Profile Image

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CONTACT

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FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	1	2
Master	1	0

AREAS OF EXPERTISE

- Shariah Fundamentals For Islamic Finance
- Islamic Banking
- Halal Marketing

ACADEMIC QUALIFICATION

- 2018 **PhD** - Islamic Finance (marketing)
- 2013 **Master** - Pentadbiran Muamalat
- 2006 **Bachelor** - Syariah And Management

RESEARCH

1. **HALAL HOSPITALITY IN MALAYSIA AND INDONESIA: COMPETITIVENESS, INSTITUTIONAL EFFECTIVENESS, AND CONSUMER TRUST IN A DIGITALISED MARKET**
   2025 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

2. **DEVELOPING A FRAMEWORK ON THE USE OF ROBO ADVISOR FOR THE ISLAMIC FINANCIAL PLANNING EDUCATION IN MALAYSIA**
   2020 | GERAN KPT | COMPLETED | CO-RESEARCHER

3. **CONCEPTUALIZING A THEORETICAL FRAMEWORK OF DIGITAL PROMOTION FOR HALAL TOURISM PROVIDERS IN MALAYSIA**
   2019 | GERAN KPT | COMPLETED | MAIN RESEARCHER

4. **THE INFLUENCE OF MUSLIMS BOARD OF DIRECTOR (BOD) TO THE PERFORMANCE OF SHARIAH APPROVED FIRMS: EMPIRICAL EVIDENCE FROM MALAYSIA**
   2019 | GERAN PENYELIDIKAN USIM | COMPLETED | CO-RESEARCHER

5. **THE INTENTION OF ISLAMIC ESTATE PLANNING PRACTICE AMONG MUSLIM BUSINESS OWNER**
   2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

PUBLICATION

1. INTENTION TO USE DIGITAL PLATFORMS FOR ISLAMIC FINANCIAL EDUCATION IN MALAYSIA: STRUCTURAL EQUATION MODEL

JOURNAL OF ADVANCED RESEARCH IN APPLIED SCIENCES AND ENGINEERING TECHNOLOGY

2025 JOURNAL SCOPUS CO-AUTHOR

2. A SNAPSHOT OF HALAL INDUSTRY EMPLOYEES? PERCEPTIONS ON FINANCIAL SUSTAINABILITY IN MALAYSIA

ACADEMICS CONFERENCE NETWORK (ACN) INTERNATIONAL CONFERENCE

2025 PROCEEDING NON-INDEX CO-AUTHOR

3. ADDRESSING FINANCIAL CHALLENGES IN MALAYSIA AND ENHANCING DIGITAL FINANCIAL LITERACY: INSIGHTS FROM PRACTITIONERS

MALAYSIAN JOURNAL OF QUALITATIVE RESEARCH

2024 JOURNAL MYCITE CO-AUTHOR

4. ROBO-ADVISOR CAN PLAY A ROLE IN PROMOTING FINANCIAL KNOWLEDGE WITHIN SOCIETY

JOURNAL OF ADVANCED RESEARCH IN APPLIED SCIENCES AND ENGINEERING TECHNOLOGY

2024 JOURNAL SCOPUS CO-AUTHOR

5. LOYALTY OF ISLAMIC BANKING CUSTOMERS: BANK MANAGERS? PERSPECTIVES

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT

2024 JOURNAL MYCITE MAIN AUTHOR

6. EVOLUTIONARY OVERVIEW OF TAWARRUQBASED ON BIBLIOMETRIC ANALYSIS FROM 2012 TO 2024

INFORMATION MANAGEMENT AND BUSINESS REVIEW

2024 JOURNAL OTHER DATABASE CO-AUTHOR

7. EVOLUTIONARY OVERVIEW OF TAWARRUQ BASED ON BIBLIOMETRIC ANALYSIS FROM 2012 TO 2024

INFORMATION MANAGEMENT AND BUSINESS REVIEW

2024 JOURNAL OTHER DATABASE CO-AUTHOR

8. FORMAL AND INFORMAL DIGITAL PLATFORM FOR ISLAMIC FINANCIAL EDUCATION

SEMARAK INTERNATIONAL JOURNAL OF ISLAMIC STUDIES AND CULTURE (SIJISC)

2024 JOURNAL OTHER DATABASE CO-AUTHOR

9. THE MOVING FORWARD OF DIGITAL ISLAMIC FINANCIAL EDUCATION IN MALAYSIA: A CONCEPTUAL PAPER

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT

2023 JOURNAL MYCITE CO-AUTHOR

10. EXPLORING SOCIO-DEMOGRAPHIC FACTORS OF MUSLIM CONSUMERS? BUYING ATTITUDE ON SOCIALLY RESPONSIBLE PRODUCTS (SRPS)

SCIENCEPLUS INTERNATIONAL CONFERENCE

2023 PROCEEDING NON-INDEX CO-AUTHOR

11. THE IMPLEMENTATION OF PRODUCTIVE WAQF IN PESANTREN GONTOR

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF 2022)

2022 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

12. APLIKASI PEMASARAN DIGITAL DALAM INDUSTRI PELANCONGAN HALAL

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2022

2022 | PROCEEDING | NON-INDEX | MAIN AUTHOR

13. WHY DIGITAL ISLAMIC FINANCIAL LITERACY IS IMPORTANT?

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF2022)

2022 | PROCEEDING | NON-INDEX | CO-AUTHOR

14. ISLAMIC BANKING SELECTION CRITERIA: A MULTI-ETHNIC PERSPECTIVE

JOURNAL OF ISLAMIC MARKETING

2021 | JOURNAL | ISI, SCOPUS AND ERA | MAIN AUTHOR / CONTACT PERSON IN USIM

15. KEPUASAN PELANGGAN DAN KUALITI PERKHIDMATAN DI INSTITUSI PERBANKAN ISLAM

PENGURUSAN INSTITUSI PERNIAGAAN KEWANGAN ISLAM DI MALAYSIA

2021 | CHAPTER IN BOOK | MAIN AUTHOR

16. WAR AGAINST COVID-19: WHO WILL WIN?

RESPONDING TO THE COVID-19 PANDEMIC: CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 | CHAPTER IN BOOK | MAIN AUTHOR

17. AN ANALYSIS OF AL-BAY? BITHAMAN AJIL CONTRACT IN ISLAMIC FINANCING PRODUCTS: A CASE STUDY IN BRUNEI

INTERNATIONAL JOURNAL OF PSYCHOSOCIAL REHABILITATION

2020 | JOURNAL | ERA | CO-AUTHOR

18. CUSTOMER SATISFACTION AND SERVICE QUALITY: CONCEPTUAL AND APPLICATION IN BANKING INDUSTRY

3RD INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE 2020 (SAIS 2020)

2020 | PROCEEDING | NON-INDEX | MAIN AUTHOR

19. DIGITAL MARKETING FOR HALAL TOURISM PROVIDER: A REVIEW

THE 9TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2020 (IBAF2020)

2020 | PROCEEDING | NON-INDEX | MAIN AUTHOR

20. THE CONCEPTUAL FRAMEWORK OF THE INTENTION ON ISLAMIC ESTATE PLANNING PRACTICE AMONG MUSLIM ENTREPRENEURS

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT

2019 | JOURNAL | MYCITE | CO-AUTHOR

21. MOTIVATION FOR CSR PRACTICES: EVIDENCE FROM FINANCIAL SERVICES INDUSTRY

INTERNATIONAL JOURNAL OF ACCOUNTING, FINANCE AND BUSINESS

2017 | JOURNAL | SSCI | CO-AUTHOR

22. PEMAHAMAN PELAKSANAAN KONTRAK AL-BAI? BITHAMAN AJIL (BBA) DALAM INSTRUMEN PERBANKAN ISLAM DI NEGARA BRUNEI DARUSSALAM

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT

2017 | JOURNAL | SSCI | CO-AUTHOR

PUBLICATION

23. BANK SELECTION CRITERIA AMONG DIVERSE ETHNIC GROUPS IN MALAYSIAN ISLAMIC BANKING INDUSTRY

UNIVERSITY OF BOLTON?S POSTGRADUATE RESEARCH STUDENTS? SOCIETY CONFERENCE EVENTS

2016 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

1. ISLAMIC CAPITAL MARKET GRADUATE TRAINING SCHEME (ICMGTS) CERTIFICATE

PENJANA KPT

2022 NATIONAL

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH BULANAN

2025 OTHERS

2. SIJIL ANUGERAH KECEMERLANGAN STAF 2023

2024 UNIVERSITY

3. EUSAWAHAN AND GIG APPRECIATION NIGHT 2024:1ST PLACE AWARD EUSAHAWAN BEST IHL INSTITUTION 2023

2024 NATIONAL

4. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2024 UNIVERSITY

5. ACADEMIC ADVISOR

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AWARDS/RECOGNITION

9. ACADEMIC ADVISOR

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10. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2023 UNIVERSITY

11. FORMAL AND INFORMAL DIGITAL PLATFORM FOR ISLAMIC FINANCIAL EDUCATION

Semarak International Research Article Competition 2023 (SIRAC 2023)

2023 ANTARABANGSA GOLD

12. ANUGERAH FAIL PENGAJARAN TERBAIK SEMESTER A211

2022 OTHERS

13. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2022 UNIVERSITY

14. ACADEMIC ADVISOR

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2021 UNIVERSITY