



DR. NUR SHUHADA BINTI KAMARUDIN

PENSYARAH UNIVERSITI DS13

CONTACT

Phone: 06-7986409

E-mail:
drnurshuhada@usim.edu.my

Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 1, Ongoing: 1

Master - Completed: 1, Ongoing: 1

AREAS OF EXPERTISE

Financial Planning

Islamic Wealth Management

Digital Marketing

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Finance (personal Financial Planning).

ACADEMIC QUALIFICATION

Phd in Finance (personal Financial Planning) (2016)

Master in Master Of Muamalat Administration (2010)

Bachelor in Bachelor Of Muamalat Administration With Honours (2009)

RESEARCH

1. DEVELOPING A FRAMEWORK ON THE USE OF ROBO ADVISOR FOR THE ISLAMIC FINANCIAL PLANNING EDUCATION IN MALAYSIA

2020

COMPLETED

MAIN RESEARCHER

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

2018

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. DIGITAL DILEMMAS AND SOLUTIONS: ADDRESSING FINANCIAL CHALLENGES AND EXPLORING ISLAMIC EDUCATIONAL PLATFORMS

2025 CHAPTER IN BOOK

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

2024 JOURNAL

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

2024 JOURNAL

4. PLATFORM SHOPEE SEBAGAI PLATFORM BERNIAGA

2024 CHAPTER IN BOOK

5. MENJUAL MELALUI PLATFOM WHATSAPP

2024 CHAPTER IN BOOK

6. JIWANYA YANG HILANG

2024 CHAPTER IN BOOK

7. APLIKASI PEMASARAN DIGITAL DALAM INDUSTRI PELANCONGAN HALAL

2022 PROCEEDING

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

2019 JOURNAL

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

2019 PROCEEDING

10. WHY PREPARING AN EMERGENCY FUND IS MATTER TO YOUNG ADULTS?

2018 JOURNAL

11. DOES EMERGENCY FUND PROVISION IS JUST ABOUT SAVING?:A CONCEPTUAL PAPER

2017 JOURNAL

CONSULTATION/ADULATION

1. PROGRAM PEMERKASAAN USAHAWAN MAKANAN MIKRO 840 "HOMEBASED" DAN "STREET FOOD" MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

2021 NATIONAL YAVASAN HASANAH

AWARDS/RECOGNITION

1. ANUGERAH KECEMERLANGAN STAF 2024

2025 UNIVERSITY

2. ANUGERAH STAF CONTOH APRIL 2025

2025

UNIVERSITY

3. TOP 8 FINALIST IN AKPK FEWRC ARTICLE WRITING COMPETITION 2025 (AFAC'25)

2025

NATIONAL

4. ACADEMIC ADVISOR

2025

UNIVERSITY

5. BOOK CHAPTER REVIEWER

2025

INTERNATIONAL