



DR. NORADILAH BINTI ABDUL HADI

PENSYARAH UNIVERSITI DS13

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 1, Ongoing: 2

Master - Completed: 1, Ongoing: 0

AREAS OF EXPERTISE

Shariah Fundamentals For Islamic Finance

Islamic Banking

Halal Marketing

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Islamic Finance (marketing).

ACADEMIC QUALIFICATION

Phd in Islamic Finance (marketing) (2018)

Master in Pentadbiran Muamalat (2013)

Bachelor in Syariah And Management (2006)

RESEARCH

1. HALAL HOSPITALITY IN MALAYSIA AND INDONESIA:
COMPETITIVENESS, INSTITUTIONAL EFFECTIVENESS, AND
CONSUMER TRUST IN A DIGITALISED MARKET

2025

ON GOING

MAIN RESEARCHER

2. CONCEPTUALIZING A THEORETICAL FRAMEWORK OF DIGITAL
PROMOTION FOR HALAL TOURISM PROVIDERS IN MALAYSIA

2019

COMPLETED

MAIN RESEARCHER

PUBLICATION

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

2024 JOURNAL

2. APLIKASI PEMASARAN DIGITAL DALAM INDUSTRI PELANCONGAN HALAL

2022 PROCEEDING

3. KEPUASAN PELANGGAN DAN KUALITI PERKHIDMATAN DI INSTITUSI PERBANKAN ISLAM

2021 CHAPTER IN BOOK

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

2021 CHAPTER IN BOOK

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

2020 PROCEEDING

6. DIGITAL MARKETING FOR HALAL TOURISM PROVIDER: A REVIEW

2020 PROCEEDING

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

2016 PROCEEDING

CONSULTATION/ADULATION

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

2022 NATIONAL PENJANA KPT

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

2024 UNIVERSITY

5. ACADEMIC ADVISOR

2024 UNIVERSITY