



DR. AMALINA BINTI MURSIDI

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CONTACT

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 1

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Consumer Behaviour

Digital Marketing

Islamic Wealth Management

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Business Administration.

ACADEMIC QUALIFICATION

Phd in Business Administration (2021)

Master in Kewangan Islam (2017)

Bachelor in Pemasaran (perkhidmatan Kewangan) (2015)

RESEARCH

1. DEVELOPING A MADANI WASIYYAH (ISLAMIC WILL) SERVICES FRAMEWORK FOR SUSTAINABLE IMPACT IN MALAYSIA

2024 ON GOING MAIN RESEARCHER

2. EXPLORING MULTIDIMENSIONAL CHILD POVERTY IN RURAL KEDAH, KELANTAN, PERLIS AND NEGERI SEMBILAN: CONCEPTUALISING A SOCIAL BUSINESS MODEL

2024 ON GOING MAIN RESEARCHER

PUBLICATION

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

2025 JOURNAL

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

2025 JOURNAL

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

2025 JOURNAL

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

2025 PROCEEDING

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

2024 PROCEEDING

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

2023 JOURNAL

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

2023 PROCEEDING

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

2023 PROCEEDING

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

2023 PROCEEDING

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

2023 CHAPTER IN BOOK

11. CHALLENGE FACTORS IN PREPARING WASIYYAH SERVICES IN MALAYSIA

2022 PROCEEDING

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

2020 PROCEEDING

CONSULTATION/ADULATION

1. MENAIK TARAF KUALITI PROGRAM PENGALAMAN HOMESTAY DALAM KOMUNITI KAMPUNG

2024 NATIONAL JABATAN PERDANA MENTERI

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

2023 NATIONAL KEMENTERIAN PENGAJIAN TINGGI (KPT)

AWARDS/RECOGNITION

1. ANUGERAH KECEMERLANGAN STAF

2025

OTHERS

2. STAF CONTOH

2025

UNIVERSITY

3. STAF CONTOH

2025

UNIVERSITY

4. ACADEMIC ADVISOR

2025

UNIVERSITY

5. ADVISORY / EDITOR / EDITORIAL

2025

INTERNATIONAL