratories Supporting Social Innovation in Southeast Asia, External Agency (International). 1 Jan 2023 – 31 Dec 2025.

Collaborative Digital Innovation for Growth and Inclusiveness. 15 Oct 2017-30 March 2018. Head of Research: Narimah Samat. (International Grant).

Frithjof Arp, Narimah Samat, Suriati Ghazali, Sharifah Rohayah Sheikh Dawood, Tan Mou Leoung, Siti Masayu Rosliah Abdul Rashid. Multi-country study of Microfinance for poverty alleviation: Formal and informal microcredit in Indonesia, Ghana, Malaysia, and Zambia (International Grant). 1 Feb 2018 – 31 Jan 2019.

National

1. Conceptualization of Place Based Leadership Model in Elucidating the Mechanism of Regional Innovation Ecosystem Framework in Malaysian Universities. Fundamental Research Grant Scheme (FRGS/1/2023) RM 136 030.00. 1 Okt 2023 – 30 Sept 2025. Project Leader

2. A Socio- Ecological Approach to Examining Health Behaviour and Health Equity in Urban Areas. FRGS. Jan 2019-30th March 2022. Project Leader.

3. The Effect of Localisation and Urbanisation Economies on Malaysian Science and Technology Parks. (FRGS). May 2010- Aug 2012. Project Leader.

4. Financial Literacy and Inclusion of Digital Index (FLIDI) in Sarawak & Mobile Banking for Smart Communities (Sarawak Digital Economy Corporation Bhd) 2 Mac 2022-1 Mac 2024. Co-Researcher

5. Framework of Stewardship Actions in Sense of Place Model for Urban Green-Blue Spaces in Malaysian Cities (Project Leader: Asyirah Abdul Rahim), Aswati Hamzah, Sharifah Rohayah Sheikh Dawood, Mohammad Javad Magsoodi Tilaki. FRGS (Sept 2021 – Sept 2023). Co-Researcher

University

1. Project Leader: Examining the Origins and Implications of Enclave Urbanism in the Iskandar Region, Malaysia (RUI Khas Research Grant),

Sept 2018- Feb 2022.

2. Project Leader: The Prospect and Challenges of Knowledge Intensive Services in the Northern Corridor Economic Region (NCER), Malaysia". Geography Section, School of Humanities, Universiti Science Malaysia (USM RU Grant), Aug 2012- Aug 2015.
3. Project Leader: Engaging for the Enhancement of Regional Competitiveness and Value-Added Supply Chain Activities Amongst Industries in the Northern Region (USM-BJIM University-Industry Engagement Grant), July 2013-June 2016.
4. Project Leader: Knowledge Based Clusters and Regional Innovation System: the case of Biotechnology in Malaysian cities". Geography Section, School of Humanities, Universiti Sains Malaysia (USM Incentive Grant), Aug 2009-Aug 2010.
5. Project Leader: Education as a Sustainable Intervention Strategy: Challenges in Eliminating Socio-Spatial Exclusion and Inequalities for Developing Innovative Knowledge Societies in Malaysia (USM- RU Team Grant), under the Project Title: Spatial Inequalities: Framing Phenomena, Formulating Policies, July 2013-July 2016. Sub-Theme Project Leader.
6. Co-Researcher: Co-creating Knowledge Catchment Ecosystem of the Semang Kensi Community, Ulu Legong, Kedah (Asyirah Abdul Rahim & Sharifah Rohayah Sheikh Dawood. USM-BJIM University-Community Engagement Grant. Nov 2019-Oct 2020.
7. Co-researcher: Youth, Media & Crime (RU Top-Down CRI-USM Grant), Sept. 2014 – Aug 2015. Head of Research: Ruslan Rainis.
8. Co-Researcher: Locating Creative Industries in Creative Cities for Local Economic Development: The Case of Penang State, Malaysia (USM Research University Grant, Dec 2011-30 Nov 2014). Head of Research: Khoo Suet Leng.
9. Strategi Buruh dalam Kalangan Pelajar Prasiswazah dan Implikasi Ruangan: Kajian di beberapa Universiti terpilih di Utara Semenanjung Malaysia (RU Grant). Aug 2011-Aug 2014. Project Leader: Noorah Yusof.
10. Co-Researcher: The Investigation of *Topophilia* and *Topophobia* concepts in explaining the relation between human and place: a research of imagination geography of urban village communities in Penang, Malaysia (USM RU Grant, July 2009-June 2012). Project Leader: Suriati Ghazali.
11. Co-Researcher: Review of Higher Education Institutions in Regional Development – Presenting the Penang region/city region". A project organized by USM in collaboration with the Organization for Economic Co-operation and Development (OECD) and Institutional Management in Higher Education (IMHE), 2009-2010. Project Leader: Morshidi Sirat.
12. Co-Researcher: Towards Ideopolis Kuala Lumpur: Capitalising on Higher Education for the Development of Globalising City-Region. University Science Malaysia, Research University (RU) Grant, Sept 2008- Sept 2010. Project Leader: Morshidi Sirat
13. Co-Researcher: The Changing Trend of Investment in the Electronic Industries: Implication for Human Resource Requirement in Penang, Kedah and Perak. USM Short-Term Grant (RM 11,082.00). Project Leader: Hassan Naziri Khalid. Duration 2003-2005.
14. Co-Researcher: Kelantan Women and Place: A Research on the Geography of Gender. USM Short-Term Research Grant (RM 17, 425.00). Project Leader: Suriati Ghazali. Duration 2003-2005
15. Co-Researcher: Persekitaran dan Kepuasan Kerja di Kalangan Pekerja dalam Industri Kecil dan Sederhana: Kajian Kes di Wilayah Utara dan Timur Semenanjung Malaysia. USM Short-Term Grant. (RM 15,000). Project Leader: Hassan Naziri Khalid. Duration 2003-2005.

CONSULTANCY PROJECT

Malaysia Competitiveness Report 2014. (MPC Grant) Sept 2014- Dec 2014. Project Head/Northern Region Project Consultant.

Northern Region Competitiveness Report 2013 (MPC Grant) April 2013-Oct 2013. Project Head/Northern Region Project Consultant.

Customer Satisfaction Survey (CSI) - Northern Corridor Implementation Agency [NCIA]. Project Consultant. March 2015-Nov 2015.

Project Member: The Impact of COVID-19 towards Households and Businesses in NCER (Pulau Pinang & Perak), Oct 2020-Dec 2020.

Project Member: OECD/IMHE Review of Higher Education Institution in Regional Development – Presenting the Penang City Region (IPPTN & USM)

PAPER PRESENTED

Conference

Hussain, A.S. & Dawood, S.R.S. (2019) Street Food Consumption and Hygiene Issues in GeorgeTown, Penang. Paper presented at the **International Conference on Humanities, USM.**

Ong, K.S., Chan, N.W. & Dawood, S.R.S. (2019) Challenges Facing Small and Medium Tourism Enterprises: A Case Study in Kuala Sepetang. Paper presented at the **International Conference on Humanities, USM.**

Dawood, S.R.S. (2018) Digital Inclusion and Poverty Eradication in the Rural Region of the Northern Peninsular Malaysia: A Preliminary Study. Paper presented at the **9th International Conference on Rural Research & Planning Group**, Denpasar, Bali, Indonesia).

Ramli, M.F., Dawood, S.R.S. & M.Som, S.H. (2018) Realiti Kehidupan: Kajian Mengenai Cabaran Kemiskinan dalam kalangan Komuniti Nelayan di Tanjung Dawai, Kedah. Paper presented at the **Seminar on Poverty and Inequality in Malaysia 2018**, School of Humanities, USM, Penang.

M.Som, S.H., Dawood, S.R.S. & Ramli, M.F. (2018) Masalah dan Cabaran dalam mendapatkan Rawatan Kesihatan: Kajian Kes di Tanjung Dawai dan Sungai Petani, Kedah. Paper presented at the **Seminar on Poverty and Inequality in Malaysia 2018**, School of Humanities, USM, Penang.

A.Echoh, D.U. & Dawood, S.R.S. (2018) The Impact of Rapid Industrial Development in Samalaju Growth Node to Spatial Inequalities in Sarawak: A Preliminary Study. Paper presented at the **Seminar on Poverty and Inequality in Malaysia 2018**, School of Humanities, USM, Penang(National).

Dawood, S.R.S. (2013) Sustaining Regional Competitiveness: The Role of Bio-Tech Cluster in Promoting Knowledge Intensive Services (KIS) in the NCER Region of Malaysia. Paper presented at the **Knowledge Globalization Conference 2013**, Boston, USA 1-2 Nov 2013.

Dawood, S.R.S. (2011) Quality of Life and Urbanization Problems: Towards Livable City of George Town. Paper presented at the **Workshop on Urbanization in Asia**, East-West Center, Hawaii, 14-15 Dec 2011.

Plenary Speaker

Sharifah Rohayah Sheikh Dawood (2013) Regional Competitiveness of Supply Chain in Penang Manufacturing Sector. Speaker at the Networking Session with Malaysia Productivity Corporation (MPC), School of Humanities, USM, 30th March 2013.

Near Slavery in the Luxury Product, International Sustainability Conference 2013 (ISCO 2013) Post Rio+20 On Wehab +3: A South East Asian Perspective, Centre for Global Sustainability Studies (CGSS). Vistana Hotel, Penang

Invited Seminar

Issues related to Manufacturing and Services Development in the NCER Region. Program JEJAK 2012: Memacu Agenda Bumiputera, Koridor Utara (2-3 Mac, 2012, Equatorial Hotel, Penang)

Capitalizing on ASEAN Economic Community (AEC), Invest Penang, March 2016

Majlis Pelancaran Laporan Produktiviti MPC 2013, Kuala Lumpur

Competitiveness Champion Programme 2015, MPC - Northern Region Branch

Invited Speaker

Key Indicators for Asia and the Pacific Workshop on Urbanization in Asia, East West Center, University of Hawaii, Honolulu, Hawaii (14-15 Dec 2011)

UPEN-MPC meeting for Malaysian Competitiveness Report 2014 -representing Penang State, 29 Oct 2015

Event Organiser

Facilitator: Tshinghua University Global South Culture Immersion Series: Malaysia Culture Immersion Program 2020.

Moderator: Rural Research Planning Group (RRPG) 3rd International Workshop, 1 Oct 2012, School of Humanities, USM

Committee Member: Persidangan Kebangsaan Masyarakat, Ruang dan Alam Sekitar MATRA 2013

Chairperson: Inaugural Postgraduate Research Seminar-Interdisciplinary Humanities – A Way Forward to Knowledge Transformation, 25 Feb, 2012

Program Coordinator: Talk on Manufacturing and Logistics Development in the Northern Region: Challenges and Way Ahead – NCIA

Workshop & Exhibition on Enhancing Malaysia's Competitiveness, Issues & Challenges: ICT and Health (MPC-Ministry of Health-USM)

Oral Presenter

Dawood, S.R.S. (2018) Digital Inclusion and Poverty Eradication in the Rural Region of the Northern Peninsular Malaysia: A Preliminary Study. Paper presented at the **9th International Conference on Rural Research & Planning Group**, Denpasar, Bali,

Dawood, S.R.S., Suriati Ghazali, Narimah Samat, Colonius Atang (2011) Local Economy and SME Cluster in Prai, Penang State, Malaysia, **Workshop on Local Economy and SME Cluster Development**, Semarang, Diponegoro University, Indonesia

Suriati Ghazali, Sharifah Rohayah Sheikh Dawood & Narimah Samat (2010) One Village, One Product? Issues and Challenges in Homestay Programme in Penang, Malaysia. **RRPG Workshop and Field Study on 'One Village One Product (OVOP) 4-5 Oct 2010**, UTM, Centre For Innovative Planning and Development (CIPD)

Poster Presenter

Presenter

Keynote Speaker

ACADEMIC/PROF. SERVICES

Evaluation

Internal Examiner (MSc BKL)

1. Hafizah Binti Rosli, Thesis Entitled: Interaksi kejiwaan dalam kalangan penduduk kampung Jawa, Bayan Baru, Pulau Pinang. (MScBKL) 2014 University, (Internal Examiner)
2. Noor Shafinaz Binti Noor Razawan Keterangkuman Sosial Orang Kurang Upaya di Kawasan Bandar di Pulau Pinang. (MScBKL) University (Internal Examiner) 2014
3. Nur Fariha bt. Abdullah. Ke Arah Bandar dan Komuniti Lestari: Persepsi Penduduk Belia Bandar Terhadap Penyediaan Kemudahan Ruang Awam Sukan dan Rekreasi di Kawasan Majlis Perbandaran Pulau Pinang. 2010. (MScBKL) University (Internal Examiner)
4. Sofia Haminah Binti Mohd Som, Pengaruh Iklan Kosmetik Terhadap Kelestarian Psikologi Wanita Bandar di Pulau Pinang (2016) (MSc BKL), University (Internal Examiner)
5. Siti Nur Fatimah Binti Abdul Ranai, Thesis Entitled: Kesesuaian Penyediaan Fasiliti dan Kesejahteraan Warga Tua di Pusat Jagaan Orang Tua di Pulau Pinang (2018) (MSc BKL), University (Internal Examiner)
6. Nur Aishah Binti Norodin, Interaksi Sosial dalam Kalangan Belia B40: Kes di Kawasan Program Perumahan Rakyat, George Town, Pulau Pinang (2020) (MSc BKL), University (Internal Examiner)
7. Melvin Gansi Anak Lukas, Pengetahuan Kemiskinan dan Budaya Kemiskinan Masyarakat Iban yang Bermigrasi ke Lorong Chawan, Kuching(2020) (MSc BKL), University (Internal Examiner)
8. Huang Hongyan, Consumers' Awareness and Behaviour on E-waste Recycling in Shanghai, China. (2021) (MSc BKL), University (Internal Examiner)
9. Nurdina Binti Muhammad, Kesediaan Komuniti dalam Inisiatif Pengangkutan Bandar ke arah Pelaksanaan Bandar Rendah Karbon di Bandaraya Ipoh (2022) (MSc BKL), University (Internal Examiner)
10. Lim Lay Im, Exploring the Resilience of Night Markets Vendors in the Face of Socioeconomic Changes Amidst Post-Covid 19 Socio-economic Recovery in Pulau Pinang (2023) (MSc BKL), University (Internal Examiner)
11. Xue Zhongjun, Factors Influencing the Willingness of Local Migrant Workers to Recycle e-waste in Shanghai, China (2023) (MSc BKL), University (Internal Examiner)

Internal Examiner (MA by Research)

1. Azilah Binti Mohamad Nor Difusi Ruangan, Infrastruktur Komuniti dan Sokongan Sosial dalam Pengukuhan Budaya Transeksualisme di Kalangan Pelajar Lelaki Universiti Tempatan: Kajian kes di Universiti Sains Malaysia dan Universiti Utara Malaysia. (2011) MA (by Research), University (Internal Examiner)
2. Nor Norhaziliyana bt. Hanafi, Peranan Aktiviti Penyelidikan, Pembangunan dan Pengkomersilan di Universiti Sains Malaysia Terhadap Pengetahuan dan Inovasi dalam pembangunan Bandar (MA by Research) University (Internal Examiner) 2011
3. Ravani a/p Latchumanan, Thesis Entitled: Tingkah Laku Perjalanan Ulang Alik Jarak Jauh dan Kesejahteraan Hidup dalam kalangan Pekerja Universiti Sains Malaysia, Pulau Pinang, (2016) MA, University (Internal Examiner)
4. Abdul Aziz Marzuki, Thesis Entitled: Sokongan Komuniti terhadap Warga Emas: Kajian Kes di Daerah Kinta, Perak (2023) MA, University (Internal Examiner)

Internal Examiner (PhD)

1. Tan Sue Ean, Thesis Entitled: Japanese Foreign Direct Investment (FDI) in Electronic (E&E) Manufacturing Sector in Malaysia: The Significant Changes and Development (2010) PhD, University (Internal Examiner)
2. Abdul Manaf b. Bohari, Thesis Entitled: Developing a Spatial Model of Customer Lifetime Value using Geographical Information Systems Approach to Enhance the Capability of Prospecting "Free Customer" Profitability (2012) PhD, University (Internal Examiner)
3. Colonus Atang, Thesis Entitled: Perubahan Alternatif di Pulau Pinang, Unsur-unsur Sosiobudaya dalam Geografi Kesihatan: Satu Kajian Tingkahlaku Menghadapi Kanser dalam Kalangan Orang Melayu di Pulau Pinang dan Kedah (2013) PhD, University (Internal Examiner)
4. Aini Khairiah Binti Samani, Thesis Entitled: Budaya Kemiskinan dalam Kalangan Masyarakat Melayu di Mukim Sri Medan, Batu Pahat, Johor (2017) PhD, University (Internal Examiner)
5. Muhammad Ferdhaus Bin Sazali, Thesis Entitled: Konflik Ruang Awam di Tapak Warisan George Town, Pulau Pinang (2017) PhD, University (Internal Examiner)
6. Nur Rafidah Asyikin Binti Idris, Thesis Entitled: Peranan IPT Berteraskan Islam terhadap Pembangunan Wilayah-Bandar di Malaysia (2018) PhD, University (Internal Examiner)
7. Norizan Norizan Binti Musa, Thesis Entitled: Kemampuan Melakukan Haji dan Umrah serta Kesannya kepada Kesejahteraan Warga Tua Melayu Kelantan (2018) PhD, University (Internal Examiner)
8. Norliza Binti Abd Rahman, Thesis Entitled: Penentu Pelaburan Langsung Asing dan Pengaruh terhadap Taburan Ruangan di Semenanjung Malaysia (2021) PhD, University (Internal Examiner)
9. Norhayati Binti. Mat Ghani, Thesis Entitled: Media Sosial dan Pengalaman Jenayah Siber di kalangan Wanita Muda di Pulau Pinang (2020) PhD, University (Internal Examiner)
10. Mohd Azmeer Bin Abu Bakar, Thesis Entitled: Faktor-faktor yang Mempengaruhi Penggunaan Sumber Semulajadi dalam kalangan Isi Rumah Miskin Luar Bandar (2020) PhD, University (Internal Examiner)
11. Piratheepa Vipulan, Thesis Entitled: Challenges Towards the Ecotourism Development in Jaffna District, Sri Lanka (2021) PhD, University (Internal Examiner)
12. Jiao Yijuan, Thesis Entitled: Factors Influencing the Roles of Environmental NGOs in the Bargaining of Px and Water Issues in Yunnan, China (2022) PhD, University (Internal Examiner)
13. Bemen Wong Win Keong, Thesis Entitled Migran Indonesia dan Pusat Pembelajaran Komuniti di Ladang Kelapa Sawit Sarawak, Malaysia (2022) PhD, University (Internal Examiner)
14. Lim Chee Ann, Thesis Entitled: Pembentukan Indeks Daya Saing bagi Negeri-negeri di Malaysia (2020) PhD, University (Internal Examiner)
15. Mayure Nasa, Thesis Entitled: Memahami Daya Penggerak Pelancongan tentang Perubahan Guna Tanah dalam Kawasan Peri-Perlindungan oleh Penduduk Setempat (2019) PhD, University (Internal Examiner)

External Examiner

1. Darmeya Binti Hussin, Thesis Entitled: Pelakuan Jenayah Seksual di Kota Kinabalu (2017) MA (by Research), National, (External Examiner)
2. Norcikeyonn Samuni, Thesis Entitled: Penglibatan Komuniti Dalam Pemeraksanaan Bandar Berdaya Huni di Zon Black Spot Jenayah di Sabah, (2021) MA (by Research) National, (External Examiner)

Academic Program Assessor

External Assessor, Academic Program, Bachelor of Education (Geography), Universiti Pendidikan Sultan Idris (UPSI), (Dec 2021-Feb 2022)

External Assessor, Academic Program, Bachelor of Geography, Faculty of Arts and Social Science, University Malaya (Oct 2022 – Nov 2022).

Contribution to external organisation

Coordinator, MoU/MoA USM – Offshore Program, Northeastern University (NEUQ), China, March 2020 – Dec 2026

Media appearance

SUPERVISION

PhD

Graduated PhD:

Muhammad Raini Mat Rahim. Juvenile Crime Among Male and its Social Environment: A Study of Social Geography at the Rehabilitation Centers of Penang (Co-Supervisor) Graduated in 2006.

Thanam Subramaniam. Pertemuan Bandar, Komuniti dan Universiti dalam suatu projek Advokasi Awam: Kajian Kes Projek USM di Wilayah Bandar Pulau Pinang. Main Supervisor. Graduated in 2015.

Daniel Ugih Anak Echoh: Kesan Pelaksanaan Koridor Tenaga Diperbaharui Sarawak Terhadap Komuniti Tempatan: Kajian Kes di Nod. Pertumbuhan Samalaju. (Main Supervisor) Graduated in 2018.

Ong Ke Shin. The Evolution of Rural Tourism Development: A Case Study in Kuala Sepetang, Matang, Perak. (Main Supervisor) Graduating in 2024.

Ongoing PhD:

1. Sofia Haminah Binti Mohd Som (2017) Aksesibiliti Terhadap Perkhidmatan Kesihatan di kalangan Pesakit Kardiovaskular di Pulau Pinang.
2. Muhammad Wafi Bin Ramli (2017) Kesan Penempatan Semula Terhadap Masyarakat Orang Asli Kensiu di Baling, Kedah.
3. Norshabiha Binti Ibrahim (2019) Aplikasi Bandar Pintar dan Penyelesaian Masalah Jenayah di Pulau Pinang.
4. Li Zeyun (2019) An Appraisal of World City Formation and the Role of Intra and Inter City Network: The case of Kuala Lumpur
5. Wu Jingji (2020) Evaluating the Impact of Cultural Tourism on Local Community Resilience: A Case Study of Lijiang Old Town of China

Master

Graduated MA (by Research)

Sa'adiatul Mahfuzah bt. Abu Hassan: Human Resource Development in Kulim Hi-Tech Park, Malaysia (Main supervisor). Graduated in 2016.

Li Zeyun: World City Development in China: A Multifaced Appraisal of Chinese Cities in The Era of Globalization (Main Supervisor). Graduated in 2018.

Graduated MSc (Mixed Mode)

1. Faridah Binti Jafri 2012: The Effectiveness of Ferry Transportation in Penang: Towards Sustainable Development
2. Norhusna Binti Mashudi, 2016: Penilaian Kualiti Perkhidmatan Transit Aliran Ringan ke Arah Kelestarian Bandaraya Kuala Lumpur
3. Muhammad Wafi Bin Ramli, 2016: Peminggiran Sosial Golongan Gelandangan di George Town, Pulau Pinang
4. Siti Fathah Binti Mohamad Zin, 2016: Keberkesanan Sistem Sekuriti dan Keselamatan Komuniti Berpagar di Pulau Pinang
5. Syed Ahmad Ridzuan Bin Syed Zainol Abidin, 2017: Gaya Hidup Komuniti Bandar ke arah Bandar Sihat: Analisis Kepentingan Kemudahan dan Aktiviti Sukan Terhadap Kualiti Kesihatan Hidup Komuniti Bandar Geogre Town, Pulau Pinang
6. Abdul Rahim Bin Che Dollah, 2018: Perkhidmatan Rel dan Pengangkutan Awam di Sungai Petani, Kedah
7. Tan Lai Soon, 2018. Kesedaran Orang Awam terhadap Penggunaan Pengangkutan Hijau di George Town, Pulau Pinang
8. Nur Wahidah Binti Taha, 2018. Sistem Perkongsian Basikal: Kajian Kes di Geogre Town.
9. Anis Solehin Binti Hussein@Othman, 2018. Kepenggunaan Makanan Jalanan: Ke Arah Pelestarian dan Penjenamaan Bandar Raya George Town.
10. Nurul Amni Binti Azizan, 2019. Peranan Seni Jalanan terhadap Kelestarian Sosio-Budaya di George Town.
11. Jeevamani a/p Kannan, 2019. Pembelian Produk Konsumer Atas Talian dan Kesannya Terhadap Pengguna di Pulau Pinang.
12. Muhammad Shaiful Azmi Bin Abdul Rahman, 2019: Penilaian Keperluan dan Tahap Perkhidmatan Laluan Pejalan Kaki di Pusat Bandaraya Alor Setar
13. Naquiddin Bin Mohd Sahar, 2020: Mobiliti, Halangan Sosio-Persekitaran dan Keterangkuman Sosial: Suatu Kajian ke Atas Pejalan Kaki yang Bermasalah Penglihatan
14. Norul Hyda Binti Osman 2020: Stress Pekerjaan dan Impaknya ke atas kualiti hidup para pekerja restoran makanan segera di Pulau Pinang

15. Nur Qurratu Aini Binti Mohd Zubaidi 2020: Pengaruh Penggunaan Peranti “Vape” dalam kalangan Murid Sekolah: Perbandingan antara Sekolah di Pantai Timur dan Pantai Barat Semenanjung Malaysia
16. Yan Wencen 2021: Factors Influencing Consumers’ Purchase Intention of New Energy Vehicle in Beijing, China
17. Liu Jinxin, 2023: Impact of COVID-19 on Public Transportation Usage & Travel Behaviour: A Case Study of Guangzhou City
18. Noor Azrina Binti Mohd Gaminan, 2024. The Concept and Challenges of Affordable Housing from the Perspectives of the Urban Poor in Timur Laut District, Penang.

Ongoing MA (by Research):

Huang Jiaxiong: Factors Affecting the Development of Shenzhen as a Global City in Innovation and R & D Activities (Main Supervisor).

Tariq Ibrahim Taleb Alabdallah, Development of Archaeological Sites as Sustainable Heritage Tourism Destination: A case study of Ajloun city, Jordan (Main Supervisor)

TEACHING

Master

- HGM 511 – Sustainable Cities and Communities
- HGM 512 – Communities in Urban Management
- HGG 511 – Selected Topics in Sustainable Cities and Communities
- HGP 591 – Dissertation

Bachelor

- HGM 101 Human Geography
- HGM 238 Economy and Space
- HGG 355 Regional and Local Analysis
- HGM 345 Globalisation, Cities and Advance Services Sector
- HGW 372E Geography of ASEAN and Asia Pacific
- HGM 346 Global Production Chain, Location and Organisation of Industrial Activities
- HGT 342 Research Methodology and Field Work
- HGP 309 Geography Project
- HGM 430 Geography of Thought

SOCIAL RESPONSIBILITY ACTIVITIES

EMCEE for International Workshop on Issues in Peri-Urban Regions and Ways Towards Sustainable Peri-Urban Futures, USM 9 May, 2011

Opening Ceremony of Mother’s Day Celebration in Kuala Kangsar, Perak (jointly organized by LPPKN & Persatuan Agama Islam Kuala Kangsar, Perak), 2014

