Profile Image

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CONTACT

PHONE

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FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	4	7
Master	1	1

AREAS OF EXPERTISE

Marketing | Market Research | Marketing Of Professional Services | Consumer Behaviour 131 | Other Islamic Finance N.e.c.

ACADEMIC QUALIFICATION

2014 **PhD** - Ekonomi Dan Muamalat

2002 **Master** - Pemasaran

1997 **Bachelor** - Pemasaran

RESEARCH

1. HALAL2U AUDIT APP FOR IMMERSIVE HALAL TRAINING AND AUDIT

2025 | GERAN KPT | ON GOING | CO-RESEARCHER

2. HALAL2U AUDIT APP FOR IMMERSIVE HALAL TRAINING AND AUDIT

2025 | GERAN PENYELIDIKAN INDUSTRI | ON GOING | CO-RESEARCHER

3. PEMBANGUNAN MODEL HAKALAH (HAWALAH - KAFALAH) SEBAGAI SOLUSI PEMBAYARAN TUNGGAKAN HUTANG PTPTN YANG LESTARI

2024 | GERAN KPT | ON GOING | CO-RESEARCHER

4. DETERMINANT FACTORS AFFECTING THE WILLINGNESS TO SHARE INFORMATION AMONG STAKEHOLDERS IN ENHANCING WAQF CO-CREATION ECO-SYSTEM IN MALAYSIA

2022 | GERAN SEPADAN AGENSI KERAJAAN | COMPLETED | CO-RESEARCHER

5. SYNERGYZING WAQF ECOSYSTEM IN MALAYSIA ISLAMIC SOCIAL FINANCE: MEASURING THE IMPACT OF 'BENEFIDONORS' UTILISING THE DIGITAL PLATFORM IN ENHANCING SUSTAINABLE COMMUNITY DEVELOPMENT

2021 | GERAN KPT (KKP) | COMPLETED | CO-RESEARCHER

RESEARCH

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

2021 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

7. MODUL DAKWAH MUAMALAT (ACTION RESEARCH)

2020 | GERAN ANTARABANGSA | COMPLETED | MAIN RESEARCHER

8. DEVELOPING A PROTOTYPE GAME-BASED EDUCATIONAL TOOL: ENHANCING STAKEHOLDERS' COMPETENCE ON HALAL-PRODUCT MANAGEMENT

2017 | GERAN KPT | COMPLETED | CO-RESEARCHER

9. KAEDAH MENCAIRKAN TANAH WAKAF UNTUK MEMBIAYAI PROJEK PEMBANGUNAN WAKAF DI MALAYSIA

2017 | GERAN KPT | COMPLETED | CO-RESEARCHER

10. UNDERSTANDING CHARITY GIVING AND DONOR'S BEHAVIOUR IN CROWDFUNDING ACTIVITIES

2017 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

11. BREXIT AS THE GAME CHANGER FOR SUKUK MARKET. WILL BREXIT OPEN THE DOOR FOR ASSET-BACKED SUKUK

2016 | GERAN KPT | COMPLETED | CO-RESEARCHER

12. YOUNG ADULT INTENTION TO INVEST IN AMANAH SAHAM NASIONAL BERHAD (ASNB) INVESTMENT SCHEME

2014 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

13. THE ROLE OF HEDONIC AND UTILITIRIAN ELEMENTS IN AFFECTING PURCHASE DECISION OF MUSLIMS UNIT TRUST FUND INVESTORS IN MALAYSIA

2013 | GERAN PENYELIDIKAN JANGKA PENDEK | COMPLETED | CO-RESEARCHER

14. THE DEVELOPMENT OF ISLAMIC WEALTH MANAGEMENT FRAMEWORK IN MALAYSIA

2011 | GERAN KPT | COMPLETED | CO-RESEARCHER

15. PENYELIDIKAN PROMOSI DAN PEMASARAN USIM OLEH BAHAGIAN KOMUNIKASI KORPORAT DAN PERHUBUNGAN ANTARABANG

2011 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | CO-RESEARCHER

16. CONCEPTUALISING ISLAMIC MARKETING: A STUDY OF IT'S EPISTEMOLOGICAL UNDERPINNINGS

2011 | GERAN KPT | COMPLETED | MAIN RESEARCHER

17. FAMILY TAKAFUL BUYING DECISION AMONG MALAYSIAN MUSLIM: A CASE STUDY IN KLANG VALLEY.

2004 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | CO-RESEARCHER

18. CUSTOMER SWITCHING BEHAVIOR IN RETAIL BANKING SERVICES: A CASE STUDY IN KLANG VALLEY

2004 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN RESEARCHER

RESEARCH

19. KAJIAN KES UNTUK PENGAJARAN DAN PENERBITAN I (BERBAGAI KAJIAN KES): I.ETCS: TOUCH ?N GO II.THE ROARING TIGER: RELOCATING ZOO NEGARA III.USAHAWAN FRANCAIS : ANTARA MIMP

2003 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | CO-RESEARCHER

20. GRADUATE EMPLOYABILITY : A CASE STUDY OF ISLAMIC STUDIES GRADUATES FROM SELECTED PUBLIC INSTITUTIONS

2003 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | CO-RESEARCHER

21. GRADUATE EMPLOYABILITY: A CASE STUDY OF ISLAMIC STUDIES GRADUATES FROM SELECTED PUBLIC INSTITUTIONS OF HIGHER LEARNING IN MALAYSIA.

2003 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | CO-RESEARCHER

PUBLICATION

1. ISLAMIC CIRCULAR ECONOMY IN DIGITAL AGE: PATHWAYS FOR SUSTAINABLE AND INCLUSIVE DEVELOPMENT

THE 5TH INTERNATIONAL CONFERENCE ON HUMANITY EDUCATION AND SOCIETY (ICHES)

2026 | PROCEEDING | NON-INDEX | MAIN AUTHOR

2. LOCAL ECONOMIC TRANSFORMATION THROUGH INTERNATIONAL COLLABORATION: OPTIMIZING THE CREATIVE ECONOMIC POTENTIAL OF EDELWEISS FLOWERS BASED ON SHARIA PRINCIPLES

HAMFARA : JOURNAL OF ISLAMIC ECONOMIC STUDIES

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

3. SHARIAH-COMPLIANT MARKETING IN THE DIGITAL LANDSCAPE: ETHICAL PRINCIPLES AND IMPLICATIONS FOR CONTEMPORARY BUSINESS PRACTICES

IQTISHODUNA: JURNAL EKONOMI ISLAM

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

4. MAPPING WAQF RESEARCH: A 15-YEAR BIBLIOMETRIC STUDY OF MALAYSIA AND INDONESIA

JURNAL EKONOMI & KEUANGAN ISLAM

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

5. THE IMPACT OF FUNDING RISK ON THE STABILITY OF ISLAMIC RURAL BANKS IN INDONESIA

ECONOMICS, FINANCE, AND BUSINESS REVIEW

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

6. IMPACT OF PEER SUPPORT TOWARDS JOB SATISFACTION AND ORGANISATIONAL RELATIONSHIP BEHAVIOUR AMONG PUBLIC SERVICE EMPLOYEES

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

7. DIGITAL FAITH MEETS SUSTAINABILITY: THE ROLE OF AI AND RELIGIOSITY IN SHAPING GREEN PURCHASE INTENTIONS IN BANGLADESH

THE 2ND ASBN INTERNATIONAL CONFERENCE 2025

2025 | PROCEEDING | NON-INDEX | CORRESPONDING AUTHOR

PUBLICATION

8. INTEGRATING BEHAVIORAL THEORIES TO ENHANCE SUSTAINABILITY OF STUDENT EDUCATION FINANCING REPAYMENT

3RD INTERNATIONAL MUAMALAT CONFERENCE

2025 PROCEEDING NON-INDEX CORRESPONDING AUTHOR

9. STUDENT LOAN REPAYMENT : A GLOBAL REVIEW OF BEHAVIORAL, FINANCIAL AND POLICY DIMENSIONS (2020-2025)

THE 2ND INTERNATIONAL CONFERENCE OF ASEAN BUSINESS SCHOOL NETWORK (ASBN 2025)

2025 PROCEEDING NON-INDEX CO-AUTHOR

10. A REVIEW ON THE DETERMINANTS AND IMPACT OF PRIVATE HEALTH INSURANCE UPTAKE IN ASIA

THE 11TH INTERNATIONAL ISLAMIC ECONOMIC CONFERENCE

2025 PROCEEDING NON-INDEX MAIN AUTHOR

11. ENHANCING CO-CREATION IN WAQF INSTITUTIONS WITH SHARING INFORMATION INITIATIVES IN THE DIGITAL ERA

DIGITALIZATION OF ISLAMIC FINANCE

2025 CHAPTER IN BOOK CO-AUTHOR

12. UNVEILING THE DETERMINANT FACTORS EFFECTING THE WILLINGNESS TO SHARE WAQF INFORMATION AMONG MALAYSIANS

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

13. REVITALISING WAQF INSTITUTIONS THROUGH A COCREATION ECOSYSTEM OF PUBLIC ENGAGEMENT

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

14. STRATEGI PEMASARAN DIGITAL DALAM DAKWAH ISLAM KONTEMPORARI: MENYESUAIKAN PENDEKATAN KOMUNIKASI UNTUK ERA DIGITAL

JURNAL YADIM :INTERNATIONAL JOURNAL OF ISLAM AND CONTEMPORARY AFFAIRS

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

15. FASHIONVALET: A TAPESTRY OF STRATEGY - FROM STRENGTHS TO THREATS

ASEAN JOURNAL OF CASE RESEARCH

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

16. A BIBLIOMETRIC ANALYSIS OF HALAL TOURISM RESEARCH: INDONESIA AND MALAYSIA

ASIAN JOURNAL OF ISLAMIC MANAGEMENT (AJIM)

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

17. LITERATURE ANALYSIS OF CUSTOMER LOYALTY IN THE LIGHT OF ISLAMIC BANKING ON PRIME BANK, BANGLADESH

INTERNATIONAL RESEARCH JOURNAL OF ECONOMICS AND MANAGEMENT STUDIES

2024 JOURNAL OTHER DATABASE CO-AUTHOR

PUBLICATION

18. 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

19. 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

20. 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

21. 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

22. PENANDA ARAS (THRESHOLD) MISKIN BANDAR DI WILAYAH PERSEKUTUAN

2024 BOOK

23. ENHANCING SYNERGY IN THE WAQF ECOSYSTEM IN MALAYSIA : PROMOTING INCREASED WAQF CONTRIBUTIONS AMONG BENEFICIARIES, DONORS, AND MUTAWALLI

INTERNATIONAL JOURNAL OF ECONOMICS AND FINANCE STUDIES

2023 JOURNAL SCOPUS CO-AUTHOR

24. FACTORS INFLUENCING THE BEHAVIOURAL INTENTION TO ACCEPT BENEFIDONOR CONCEPT AMONG STAKEHOLDERS OF WAQF

JOURNAL OF ISLAMIC ACCOUNTING AND BUSINESS RESEARCH

2023 JOURNAL SCOPUS AND ERA CO-AUTHOR

25. EXAMINING THE VALIDITY OF CONTRUCTS THAT MEASURE THE WILLINGNESS TO SHARE WAQF INFORMATION : AN EXPLORATORY FACTORS ANALYSIS

THE 10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 9IECONS 2023)

2023 PROCEEDING NON-INDEX CORRESPONDING AUTHOR

26. ENHANCING GRADUATE EMPLOYABILITY IN THE MALAYSIAN CAPITAL MARKET

THE 10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS2023)

2023 PROCEEDING NON-INDEX CO-AUTHOR

27. RESEARCH REPORT CONCEPTUALIZATION OF BENEFIDONORS MODEL FOR SOCIAL INNOVATION IN WAQF

2023 BOOK

28. RESEARCH REPORT: FACTORS IMPACTING ACCEPTANCE OF BENEFIDONORS CONCEPT

2023 BOOK

PUBLICATION

29. FACTORS IMPACTING ACCEPTANCE OF BENEFIDONORS CONCEPT

2023 BOOK

30. MENGENALPASTI HARTRA WAKAF TIDAK PRODUKTIF DAN POTENSI APLIKASI TAWRIQ ISTIBDAL DI NEGERI SEMBILAN

FILANTROPI ISLAM : DALAM ASPEL SOSIAL PENDIDIKAN DAN INSTITUSI

2023 CHAPTER IN BOOK CO-AUTHOR

31. SUSTAINABLE DEVELOPMENT, REGIONAL PLANNING, AND INFORMATION MANAGEMENT AS AN EVOLVING THEME IN WAQF RESEARCH: A BIBLIOMETRIC ANALYSIS

SUSTAINABILITY

2022 JOURNAL ERA MAIN AUTHOR

32. SUSTAINABLE DEVELOPMENT, REGIONAL PLANNING, AND INFORMATION MANAGEMENT AS AN EVOLVING THEME IN WAQF RESEARCH: A BIBLIOMETRIC ANALYSIS

SUSTAINABILITY

2022 JOURNAL ERA MAIN AUTHOR

33. CONCEPTUALISATION AND VALIDATING BENEFIDONORS MODEL IN WAQF

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2022 JOURNAL OTHER DATABASE CO-AUTHOR

34. PROCEEDINGICONIESFACULTY OF ECONOMICS UIN MAULANA MALIK IBRAHIM MALANG

INTERNATIONAL CONFERENCE OF ISLAMIC ECONOMICS AND BUSINESS (8TH ICONIES)

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

35. DO CELEBRITY ENDORSEMENT AND REPUTABLE COMPANIES TV ADVERTS EFFECT ON MIDDLE-CLASS CONSUMER PURCHASE DECISION OF FAST-MOVING CONSUMER GOODS? A STUDY IN BANGLADESH

REVIEW OF INTERNATIONAL GEOGRAPHICAL EDUCATION ONLINE (RIGEO)

2021 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

36. THE EFFECT OF CELEBRITY ENDORSEMENT IN TV ADS ON CONSUMERS BUYING DECISION OF FAST-MOVING CONSUMER GOODS: A PERSPECTIVES FROM THE THEORY OF PLANNED BEHAVIOUR

THE 9TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE

2021 PROCEEDING NON-INDEX CO-AUTHOR

37. THE IMPACT WEBSITE INTERACTIVITY IN CROWDFUNDING PLATFORM

THE 9TH INTERNATIONAL ISLAMIC ECONOMICS SYSTEM CONFERENCE

2021 PROCEEDING NON-INDEX CO-AUTHOR

38. CONCEPTUALIZATION BENEFIDONORS MODEL IN WAQF

THE 9TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS)

2021 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

39. ADAPTATION FROM PROSUMERISM IDEA IN CONCEPTUALIZING THE BENEFIDONORS CONCEPT

2ND INTERNATIONAL CONFERENCE ON BUSINESS, TECHONOLOGY, TOURISM, EDUCATION, ENGINEERING, CULTURE AND SOCIAL SCIENCE 2021

2021 PROCEEDING NON-INDEX MAIN AUTHOR

40. RESPONDING TO THE COVID-19 PANDEMIC CASE STUDIES ON MANAGING ORGANIZATIONS IN CRISIS

2021 BOOK CO-EDITOR

41. JABATAN KEBAJIKAN MASYARAKAT: ASTITCH IN TIME SAVES NINE

RESPONDING TO THE COVID-19 PANDEMIC CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 CHAPTER IN BOOK MAIN AUTHOR

42. PLAN B FRO TAKAFUL IN THE TIME OF COVID-19: THE NECESSARY ART

INSIGHTS INTO COVID-19 CRISIS: ECONOMICS & FINANCE CASE STUDIES

2021 CHAPTER IN BOOK CO-AUTHOR

43. MENGENALPASTI HARTA WAKAF TIDAK PRODUKTIF DAN POTENSI APLIKASI TAWRIQ ISTIBDAL DI NEGERI SEMBILAN

E-PROCEEDING 4TH INTERNATIONAL VIRTUAL CONFERENCE ON ZAKAT, WAQF AND ISLAMIC PHILANTROPY

2020 PROCEEDING NON-INDEX CO-AUTHOR

44. ASET WAKAF TIDAK PRODUKTIF : CADANGAN PENYELESAIANNYA MENGGUNAKAN INSTRUMENT TAWRIQ DAN ISTIBDAL DI NEGERI SEMBILAN

THE 9TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2020

2020 PROCEEDING NON-INDEX MAIN AUTHOR

45. AN EXPERIMENT OF HALAL EXECUTIVE TRAINING USING A HALAL SIMULATOR GAME: AN OBSERVATION

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM

2020 CHAPTER IN BOOK CO-AUTHOR

46. HALAL SIMULATION TRAINING FOR HALAL EXECUTIVES : NEW PARADIGMN FOR TEACHING AND LEARNING

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM

2020 CHAPTER IN BOOK MAIN AUTHOR

47. DEFINING THE DISTINGUISHING FEATURES OF ISLAMIC WEALTH MANAGEMENT

ISSUES & CHALLENGES IN PERSONAL FINANCIAL PLANNING

2020 CHAPTER IN BOOK CO-AUTHOR

48. AL-TAWRIQ AS POTENTIAL SOLUTION IN LIQUIDATING THE WAQF ASSETS : A MALAYSIAN PERSPECTIVES

AGBA 2019 16TH CONFERENCE

2019 PROCEEDING NON-INDEX CO-AUTHOR

49. THE PERCEPTIONS OF UNDERGRADUATE STUDENTS ON CROWDFUNDING PHILANTHROPIC BEHAVIOR: A DESCRIPTIVE ANALYSIS

8TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2019

2019 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

50. GARIS PANDUAN LATIHAN INDUSTRI UNIVERSITI SAINS ISLAM MALAYSIA

2019 BOOK CO-AUTHOR & CO-EDITOR

51. PENEROKAAN KONSEP AL-TAWRIQ DALAM PENCAIRAN ASET WAKAF

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2018 JOURNAL OTHER DATABASE CO-AUTHOR

52. PENEROKAAN KONSEP AL-TAWRIQ DALAM PENCAIRAN ASET WAKAF

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2018 JOURNAL OTHER DATABASE CO-AUTHOR

53. UNDERSTANDING CHARITY GIVING AND DONOR'S BEHAVIOUR IN CROWDFUNDING ACTIVITIES

THE 8TH IBAF ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

54. ISLAMIC CROWDFUNDING : CONCEPTS, ISSUES AND OPPORTUNITIES

EXTENDING THE BOUNDARIES OF ISLAMIC FINANCE

2018 CHAPTER IN BOOK MAIN AUTHOR

55. "MARKETING MIX": TIJAUAN SEMULA MENURUT EPISTEMOLOGI ISLAM

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2017 JOURNAL OTHER DATABASE MAIN AUTHOR

56. BREXIT AS THE GAME CHANGER FOR SUKUK MARKET: WILL BREXIT OPEN THE DOOR FOR ASSET-BACKED SUKUK?

THE 6TH INTERNATIONAL CONFERENCE ON CASE WRITING 2017

2017 PROCEEDING NON-INDEX CO-AUTHOR

57. LIQUIDATING WAQF ASSETS AND FUTURE FRAMEWORK OF AL-TAWRIQ

THE 7TH ISLAMIC ECONOMIC SYSTEM CONFERENCE 2017 (IECONS 2017)

2017 PROCEEDING NON-INDEX CO-AUTHOR

58. ONLINE CROWDFUNDING: ADAPTATION FROM THEORY OF PLANNED BEHAVIOUR

THE 7TH ECONOMIC CONFERENCE 2017 (IECONS2017)

2017 PROCEEDING NON-INDEX MAIN AUTHOR

59. CADBURY: A TOUGH BREAK

INTEGRATED MUAMALAT CASE STUDY

2017 CHAPTER IN BOOK MAIN AUTHOR

60. EXPLORING THE ELEMENT OF @PEOPLE FROM AN ISLAMIC PERSPECTIVE

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2016 JOURNAL OTHER DATABASE CO-AUTHOR

PUBLICATION

61. PERANAN BELIA HOLISTIK DALAM TEKONOGI MAKLUMAT DAN KOMUNIKASI SEMASA

MEMPERKASA NEGARA MELALUI BELIA HOLISTIK

2016 | CHAPTER IN BOOK | MAIN AUTHOR

62. DEVELOPING THE STRATEGIC MARKETING COMMUNICATION OF ISLAMIC CROWDFUNDING FOR EDUCATION AND HEALTH SECTOR

19TH MACFEA NATIONAL SEMINAR

2015 | PROCEEDING | NON-INDEX | CO-AUTHOR

63. IDENTFYING TRAITS OF A WAQAF MANAGER IN MARKETING WAQAF INSTRUMENT : AN ANALYSIS

SEMINAR SISTEM EKONOMI ISLAM KALI KE 6 2015 IQLIMI

2015 | PROCEEDING | NON-INDEX | CO-AUTHOR

64. PERMODALAN NASIONAL BERHAD (PNB): INVESTIGATING THE YOUNG

IECONS2015

2015 | PROCEEDING | NON-INDEX | CO-AUTHOR

65. JUMP OR PUSHED? UNDERSTANDING SWITCHING INTENTIONS IN THE BANKING CONTEXT

2015 ACADEMY OF MARKETING SCIENCE ANNUAL CONFERENCE DENVER, COLORADO

2015 | PROCEEDING | NON-INDEX | MAIN AUTHOR

66. EVALUATING THE PERFORMANCE OF TAKAFUL MODELS: A CASE STUDY OF TWO TAKAFUL OPERATORS IN MALAYSIA

THE 6TH ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE 2014 (IBAF2014)

2014 | PROCEEDING | NON-INDEX | CO-AUTHOR

67. THE MISERY INDEX (MI) ESTIMATES FOR SUKUK ISSUING OIC MEMBER COUNTRIES

OF THE 6TH ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE 2014 (IBAF2014)

2014 | PROCEEDING | NON-INDEX | CO-AUTHOR

68. CAMPURAN PEMASARAN ISLAM: TINJAUAN SEMULA

THE 6TH ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE 2014 (IBAF2014)

2014 | PROCEEDING | NON-INDEX | CO-AUTHOR

69. EXPLORING THE ELEMENT OF PEOPLE IN SERVICES INDUSTRY FROM ISLAMIC PERSPECTIVE

INTERNATIONAL JOURNAL OF ARTS AND SCIENCES CONFERENCE

2014 | PROCEEDING | NON-INDEX | MAIN AUTHOR

70. IN SEARCH FOR ISLAMIC WEALTH MANAGEMENT FRAMEWORK

SEMINAR HASIL PENYELIDIKAN SEKTOR PENGAJIAN TINGGI KE-3, 2013 SAINS SOSIAL DAN KEMANUSIAAN

2013 | PROCEEDING | NON-INDEX | CO-AUTHOR

71. IDENTFYING THE ELEMENT OF SERVICES INDUSTRY FROM ISLAMIC PERSPECTIVES

INTERNATIONAL ISLAMIC PHILANTROPHY POSTER COMPETITION 2013

2013 | PROCEEDING | NON-INDEX | CO-AUTHOR

PUBLICATION

72. "WHICH ONE IS MY PREFERRED IVORY TOWER?"AN ANALYSIS AMONG ISLAMIC SECONDARY SCHOOL STUDENTS IN MALAYSIA

INTERNATIONAL JOURNAL OF BUSINESS, HUMANITIES AND TECHNOLOGY

2012 JOURNAL WOS CO-AUTHOR

73. STRATEGI DAN PROMOSI INSTITUSI PENGAJIAN TINGGI ISLAM DI MALAYSIA: SATU KAJIAN KES DI USIM

SEMINAR SERANTAU INSTITUSI PENGAJIAN TINGGI ISLAM 2012

2012 PROCEEDING NON-INDEX CO-AUTHOR

74. PANDANGAN MASYARAKAT UMUM TERHADAP INSTITUSI PENGAJIAN TINGGI ISLAM DI MALAYSIA: SATU KAJIN AWAL DI USIM

SEMINAR TRANSFORMASI SISTEM PENGURUSAN ISLAM DI MALAYSIA (TRANSPI 2011)

2011 PROCEEDING NON-INDEX CO-AUTHOR

75. PERMASALAHAN DALAM ISLAMISASI PEMASARAN ISLAM: SATU TINJAUAN UMUM

5TH ISDEV INTERNATIONAL ISLAMIC DEVELOPMENT CONFERENCE : ISLAMIC MARKETING AND ASSET MANAGEMENT

2011 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

1. SIJIL PERANCANG KEWANGAN ISLAM (ISLAMIC FINANCIAL PLANNER IFP)

KEMENTERIAN PENGAJIAN TINGGI KPT

2022 NATIONAL

2. SIJIL SECURITIES COMMISION LICENSING (SCLE) MODULE 6 & 7

KEMENTERIAN PENGAJIAN TINGGI KPT

2022 NATIONAL

3. PENSIJILAN PROFESSIONAL KPT-PACE

KEMENTERIAN PENGAJIAN TINGGI KPT

2022 NATIONAL

4. KAJIAN PENAMBAHBAIKAN FATWA BERHUBUNG DENGAN TAFSIRAN ASNAF DAN DASAR AGIHAN ZAKAT

MAIS

2022 NATIONAL

5. PROJEK PERUNDINGAN KURSUS PERSIJILAN PROFESSIONAL PERUNDING ZAKAT (KPPPZ) LEMBAGA ZAKAT SELANGOR (MAIS)

LEMBAGA ZAKAT SELANGOR)

2021 NATIONAL

6. DEVELOP HALAL2U SIMULATION BOARD GAME FOR HALAL CERTIFICATION TRAINING

INTERNATIONAL FUTURE OF EDUCATION ASSOCIATION (IFEA)

2021 NATIONAL

CONSULTATION

7. ACTION RESEARCH GRANT: TASAWWUR ON WEALTH MANAGEMENT STYLES OF SAIDATINA KHADIJAH RA

KHADIJAH INTERNATIONAL WAQF (L) FOUNDATION

2021 NATIONAL

8. KAJIAN PENCAPAIAN PRODUK PERKHIDMATAN DAN ANALISIS PENGURUSAN OPERASI SEMASA YAYASAN BINA UPAYA DARUL RIDZUAN (YBUDR)

YBUDR

2017 NATIONAL

9. KAJIAN KEPUASAN PENGUNJUNG TERHADAP ACARA HKK 2015

PERBADANAN KRAFTANGAN MALAYSIA

2015 NATIONAL

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH BULANAN

2025 OTHERS

2. BOOK CHAPTER REVIEWER

FAKULTI EKONOMI DAN MUAMALAT

2025 UNIVERSITY

3. CONFERENCE PAPER REVIEWER

SECRETARIAT 2ND ASEAN SCHOOL OF BUSINESS NETWORK (ASBN) CONFERENCE FACULTY OF ECONOMICS AND MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA, 71800 NILAI NEGERI SEMBILAN, MALAYSI

2025 INTERNATIONAL

4. AGROCONNECT: A DIGITAL COMMUNITY PLATFORM TO REVITALIZE IDLE LANDS FOR SUSTAINABLE FOOD SECURITY

INTERNATIONAL FOOD SECURITY COMPETITION

2025 ANTARABANGSA CERTIFICATE OF APPRECIATION

5. ANUGERAH STAF CONTOH BULANAN

2024 OTHERS

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

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

2024 ANTARABANGSA BEST PAPER AWARD

7. VISITING SCHOLAR

THE UNIVERSITY OF EDINBURGH

2022 INTERNATIONAL

AWARDS/RECOGNITION

8. MYHALAL2U: HALAL CERTIFICATION SIMULATION GAME 2.0

INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTIONS BY INSTITUTIONS OF HIGHER LEARNING (PECIPTA'19

2019 ANTARABANGSA GOLD

9. AL-TAWRIQ AS POTENTIAL SOLUTION IN LIQUIDATING THE WAQF ASSETS: A MALAYSIAN PERSPECTIVES

ACADEMY FOR GLOBAL BUSINESS ADVANCEMENT (AGBA)

2019 ANTARABANGSA BEST PAPER AWARD

10. ANUGERAH PERKHIDMATAN SETIA USIM

2018 UNIVERSITY

11. JUARA KATEGORI UNIVERSITY; PERTANDINGAN SELFY SOCIAL ENTERPRISE LITERACY FOR YOUTH 2017 /2018

2018 NATIONAL

12. HALAL UNIVERSE:FARM TO FORK

THE INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTION (PECIPTA 17)

2017 UNIVERSITI GOLD

13. LIQUIDATING WAQF ASSETS AND FUTURE FRAMEWROK OF AL-TAWRIQ

7TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (iECONS 2017)

2017 ANTARABANGSA SILVER

14. PERMODALAN NASIONAL BERHAD (PNB): INVESTIGATING THE YOUNG&#65533;S BEHAVIOUR IN FINANCIAL INVESTMENT

ISLAMIC ECONOMIC SYSTEM CONFERENCE 2015 (IECONS 2015)

2015 ANTARABANGSA BEST PAPER AWARD

15. YOUNG ADULT INTENTION TO INVEST IN AMANAH SAHAM NASIONAL BERHAD (ASNB) INVESTMENT SCHEME

ISLAMIC ECONOMIC SYSTEM CONFERENCE 2015 (IECONS 2015)

2015 ANTARABANGSA BEST PAPER AWARD

16. IDENTIFYING THE ELEMENT OF PEOPLE IN SERVICES INDUSTRY FROM ISLAMIC PERSPECTIVE

INTERNATIONAL ISLAMIC PHILANTROPHY POSTER COMPETITION 2013 (i-IPPC 2013)

2013 KEBANGSAAN GOLD