Profile Image

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CONTACT

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FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	1	1
Master	1	1

AREAS OF EXPERTISE

Financial Planning | Islamic Wealth Management | Digital Marketing

ACADEMIC QUALIFICATION

2016 **PhD** - Finance (personal Financial Planning)

2010 **Master** - Master Of Muamalat Administration

2009 **Bachelor** - Bachelor Of Muamalat Admintistration With Honours

RESEARCH

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

2020 | GERAN KPT | COMPLETED | MAIN RESEARCHER

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

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

PUBLICATION

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

DIGITALIZATION OF ISLAMIC FINANCE

2025 | CHAPTER IN BOOK | MAIN AUTHOR

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

MALAYSIAN JOURNAL OF QUALITATIVE RESEARCH

2024 | JOURNAL | MYCITE | MAIN AUTHOR

3. 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 | MAIN AUTHOR

4. PLATFORM SHOPEE SEBAGAI PLATFORM BERNIAGA

PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 | CHAPTER IN BOOK | MAIN AUTHOR

5. MENJUAL MELALUI PLATFOM WHATSAPP

PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 | CHAPTER IN BOOK | MAIN AUTHOR

6. JIWANYA YANG HILANG

TINTA PENDIDIK KOLEKSI PUISI DAN ANEKDOT

2024 | CHAPTER IN BOOK | MAIN AUTHOR

7. APLIKASI PEMASARAN DIGITAL DALAM INDUSTRI PELANCONGAN HALAL

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2022

2022 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT

2019 | JOURNAL | MYCITE | MAIN AUTHOR

9. 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 | MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF ENGINEERING & TECHNOLOGY

2018 | JOURNAL | SCOPUS | MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF ARTS AND HUMANITIES

2017 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

CONSULTATION

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

YAVASAN HASANAH

2021 NATIONAL

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

PUSAT PENGURUSAN PENYELIDIKAN DAN INOVASI (PPPI) USIM

2025 UNIVERSITY

5. BOOK CHAPTER REVIEWER

IGI GLOBAL SCIENTIFIC PUBLISHING

2025 INTERNATIONAL