Profile Image

DR. AMALINA BINTI MURSIDI

PENSYARAH UNIVERSITI DS13

CONTACT

PHONE
06-7986305

E-MAIL
amalina.mursidi@usim.edu.my

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

2. **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

PUBLICATION

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

JOURNAL OF NUSANTARA STUDIES

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

MARKET-TR?I?TE

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

3. 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

4. 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

5. 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

6. 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

7. 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

8. 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

9. 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

10. 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

PUBLICATION

11. 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

12. 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