Profile Image

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CONTACT

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FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

PhD	2 COMPLETED	2 ONGOING
Master	0 COMPLETED	2 ONGOING

AREAS OF EXPERTISE

Integrated Marketing Communication | Marketing Plan | Halal Marketing

ACADEMIC QUALIFICATION

2016 **PhD** - Pemasaran

2010 **Master** - Pemasaran

2008 **Bachelor** - Pemasaran

RESEARCH

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

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

PUBLICATION

1. 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

2. 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

3. 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

4. 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

5. 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

6. 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

7. 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

8. 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

9. 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

10. 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

PUBLICATION

11. 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

12. 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

13. 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

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

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

2017 JOURNAL SCOPUS MAIN AUTHOR

15. 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

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

SOCIAL AND MANAGEMENT RESEARCH JOURNAL

2017 JOURNAL OTHER DATABASE MAIN AUTHOR

17. 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

18. 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

19. 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

20. 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

PUBLICATION

21. 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

22. 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