Profile Image

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CONTACT

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FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	2	2
Master	0	2

AREAS OF EXPERTISE

Integrated Marketing Communication | Marketing Plan | Halal Marketing

ACADEMIC QUALIFICATION

2016 **PhD** - Pemasaran

2010 **Master** - Pemasaran

2008 **Bachelor** - Pemasaran

RESEARCH

1. **DEVELOPING A FRAMEWORK OF SUSTAINABLE SERVICE QUALTY MODEL (SSQ) FOR MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS)**
   2022 | GERAN PENYELIDIKAN USIM | ON GOING | CO-RESEARCHER

2. **TAHAP KEFAHAMAN FILANTROFI ISLAM (KEDERMAWANAN) DALAM KALANGAN MASYARAKAT UNTUK MENGHADAPI PASCA COVID 19**
   2020 | GERAN PENYELIDIKAN COVID-19 | COMPLETED | CO-RESEARCHER

3. **DEVELOPING A FRAMEWORK ON THE USE OF ROBO ADVISOR FOR THE ISLAMIC FINANCIAL PLANNING EDUCATION IN MALAYSIA**
   2020 | GERAN KPT | COMPLETED | CO-RESEARCHER

4. **FOSTERING SUSTAINABLE INNOVATION AND SUSTAINABLE DEVELOPMENT IN MALAYSIA: A NEW HALAL ENTREPRENEURSHIP SUCCESS INDEX**
   2019 | GERAN PENYELIDIKAN USIM | COMPLETED | CO-RESEARCHER

5. **MODELLING THE SPIRITUAL INTELLIGENCE AND SPIRITUAL CONGRUANCE AND BEHAVIOURAL INTENTION TOWARDS PURCHASING HALAL SKIN CARE PRODUCT**
   2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

RESEARCH

6. IMPACT OF DISCLOSURE QUALITY OF FORWARD LOOKING STATEMENT ON STOCK RETURN AMONG SHARIAH-COMPLIANT FIRMS IN MALAYSIA : A NEW GOVERNANCE MECHANISM

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

7. CONSTRUCTION OF ISLAMIC FINANCE BASED INDEX OF FINANCIAL INCLUSION : AN EXPLORATORY STUDY

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

8. THE INTENTION OF ISLAMIC ESTATE PLANNING PRACTICE AMONG MUSLIM BUSINESS OWNER

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

PUBLICATION

1. WHAT DOES IT TAKE TO ENSURE A SUSTAINABLE FUTURE FOR SPM DROPOUTS? A PRELIMINARY STUDY ON THE DEVELOPMENT OF A SURVIVORSHIP MODEL

ASIAN JOURNAL OF RESEARCH IN EDUCATION AND SOCIAL SCIENCES

2025 | JOURNAL | MYCITE | CO-AUTHOR

2. A TASTE OF HOSPITALITY: THE HALAL CONCEPT DINING EXPERIENCE

THE INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS)

2025 | PROCEEDING | NON-INDEX | CORRESPONDING AUTHOR

3. MOBILE BANKING ADOPTION (RHB NOW) AMONG MALAYSIANS: IMPLICATIONS TOWARDS BANK?S ENTREPRENEURIAL STRATEGY

DYNAMIC STRATEGIES FOR ENTREPRENEURIAL MARKETING

2025 | CHAPTER IN BOOK | CO-AUTHOR

4. DIVINE DINING DECISIONS: UNVEILING THE INFLUENCES ON CONCEPT RESTAURANT CHOICES AMONG URBAN MUSLIM MILLENNIALS? VISIT INTENTION

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 | JOURNAL | ERA | MAIN AUTHOR

5. DO FOOD DELIVERIES LEAD TO MORE PLASTIC WASTE? A STUDY ON CONSUMERS? INTENTION TO REUSE FOOD DELIVERY CONTAINERS

INTERNATIONAL JOURNAL OF BUSINESS AND TECHNOLOGY MANAGEMENT

2024 | JOURNAL | MYJURNAL | MAIN AUTHOR

6. ADDRESSING FINANCIAL CHALLENGES IN MALAYSIA AND ENHANCING DIGITAL FINANCIAL LITERACY: INSIGHTS FROM PRACTITIONERS

MALAYSIAN JOURNAL OF QUALITATIVE RESEARCH

2024 | JOURNAL | MYCITE | CO-AUTHOR

7. ROBO-ADVISOR CAN PLAY A ROLE IN PROMOTING FINANCIAL KNOWLEDGE WITHIN SOCIETY

JOURNAL OF ADVANCED RESEARCH IN APPLIED SCIENCES AND ENGINEERING TECHNOLOGY

2024 | JOURNAL | SCOPUS | CO-AUTHOR

PUBLICATION

8. A PRELIMINARY REVIEW OF CONSUMER COMSUMPTION VALUE PERCEPTIONS OF 5G TECHNOLOGY IN MALAYSIA

JURNAL SAINS INSANI

2024 | JOURNAL | INDEX BY MYCITE 2019 | CO-AUTHOR

9. SUSTAINABLE SERVICE QUALITY MODEL (SSQ) AND CUSTOMER LOYALTY: MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) IN MALAYSIA

BIMP-EAGA JOURNAL FOR SUSTAINABLE TOURISM DEVELOPMENT

2024 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

10. ONE-STOP-CENTRE: WHAT'S NEXT?

CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

2024 | CHAPTER IN BOOK | CO-AUTHOR

11. THE INFLUENCE OF SPIRITUAL INTELLIGENCE, SPIRITUAL CONGRUENCE AND ACCOUNTING LITERACY ON ATTITUDE OF PURCHASING HALAL PRODUCT TOWARDS INTENTION TO PURCHASE AMONG GENERATION ALPHA

JOURNAL OF NUSANTARA STUDIES 2023

2023 | JOURNAL | WOS | MAIN AUTHOR

12. CONSUMER PURCHASE DECISION IN THE MALAYSIAN RETAIL MARKET: A STUDY OF RM2 STORES

INTERNATIONAL JOURNAL OF MANAGEMENT STUDIES

2023 | JOURNAL | SCOPUS | CO-AUTHOR

13. BIBLIOMETRIC ANALYSIS OF RESEARCH ON COSMETIC PRODUCTS: HALAL COSMETICS AS AN EMERGING RESEARCH AREA

HALALSPHERE

2023 | JOURNAL | OTHER DATABASE | CO-AUTHOR

14. SHARE YOUR BEAUTIFUL JOURNEY: INVESTIGATING USER GENERATED CONTENT (UGC) AND WEBROOMING AMONG MALAYSIAN ONLINE SHOPPERS.

STUDIES IN COMPUTATIONAL INTELIGGENCE

2023 | CHAPTER IN BOOK | MAIN AUTHOR

15. THE POTENTIAL OF SUPPORTIVE REMEDIAL ENVIRONMENT FOR STROKE RECOVERY FACILITIES

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT

2022 | JOURNAL | MYCITE | CO-AUTHOR

16. THE PERCEPTION OF SUCCESS IN THE HALAL MARKET: DEVELOPING A HALAL ENTREPRENEURSHIP SUCCESS SCALE

JOURNAL OF ISLAMIC MARKETING

2022 | JOURNAL | ISI, SCOPUS AND ERA | CO-AUTHOR

17. SUSTAINABLE SERVICE QUALITY IN MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) INDUSTRY

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF2022)

2022 | PROCEEDING | NON-INDEX | MAIN AUTHOR

PUBLICATION

18. DEVELOPMENT OF INTEGRATED ISLAMIC FINANCE-BASED INDEX OF FINANCIAL INCLUSION USING ZAKAT AND CASH WAQF: A PRELIMINARY STUDY IN MALAYSIA

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH (JMIFR)

2021 JOURNAL MYCITE CO-AUTHOR

19. THE IMPACTS OF COVID-19 ON MANAGEMENT AND DISCUSSION ANALYSIS (MD & A) DISCLOSURES: EVIDENCE IN MALAYSIA

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN ACCOUNTING, FINANCE AND MANAGEMENT SCIENCES

2021 JOURNAL ERA CO-AUTHOR

20. ANALYSING THE INFLUENCE OF PERCEIVED SCARCITY, NEGATIVE FEELINGS, AND STATUS CONSUMPTION ON FOOD WASTE AMONG CONSUMERS

JOURNAL OF ENVIRONMENTAL TREATMENT TECHNIQUES

2021 JOURNAL SCOPUS CO-AUTHOR

21. REDANG ISLAND IN THE EYES OF INTERNATIONAL TOURIST

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2021 JOURNAL ERA MAIN AUTHOR / CONTACT PERSON IN USIM

22. WHAT INFLUENCE CONSUMERS TO PURCHASE MUSLIM-MADE HOMECARE PRODUCTS?

3RD INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC)

2021 PROCEEDING NON-INDEX CO-AUTHOR

23. MOBILE BANKING ADOPTION AMONG MALAYSIAN: A STUDY OF MAYBANK CONSUMERS

THE 9TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2021

2021 PROCEEDING NON-INDEX CO-AUTHOR

24. PANDEMONIUM DURING PANDEMIC: FLY BY (FB) BERHAD SAGA

INSIGHTS INTO COVID19 CRISIS: ECONOMICS AND FINANCE CASE STUDIES

2021 CHAPTER IN BOOK CO-AUTHOR

25. ROLES OF SPIRITUAL INTELLIGENCE AND SPIRITUAL CONGRUENCE IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG ADULT URBAN MUSLIM CAREER WOMAN

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2020 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

26. WHAT MATTERS TO TRAVEL BLOGGERS BEFORE THE TRIP? THE MALAYSIAN TRAVEL BLOGGER AND TOURIST PERSPECTIVE

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2020 JOURNAL ERA CO-AUTHOR

27. INFLUENCE OF ENGAGEMENT, WORK ENVIRONMENT, MOTIVATION, ORGANIZATIONAL LEARNING, AND SUPPORTIVE CULTURE ON JOB SATISFACTION

INTERNATIONAL JOURNAL OF HUMAN RESOURCE STUDIES

2020 JOURNAL ERA MAIN AUTHOR

PUBLICATION

28. THE ROLES OF PRODUCT INVOLVEMENT IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER.

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

2020 CHAPTER IN BOOK MAIN AUTHOR

29. PSYCHOLOGICAL CONTRACT VIOLATION AND CORPORATE SOCIAL RESPONSIBILITY IN HALAL VIOLATION: FRAMING A MULTIPERSPECTIVE MODEL FOR HALAL INDUSTRY.

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM

2020 CHAPTER IN BOOK CO-AUTHOR

30. THE CONCEPTUAL FRAMEWORK OF THE INTENTION ON ISLAMIC ESTATE PLANNING PRACTICE AMONG MUSLIM ENTREPRENEURS

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT (JISED)

2019 JOURNAL MYCITE CO-AUTHOR

31. PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER

INTERNATIONAL JOURNAL OF BUSINESS, ECONOMICS AND LAW

2019 JOURNAL OTHERS DATABASE MAIN AUTHOR

32. PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER

INTERNATIONAL JOURNAL OF BUSINESS, ECONOMICS AND LAW,

2019 JOURNAL OTHER DATABASE MAIN AUTHOR

33. ROLES OF SPIRITUAL INTELLIGENCE AND SPIRITUAL CONGRUENCE TOWARDS ATTITUDE TO INTENTION IN PURCHASING HALAL SKIN CARE PRODUCT AMONG MILLENIAL

INTERNATIONAL CONFERENCE ON BUSINESS, MANAGEMENT, TECHNOLOGY AND EDUCATION (ICBMTE 2019)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

34. DEVELOPMENT OF INTEGRATED ISLAMIC FINANCE-BASED INDEX OF FINANCIAL INCLUSION: A STUDY IN MALAYSIA

8TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2019 (I-IECONS 2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

35. THE INTENTION OF ISLAMIC ESTATE PLANNING PRACTICE AMONG MUSLIMS BUSINESS OWNERS: A CONCEPTUAL PAPER

2ND INTERNATIONAL CONFERENCE ON ECONOMY, SOCIAL AND TECHNOLOGY (ICEST 2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

36. QUALITY VERSUS QUANTITY: DISCLOSURE OF FORWARDLOOKING INFORMATION AMONG SELECTED PUBLIC LISTED FIRMS IN MALAYSIA

2ND INTERNATIONAL RESEARCH CONFERENCE ON HUMANITIES, SOCIAL SCIENCES AND TECHNOLOGY (IRCHST 2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

37. CONSTRUCTION OF ISLAMIC FINANCE-BASED INDEX OF FINANCIAL INCLUSION: AN EXPLORATORY STUDY IN MALAYSIA

PROCEEDING: INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH IN SOCIAL SCIENCES AND ENGINEERING (ICMRSSE 2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

38. CORPORATE SOCIAL RESPONSIBILITY AND MARKET ORIENTATION: AN INTEGRATED APPROACH TOWARDS ORGANIZATIONAL PERFORMANCE

JURNAL PENGURUSAN UKM

2018 JOURNAL SCOPUS CO-AUTHOR

39. THE EFFECTS OF PRODUCT IMAGE TOWARDS AN ATTITUDE OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER

COMTEMPORARY ISSUES: ISLAM & SCIENCE

2018 CHAPTER IN BOOK MAIN AUTHOR

40. MODELLING THE PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER

GLOBAL BUSINESS ADVANCEMENT (JGBA)

2017 JOURNAL SCOPUS MAIN AUTHOR

41. DESCRIPTIVE ANALYSIS - PREDICTORS OF ATTITUDE TOWARDS PURCHASING HALAL SKIN CARE PRODUCTS

SOCIAL & MANAGEMENT RESEARCH JOURNAL (SMRJ) VOL 14(2)

2017 JOURNAL SCOPUS MAIN AUTHOR

42. IMPORTANCE OF SPIRITUAL INTELLIGENCE (SQ) AND SPIRITUL CONGRUENCE (SC): FACTORS THAT MAY CONTRIBUTE TO INDIVIDUALS ATTITUDE TOWARDS PURCHASING DECISION IN HALAL COSMETIC

GLOBAL JOURNAL OF HUMAN-SOCIAL SCIENCE RESEARCH

2017 JOURNAL SCOPUS MAIN AUTHOR

43. DESCRIPTIVE ANALYSIS - PREDICTORS OF ATTITUDE TOWARDS PURCHASING HALAL SKIN CARE PRODUCTS

SOCIAL AND MANAGEMENT RESEARCH JOURNAL

2017 JOURNAL OTHER DATABASE MAIN AUTHOR

44. MODELLING THE PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER

INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC)2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

45. FACTORS INFLUENCING ATTITUDE TOWARDS HALAL COSMETIC AMONG YOUNG ADULT URBAN MUSLIM WOMEN: A FOCUS GROUP ANALYSIS

PROCEDIA - SOCIAL AND BEHAVIORAL SCIENCES

2014 JOURNAL SCOPUS MAIN AUTHOR

46. FACTORIAL STRUCTURE OF SPIRITUAL INTELLIGENCE TOWARDS PURCHASING DECISION TOWARDS HALAL COSMETIC PRODUCT: PILOT STUDY RESULTS ANALYSIS

1ST AAGBS INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT

2014 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

47. MODELLING EFFECTS ON THE ATTITUDE OF YOUNG ADULT URBAN MUSLIM WOMEN TOWARDS HALAL COSMETIC PRODUCTS: NEW INSIGHTS FOR CHAMPIONING THE HALAL ECONOMY

INTERNATIONAL JOURNAL OF EDUCATION AND RESEARCH

2013 JOURNAL SCOPUS MAIN AUTHOR

48. EFFECTS OF SPIRITUAL INTELLIGENCE, SPIRITUAL CONGRUENCE, PRODUCT DEVELOPMENT AND PRODUCT IMAGE ON THE ATTITUDE TOWARDS PURCHASING HALAL COSMETICS

CUSTOMER SERVICE SYSTEM AND MANAGEMENT

2013 PROCEEDING NON-INDEX MAIN AUTHOR

49. EFFECTS ON SPIRITUAL INTELLIGENCE ON THE ATTITUDE TOWARDS HALAL COSMETIC PRODUCTS.

THE 2ND INTERNATIONAL SEMINAR ON HALALNESS ON SAFETY OF FOOD AND PHARMACEUTICAL PRODUCT. INTEGRATED RESEARCH AND TESTING LABORATORY UNIVERSITAS GADJAH MADA

2012 PROCEEDING NON-INDEX MAIN AUTHOR

AWARDS/RECOGNITION

1. ACADEMIC ADVISOR

APPOINTMENT AS DISCUSSANT FOR THE 2ND ASEAN SCHOOL OF BUSINESS NETWORK INTERNATIONAL CONFERENCE 2025 (ASBN 2025)

2025 INTERNATIONAL

2. ACADEMIC PROGRAM ADVISOR

FACULTY OF EKONOMICS AND MUAMLAT (FEM), USIM

2025 UNIVERSITY

3. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT (FEM), USIM

2025 UNIVERSITY

4. THE EFFECT OF ELECTRONIC WORD-OF-MOUTH (E-WOM) AMONG MILLENNIALS TOURISTS INTENTION TO VISIT NEGERI SEMBILAN TRADITIONAL RESTAURANTS

International Business and Management Virtual Innovation & Invention of Ideas Competition (VIIIC

2025 ANTARABANGSA BRONZE

5. ANUGERAH KECEMERLANGAN STAF 2023 (APC)

2024 UNIVERSITY

6. TAWARAN CUTI SABATIKAL USIM

2024 UNIVERSITY

7. ANUGERAH SATFF BULANAN APRIL 2024

2024 UNIVERSITY

8. ANUGERAH KECEMERLANGAN SATFF LNPT 95%

2024 UNIVERSITY

AWARDS/RECOGNITION

9. ACADEMIC ADVISOR

PELANTIKAN SEBAGAI PANEL PENILAI PERMOHONAN GERAN PENYELIDIKAN SEPADAN 2024

2024 UNIVERSITY

10. ACADEMIC ADVISOR

REVIEW GERAN USIM

2024 UNIVERSITY

11. ACADEMIC ADVISOR

FAKULTI EKONOMI DAN MUAMALAT (USIM)

2024 INTERNATIONAL

12. ACADEMIC ADVISOR

PANEL PENILAI BAGI PENILAIAN AUDIT PEMATUHAN PROGRAMUNIVERSITI TEKNOLOGI MARA (UITM) UNTUK PROGRAM SARJANA MUDA PENTADBIRANPERNIAGAAN (KEPUJIAN) PEMASARAN

2024 NATIONAL

13. ACADEMIC ADVISOR

LANTIKAN PANEL PENILAI BAGI PERMOHONAN GERAN PENYELIDIKAN SEPADAN - PN. SITI NURULHUDA NORDIN

2024 UNIVERSITY

14. ACADEMIC ADVISOR

JAWATANKUASA PANEL PEMERIKSA SEMAKAN SEMULA KEPUTUSAN PENILAIAN KURSUS PEPERIKSAAN AKHIR SEMESTER I, SESI AKADEMIK 2023/2024 FAKULTI PENGAJAN BAHASA UTAMA

2024 UNIVERSITY

15. ACADEMIC ADVISOR

SESSION 2 : RETIREMENT PLANNING E-WORKSHOP FOR YOUTH

2024 UNIVERSITY

16. ACADEMIC ADVISOR

PELANTIKAN SEBAGAI PEGAWAI SUMBER (RESOURCE PERSON) KURSUS-KURSUS SARJANA MUDA DAN SISWAZAH, FAKULTI EKONOMI DAN MUAMALAT

2024 UNIVERSITY

17. DEVELOPING A FRAMEWORK OF SUSTAINABLE SERVICE QUALT Y MODEL (SSQ) FOR MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS)

INNOVATION BANK CHALLENGE 2023 (IBC2023)

2023 UNIVERSITI BRONZE

18. PENCAPAIAN PURATA MARKAH ENILAI MELEBIHI 95% SEMESTER I, SESI AKADEMIK 2021/2022

2022 UNIVERSITY

19. SIJIL PENGHARGAAN ENILAI YANG MEMPEROLEH MARKAH 95% KE ATAS

2021 OTHERS

AWARDS/RECOGNITION

20. ACADEMIC ADVISOR

UNIVERSITAS MUHAMMADIYAH SEMARANG (UNIMUS)

2021 INTERNATIONAL

21. ACADEMIC ADVISOR

GRADUATE SCHOOL OF MUAMALAT, FACULTY OF ECONOMICS OF MUAMALAT (FEM),USIM

2021 UNIVERSITY

22. ANUGERAH PENSYARAH AKTIF

2020 UNIVERSITY

23. ACADEMIC ADVISOR

UNIVERSITI TEKNOLOGI MARA (UITM)

2020 UNIVERSITY

24. BEST PAPER

2017 INTERNATIONAL