

# SITI YULIANDI AHMAD



- KULLIYAH OF LANGUAGES AND MANAGEMENT
- IIUM Pagoh Campus
- Email address: [sityuliandi@iium.edu.my](mailto:sityuliandi@iium.edu.my)

## ACADEMIC QUALIFICATION

- Doctor of Philosophy in Consumer Science (Personal Finance)
- Bachelor of Consumer Studies (Personal Finance)
- Diploma of Marketing

## TEACHING RESPONSIBILITIES

ANALISIS DATA DAN INTERPRETASI	2017/2018 2018/2019 2019/2020 2020/2021
BASIC COUNSELING SKILLS 1	2017/2018
BASIC COUNSELING SKILLS 2	2017/2018
DATA ANALYSIS AND INTERPRETATION	2017/2018 2018/2019
FINAL YEAR PROJECT	2017/2018 2018/2019 2019/2020 2020/2021
INTERNSHIP	2016/2017
INTERNSHIP 1	2016/2017 2017/2018 2018/2019 2019/2020
INTERNSHIP 2	2016/2017 2017/2018 2018/2019 2019/2020 2020/2021
INTRODUCTION TO BUSINESS AND FINANCE	2017/2018 2018/2019 2019/2020
INTRODUCTION TO ECONOMIC	2017/2018 2018/2019 2019/2020 2020/2021
RESEARCH METHOD IN TOURISM AND HOSPITALITY	2020/2021
RESEARCH METHODOLOGY	2017/2018
SUSTAINABLE DEVELOPMENT: ISSUES, POLICIES AND PRACTICES	2020/2021

## RESEARCH PROJECTS

In Progress

**2017 - Present** Consumer ethnocentrism and consumer animosity: testing of reconceptualized measurement scales in Malaysia

**2017 - Present** Financial security of single mothers in Malaysia

## PUBLICATIONS

### Article

- 2018** [The mediation effect of self-coping mechanism between financial strains and financial security of single mothers in Malaysia.](#) Malaysian Journal of Consumer and Family Economics , 21 (2018) pp.103-123
- 2018** [Self-coping mechanism of single mothers to achieve financial security in life.](#) International Journal for Studies on Children, Women, Elderly And Disabled, , 3 pp.91-102
- 2017** [Factors predicting financial security of female-headed households.](#) Journal of Emerging Economies and Islamic Research , 5 (1) pp.17-30
- 2016** [Mediating effect of self-coping mechanisms on associations between financial practices and financial security of female-headed households.](#) Malaysian Journal of Consumer and Family Economics , 19 pp.143-160

### Conference or Workshop Item

### Book

- 2017** [Financial security of single mothers in Malaysia.](#) IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-526-8

### Book Section