

## CURRICULUM VITAE



1. Name: Associate Professor Dr. Norsida Man
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3. Work Address: Department of Agribusiness and Bioresource Economics,  
Faculty of Agriculture, Universiti Putra Malaysia (UPM)  
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4. Academic Qualifications: Ph.D Agricultural Economics and Management (Japan) 2003
5. Brief Career History: Shipping Officer at Hitachi Transport System (M) Sdn. Bhd. (1994-1996); Research Assistant at Kagoshima University, Japan (1996-1997); Graduate Assistant at Kagoshima University, Japan (1997-2003), Tutor at UKM (1999-2000), Tutor at UPM (2000-2003), Associated Researcher at Institute of Agricultural and Food Policy Studies (IKDPM) UPM (2006-present), Associated Researcher at Institute for Community and Peace Studies (PEKKA) UPM (2003-2010), Vice Director of Centre for Extension, Entrepreneurship and Professional Advancement (APEEC) UPM (2005-2011), Head of Farm Families Development Laboratory Institute for Agricultural Extension (IAE) UPM (2005-2006), Lecturer at Department of Agribusiness and Bioresource Economics, Faculty of Agriculture UPM (2003-present), Associated Researcher at Institute for Social Science Study (IPSAS) UPM (2011-present), Head Department of Agriculture Technology, Faculty of Agriculture UPM (2012-present)
6. Field(s) of Specialization: Agriculture Extension, Agribusiness and Agriculture Economics and Management
7. Current Research Areas/Topics:
  - 1) Adaptation toward Climate Change Impact, Off farm Employment, Rural Development, Custom Farming, Agriculture Development
  - 2) Postharvest Practices, Value Chain Management, Traceability of Agriculture Produce, Contract Farming, Farm Management Practices

- 3) Competencies of Extension Officers, Evaluation of Extension Program, Agriculture Technology Transfer and Adoption, Leadership of Rural Farmers, ICTs in Agriculture Extension

8. Number of Postgraduate Students Supervised:

<b>Programme</b>	<b>Status</b>	<b>Main Supervisor</b>	<b>Co-Supervisor</b>
PhD	Graduated	0	1
	Ongoing	10	2
Masters	Graduated	14	6
	Ongoing	10	3

9. Achievements/Awards:- (Tulis jika ada)

10. Number of Publications

<b>Publication</b>	<b>Quantity</b>
Journal	68
Book	2
Chapter in Book	3

11. List 10 Significant **Journal Publications**:

1. Man, N., Sahharudin, N., Abu Samah, A. & Azril Mohamed Shaffril, H. (2017). Factors affecting Local Leaders' Perception on the adaptation Ability of Malaysian Small Scale Fishermen towards Climate Change. *International Journal of Academic Research In Business And Social Sciences*, 7(4), 518-526. <http://dx.doi.org/10.6007/IJARBSS/v7-i4/2825>
2. Man, N., Kadhim, Z., Latif, I. & Seng, K. (2017). The Role and Importance of the Transactions Costs Theory in Agricultural Contracting Area: an Appraisal of Selected Empirical Studies. *IOSR Journal of Business And Management*, 19(01), 79-89. <http://dx.doi.org/10.9790/487x-1901057989>
3. Saufe, N. & Man, N. (2017). Social Adaptation Level towards Unstable Rubber Price among Malaysian Rubber Smallholders. *IOSR Journal of Agriculture And Veterinary Science*, 10(2), 29-32. <http://dx.doi.org/10.9790/2380-1002022932>
4. Jaji, K., Man, N. & Mohd Naw, N. (2017). Factor Affecting Pineapple Market Supply in Johor, Malaysia. *International Food Research Journal*, Volume 27, 2016 (Accepted).
5. Saleh, J., Man, N., Garba, M., Al-Lahibi, Z. & Jasim, M. (2017). Analyses of Training Needs to Improve Job Performance Using Model Borich Need Assessment with Theory of Self-Efficacy. *Asian Research Journal of Agriculture*, 3(3), 1-16. <http://dx.doi.org/10.9734/arja/2017/30708>

6. Saleh, J., & Man, N. (2017). Training Requirements of Agricultural Extension Officers Using Borich Needs Assessment Model. *Journal of Agricultural & Food Information*, 18(2), 110-122. <http://dx.doi.org/10.1080/10496505.2017.1281748>
7. Saleh, J. M., & Man, N. (2017). Training Requirements of Agricultural Extension Officers Using Borich Needs Assessment Model. *Journal of Agricultural & Food Information*, 18(2), 110-122. doi:10.1080/10496505.2017.1281748
8. Ali, M. & Man, N. (2017). Reaching the Millions: Accelerating Agricultural Extension Services Through Information and Communication Technologies (ICTS). *World Applied Sciences Journal*, 35(3), 352-355. <http://dx.doi.org/10.5829/idosi.wasj.2017.352.355>
9. Masso, W. Y. and Man, N. (2016). Perceptions Level of Rural Leaders toward Implementation of Agricultural Technologies in Malaysia Paddy Farming. *Journal of Engineering and Applied Sciences*, 11(3), 482-487
10. Masso, W. Y. and Man, N. (2016). Identify the Knowledge Level of Rural Leaders towards Paddy Farming Technologies in Muda Agriculture Development Authority (MADA). *Indian Journal of Science and Technology*, 9(15), 1-7.
11. Masso, W. Y., and Man, N. (2016). Maturity Level of Rural Leaders in Selected Paddy Farming Technologies in Muda Agriculture Development Authority (MADA) Malaysia. *Asian Social Science*, 12(7), 10-16.
12. Masso, W. Y., Man, N., & Mohd Nawi, N. (2016). Skill Level of Rural Leaders towards some Agricultural Technologies in Muda Agriculture Development Authority (MADA-Malaysia). *Mediterranean Journal of Social Sciences*, 7(4), 716-721. <http://dx.doi.org/10.5901/mjss.2016.v7n4p716>
13. Masso, W. Y. & Man, N. (2016). Identify the Knowledge Level of Rural Leaders towards Paddy Farming Technologies in Muda Agriculture Development Authority (MADA-MALAYSIA). *Indian Journal of Science And Technology*, 9(15), 1-8. <http://dx.doi.org/10.17485/ijst/2016/v9i15/86726>
14. Nazuri, N. & Man, N. (2016). Acceptance and Practices on New Paddy Seed Variety Among Farmers in MADA Granary Area. *Academic Journal of Interdisciplinary Studies*, 5(2), 105-110. <http://dx.doi.org/10.5901/ajis.2016.v5n2p105>
15. Mohammed S, J., Man, N., Lafta, A., Saleh, M., Hassan, S., Moha Nawi, N. & Kshash, B. (2016). A Review: Training Requirement of Agriculture Extension Officers in Iraq. *Asian Journal of Applied Sciences*, 9(2), 34-40. <http://dx.doi.org/10.3923/ajaps.2016.34.40>
16. Lefta, A., Man, N. & Saleh, J. (2016). A Need for Investigating Organization Climate and Its Impact on the Performance. *European Journal of Business Management*, 8(3), 136-142
17. Lefta, A., Saleh, J. & Man, N. (2016). Adult Learning and Lifelong and their Socio-Economic Contribution. *Journal of Information and Knowledge Management*, 6(1), 113-118
18. Man, N., Saleh, J., Hassan, S., Zidane, F., Nawi, N. & Umar, S. (2016). Training Needs of Agricultural Extension Agents Using Borich Needs Assessment Model. *Asian Journal of Agricultural Extension, Economics & Sociology*, 13(1), 1-19. <http://dx.doi.org/10.9734/ajaees/2016/28892>

19. Man, N., Kadhim, Z., Latif, I., & Seng, K. (2016). Transactions Costs Analysis of Agricultural Machinery Hiring Decision in Iraq. *Management Science and Engineering*, 10(4), 75-86.
20. Yusoff, M., Man, N. & Nawi, N. (2016). Exploring Critical Success Factors for Stakeholder Management in Small Ruminan Farming. *Journal of Advanced Agricultural Technologies*, 3(4), 239-246.