



**DR. WAN NUR FAZNI BINTI
WAN MOHAMAD NAZARIE**

PENSYARAH UNIVERSITI DS13

CONTACT

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Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 2

Master - Completed: 0, Ongoing: 2

AREAS OF EXPERTISE

E-business

Marketing

Marketing Plan

Consumer Behaviour 131

Halal Product Marketing

BIOGRAPHY

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

ACADEMIC QUALIFICATION

Phd in Pengurusan (2019)

Master in Pengurusan (teknologi) (2013)

Bachelor in Pentadbiran Perniagaan (perbankan Islam) (2006)

Diploma in Perbankan Islam (2003)

RESEARCH

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

2024

ON GOING

MAIN RESEARCHER

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

2022

COMPLETED

MAIN RESEARCHER

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

2021

COMPLETED

MAIN RESEARCHER

PUBLICATION

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

2025 JOURNAL

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

2025 JOURNAL

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

2025 CHAPTER IN BOOK

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

2025 CHAPTER IN BOOK

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

2024 JOURNAL

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

2024 PROCEEDING

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

2024 PROCEEDING

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

2024 PROCEEDING

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

2024 PROCEEDING

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

2023 JOURNAL

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

2023 CHAPTER IN BOOK

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

2022 PROCEEDING

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

2022 PROCEEDING

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

2022 PROCEEDING

15. FINANCIAL INCLUSION THROUGH CROWDFUNDING IN MALAYSIA: A REVIEW

2022 PROCEEDING

16. THE IMPACT OF WEBSITE INTERACTIVITY IN CROWDFUNDING PLATFORM

2021 PROCEEDING

CONSULTATION/ADULATION

1. EDUTOUR 2.0

2024 INTERNATIONAL SEKOLAH TINGGI ILMU EKONOMI SUTAAT MADJA (STIESA)

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

2022 INTERNATIONAL BEIJING WUZI UNIVERSITY

3. CONSUMER BEHAVIOUR AND FINANCIAL VULNERABILITY SURVEY

2021 NATIONAL AGENSI KAUNSELING DAN PENGURUSAN KREDIT (AKPK)

AWARDS/RECOGNITION

1. ANUGERAH KHIDMAT CMERLANG

2025 UNIVERSITY

2. VISITING LECTURER (PENSYARAH PELAWAT)

2025 INTERNATIONAL

3. VISITING LECTURER (PENSYARAH PELAWAT)

2025 INTERNATIONAL

4. TRAINER / FACILITATOR

2025 INTERNATIONAL

5. TRAINER / FACILITATOR

2025 OTHERS