



INSTITUTE OF MARKETING MALAYSIA

PROF. SAMSINAR MD. SIDIN



Council Member of Institute of Marketing Malaysia (IMM)

PROFESSOR DR. SAMSINAR MD. SIDIN graduated with Bachelor of Business Administration (BBA) from Western Michigan University, Master of Business Administration (MBA) and Doctor of Philosophy (PhD) in Business Administration from University of Arkansas, USA. She graduated with honours (Cum Laude) and was the recipient of the Wall Street Journal Award for Best Student in Economics. She also graduated in the top five and was nominated to represent University of Arkansas for the George Hay Brown Award for excellence in Marketing at graduate level in her MBA program.

Professor Samsinar has been with University Putra Malaysia (UPM) since 1984. During this period, she has been actively involved in teaching, research and administration. She has extensive teaching experience in Marketing and Management at undergraduate and graduate levels. She was appointed as Deputy Dean (Academics and Student Affairs) Faculty of Economics and Management in 2004, and was later appointed Director of Corporate Planning Division for UPM in January 2007. Her appointment as Dean, Graduate School of Management (GSM), UPM (2008-2009) saw her leading the GSM team for a very important and challenging task of getting GSM to greater heights. GSM has been accorded the status of Malaysia Top Business School (MTSB).

Professor Samsinar is an active and productive researcher. She has successfully completed more than twenty five (25) research projects to date and is currently leading several research projects. Her reputation as a resource person in consumer behaviour has also been recognized internationally. She was appointed the Track Chairs in the International Conferences and as a panelist in sessions discussing consumer behaviour at national and international workshops and conferences. To-date she has presented her research findings at more than eighty (80) major national, regional and international conferences.

Professor Samsinar has also established good networking with Marketing and Management academicians in Malaysia. As for her contributions to the Marketing discipline and the society at large, Professor Samsinar has associated herself with the Malaysian Association of Consumer and Family Economics (MACFEA) and Institute of Marketing Management (IMM). She is also the Exco member for Asian Academy of Management, and a member of the Editorial Board for PERTANIKKA Social Sciences and the Malaysian Journal of Consumer and Family Economics. She has been engaged as a Trainer for several major organizations in Malaysia and has also shared her knowledge and experience in consulting projects.