Profile Image

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CONTACT

PHONE

N/A

E-MAIL

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FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	2
Master	0	2

AREAS OF EXPERTISE

E-business | Marketing | Marketing Plan | Consumer Behaviour 131 | Halal Product Marketing

ACADEMIC QUALIFICATION

2019 **PhD** - Pengurusan

2013 **Master** - Pengurusan (teknologi)

2006 **Bachelor** - Pentadbiran Perniagaan (perbankan Islam)

2003 **Diploma** - Perbankan Islam

RESEARCH

1. **THE IMPACT OF IMPULSE BUYING BEHAVIOUR IN LIVE STREAMING SHOPPING: A CROSS NATIONAL STUDY BETWEEN MALAYSIA AND INDONESIA**

2024 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

2. **A PRACTICAL MODEL OF A SOCIAL ENTREPRENEURSHIP IN CROWDFUNDING PLATFORM TOWARDS COMMUNITIES.**

2022 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

3. **KAJIAN MENGENALPASTI FAKTOR YANG MEMPENGARUHI ORANG RAMAI UNTUK MENDERMA MELALUI PROJEK CROWDFUNDING**

2021 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

PUBLICATION

1. THE INFLUENCE OF DIGITAL MARKETING ON ISLAMIC FASHION CONSUMPTION: INVESTIGATING MILLENNIALS? PURCHASE INTENTION IN DIGITAL INFLUENCERS

INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

2. WHAT LEADS TO ONLINE FINANCIAL FRAUD VICTIMIZATION AMONG CONSUMERS: AN EMPIRICAL ANALYSIS

ADVANCED INTERNATIONAL JOURNAL OF BUSINESS, ENTREPRENEURSHIP AND SME'S

2025 JOURNAL MYCITE MAIN AUTHOR

3. CHAPTER 6: BRIDGING FINANCE AND FAITH: THE ROLE OF ISLAMIC CROWDFUNDING AND P2P LENDING IN SOCIAL IMPACT AND INCLUSION

AN INTRODUCTION TO FINTECH FOR A NEW GENERATION

2025 CHAPTER IN BOOK MAIN AUTHOR

4. CHAPTER 9: THE SOCIAL MEDIA INFLUENCE SPECTRUM: INSIGHTS FROM MALAYSIA?S DIGITAL CONSUMER CULTURE

EFFECTIVE MARKETING STRATEGIES FOR MALAYSIAN MARKETS

2025 CHAPTER IN BOOK MAIN AUTHOR

5. MARKETING APPROACH IN ISLAMIC DONATION BASED-CROWDFUNDING PLATFORM IN MALAYSIA: EXPLORATORY STUDY

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2024 JOURNAL ERA MAIN AUTHOR

6. KEY FACTORS INFLUENCING PURCHASE INTENTION IN LIVE STREAMING PLATFORMS: A CONCEPTUAL PAPER

1ST INTERNATIONAL CONFERENCE OF ASEAN SCHOOL OF BUSINESS NETWORK (ASBN)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

7. THE IMPACT OF PEER-BASED TEACHING TECHNIQUES ON STUDENTS IN MUAMALAT ADMINISTRATION PROGRAMME : A STUDY IN ISLAMIC ECONOMIC SUBJECT

1ST ASEAN OF BUSINESS SCHOOL NETWORK CONFERENCE 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

8. EVALUATING THE GROWTH AND TRENDS IN HALAL TOURISM RESEARCH OVER A DEACADE: A COMPARATIVE BIBLIOMETRIC ANALYSIS OF INDONESIA ADN MALAYSIA

ASBN ASEAN SCHOOL OF BUSINESS NETWORK BOOK OF PROCEEDINGS, 1ST INTERNATIONAL CONFERENCE : ENHANCING THE INTEGRATED AND DYNAMIC ASEAN : A GLOBAL, RESILIENT, AND INCLUSIVE ECONOMY

2024 PROCEEDING NON-INDEX MAIN AUTHOR

9. RESEARCH PUBLICATION MAPPING FOR MALAYSIA AND INDONESIA IN THE WAQF DOMAIN : 15 YEARS OF BIBLIOMETRIC STUDY

THE 1ST ASBN ASEAN SCHOOL OF BUSINESS NETWORK INTERNATIONAL CONFERENCE 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

10. SOCIAL CROWDFUNDING PROJECT: DO PROJECT QUALITY AND TRUST MATTER?

SOCIAL AND MANAGEMENT RESEARCH JOURNAL

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

PUBLICATION

11. CHAPTER 6: THE IMPACT OF SOCIO-ECONOMIC CHARACTERISTICS AND FINANCIAL VULNERABILITY IN MALAYSIA

RECOVERING ECONOMY: NEW NORMS, CHALLENGES AND PHILANTHROPY IN THE POST-PANDEMIC ERA

2023 CHAPTER IN BOOK MAIN AUTHOR

12. A CONCEPTUAL FRAMEWORK OF A SOCIAL ENTREPRENEURSHIP MODEL IN CROWDFUNDING PLATFORM TOWARDS COMMUNITIES

THE SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2022)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

13. THE IMPACT OF SOCIAL MEDIA IN FUNDING INTENTION TOWARD CROWDFUNDING PROJECT

THE SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2022)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

14. THE ROLE OF FINANCIAL WELL-BEING IN EMPLOYEES' PERFORMANCE (EXTENDED ABSTRACT)

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

2022 PROCEEDING NON-INDEX MAIN AUTHOR

15. FINANCIAL INCLUSION THROUGH CROWDFUNDING IN MALAYSIA: A REVIEW

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2022)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

16. THE IMPACT OF WEBSITE INTERACTIVITY IN CROWDFUNDING PLATFORM

INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS 2021)

2021 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

1. EDUTOUR 2.0

SEKOLAH TINGGI ILMU EKONOMI SUTAAT MADJA (STIESA)

2024 INTERNATIONAL

2. CONSULTATION FOR THE PROJECT ENTITLED STUDENT?S PERSPECTIVE ON HYBRID LEARNING FOR TEACHING MATHEMATICS IN BEIJING WUZI UNIVERSITY CHINA: AN EXPERIMENTAL DESIGN APPROACH

BEIJING WUZI UNIVERSITY

2022 INTERNATIONAL

3. CONSUMER BEHAVIOUR AND FINANCIAL VULNERABILITY SURVEY

AGENSI KAUNSELING DAN PENGURUSAN KREDIT (AKPK)

2021 NATIONAL

AWARDS/RECOGNITION

1. ANUGERAH KHIDMAT CMERLANG

2025 UNIVERSITY

2. VISITING LECTURER (PENSYARAH PELAWAT)

UNIVERSITAS MUHAMMADIYAH JEMBER, INDONESIA

2025 INTERNATIONAL

3. VISITING LECTURER (PENSYARAH PELAWAT)

UNIVERSITAS BRAWIJAYA, INDONESIA

2025 INTERNATIONAL

4. TRAINER / FACILITATOR

FAKULTI EKONOMI DAN MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA

2025 INTERNATIONAL

5. TRAINER / FACILITATOR

HUMAN RESOURCE DEVELOPMENT CORPORATION (HRD CORP)

2025 OTHERS