



ADLIN BINTI MASOOD

FELO KANAN

CONTACT

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Faculty: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 1

Master - Completed: 0,
Ongoing: 0

AREAS OF EXPERTISE

Integrated Marketing Communication

Commercialisation (including Agribusiness Management, Contract Manufacturing, Market Development Studies, Marketing, Packaging Of Technologies, Patent And Licensing, Pilot Scale, Production Economics, Techno-economic Feasibility Studies Transfer Of Techno

Marketing Plan

ACADEMIC QUALIFICATION

Master in Management Science (1985)

B.Sc. in Biochemistry (medical) (1984)

RESEARCH

1. HALAL2U AUDIT APP FOR IMMERSIVE HALAL TRAINING AND AUDIT

2025 GERAN PENYELIDIKAN INDUSTRI ON GOING CO-RESEARCHER

2. HALAL2U AUDIT APP FOR IMMERSIVE HALAL TRAINING AND AUDIT

2025 GERAN KPT ON GOING CO-RESEARCHER

3. KAJIAN PENERIMAAN INDUSTRI, MASYARAKAT, DAN ALUMNI TERHADAP PROGRAM PASCASISWAZAH DI FAKULTI EKONOMI DAN MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA: ANALISIS KEBERKESANAN DAN IMPLIKASINYA

2025 BIDUNI MIZANNIYAH ON GOING CO-RESEARCHER

4. ASSESSING FACTORS AND CHALLENGES OF HALAL COMPANY DECISION MAKING FOR AI-DRIVEN IMPLEMENTATION: A FRAMEWORK FOR MALAYSIA, BRUNEI AND INDONESIA

2025 GERAN SEPADAN ANTARABANGSA ON GOING CO-RESEARCHER

5. MUSLIM TRAVELLERS AND HALAL FOOD CONSUMPTION IN TAIWAN: IMPLICATIONS FOR HALAL CERTIFICATION IMPLEMENTATION FOR PROVIDERS

2024

GERAN SEPADAN ANTARABANGSA

ON GOING

MAIN RESEARCHER

RESEARCH

6. LEVERAGING INDUSTRIAL REVOLUTION (IR) 4.0 FOR MUSLIM FRIENDLY TOURISM SUSTAINABILITY

2024 GERAN SEPADAN ANTARABANGSA ON GOING CO-RESEARCHER

7. DRIVING MUSLIM MILLENNIALS AND GENERATION Z THROUGH FAITH, MARKETING AND IR 4.0 TECHNOLOGIES FOR HALAL COSMETICS INDUSTRY SUSTAINABLE DEVELOPMENT

2023 GERAN SEPADAN ANTARABANGSA COMPLETED MAIN RESEARCHER

8. THE EMPOWERMENT OF SHARIAH-BASED SECTORS THROUGH SHARIAH GOVERNANCE, RISK MANAGEMENT AND ASSURANCE

2023 GERAN PENYELIDIKAN PUSAT TANGGUNGJAWAB (PTJ) ON GOING CO-RESEARCHER

9. HALAL BUSINESS INTELLIGENCE (BI) VENTURES GROUP

2023 GERAN KUMPULAN PENYELIDIKAN (KUP) ON GOING CO-RESEARCHER

10. PERSEPSI PENGGUNA TERHADAP JENAMA PPZ-MAIWP DALAM MENINGKATKAN KUTIPAN ZAKAT DI WILAYAH PERSEKUTUAN

2023 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

11. HALAL COSMETICS GATEWAY FOR SUSTAINABLE DEVELOPMENT : GROWTH DIAGNOSTIC OF BINDING CONSTRAINTS IN MALAYSIA AND INDONESIA

2019 GERAN SEPADAN ANTARABANGSA COMPLETED MAIN RESEARCHER

12. DEVELOPING A VIABLE FRAMEWORK FOR GOVERNANCE OF UNSUBSTANTIATED CLAIMS IN HALAL COSMETICS

2019 GERAN KPT COMPLETED CO-RESEARCHER

13. DEVELOPING A PROTOTYPE GAME-BASED EDUCATIONAL TOOL: ENHANCING STAKEHOLDERS' COMPETENCE ON HALAL-PRODUCT MANAGEMENT

2017 GERAN KPT COMPLETED CO-RESEARCHER

14. KPJ HEALTHCARE

2016 GERAN KPT COMPLETED MAIN RESEARCHER

15. A TRUST MODEL FOR TAKAFUL AGENT-CLIENT RELATIONSHIP

2015 GERAN PENYELIDIKAN PENTADBIR COMPLETED CO-RESEARCHER

16. DEVELOPING FRAMEWORK FOR CO-CREATING VALUES-BASED SERVICE FOR SOCIETAL WELL-BEING

2015 GERAN PENYELIDIKAN JANGKA PENDEK COMPLETED CO-RESEARCHER

PUBLICATION

1. LOOKING AT THE BEAUTY OF HALAL THROUGH THE STIMULUS-ORGANISM-RESPONSE MODEL AND GENDER PERSPECTIVES: THE CASE OF INDONESIAN MUSLIM

JOURNAL OF ISLAMIC MARKETING

2025 JOURNAL INDEXED BY ISI, SCOPUS AND ERA CO-AUTHOR

2. CHAPTER 8: MAQASID SYARIAH AND ETHICAL FRAMEWORKS IN DIGITAL MARKETING AND SOCIAL MEDIA STRATEGIES

EFFECTIVE MARKETING STRATEGIES FOR MALAYSIAN MARKETS

2025 CHAPTER IN BOOK MAIN AUTHOR

3. TRANSFORMING HALAL TRAINING THROUGH GAMIFICATION AND IMMERSIVE TECHNOLOGY TO EMPOWER TALENTS

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH (JMIFR)

2024 JOURNAL MYCITE MAIN AUTHOR

4. SECURING HALAL INTEGRITY RESILIENCE OF HALAL MEAT ECOSYSTEM FOR SOCIETY 5.0 NEEDS THROUGH IR4.0 TECHNOLOGIES

INTERNATIONAL JOURNAL OF RELIGION

2024 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

5. EMPOWERING GREEN SUKUK THROUGH IOE TOWARDS SDGS ATTAINMENT

JOURNAL OF ECONOMICS AND BUSINESS ISSUES

2024 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

6. MERGING ETHICS AND INNOVATION: MEETING SOCIETY 5.0 HALAL COSMETICS NEEDS BY HARNESSING IR5.0

THE 11TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2024

2024 PROCEEDING OTHER DATABASE MAIN AUTHOR

7. DRIVING GREEN SUKUK DEVELOPMENT TO MEET ESGS AND SOCIETY 5.0 ASPIRATIONS THROUGH INNOVATIVE TECHNOLOGY

STRATEGIC ISLAMIC BUSINESS AND MANAGEMENT - SOLUTIONS FOR SUSTAINABILITY

2024 CHAPTER IN BOOK MAIN AUTHOR

8. SUSTAINING HALAL INDUSTRY THROUGH SYNERGISING IR4.0 TECHNOLOGIES AND DATA ANALYTICS: EXPLORING THE INTEGRATION OF AR, VR, MR, AND CONSUMER INSIGHTS

STRATEGIC ISLAMIC BUSINESS AND MANAGEMENT SOLUTIONS FOR SUSTAINABILITY

2024 CHAPTER IN BOOK MAIN AUTHOR

9. CHAPTER 4: FOR EVERY DIFFICULTY, THERE LIES AN OPPORTUNITY: D TANDOOR FOOD INDUSTRIES

CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

2024 CHAPTER IN BOOK MAIN AUTHOR

10. DRIVING GREEN SUKUK DEVELOPMENT TO MEET ESGS AND SOCIETY 5.0 ASPIRATIONS THROUGH INNOVATIVE TECHNOLOGY

STRATEGIC ISLAMIC BUSINESS AND MANAGEMENT SOLUTIONS FOR SUSTAINABILITY

2024 CHAPTER IN BOOK MAIN AUTHOR

11. HALAL COSMETICS INDUSTRY FOR SUSTAINABLE DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIETY

2023 JOURNAL SCOPUS MAIN AUTHOR

12. DIAGNOSING A HALAL CERTIFICATION SYSTEM FOR COSMETICS: THE VIABLE SYSTEM MODEL APPROACH.

SYSTEMIC PRACTICE AND ACTION RESEARCH

2023 JOURNAL ERA CO-AUTHOR

13. HALAL INDUSTRY IN UZBEKISTAN: ANALYSIS USING THE VIABLE SYSTEM MODEL

KYBERNETES

2023 JOURNAL ISI CO-AUTHOR

PUBLICATION

14. THE INFLUENCE OF MARKETING, PRICING AND PROMOTION ON GEN Z'S PURCHASE BEHAVIOUR OF HALAL COSMETICS IN INDONESIA

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2023 JOURNAL OTHER DATABASE CO-AUTHOR

15. DOES FAITH DICTATE THE PURCHASING BEHAVIOR OF MALAYSIAN MUSLIM MILLENNIALS AND GEN Z IN HALAL COSMETICS?

THE 10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

16. HARNESSING INTERNET OF EVERYTHING (IOE) FOR SUSTAINABILITY OF HALAL COSMETICS ECOSYSTEM

DIGITALIZATION IN HALAL MANAGEMENT

2023 CHAPTER IN BOOK MAIN AUTHOR

17. EVOLUTION OF THE MALAYSIAN HALAL CERTIFICATION SYSTEM: THE VIABLE SYSTEM MODEL AS THE DIAGNOSTIC FRAMEWORK

JURNAL PENGURUSAN

2022 JOURNAL SCOPUS CO-AUTHOR

18. HALAL CERTIFICATION: A BIBLIOMETRIC ANALYSIS (2004 - 2021)

HALALSPHERE

2022 JOURNAL OTHER DATABASE MAIN AUTHOR

19. EXTENDING THE CONVERSATION ABOUT SERVICE CO-CREATION: INTEGRATION OF PRINCIPLES OF AL-BAY?

INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT AND ACCOUNTING

2022 JOURNAL OTHER DATABASE MAIN AUTHOR

20. SPRING BOARDING ON IOE FOR FUTURE PROOFING HALAL INDUSTRY

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE (10TH IBAF '22)

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

21. MEMANFAATKAN TEKNOLOGI IR4.0.0 MELALUI HASILAN SAWIT UNTUK MENCAPAI KESELAMATAN PEMAKANAN

INOVASI DALAM PENGURUSAN MINYAK SAWIT: MENDAPANI CABARAN GLOBALISASI

2022 CHAPTER IN BOOK MAIN AUTHOR

22. EMPOWERMENT OF SME'S SUSTAINABILITY IN HALAL COSMETICS? ECOSYSTEM BY DIAGNOSING GROWTH CONSTRAINTS

JOURNAL OF ISLAMIC MARKETING

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

23. FACTORS INFLUENCING HALAL COSMETICS PURCHASE BEHAVIOUR OF WORKING ADULTS AND UNIVERSITY STUDENTS IN MALAYSIA

JURNAL PERSONALIA PELAJAR

2021 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

24. SYNERGISING HALAL CERTIFICATION BODIES VIA IR4.0 TECH AND BIG DATA TOWARDS INTERNATIONAL TRANSACTIONS WITHOUT BARRIERS

3RD INTERNATIONAL HALAL MANAGEMENT CONFERENCE 2021

2021 PROCEEDING NON-INDEX MAIN AUTHOR

25. KPJ HEALTHCARE: WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING

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

2021 CHAPTER IN BOOK MAIN AUTHOR

26. SYNERGISING HALLYU AND HALAL ECONOMY FOR WEALTH CREATION

GEOGRAFIA - MALAYSIAN JOURNAL OF SOCIETY AND SPACE

2020 JOURNAL WOS, ERA, MYCITE MAIN AUTHOR

PUBLICATION

27. IDENTIFYING GROWTH CONSTRAINTS IN HALAL COSMETICS ECOSYSTEM FOR SUSTAINABLE DEVELOPMENT OF SMES

THE 9TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE

2020 PROCEEDING NON-INDEX MAIN AUTHOR

28. ARE HALAL COSMETICS PURCHASE BEHAVIOUR OF WORKING ADULTS AND STUDENTS IN MALAYSIA ANY DIFFERENT?

4TH ASIA INTERNATIONAL MULTIDISCIPLINARY CONFERENCE (AIMC 2020)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

29. MUSLIM FRIENDLY TOURISM: A HIDDEN POTENTIAL MARKET FOR MALDIVES

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM (COLLECTION OF ARTICLES FROM THE 2ND INTERNATIONAL HALAL MANAGEMENT CONFERENCE)

2020 CHAPTER IN BOOK CO-AUTHOR

30. HALAL SIMULATION TRAINING FOR HALAL EXECUTIVES: A NEW PARADIGM FOR TEACHING AND LEARNING

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM (COLLECTION OF ARTICLES FROM THE 2ND INTERNATIONAL HALAL MANAGEMENT CONFERENCE)

2020 CHAPTER IN BOOK CO-AUTHOR

31. AN EXPERIMENT ON HALAL EXECUTIVE TRAINING USING A HALAL SIMULATOR GAME: AN OBSERVATION

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM (COLLECTION OF ARTICLES FROM THE 2ND INTERNATIONAL HALAL MANAGEMENT CONFERENCE)

2020 CHAPTER IN BOOK CO-AUTHOR

32. HALAL ECONOMY AND INDUSTRIAL REVOLUTION 4.0: THE NEW FRONTIER FOR ISLAMIC REVIVAL IN UZBEKISTAN

JURNAL HALAL

2019 JOURNAL OTHER DATABASE MAIN AUTHOR

33. HALAL COSMETICS INDUSTRY GATEWAY FOR SUSTAINABLE DEVELOPMENT IN MALAYSIA AND INDONESIA: A SYSTEMATIC LITERATURE REVIEW

INTERNATIONAL CONFERENCE ON GOVERNANCE, MANAGEMENT & SOCIAL INNOVATION (ICGMSI2019)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

34. SYNERGISING HALLYU AND HALAL ECONOMY FOR WEALTH CREATION

INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS 2019)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

35. HALAL ECONOMY AND INDUSTRIAL REVOLUTION 4.0: THE NEW FRONTIER FOR ISLAMIC REVIVAL IN UZBEKISTAN

THE 9TH INTERNATIONAL MANAGEMENT AND ACCOUNTING CONFERENCE (IMAC9)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

36. AN EMERGING FRONTIER IN WEALTH CREATION FROM ISLAMIC KNOWLEDGE AND UNDERSTANDING THROUGH HALAL ECONOMY AND K-POP CULTURE

2018 KAMES INTERNATIONAL CONFERENCE

2018 PROCEEDING NON-INDEX MAIN AUTHOR

37. MUSLIM FRIENDLY TOURISM: A HIDDEN POTENTIAL FOR MALDIVES

INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC) 2018

2018 PROCEEDING NON-INDEX CO-AUTHOR

38. HALAL SIMULATOR: KEY TO HALAL TRAINING KNOWLEDGE RETENTION

2018 BOOK MAIN AUTHOR

39. CO-CREATING VALUES-BASED SERVICES FOR SOCIETAL WELL-BEING

4TH INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS) 2017

2017 PROCEEDING NON-INDEX CO-AUTHOR

CONSULTATION

1. DEVELOP AND ENHANCE: HALAL2U SIMULATION GAME FOR HALAL CERTIFICATION TRAINING

INTERNATIONAL FUTURE OF EDUCATION ASSOCIATION (IFEA)

2021

NATIONAL

2. INTERNATIONAL CONSULTANT FOR THE PURPOSE OF HALAL CERTIFICATION MALAYSIA (PHASE 1)

SEJONG HALAL AUTHORITY

2018

INTERNATIONAL

3. HALAL AWARENESS PROGRAM

ARA HALAL DEVELOPMENT SERVICES CENTRE, CHINA

2018

INTERNATIONAL

4. MODUL LATIHAN HALAL GRADUATE SCHOOL OF MUAMALAT

GRADUATE SCHOOL OF MUAMALAT

2017

UNIVERSITY

AWARDS/RECOGNITION

1. TRAINER / FACILITATOR

FAULTY OF ECONOMICS AND MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA

2025 UNIVERSITY

2. ACADEMIC ADVISOR

INTERNATIONAL FUTURE OF EDUCATION ASSOCIATION

2020 INTERNATIONAL

3. PECIPTA 2019 GOLD AWARD (EDUCATION, COMMUNITY DEVELOPMENT AND SOCIAL INNOVATION)

2019 INTERNATIONAL

4. MYHALAL2U: HALAL CERTIFICATION SIMULATION GAME 2.0

INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTIONS BY INSTITUTIONS OF HIGHER LEARNING (PECIPTA'19)

2019 ANTARABANGSA GOLD

5. PECIPTA 2017 GOLD AWARD (EDUCATION, COMMUNITY DEVELOPMENT AND SOCIAL INNOVATION)

2017 INTERNATIONAL

6. HALAL UNIVERSE:FARM TO FORK

THE INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTION (PECIPTA 17)

2017 UNIVERSITI GOLD