



DR. HANIM BT HJ MISBAH

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CONTACT

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 4, Ongoing: 7

Master - Completed: 1, Ongoing: 1

AREAS OF EXPERTISE

Marketing

Market Research

Marketing Of Professional Services

Consumer Behaviour 131

Other Islamic Finance N.e.c.

BIOGRAPHY

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

ACADEMIC QUALIFICATION

Phd in Ekonomi Dan Muamalat (2014)

Master in Pemasaran (2002)

Bachelor in Pemasaran (1997)

RESEARCH

1. MODUL DAKWAH MUAMALAT (ACTION RESEARCH)

2020 COMPLETED MAIN RESEARCHER

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

2017 COMPLETED MAIN RESEARCHER

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

2011 COMPLETED MAIN RESEARCHER

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

2004 COMPLETED MAIN RESEARCHER

PUBLICATION

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

2026 PROCEEDING

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

2025 JOURNAL

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

2025 JOURNAL

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

2025 PROCEEDING

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

2024 JOURNAL

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

2024 JOURNAL

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

2024 JOURNAL

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

2024 PROCEEDING

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

2024 PROCEEDING

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

2022 JOURNAL

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

2022 JOURNAL

14. PROCEEDING ICONES FACULTY OF ECONOMICS UIN MAULANA MALIK IBRAHIM MALANG

2022 PROCEEDING

15. ADAPTATION FROM PROSUMERISM IDEA IN CONCEPTUALIZING THE BENEFIDONORS CONCEPT

2021 PROCEEDING

16. JABATAN KEBAJIKAN MASYARAKAT: ASTITCH IN TIME SAVES NINE

2021 CHAPTER IN BOOK

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

2020 PROCEEDING

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

2020 CHAPTER IN BOOK

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

2019 PROCEEDING

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

2018 PROCEEDING

21. ISLAMIC CROWDFUNDING : CONCEPTS, ISSUES AND OPPORTUNITIES

2018 CHAPTER IN BOOK

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

2017 JOURNAL

23. ONLINE CROWDFUNDING: ADAPTATION FROM THEORY OF PLANNED BEHAVIOUR

2017 PROCEEDING

24. CADBURY: A TOUGH BREAK

2017 CHAPTER IN BOOK

25. PERANAN BELIA HOLISTIK DALAM TEKONOGI MAKLUMAT DAN KOMUNIKASI SEMASA

2016 CHAPTER IN BOOK

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

2015 PROCEEDING

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

2014 PROCEEDING

28. PERMASALAHAN DALAM ISLAMISASI PEMASARAN ISLAM: SATU TINJAUAN UMUM

2011 PROCEEDING

CONSULTATION/ADULATION

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

2022 NATIONAL KEMENTERIAN PENGAJIAN TINGGI KPT

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

2022 NATIONAL KEMENTERIAN PENGAJIAN TINGGI KPT

3. PENSIJILAN PROFESSIONAL KPT-PACE

2022 NATIONAL KEMENTERIAN PENGAJIAN TINGGI KPT

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

2022 NATIONAL MAIS

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

2021 NATIONAL LEMBAGA ZAKAT SELANGOR

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH BULANAN

2025 OTHERS

2. BOOK CHAPTER REVIEWER

2025 UNIVERSITY

3. CONFERENCE PAPER REVIEWER

2025 INTERNATIONAL

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

2025 Antarabangsa Certificate of appreciation

5. ANUGERAH STAF CONTOH BULANAN

2024 OTHERS