



CURRICULUM VITAE

PERSONAL DETAIL

Name	Neda Tiraieyari
Designation	Research Fellow
Institute	Institute for Social Science Studies
University	University Putra Malaysia
Nationality	Iranian
Tel. No. (Office)	+63-89471866
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Appointment status	Contract

ACADEMIC QUALIFICATION

(Qualification), (Discipline), (Institution), (Year), (Department)

Doctor of Philosophy (PhD), Extension Education. University Putra Malaysia, Malaysia, 2009,

Department of Professional Development and Continuing Education.

Dissertation Title: Relationships between Extension Workers' Competencies and Job Performance in Implementing the Good Agricultural Practices Program in Malaysia.

Coursework emphases: Principles of Adult Education, Statistics for Social Sciences, Research Method, Community Resource Development, Qualitative Research Method, Multivariate Statistics for Social Science, Adult Learning, Advance Qualitative Research Method, Analysis and Interpretation of Data. Cumulative Credits= 30

Master of Science (MSc), Agricultural Engineering, Agricultural Extension Education, Tarbiat

Moddaress University, Iran, 2002.

Thesis Title: Exploring the Effect of Personality Factors on Adoption of Crop Insurance among Farmers in Khuzestan Province of Iran.

Bachelor of Science (BSc) (Honors), Agricultural Engineering, Department of Agricultural Extension

Education. Shiraz University, Iran, 1998.

CAREER HISTORY

(Post), (Organization), (Period), (Role)

- 1) Senior Research Fellow, Institute for Social Science Studies (IPSAS), University Putra Malaysia, 01/06/2017 -present, conducts researches including grant writing proposal, survey design, data analysis, and publication of results. Supervises of post graduate students, establishes international linkage with universities and institutions for the purpose of collaboration in research.
- 2) Research Fellow, Institute for Social Science Studies (IPSAS), University Putra Malaysia, 04/06/2015 until 04/06/2017 (2 years), conducted researches including

leading research projects, grant writing proposal, survey design, data collection, data analysis, publication of results.

- 3) Post Doctorate, Institute for Social Science Studies (IPSAS), University Putra Malaysia, 01/03/2010 until 28/02/2015 (5 years), conducted researches including grant writing proposal, survey design, data collection, data analysis, publication of results.

AREAS OF EXPERTISE

(Main),(Sub),(Area)

AGRICULTURAL SCIENCES, Agriculture Extension Education, Participative Technology Transfer, Agri-Tourism, Sustainable Agriculture, Organic Farming, Urban Agriculture, Plant Factory.

SOCIAL SCIENCES, Human Resource Development (HRD), Youth Studies, Leadership and Citizenships Development, Work Performance, Competency, Volunteerism.

STATISTIC, SPSS, Structural Equation Modeling (SEM), AMOS and PLS

RESEARCH CONDUCTED

(Project title), (Role), (Period), (Source), (Level).

- 1) Social-Economic Impact of Agri-Tourism Activities on Desa Wawasan Nelayan Community in Peninsular Malaysia. **Member**, 2010-2013, RUGS. Fund: RM125.000
- 2) Mediating Effect of Intention towards Transfer of Sustainable Agriculture Practices between Selected Variable and Transfer of Sustainable Agricultural Practices. **Member**, 2011-2013, RUGS. Fund: RM 80.000.
- 3) Developing Happiness Index for UPM Staff. **Member**, 2013-2014, Fund: RM 80.000.

- 4) Development of Rural Malay Herbal Entrepreneurship in Malaysia. **Member.** Fund RM 15,000
- 5) Factors Predicting Participation of Youth Volunteers in Malaysian Urban Agriculture Program. **Principle Investigator** , 2015-2017, Putra Fund, Fund: RM 82.400
- 6) Exploring Y Generation Disengagement in Agriculture Industry, **Principle Investigator**, 2018-2020, Geran Putra Berimpak, Fund: RM78.000.
- 7) Challenges Identification and Strategies Development in Enhancing Internationalization Policies of Higher Education in Malaysia, **Member**, 2018-2020, Geran Putra, Fund: RM50.000

TEACHING EXPERINCE

(Title), (Organization) (Department) (Period), (role), (level)

1. Statistic for Social Science Studies (DCE 5950), University Putra Malaysia, Faculty of education, Department of Professional Development and Continuing Education, September 2012- Jan 2013, Teaching assistance, postgraduate.
2. Research Methodology (DCE 5900), University Putra Malaysia, Faculty of education, Department of Professional Development and Continuing Education. November 2015, teaching assistance, postgraduate.

PUBLICATIONS

(Academic Journal) Peer Reviewed Journal Publications

2018

- 1) **Tiraieyari, N.**, Steven Eric Krauss (2018). Predicting Youth Participation in Urban Agriculture in Malaysia: Insights from the Theory of Planned Behavior and the Functional Approach to Volunteer Motivation. *Agriculture and human value*. <https://doi.org/10.1007/s10460-018-9854-8>. (IF: 2.33).
- 2) **Tiraieyari, N.**, Robert M. Ricard, and Gary N. Mclean (2018). Recruitment strategies for urban agriculture volunteers in Malaysia: multiple moderation of cognition-intention relationships. *Journal of Urban Forestry and Urban Greening*. Under Review.(IF:2.70)
- 3) **Tiraieyari, N.**, Roya Karami, and Robert M. Ricard (2018). Direct and Indirect Influences on Implementation of Community Urban Agriculture in Iran: Insight from Agricultural Professional. (Copy editing process)
- 4) **Tiraieyari, N.** Gary N. Mclean, Steven Eric Krauss, and Ismi Arif Ismail (2018). Analyses of Perceptions of Agricultural Occupations among University Students in Malaysia (Copy editing process)

2017

- 5) **Tiraieyari, N.**, Gary Mclean (2017). Predictors of University Students' Intention to Participate Voluntarily in an Urban Agriculture Program. *The International Journal of Interdisciplinary Environmental Studies*, 12 (2): 21-33. (CIJ) Scopus.
- 6) **Tiraieyari, N.**, Steven Eric Krauss and Ismi Arif Ismaili (2017). Students' Intention to Participate in Urban Agriculture Program in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 7 (8):659-664.

2016

- 7) Mahazan Muhammad, Azimi Hamzah, Sulaiman Md. Yassin, Bahaman Abu Samah, **Tiraieyari, N.**, Jeffrey Lawrence D`Silva and Hayrol Azril Mohamed Shaffril (2016) Environmental Issues of Agro-Tourism: The Views of Coastal Community in Malaysia. *The Social Sciences*, 11(3): 192-195. (CIJ) Scopus.

2015

- 8) **Tiraieyari, N.**, and Azimi Hamzah (2015) Predictors of Youth Voluntary Participation in Urban Agriculture Program in Malaysia: A Review. *Modern Applied Science*, 9(1): 1-11. (CIJ) Scopus.
- 9) Jamaliah Abdul Hamid.,**Tiraieyari N.**and Jeffrey Lawrance D'Silva (2015) Discovering Motives in Employability Orientation of Undergraduates In Public Universities in Malaysia. *International Business Management*, 9(6):1500-1507 (CIJ) Scopus.
- 10) **Tiraieyari N.** and Jamaliah Abdul Hamid (2015). Is Employability Orientation More Enhanced by Career Self- Efficacy or Leadership Attribute? *Modern Applied Science*. 9 (8):57-63.
- 11) Mohamed Shaffril, H. A., Hamzah, A., Md. Yassin, S., Abu Samah, B., D'Silva, J. L., **Tiraieyari, N.**, & Muhammad, M. (2015). The coastal community perception on the socio-economic impacts of agro-tourism activities in coastal villages in Malaysia. *Asia Pacific journal of tourism research*, 20(3), 295-313. (IF=0.57).

2014

- 12) **Tiraieyari, N.**, Azimi Hamzah, and Bahaman Abu Samah (2014). Sustainable Agriculture and Organic Farming in Malaysia; Organic Farmers Challenges towards Adoption. *Asian Social Science*, 10 (4):1-7 (CIJ) Scopus.
- 13) **Tiraieyari, N.**, Azimi Hamzah, Bahaman Abu Samah. (2014). Extension Agents and Sustainable Cocoa Farming: A Case Study of Extension Agents in Sabah State, Malaysia. *Modern Applied Sciences*, 8(6):210-218 (CIJ) Scopus.

2013

- 14) **Tiraieyari, N.**, Azimi Hamzah, Bahaman Abu Samah and Uli, J. (2013). Attitudes of Malaysian Extension Workers towards Sustainable Agricultural Practices. *American Journal of Environmental Science*, 9: 33-37. (CIJ) Scopus.
- 15) **Tiraieyari, N.**, Jamaliah Abdul Hamid, Zoharah Omar, Wahiza Wahat, Jamilah Othman, and Jeffrey De Silva. (2013). Is Leadership Motivation Affected by Career Orientation? A Case study of Malaysian Youth in Public Universities. *Asian Social Science*, 10(2):1-9 (CIJ) Scopus.
- 16) **Tiraieyari, N.**, Azimi Hamzah, Bahaman Abu Samah and Uli, J. (2013). Knowledge and Perceptions of Malaysian Extension Workers on Sustainable Agricultural Concepts. *American Journal of Environmental Science*, 9 (1): 45-50. (CIJ) Scopus.

- 17) **Tiraieyari, N.**, Azimi Hamzah, Bahaman Abu Samah and Uli, J. (2013). The Importance of the Philosophy, Attitude, Perception, and Knowledge of Extension Workers in Transferring Sustainable Agricultural Practices to Malaysian Farmers. *Asian Social Science*, 9(15): 289-194. (CIJ) Scopus

2012

- 18) Uli, J., **Tiraieyari, N.**, Kathiraveloo, T., Othman, J., Samah, B., Hassan. S., and Shaffril, H. (2012). The role of physical and financial, social, human and natural capitals in explaining work performance of employees in Malaysian public sector. *African Journal of Business Management* 6(10): 3613-3622. (CIJ) Scopus.
- 19) **Tiraieyari, N.**, and Hamzah, A. (2012). Agri-tourism: Potential Opportunities for Farmers and Local Communities in Malaysia. *African Journal of Agricultural Research*. 6(31): 4357-4361. (CIJ) Scopus.
- 20) Hamzah. A., Yassin. S., Bahaman Abu Samah., Lawrance Dsilva. J., **Tiraieyari. N.**, Shaffril H and Uli. J. (2012). Social – Economic Impact Potential of Agro Tourism Activities on Desa Wawasan Nelayan Community Living in Peninsular Malaysia. *African Journal of Agricultural Research*, 7(32): 4581-4588. (CIJ) Scopus.
- 21) Muhammad M., Hamzah. A., Shaffril H., Lawrance Dsilva. J., Yassin. S., Bahaman Abu Samah and **Tiraieyari. N.** (2012). Involvement of Agro Tourism Activities among Fishermen Community in Two Selected Desa Wawasan Nelayan Villages in Malaysia. *Asian Social Science*; 8 (13): 239-243. (CIJ) Scopus.
- 22) Muhammad M., Hamzah. A., Yassin. S., Bahaman Abu Samah., **Tiraieyari. N.**, Lawrance Dsilva. J., Shaffril H. (2012). The Socio- Economic Impact of Agro-Tourism Activity on Fishing Communities in Malaysia. *International Business Management* 6(6):660-664. (CIJ) Scopus.

2011

- 23) **Tiraieyari, N.** and Uli. J. (2011). The Moderating role of Age Groups on the Relationship between Social Competencies and Work Performance. *African Journal of Agricultural Research*. 6(16): 3660-3664.
- 24) **Tiraieyari, N.** and Uli. J. (2011). Moderating Effects of Employee Gender and Organizational Tenure in Competency-Performance Relationships. *African Journal of Business Management*, 5(33): 12898-12903.
- 25) Uli, J., **Tiraieyari, N.**, Kathiraveloo, T., Othman. J., Abu Samah, B., Salleh. H & Shaffril. H. (2011). The role of Physical and financial, Social, human and natural capitals in explaining work Performance of employees in Malaysian public sector. *African Journal of Business Management*, 6(10): 3613-3622.

- 26) **Tiraieyari, N.**, Idris, K. H., Hamzah, A. and Uli, J. (2011). Relationships between Human Development Competency and Work Performance. *Australian journal of basic and applied science*, 5(5): 1356-1363. (CIJ) Scopus.
- 27) **Tiraieyari, N.** and Uli, J. (2011). Sustainable Agriculture in Malaysia: Implication for Extension Workers. *Journal of American Science*, 7(8): 179-182. (CIJ) Scopus
- 28) Uli, J., **Tiraieyari, N.** Kathiraveloo,T., Othman,J., Abu Samah, B., Hassan, S. and Shaffril. H. (2011). Factors Explaining Variation of Quality of Life among Employees in the Malaysian Public Sector. *Australian Journal of Basic and Applied Sciences*, 5(12): 3255-3263. (CIJ) Scopus

2010

- 29) **Tiraieyari, N.**, Idris, K.H., Hamzah, A. and Uli.J. (2010). Importance of Program Development Competencies for Agricultural Extension Agents' Performance in Process of Technology Transfer. *American Journal of Agricultural and Biological Science*. 5(3):376-379. (CIJ) (Scopus).
- 30) **Tiraieyari, N.**, Idris, K.H., Hamzah, A. and Uli.J. (2010). Competencies Influencing Extension Workers' Job Performance in Relation to Good Agricultural Practices in Malaysia. *American Journal of Applied Science*. 7 (10): 1379-1386. (CIJ) (Scopus).
- 31) **Tiraieyari, N.**, Idris, K.H., Hamzah, A. and Uli. J. (2010). Teaching Method Competencies Used in Transferring the Good Agricultural Practices to Malaysian Farmers. *Australian journal of basic and applied science*. 4(10): 5379-5387. (CIJ) (Scopus).

2009

- 32) **Tiraieyari, N.**, Idris, K.H., Hamzah, A. and Uli.J. (2009). Relationship between Technical Competency and Extensionists' job Performance. *Research Journal of Agriculture and Biological Sciences*, 5(4), 533-540. (Indexed in EBSCO HOST, Ulrich's Periodicals Directory, CABI, Journal Seek, openj-gate, DOAJ).
- 33) **Tiraieyari, N.** (2009). The Importance of Cultural Competency for Agricultural Extension Worker in Malaysia. *The Journal of International Social Research*, 2 (8), 411-421.

NON-PEER REVIEWED JOURNAL PUBLICATIONS

2004

- 34) **Tiraieyari, N.** (2004). Factors Affecting Practice of Innovativeness with Regard to Admitting Plan for Insuring Agricultural Products by Agricultural Producers in Khozestan Province. *Iranian Scientific and Research Quarterly Journal*. 1(3):123-129. (Persian language).
- 35) **Tiraieyari, N.** (2004). Harmony factors on innovation adoption curve of Rogers and Shomaker in khouzestan province, Iran. *Scientific Research Quarterly Journal*, 2(3): 110-118. (Persian language).

2001

- 36) **Tiraieyari, N.** (2001). Improving Access of Agricultural Women to Extension Services. *Magazine of Zeitun*, Tehran, Iran. (Persian language).

PUBLICATION

Chapters in Book

(Authors), (Year), (Title of Chapter), (Title of Book), (Publisher)

2018

- 1) **Tiraieyari, N.**, and Azimi Hamzah (2018). Developing Youth's Creativity; Towards Building Creative Young Malaysian. In; Preparing Our Future Generation. ISM press.
- 2) Norsida Man and **Tiraieyari. N** (2018). Urban Agriculture (UA) Concept in Malaysia through Green Earth Program (GEP) Implementation. In; Preparing Our Future Generation. ISM press.

2017

- 3) **Tiraieyari. N.** and Gary N. McLean (2017). What Motivates University Students to Volunteer in Urban Farming in Malaysia? In: Urban Farming in Malaysia: Improving Food Security While Greening. UPM press.
- 4) **Tiraieyari. N.** and Gary N. McLean (2017). Urban Farming in Malaysia: Introduction and Overview of Chapters. In: Urban Farming in Malaysia: Improving Food Security While Greening. UPM Press

- 5) Norsida Man, Sulaiman Umar, and **Tiraieyari, N** (2017) Urban Peri-Urban Agriculture for Sustainable Livelihoods in Malaysia: The Role of Extension Services. In: Urban Farming in Malaysia: Improving Food Security While Greening. UPM Press
- 6) **Tiraieyari, N.**, Azimi Hamzah and Bahaman AbuSamah (2017) Organic Farming and Sustainable Agriculture in Malaysia: Organic Farmers' Challenges Towards Adoption IN; Sustainable Development of Organic Agriculture, Canada Apple Academic Press. eBook ISBN: 978-1-77188-484-6

Book Editor (First Editor)
(Title of Book), (Publisher), (Year)

- 1) Empowering and Transforming Youth Citizenship. University Putra Malaysia press. 2014.
- 2) Empowerment of Diverse Potentials through Inclusive Leadership. Institute Social Malaysia. ISM. 2017.
- 3) Urban Farming in Malaysia: Improving Food Security While Greening the Environment. UPM Press.2017.

Book Translated (English to Persian)
(Title), (Publisher), (Year)

Internal Evaluation: Monitoring Measurement and evaluation (emphasis on extension program), Donyaye mother company, Tehran Iran, Pub, 2003.

PUBLICATION
(Proceeding) (Year)

- 1) **Tiraieyari, N.** (2005). Effective personality factors on innovativeness behavior of the farmers in adoption of agricultural insurance in Iran. Paper Presented at the 2nd Conference of Agricultural Insurance, Development, and Investment Protection. 15-16. 2005. Tehran, Iran.
- 2) **Tiraieyari, N.**, Idris, K. H., Hamzah, A., and Uli, J. (2010). Human Development Competency and Work Performance. International conference on youth. IPSAS 2010.
- 3) **Tiraieyari, N.**, Uli, J., Hamzah, A., and Samah, B. (2012). Extension Workers' knowledge and Perception on Sustainable Agricultural Practices in Malaysia.

International conference on sustainable agriculture, environment, and forestry. Rome. Italy. Page, 1585-1593.

- 4) **Tiraieyari**, Hamzah, A., Samah, B., and Uli, J. (2012). Malaysian Extension Workers' Attitudes towards Sustainable Agriculture. International conference on agriculture. Kuala Lumpur. Malaysia.
- 5) **Tiraieyari**, N., Hamzah A., and Joorabchi T.N. (2013). Factors Contributing Creativity among Youth. ICYOUTH, international conference, Kuala Lumpur, Malaysia.
- 6) **Tiraieyari**, N., Hamid, J. A., Wahat, W., Omar, Z., and Othman, J. (2013). Relationship between Career Orientation and Leadership Motivation of Malaysian Youth at Public Universities. ICYOUTH, international conference, Kuala Lumpur, Malaysia.
- 7) **Tiraieyari**, N., Hamzah A, Krauss, S.E and Arif Ismail, I. (2016). Youth's Intention to Participate in Community through Urban Agriculture Program. ICYOUTH, international conference, Kuala Lumpur, Malaysia.
- 8) **Tiraieyari**, N (2017). Volunteering Intention to Participate in Urban Agriculture: a study of undergraduate students in Malaysia. Seminar Hasil Penyelidikan IPSAS University Putra Malaysia, 24 August, page 1-11.
- 9) **Tiraieyari**, N. Gary N. Mclean, Steven Eric Krauss, and Ismi Arif Ismail (2018). Analyses of Perceptions of Agricultural Occupations among University Students in Malaysia. 25th International Conference on Social Sciences, Business, Technology and Management (SBTM), 13-14 October, South Korea, Seoul.

AWARDS

(Awards) (Title) (Place) (Year)

-
- 1) Award from "agricultural insurance fund". Effective personality factors and adoption of crop insurance by farm producers in Khozestan province, Tehran, Iran, 2004
 - 2) Award from "first professional scientific gathering of university student for adult education, Shahid Beheshtie University", Iran, 2003.
 - 3) Poster Presenter Award (bronze medal), Organic Farming and Sustainable Agriculture in Malaysia: Organic Farmers Challenges Towards Adoption. Invention, Research and Innovation Exhibition (PRPI), Universiti Putra Malaysia, 30Sep -01Oct 2014.
 - 4) Awards for the invention of UPM happiness index (silver medal), Invention, Research and Innovation Exhibition (PRPI), Universiti Putra Malaysia, 15-16 November 2016.

CONFERENCE

(Conference), (Location), (Year), (level)

1. AGREX, Malaysia, 2008, Participated, International
2. AGREX, Malaysia, 2010, Paper Presented, International
3. IPSAS, Malaysia, 2010, Paper Presented, International
4. International conference on sustainable agriculture, environment and forestry". Rome, Italy, 2012 September 26-27, Paper presented, International
5. International conference on Agriculture, Kula Lumpur, Malaysia, 27-28 August 2012. Paper presented, International.
6. ICYOUTH, Malaysia, 28-31 October 2013, Two Papers Presented, International.
7. National symposium on urban agriculture. Malaysia, October 2013, Participated, National.
8. ICYOUTH, Malaysia, 15-17 November 2016, Paper Presented. International.
9. Twelfth International Conference on Interdisciplinary Social Sciences and the Interdisciplinary Social Sciences Research Network, Hiroshima, Japan, 26-29 October 2017, paper presented. International.
10. 25th International Conference on Social Sciences, Business, Technology and Management (SBTM), Seoul, South Korea, 13-14 October 2018, paper presented. International

IT KNOWLEDGE

Computer Knowledge

Knowledge and skill in word processing (Microsoft Word, Microsoft Power Point).
Statistical and Database Software (Excel, SPSS, SEM, AMOS, PLS)

PARTICIPATION IN ORGANIZING INTERNATIONAL CONFERENCES

(Conference),(Year),(Place)

1. First international conference on inclusive leadership (ICIL 2015), 17 November, ISM, Kuala Lumpur, Malaysia.

2. First International conference on youth (ICYOUTH 2013), October 28-31 Kuala Lumpur, Malaysia.
3. Second International conference on youth (ICYOUTH 2016), November 15-17, Kuala Lumpur, Malaysia.
4. Third International conference on youth (ICYOUTH 2019), August 15-17, Kuala Lumpur, Malaysia.

ACTIVITIES

(Role), (Place), (Year)

-
1. Chairperson in conference (ICT YOUTH 2011), 2 November (Wednesday), PARALLEL SESSION 3.
 2. Editor for “Singapore Journal of Scientific Research”, since 2010.
 3. Editor for “Journal of Applied Sciences”, since 2010
 4. Editor for “Trends in Applied Sciences Research” since 2010
 5. Reviewer for Pertanika Journal, UPM, 2012, and journal of agricultural and human value, 2018.
 6. Conducted Eco-Seminar on SEM/AMOS on 20 December 2012 at IPSAS/UPM
 7. Paper presented in IPSAS/UPM Seminar on 15 December 2012.
 8. Participated in International Training Workshop on Highly Efficient Plant Factory Technology in China on 12-31 October 2014.
 9. Chairperson in international conference on inclusive leadership (ICIL 2015), 17 November, subtheme: Empowering Marginalized Youth and Elderly through Inclusive Leadership. Parallel session 3.
 10. Speech writer for Vice Chancellor and Ministry, international conference on Inclusive leadership (ICIL 2015), 17 November.
 11. Chairperson in conference (ICTYOUTH 2016), 15 November, Parallel session 1.
 12. Paper presented in IPSAS/UPM Seminar on 24 August 2017.
 13. Speech writer for ministry, international conference (ICTYOUTH 2019).