



**DR. AZREEN JIHAN BINTI
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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 2, Ongoing: 2

Master - Completed: 0, Ongoing: 2

AREAS OF EXPERTISE

Integrated Marketing Communication

Marketing Plan

Halal Marketing

BIOGRAPHY

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

ACADEMIC QUALIFICATION

Phd in Pemasaran (2016)

Master in Pemasaran (2010)

Bachelor in Pemasaran (2008)

RESEARCH

**1. MODELLING THE SPIRITUAL INTELLIGENCE AND SPIRITUAL
CONGRUANCE AND BEHAVIOURAL INTENTION TOWARDS
PURCHASING HALAL SKIN CARE PRODUCT**

2018

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. DIVINE DINING DECISIONS: UNVEILING THE INFLUENCES ON CONCEPT RESTAURANT CHOICES AMONG URBAN MUSLIM MILLENNIALS? VISIT INTENTION
2024 JOURNAL
2. DO FOOD DELIVERIES LEAD TO MORE PLASTIC WASTE? A STUDY ON CONSUMERS? INTENTION TO REUSE FOOD DELIVERY CONTAINERS
2024 JOURNAL
3. SUSTAINABLE SERVICE QUALITY MODEL (SSQ) AND CUSTOMER LOYALTY: MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) IN MALAYSIA
2024 JOURNAL
4. THE INFLUENCE OF SPIRITUAL INTELLIGENCE, SPIRITUAL CONGRUENCE AND ACCOUNTING LITERACY ON ATTITUDE OF PURCHASING HALAL PRODUCT TOWARDS INTENTION TO PURCHASE AMONG GENERATION ALPHA
2023 JOURNAL
5. SHARE YOUR BEAUTIFUL JOURNEY: INVESTIGATING USER GENERATED CONTENT (UGC) AND WEBROOMING AMONG MALAYSIAN ONLINE SHOPPERS.
2023 CHAPTER IN BOOK
6. SUSTAINABLE SERVICE QUALITY IN MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) INDUSTRY
2022 PROCEEDING
7. INFLUENCE OF ENGAGEMENT, WORK ENVIRONMENT, MOTIVATION, ORGANIZATIONAL LEARNING, AND SUPPORTIVE CULTURE ON JOB SATISFACTION
2020 JOURNAL
8. THE ROLES OF PRODUCT INVOLVEMENT IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER.
2020 CHAPTER IN BOOK
9. PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER
2019 JOURNAL
10. PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER
2019 JOURNAL
11. ROLES OF SPIRITUAL INTELLIGENCE AND SPIRITUAL CONGRUENCE TOWARDS ATTITUDE TO INTENTION IN PURCHASING HALAL SKIN CARE PRODUCT AMONG MILLENIAL
2019 PROCEEDING
12. THE EFFECTS OF PRODUCT IMAGE TOWARDS AN ATTITUDE OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER
2018 CHAPTER IN BOOK
13. MODELLING THE PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER
2017 JOURNAL
14. DESCRIPTIVE ANALYSIS - PREDICTORS OF ATTITUDE TOWARDS PURCHASING HALAL SKIN CARE PRODUCTS
2017 JOURNAL

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

2017 JOURNAL

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

2017 JOURNAL

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

2017 PROCEEDING

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

2014 JOURNAL

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

2014 PROCEEDING

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

2013 JOURNAL

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

2013 PROCEEDING

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

2012 PROCEEDING

AWARDS/RECOGNITION

1. ACADEMIC ADVISOR

2025 INTERNATIONAL

2. ACADEMIC PROGRAM ADVISOR

2025 UNIVERSITY

3. ACADEMIC ADVISOR

2025 UNIVERSITY

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

2025 Antarabangsa Bronze

5. ANUGERAH KECEMERLANGAN STAF 2023 (APC)

2024 UNIVERSITY