Profile Image

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CONTACT

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FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	1
Master	0	0

AREAS OF EXPERTISE

Consumer Behaviour | Digital Marketing | Islamic Wealth Management

ACADEMIC QUALIFICATION

2021 **PhD** - Business Administration

2017 **Master** - Kewangan Islam

2015 **Bachelor** - Pemasaran (perkhidmatan Kewangan)

RESEARCH

1. **DETERMINANTS OF HOUSE ACQUISITION BEHAVIOR AMONG MUSLIM GENERATION Y IN MALAYSIA: EVIDENCE FROM BINARY LOGISTICS REGRESSION WITH INTERACTION ANALYSIS**
   2025 | BIDUNI MIZANNIYAH | ON GOING | CO-RESEARCHER

2. **DETERMINANTS AND BARRIERS IN RETIREMENT PLANNING FOR PERSONNEL IN HIGHER EDUCATION: COMPARISON BETWEEN INDONESIA AND MALAYSIA**
   2025 | GERAN SEPADAN ANTARABANGSA | ON GOING | CO-RESEARCHER

3. **MODELLING DIGITAL TECHNOLOGY AND AI ADOPTION TOWARDS ACCELERATING MARKETING PERFORMANCE OF SMALL AND MEDIUM ENTREPRENEURS (SMES)**
   2025 | GERAN KPT | ON GOING | CO-RESEARCHER

4. **DEVELOPING A MADANI WASIYYAH (ISLAMIC WILL) SERVICES FRAMEWORK FOR SUSTAINABLE IMPACT IN MALAYSIA**
   2024 | GERAN KPT | ON GOING | MAIN RESEARCHER

5. **EXPLORING MULTIDIMENSIONAL CHILD POVERTY IN RURAL KEDAH, KELANTAN, PERLIS AND NEGERI SEMBILAN: CONCEPTUALISING A SOCIAL BUSINESS MODEL**
   2024 | GERAN SEPADAN AGENSI KERAJAAN | ON GOING | MAIN RESEARCHER

RESEARCH

6. INOVASI DALAM PENYUSUNAN DAN PENDIGITALAN ARTIKEL PROSIDING IBAF

2024 | GERAN PENYELIDIKAN PUSAT TANGGUNGJAWAB (PTJ) | ON GOING | CO-RESEARCHER

7. THE EFFECT OF CUSTOMS DUTIES AND VALUE-ADDED TAX ON THE CLOTHING INDUSTRY AND RETAIL SUPPLY CHAINS IN DUBAI

2024 | GERAN ANTARABANGSA | ON GOING | CO-RESEARCHER

8. FACTORS INFLUENCING INTERNET-TRIGGERED ACADEMIC DISHONESTY (ITAD) OF UNDERGRADUATE AND POSTGRADUATE STUDENTS OF MALAYSIA AND INDONESIA

2024 | GERAN SEPADAN ANTARABANGSA | ON GOING | CO-RESEARCHER

9. PREDICTING HALAL CHOCOLATE PURCHASE INTENTION AMONG MALAYSIANS

2023 | BIDUNI MIZANNIYAH | COMPLETED | 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. PENGUMPULAN, PENYUSUNAN DAN PENDIGITALAN ARTIKEL PROSIDING I-IECONS

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

12. DETERMINANTS OF HALAL COSMETICS REPURCHASE INTENTION: THE IMPACT OF RELIGIOUS AND HALAL CERTIFICATION

2023 | BIDUNI MIZANNIYAH | ON GOING | CO-RESEARCHER

13. A MUSLIM FRIENDLY DESTINATION FRAMEWORK FOR COMMUNITY-BASED HOMESTAY PROGRAMME (CBHP) TOWARDS AN INCLUSIVE TOURISM INDUSTRY.

2023 | GERAN KPT | ON GOING | CO-RESEARCHER

PUBLICATION

1. EXTENDING THE THEORY OF PLANNED BEHAVIOR IN PREDICTING ENTREPRENEURIAL INTENTION AMONG UNIVERSITY STUDENTS: THE ROLE OF PERCEIVED RELATIONAL SUPPORT

THE INTERNATIONAL JOURNAL OF MANAGEMENT EDUCATION

2025 | JOURNAL | ERA | CO-AUTHOR

2. ENHANCING BRAND TRUST THROUGH INFLUENCER MARKETING CREDIBILITY, HONESTY AND TRUSTWORTHINESS - A SOR THEORY APPLICATION

INTERNATIONAL BUSINESS EDUCATION JOURNAL

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

3. ANALYSING CURRENT RESEARCH TRENDS IN ISLAMIC ECONOMICS AND FINANCE

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

PUBLICATION

4. EMBRACING E-WALLET AMONG GENERATION Z IN MALAYSIA: THE MEDIATING ROLE OF TRUST

JOURNAL OF NUSANTARA STUDIES

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

5. SHOPPING ON SOCIAL PLANET: THE MEDIATING ROLE OF TRUST

MARKET-TR?I?TE

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

6. HALAL CHOCOLATE PURCHASE INTENTION AND COMPLIANCE: EXAMINING THE MODERATING ROLE OF RELIGIOSITY AMONG MALAYSIAN MUSLIMS

INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

7. ATTITUDE, SUBJECTIVE NORM, SPIRITUALITY AND INTERNETTRIGGERED ACADEMIC DISHONESTY (ITAD): A CASE STUDY OF MALAYSIAN UNIVERSITY STUDENTS

THE 11TH INTERNATIONAL ISLAMIC ECONOMICS SYSTEM CONFERENCE(I-IECONS)

2025 PROCEEDING NON-INDEX CO-AUTHOR

8. INNOVATION IN HOMESTAY PROGRAMME: ESTABLISH CRITERIA FOR A MUSLIM-FRIENDLY ACCOMMODATION

THE INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS)

2025 PROCEEDING NON-INDEX MAIN AUTHOR

9. INVESTIGATING VALUE-ADDED TAX AND CUSTOMS DUTIES ON RETAIL SUPPLY CHAINS IN CLOTHING INDUSTRY

BIG DATA IN FINANCE: TRANSFORMING THE FINANCIAL LANDSCAPE

2025 CHAPTER IN BOOK CO-AUTHOR

10. SECURELY DELIVERED: ENHANCING CUSTOMER COMMITMENT THROUGH QUALITY OF THIRD-PARTY SERVICE LOGISTICS FOR ONLINE RETAIL PLATFORM

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (MAJCAFE)

2024 JOURNAL SCOPUS CO-AUTHOR

11. DECODING THE ECONOMIC FUTURE: INSIGHTS FROM I-IECONS 2023

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

12. THE IMPACTS OF VAT ON THE RETAIL SUPPLY CHAINS OF KASHTBAN TRADING COMPANY IN DUBAI

INTERNATIONAL JOURNAL OF DIGITAL ACCOUNTING AND FINTECH SUSTAINABILITY (IJDAFS)

2024 JOURNAL OTHER DATABASE CO-AUTHOR

13. THE INFLUENCE OF ECONOMIC LITERACY AND STUDENT ATTITUDE ON THE SELF-CONCEPT ACHIEVEMENT OF BUSINESS STUDENTS

TELEMATIQUE

2024 JOURNAL OTHER DATABASE CO-AUTHOR

PUBLICATION

14. INVESTIGATING THE MODERATING EFFECT OF SOCIAL MEDIA ON THE RELATIONSHIP BETWEEN BRAND ARCHITECTURE AND BRAND LOVE AMONG TELECOMMUNICATION SERVICE PROVIDER USERS

JOURNAL OF CHEMICAL HEALTH RISKS

2024 | JOURNAL | OTHER DATABASE | CO-AUTHOR

15. HYBRID LEARNING IN MALAYSIAN PUBLIC UNIVERSITIES: BALANCING E-LEARNING PLATFORM QUALITY AND STUDENT SATISFACTION

ACADEMIC JOURNAL OF BUSINESS AND SOCIAL SCIENCES

2024 | JOURNAL | OTHER DATABASE | CO-AUTHOR

16. PHILANTHROPIC IMPACT OF INVESTING VIA WAQFFEATURED UNIT TRUST FUNDS: DETERMINANT FACTORS INFLUENCING THE PARTICIPATION IN WAQF UNIT TRUST FUNDS IN MALAYSIA

ISRA INTERNATIONAL JOURNAL OF ISLAMIC FINANCE (IJIF)

2024 | JOURNAL | OTHER DATABASE | CO-AUTHOR

17. RURAL YOUTH ENTREPRENEURIAL ASPIRATION: AN ASSESSMENT OF TPB AND SELF-EFFICACY

GLOBAL BUSINESS MANAGEMENT REVIEW

2024 | JOURNAL | OTHER DATABASE | CO-AUTHOR

18. EXAMINING THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND DELIVERY PERFORMANCE ON GENERATION Y?S ONLINE SHOPPING SATISFACTION: THE MEDIATING ROLE OF PERCEIVED SECURITY

11TH ISLAMIC BANKING, ACCOUNTING, AND FINANCE INTERNATIONAL CONFERENCE (IBAF2024)

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

19. PERSEPSI PENGGUNA TERHADAP JENAMA INSTITUSI ZAKAT, LOGO DAN SIJIL PEMBAYAR ZAKAT PERNIAGAAN DALAM MENINGKATKAN KUTIPAN ZAKAT

2024 | BOOK

20. EXTENDING THE THEORY OF PLANNED BEHAVIOR TO EXAMINE FACTORS INFLUENCING INTENTION TO PURCHASE HALAL CHOCOLATE AMONG MALAYSIAN MUSLIMS

ASIAN JOURNAL OF BUSINESS AND ACCOUNTING

2023 | JOURNAL | ERA | CO-AUTHOR

21. EXPLAINING HALAL CHOCOLATE PURCHASE INTENTION AMONG MUSLIM YOUNG ADULTS IN MALAYSIA

JURNAL SAINS INSANI

2023 | JOURNAL | INDEX BY MYCITE 2019 | CO-AUTHOR

22. MUSLIMS' MOTIVATION TO PATRONISE WASIYYAH (ISLAMIC WILL) SERVICES: DOES RELIGIOSITY ACT AS A MODERATOR IN THE RELATIONSHIP?

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2023 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

23. UNVEILING CONSUMER MOTIVATION: EXPLORING EXTRINSIC FACTORS AND THE WASIYYAH SERVICES IN MALAYSIA THROUGH SELF-DETERMINATION THEORY

THE 10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE

2023 | PROCEEDING | NON-INDEX | MAIN AUTHOR

PUBLICATION

24. DEVELOPING A MUSLIM FRIENDLY DESTINATION CRITERIA FOR HOMESTAY PROGRAMME: A CONCEPTUAL STUDY

10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2023 (I-IECONS 2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

25. EXPLORING THE RELATIONSHIP BETWEEN ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, AND PURCHASE INTENTION ON HALAL CHOCOLATE AMONG GEN Z

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

26. MUSLIM CONSUMER'S MOTIVATION IN USING WASIYYAH SERVICES: A CONCEPTUAL PERSPECTIVE

ISLAMIC PHILANTHROPY AND SOCIAL DEVELOPMENT IN CONTEMPORARY PRACTICES

2023 CHAPTER IN BOOK MAIN AUTHOR

27. CONSUMERS? MOTIVATION TOWARDS SATISFACTION IN PATRONISING WASIYYAH (WILL) SERVICES

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (MAJCAFE)

2022 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

28. CHALLENGE FACTORS IN PREPARING WASIYYAH SERVICES IN MALAYSIA

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

2022 PROCEEDING NON-INDEX MAIN AUTHOR

29. QUALITATIVE STUDY IN IDENTIFYING REASON THAT MOTIVATE MALAYSIAN MUSLIMS IN WRITING WASIYYAH

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2020 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

30. MUSLIM CONSUMERS' MOTIVATION IN PATRONIZING WASIYYAH SERVICES: A CONCEPTUAL PAPER

4TH INTERNATIONAL VIRTUAL CONFERENCE ON ZAKAT, WAQF AND ISLAMIC PHILANTHROPY (ZAWFI 2020)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

1. MENAIK TARAF KUALITI PROGRAM PENGALAMAN HOMESTAY DALAM KOMUNITI KAMPUNG

JABATAN PERDANA MENTERI

2024 NATIONAL

2. GE-KPT-PACE: SHARIAH REGISTERED FINANCIAL PLANNING

KEMENTERIAN PENGAJIAN TINGGI (KPT)

2023 NATIONAL

3. International Mobility Collaboration Programme USIM-UNIMAL 2024

Universitas Malikussaleh (UNIMAL)

International

AWARDS/RECOGNITION

1. ANUGERAH KECEMERLANGAN STAF

2025 OTHERS

2. STAF CONTOH

2025 UNIVERSITY

3. STAF CONTOH

2025 UNIVERSITY

4. ACADEMIC ADVISOR

FAKULTI EKONOMI DAN MUAMALAT

2025 UNIVERSITY

5. ADVISORY / EDITOR / EDITORIAL

11TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2025 (IIECONS 2025)

2025 INTERNATIONAL

6. MANAGING BOARD OF JOURNAL/BOOK

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH (JMIFR)

2025 NATIONAL

7. TRAINER / FACILITATOR

GRADUATE SCHOOL OF MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA

2025 UNIVERSITY

8. TRAINER / FACILITATOR

FAKULTI EKONOMI DAN MUAMALAT

2025 UNIVERSITY

9. TRAINER / FACILITATOR

FAKULTI EKONOMI DAN MUAMALAT

2025 UNIVERSITY

10. ACADEMIC PROGRAM ADVISOR

MAHSA UNIVERSITY

2025 UNIVERSITY

11. ADVISORY / EDITOR / EDITORIAL

INSTITUT DARUL RIDZUAN

2025 STATE

12. ANUGERAH STAF CONTOH JANUARI 2024

2024 UNIVERSITY

13. BEST PRESENTER AT INTERNATIONAL CONFERENCE OF ISLAMIC ECONOMICS & BUSINESS (ICONIES) 2024

2024 INTERNATIONAL

AWARDS/RECOGNITION

14. BEST PRESENTER AT INTERNATIONAL CONFERENCE OF ISLAMIC ECONOMICS & BUSINESS (ICONIES) 2024

2024 INTERNATIONAL

15. ANUGERAH E-PEMBELAJARAN SESI 2023/2024

2024 UNIVERSITY

16. ANUGERAH KECEMERLANGAN STAF

2024 UNIVERSITY

17. ANUGERAH JURNAL TERBAIK USIM (JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH (JMIFR))

2024 UNIVERSITY

18. ANUGERAH PENGURUSAN JURNAL TERBAIK 2024

2024 UNIVERSITY

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

2024 NATIONAL

20. ACADEMIC ADVISOR

FAKULTI EKONOMI DAN MUAMALAT

2024 UNIVERSITY

21. ACADEMIC ADVISOR

UNIVERSITI MALAYSIA PERLIS (UNIMAP)

2024 NATIONAL

22. ACADEMIC ADVISOR

ARSHAD AYUB GRADUATE BUSINESS SCHOOL UNIVERSITI TEKNOLOGI MARA

2024 NATIONAL

23. ACADEMIC ADVISOR

FAKULTI EKONOMI DAN MUAMALAT

2024 UNIVERSITY

24. ACADEMIC ADVISOR

FAKULTI EKONOMI DAN MUAMALAT

2024 OTHERS

25. ACADEMIC ADVISOR

FAKULTI EKONOMI DAN MUAMALAT

2022 UNIVERSITY