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Hayatul Safrah Salleh is a Senior Lecturer of Marketing at Universiti Malaysia Terengganu. She received a Doctor of Business Administration from Universiti Utara Malaysia, a Master Degree in Business Administration (MBA) from Cardiff University (formerly University of Wales, Cardiff) and a Bachelor in Management from Universiti Sains Malaysia. Her research interest is in the area of consumer behavior, green marketing, shopping orientation, service marketing, consumer decision-making style and organisational behavior. She has also involved in research grant projects as a project leader funded by the Malaysian government. She is also actively involved in several research grant projects as a team member. She has supervised International and local post-graduate students including PhDs and Masters at the Universiti Malaysia Terengganu. She has presented papers at National and International conferences and published articles in journals. She has more than 15 years of experience in teaching marketing and management courses. She has taught a range of marketing and management subjects including Marketing

Management, Sales Management, Consumer Behaviour, Retailing, Service Marketing, Advertising, Business Management, Human Resource Management, and Organisational Behaviour.

