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

2019 | GERAN KPT | COMPLETED | MAIN RESEARCHER

PUBLICATION

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

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT

2024 JOURNAL MYCITE MAIN AUTHOR

2. APLIKASI PEMASARAN DIGITAL DALAM INDUSTRI PELANCONGAN HALAL

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2022

2022 PROCEEDING NON-INDEX MAIN AUTHOR

3. KEPUASAN PELANGGAN DAN KUALITI PERKHIDMATAN DI INSTITUSI PERBANKAN ISLAM

PENGURUSAN INSTITUSI PERNIAGAAN KEWANGAN ISLAM DI MALAYSIA

2021 CHAPTER IN BOOK MAIN AUTHOR

4. 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

5. 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

6. 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

7. 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

AWARDS/RECOGNITION

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

FACULTY OF ECONOMICS AND MUAMALAT

2024 UNIVERSITY