

ZARITA BINTI AHMAD@BAHARUM (Dr)

Senior Lecturer

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Areas of Expertise

Asset/CRE/Property Management, Investment & Economic, Property Marketing

Personal Information

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40450 Shah Alam,
Selangor, Malaysia.

Academic Qualifications

	Kelayakan	Tahun	Institusi
1	Diploma Estate Management	1991	Institut Teknologi MARA
2	BSc (Hons) Land Economics	1994	Sheffield Hallam University
3	MSc In Property Investment	1995	City University, London
4	PhD In Built Environment	2006	Universiti Teknologi MARA

Teaching and Learning

1. Master, October 2020, Integrated Simulation Facilities Management Project
2. Degree, October 2020, Urban Land Economics

Student Supervision (2020)

PhD

Ida Liyani Binti Ahmad 2020375071	Linking Building Information Modelling (BIM) Towards Efficient Project Cost Management Among Public Sector Agencies in Malaysia
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Master by Research

Mohd Fauzee Bin Musa 2010847318	Corporate Real Estate: Performance Evaluation Of Physical Assets In Malaysian Public University
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Master Dissertation (2020)

Mohd Yusnaidi Bin Salleh	Best practice of property management in low cost strata scheme
Muhammad Faiz Bin Ab Aziz 2019683172	Customer satisfaction in Qlassic certified housing
Farahaini Nurain Binti Mat Saad 2019736309	Performance measurement practice of Space Management for HEI
Siti Rohayu Bt Ismail 2017621632	Assessing service quality of purpose built office buildings in maintenance management
Norsyaza Amirah Binti Sallehuddin 2017157551	the impact of TOD towards residential market value

Undergraduate: Final Year Project (2020)

	Name	Student ID	Title
1	Nurul Ain Fazaneza binti Abdul Arcat	2016351789	ICT and its influence towards teaching and learning in Real Estate Education
2	Syairah binti Rossman	2015144785	Assessing the Awareness of Non-Residence Students Towards the Minimum Housing and Health Standard
3	Siti Nur Ezzaty binti Kamar Baharin	2015143241	Students view on the incorporation of commercial awareness in real estate education
4	Siti Nur Hidayah Binti Muhammad Razali	2015172257	Accessing the students' acceptance towards sustainable campus
5	Abdullah Sulaiman Bin Abdul Hamid	2015135103	Real estate employability: Differing perceptions of graduates from undergraduate and postgraduate courses
6	Siti Rohayu binti Mohamed	2015965899	Fire safety for high-rise building: The role of communication
7	Nur Farhana Nabila binti Mad Yazid	2016298476	Smart growth as a tool to improve urban sprawl
9	Nur Jalilah binti Hamdan	2016298508	The millenials, affordable housing and the future of housing ownership
10	Nur Sahira binti Rusman	2016298816	Mapping The Market: Using GIS to Visualise the Dynamics of Property Sale
11	Nur Shuhada binti Ramli	2016298492	Comparative study on affordable housing scenario and trend in South East Asia
12	Nur Suhada binti Mohamad Suhaimi	2016298462	Performance measurement of purpose built office building for property management companies
13	Nur Syaza Nusrah binti Aziz	2016298564	The neighbourhoods features that influence the property values
14	Nuraini binti Ayub	2016298512	Urban regeneration to improve urban decay and increase property values
15	Nursyahira binti Mohamad Lufti	2016298888	Evaluating Urban Expansion and Land Use Change in Klang using Remote Sensing
16	Hairul Iqbal bin Zali	2016298356	Housing Price Trend along the Sg Buluh-Kajang MRT line
17	Mohd Amirul Fikri Bin Anuwi	2017655608	Tenants' retention program of purpose-built office buildings

18	Nur Farahatin Daziera Binti Jefri	2017655514	The impact of macroeconomic elements towards residential property in Selangor
19	Nur Zuizatie Binti Zulkefli	2017655616	Assessing the level of satisfaction of students' housing facilities in IPTA in Klang Valley
20	Nur Aliaa Syahira Bt Abdul Rani	2017457584	The challenge of teaching Generation Z among the Real Estate Academia
21	Mohamad Shahrizan Bin Md Shah	2017655488	Implementing Project based learning among the Built Environment students
22	Muhammad Shahrul Nizam Bin Mohd Zaki	2017655598	Analysis on the declining of commercial real estate market in Bandar Klang
23	Siti Musliha Bt Mohd Khairuzaman	2017655704	Training needs in property management professionals
24	Fasihah Nadhrah Binti Adnan	2018410568	Facilities Management Services and Students Satisfaction in UiTM Shah Alam
25	Ida Ellyana Binti Asmadi	2018276198	Covid-19 and Property Management Best Practice in Managing Purpose Built Office Buildings
26	Izzuddin Nazmi Bin Husin	2018802018	Web-based Learning Amongst the Built Environment Students
27	Jamilin Rashida Binti Wan Ibrahim	2018641274	The Impact of Property Technology In Real Estate Industry
28	Loni Qahirah	2017198017	Thermal Comfort and Indoor Air Quality in Higher Learning Institutions.
29	Lutfi Bin Muhammad	2018276428	The effect of Airbnb towards the condominium investments in Kuala Lumpur
30	Muhamad Aliff Hakimi Bin Zulkpeli	2018225812	Impact of E-commerce on Real Estate Business

Publications

<p>Conceptual framework for healthy construction workplace: a literature review Amira Shazlin Adnan and Zarita Ahmad Baharum MALAYSIAN CONSTRUCTION RESEARCH JOURNAL (MCRJ) SPECIAL ISSUE Vol. 10 No. 2 2020; eISSN No.: 2590 – 4140</p>	2021
<p>Defining the conceptual competencies framework for physical facilities management of higher education institution Lilis Shereena Safiee, Zarita Ahmad Baharum, Md Najib Ibrahim, Rohaslinda Ramelle Ramli, Mohamad Sufian Hasim, and Ahmad Sharim Abdullah MALAYSIAN CONSTRUCTION RESEARCH JOURNAL (MCRJ) SPECIAL ISSUE Vol. 10 No. 2 2020; eISSN No.: 2590 – 4140</p>	2021
<p>Users' perception towards energy efficient buildings N Zainordin, SM Abdullah, Z Ahmad Asian Journal of Environment-Behaviour Studies 3 (6), 201-211</p>	2018
<p>Corporate real estate in Malaysia higher learning environment, MF Musa, Z Ahmad Asian Journal Of Environment-Behaviour Studies Journal Vol 3(7), 39-45(2018)</p>	2018
<p>Investment Constraints in Urban Regeneration: Property Developers and Local Authorities Perspective NA Mohamed, ZA Baharum, A Senawi, NA Salleh MATEC Web of Conferences 66, 00063</p>	2016
<p>Competency Framework for the Property Management Industry ZA Baharum, TK Hwa, SM Salleh Environment-Behaviour Proceedings Journal 1 (4), 3-12</p>	2016
<p>Effectiveness of Malaysian Property Maintenance and Management Outsourcing LC Sheng, ZA Baharum International Journal of Property Sciences (E-ISSN: 2229-8568) 5 (1)</p>	2015
<p>Green property development by Asian property companies MN Razali, N Kamarudin, AM Yassin, YM Adnan, ZA Baharom WIT Transactions on Ecology and the Environment 191, 317-328</p>	2014
<p>Green property development by asian property companies ZAB M N Razali, N Kamarudin, A M Yassin, Y M Adnan The Sustainable City IX: Urban Regeneration and Sustainability (2 Volume Set ...</p>	2014
<p>Space Inventory Management in the Malaysian Public Universities AA Aziz, AE Hashim, ZA Baharum Procedia-Social and Behavioral Sciences 85, 246-257</p>	2013

Behaviour based approach for quality and safety environment improvement: Malaysian experience in the oil and gas industry F Ismail, AE Hashim, W Zuriea, W Ismail, H Kamarudin, ZA Baharom Procedia-Social and Behavioral Sciences 35, 586-594	2012
Light and space: Users perception towards energy efficient buildings NB Zainordin, SMB Abdullah, ZBA Baharum Procedia-Social and Behavioral Sciences 36, 51-60	2012
Higher education physical assets and facilities MF Musa, Z Ahmad Procedia-Social and Behavioral Sciences 50, 472-478	2012
Project management towards best practice Z Alias, Z Ahmad, MFM Idris Procedia-Social and Behavioral Sciences 68, 108-120	2012
Corporate Real Estate (CRE): Public Institution of Higher Learning in Malaysia MF Musa, ZA Baharum Procedia-Social and Behavioral Sciences 36, 273-279	2012
Property Management and tenants' satisfaction; A literature review Zarita and Zahiriah (2011) The Surveyor (ISM), Periodic,	2011
Service quality and property management service: a conceptual framework, Zarita Ahmad Baharum (2010) Journal of Built Environment FSPU UiTM	2010
Assessment of Property Management Service Quality of Purpose-Built Office Buildings, Zarita (2009) Journal of International Business Research Vol 2 No 1 January 2009, ISSN 1913-9004 (print), ISSN 1913-9012 (online)	2009
PROPERTYQUAL: assessing property management service quality of purpose-built office buildings in Malaysia, Zarita Ahmad Baharum (2009) Chapter in Book, UPENA, ISBN 9789673052608	2009
Property management and environmental issues, Mujib and Zarita (2008) Proceedings, International Real Estate Symposium (PWTC, Malaysia), ISBN 978-983-99217-7-9	2008
Service Quality and property management services: A Conceptual Framework, Zarita Ahmad Baharum (2007) Proceedings, International Colloquium of Business and management Conference 2007, ISBN 978-1-60530-424-3	2007

Measuring Tenants' Satisfaction of Purpose Built Office Buildings, Proceedings, Zarita Ahmad Baharum (2006) International Real Estate Symposium (PWTC, Malaysia), April 2006, ISBN 978-963-99217-3-1	2006
A Study of service quality in property management of purpose built office buildings: A conceptual framework, Zarita Ahmad Baharum (2006) Proceedings, International Conference in the Built Environment in the 21 st century (ICiBE 2006), ISBN 983941478X	2006
PROPERTYQUAL a service quality instrument in property management of purpose built office buildings in Malaysia, Zarita Ahmad Baharum (2006) Proceedings, ASEAN Post Graduate seminar in Built Environment 2006 (4-6 December 2006)	2006
PROPERTYQUAL a service quality instrument in property management of purpose-built office buildings in Malaysia, Zarita Ahmad Baharum, Journal of Built Environment University Malaya	2006
Service Quality and Gap Analysis, Zarita Ahmad Baharum (2005) Proceedings, Brunei International Conference on Engineering and Technology (Brunei Darulsalam)	2005

Research Grants and Contracts

	Research and Consultancy	Date of Completion
1	A Survey on Property Management Practice of Purpose-Built Office Building in Malaysia	Dec 2004
2	Measuring Tenants' Satisfaction of Purpose-Built Office Building in Malaysia Using SERVQUAL	March 2006
3	A Study of Service Quality in Property Mgmt. of Purpose-Built Office Building in Malaysia: Gap Analysis of Expectations and Perceptions of Tenants and Property Managers.	Dec 2006
4	Corporate Real estate (CRE): Benchmarking the Public Universities in Malaysia	2010-2012
5	Assessing the Level of Tenants' Tolerance to Quality of Property Management Services of office Buildings.	2013
6	Development of Green Commercial Property Management Framework in Malaysia	2012-2014
7	A Conceptual Structure for the Property Management Competency Framework	2016-2018
8	Ethical Performance & Improvements towards Sustainable Real Estate Agency Practices In Malaysia	2018-2020

Consultation & Expertise

1	Sarawak Housing Masterplan	2016
2	KPKT: Kajian Kesejahteraan Perumahan PPR	2017

Work and Collaboration Experience

	Appointments/ Invitations	Universities/Government/Private Agencies/Professional Bodies	Date	
			From	Until
1	External Examiner	Institut Penilaian Negara (INSPEN)	2008	2010
2	External Examiner	Imperia College, Klana Jaya	June 2007	2016
3	Examiner	Board of Valuers, Appraisers and Estate Agents, Malaysia	2008	2016
4	Examiner	Royal Institution of Surveyor Malaysia	2003	To date
5	Panel of Assessor	Malaysian Qualification Agency	2008	To date
6	Ahli Jawatankuasa Pengahian (JKP) bagi Program Asasi Alam Bina	Universiti Malaysia	2019	2019

Awards & Recognitions

1	PROPERTYQUAL a service quality instrument in property management of purpose-built office buildings in Malaysia	Proceedings	ASEAN Post Graduate seminar in Built Environment 2006 4-6 December 2006	Best paper award
2	PROPERTYQUAL a service quality instrument in property management of purpose-built office buildings in Malaysia	Participant	Invention, innovation & Designs: An R & D Competitions (25-27 March 2008)	Bronze medal
3	A Conceptual Structure for the Property Management Competency Framework	Participant	Invention, innovation & Designs: An R & D Competitions (25-27 March 2008)	Bronze medal

Other Activities

1	Measuring Tenants' satisfaction	Speaker	CPD Talk on Property research	March 2007
2	Property Management Practice	Guest Lecturer	Kursus Pengurusan Harta Pegawai-pegawai MARA (Perdana Resort, Kota Bahru)	16-19 April 2007
3	Property Management Practice	Guest Lecturer	Kursus Pengurusan Harta Pegawai-pegawai MARA (Putra Palace Hotel, Kangar)	9-12 July 2007
4	Bloom Taxonomy and Exam Questions	Guest Lecturer	Imperia College, Klana Jaya	22 Oct 2007
5	Pengurusan Aset Universiti	Guest lecturer	Kursus Pengurusan Projek & Kontrak, Bahagian Pembangunan, UiTM (Regency Hotel, Port Dickson)	27 March 2008
6	Workshop on Research Methodology	Guest lecturer	Dissertation workshop, Department of Building Survey, FSPU, UiTM, Shah Alam	22 February 2009
7	Workshop on Research Methodology	Guest lecturer	Dissertation workshop, Department of Building Survey, FSPU, UiTM, Shah Alam	19 March 2010
8	Workshop on Research Methodology	Guest lecturer	Dissertation workshop, Department of Building Survey, FSPU, UiTM, Shah Alam	Sept 2010
9	CPD: Sustainable Real estate	Speaker	G Institute	2011
10	Asset management Training	Guest Lecturer	Sime Darby	2012
11	Kursus Asas Penyelidikan	Speaker	INSPEN	2014
12	Kursus Asas Penyelidikan	Speaker	INSPEN	2015
12	Kursus Asas Penyelidikan	Speaker	INSPEN	2016
13	Property management Training	Speaker	Tabung Haji Properties	2017