Profile Image

DR. HANIM BT HJ MISBAH

PENSYARAH UNIVERSITI DS13

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. MODUL DAKWAH MUAMALAT (ACTION RESEARCH)

2020 | GERAN ANTARABANGSA | COMPLETED | MAIN RESEARCHER

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

2017 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

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

2011 | GERAN KPT | COMPLETED | MAIN RESEARCHER

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

2004 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN 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. MAPPING WAQF RESEARCH: A 15-YEAR BIBLIOMETRIC STUDY OF MALAYSIA AND INDONESIA

JURNAL EKONOMI & KEUANGAN ISLAM

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

3. 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

4. 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

5. 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

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

ASEAN JOURNAL OF CASE RESEARCH

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

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

ASIAN JOURNAL OF ISLAMIC MANAGEMENT (AJIM)

2024 JOURNAL OTHER DATABASE 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. 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

PUBLICATION

11. 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

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

SUSTAINABILITY

2022 JOURNAL ERA MAIN AUTHOR

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

SUSTAINABILITY

2022 JOURNAL ERA MAIN AUTHOR

14. PROCEEDINGICONIESFACULTY OF ECONOMICS UIN MAULANA MALIK IBRAHIM MALANG

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

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

15. 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

16. 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

17. 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

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

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM

2020 CHAPTER IN BOOK MAIN AUTHOR

19. 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

20. 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

PUBLICATION

21. ISLAMIC CROWDFUNDING : CONCEPTS, ISSUES AND OPPORTUNITIES

EXTENDING THE BOUNDARIES OF ISLAMIC FINANCE

2018 | CHAPTER IN BOOK | MAIN AUTHOR

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

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2017 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

23. ONLINE CROWDFUNDING: ADAPTATION FROM THEORY OF PLANNED BEHAVIOUR

THE 7TH ECONOMIC CONFERENCE 2017 (IECONS2017)

2017 | PROCEEDING | NON-INDEX | MAIN AUTHOR

24. CADBURY: A TOUGH BREAK

INTEGRATED MUAMALAT CASE STUDY

2017 | CHAPTER IN BOOK | MAIN AUTHOR

25. PERANAN BELIA HOLISTIK DALAM TEKONOGI MAKLUMAT DAN KOMUNIKASI SEMASA

MEMPERKASA NEGARA MELALUI BELIA HOLISTIK

2016 | CHAPTER IN BOOK | MAIN AUTHOR

26. 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

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

INTERNATIONAL JOURNAL OF ARTS AND SCIENCES CONFERENCE

2014 | PROCEEDING | NON-INDEX | MAIN AUTHOR

28. 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

CONSULTATION

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

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