



DR. INTAN FATIMAH BINTI ANWAR

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 1, Ongoing: 0

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Marketing Plan

Consumer Behaviour

Service Marketing

BIOGRAPHY

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

ACADEMIC QUALIFICATION

Phd in Pemasaran Dan Wakaf Tunai (2023)

Master in Pemasaran Dan Pentadbiran (2005)

Bachelor in Pemasaran (2000)

Aad in Sains Pentadbiran Perniagaan (1998)

RESEARCH

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

2014 COMPLETED MAIN RESEARCHER

2. ATTITUDES OF MUSLIM TOWARD PARTICIPATION IN CASH WAQF : ANTECEDENTS AND CONSEQUENCES

2013 COMPLETED MAIN RESEARCHER

PUBLICATION

1. KNOWING THE RISKS BUT CONTINUING ANYWAY? EXPLAINING SUSTAINED BUY NOW, PAY LATER USAGE AMONG GENERATION Y AND Z

2026 JOURNAL

2. GEN Y AND GEN Z'S COMMITMENT TO BNPL SERVICES IN MALAYSIA: A STUDY OF ATTITUDE-MEDIATED CONTINUANCE INTENTION

2026 PROCEEDING

3. WHAT MOTIVATES MALAYSIANS TO ENGAGE IN SOCIAL COMMERCE SHOPPING?

2025 JOURNAL

4. SHOPPING ON SOCIAL PLANET: THE MEDIATING ROLE OF TRUST

2025 JOURNAL

5. INTEGRATION OF CARE ECONOMY CONCEPT IN WAQF: SUSTAINABLE HEALTHCARE FRAMEWORKS IN MALAYSIA

2025 PROCEEDING

6. CASH WAQF INTENTIONS AMONG MUSLIM GEN Y AND GEN Z: THE MEDIATING ROLE OF ATTITUDE

2025 PROCEEDING

7. MANAGEMENT OF WAQF AND ZAKAT: A WORKABLE APPROACH DRIVEN BY THEORY OF FIQH AL AWLAWIYAT AMONG STATE ISLAMIC RELIGIOUS COUNCILS IN MALAYSIA TOWARDS ASNAF COMMUNITY

2025 CHAPTER IN BOOK

8. UNVEILING THE FINTECH CROWDFUNDING CHALLENGES IN MALAYSIA: A CASE STUDY OF PITCHIN PLATFORM SDN. BHD

2024 JOURNAL

9. THE FACTORS INFLUENCING WAQIFS? LOYALTY TO CASH WAQF: A PRELIMINARY ANALYSIS

2024 JOURNAL

10. THE SUSTAINABILITY OF CASH WAQF USING BLOCKCHAIN TECHNOLOGY: A CONCEPTUAL STUDY

2024 JOURNAL

11. INTERNAL LOCUS OF CONTROL AND FINANCIAL WELL-BEING AMONG UNIVERSITY STUDENTS

2024 JOURNAL

12. COVID-19 PANDEMIC AND THE SURVIVAL OF MURIH TRAVEL SDN BHD

2024 JOURNAL

13. THE SUSTAINABILITY OF CASH WAQF USING BLOCKCHAIN TECHNOLOGY: A CONCEPTUAL STUDY

2024 PROCEEDING

14. A CONCEPTUAL STUDY OF MADANI CONCEPT IN ISLAMIC BUSINESS ETHICS AND MARKETING PRACTICES

2024 PROCEEDING

15. A CONCEPTUAL STUDY ON THE INTENTION TO USE FINANCIAL ROBO-ADVSORS FOR ISLAMIC FINANCIAL PRODUCTS: EMPOWERING MADANI ECONOMY

2024 PROCEEDING

16. BEYOND HOSPITALITY: THE INCLUSIVE COMMUNITY MODEL OF KAMPUNG STAY AT KEM MODAL INSAN

2024 PROCEEDING

17. MENU RAHMAH PURCHASE INTENTION AMONG UNIVERSITY STUDENTS: MADANI ECONOMY EMPOWERMENT

2024 PROCEEDING

18. WONDER INTO THE FUTURE

2023 JOURNAL

19. THE IMPACT OF TRUST IN WAQIFS ON THE LOYALTY OF CASH WAQF IN MALAYSIA

2023 PROCEEDING

20. PERSON-ORGANIZATION FIT AND EMPLOYEE OUTCOMES AMONG ACADEMICIANS IN MALAYSIA

2023 PROCEEDING

21. DETERMINANTS OF SUKUK AND BONDS ISSUANCE: THE HUMAN ASPECT (EXTENDED ABSTRACT)

2022 PROCEEDING

22. SUSTAINING BUSINESS DURING THE PANDEMIC: CASE STUDIES AMONG MUSLIMPRENEURS

2022 PROCEEDING

23. MOTIVATION OF MALAYSIAN TO USE BUY NOW PAY LATER (BNPL) SERVICES

2022 PROCEEDING

24. A REVIEW OF MARKETING STRATEGIES FOR HALAL TOURISM INDUSTRY DURING COVID-19 PANDEMIC

2021 PROCEEDING

25. THE MEDIATING IMPACT OF TRUST BEWTWEEN WAQIF'S EXPERIENCE AND LOYALTY IN CASH WAQF

2021 PROCEEDING

26. PANDEMIK COVID-19: WAKAF SEBAGAI ALTENATIF PENYELESAIAN KEPADA MALAYSIA

2020 PROCEEDING

27. THE ANTECEDENTS OF WAQIF'S LOYALTY IN CASH WAQF FROM THE INDIVIDUAL PERSPECTIVE

2019 JOURNAL

28. A CONTRIBUTION OF SOCIAL COGNITIVE THEORY TOWARDS THE LOYALTY OF WAQIFS IN CASH WAQF ENDOWMENT

2019 PROCEEDING

29. A CONTRIBUTION OF SOCIAL COGNITIVE THEORY TOWARDS THE LOYALTY OF WAQIFS IN CASH WAQF ENDOWMENT

2019 CHAPTER IN BOOK

30. INTERNAL ISSUES AND DILEMMAS, WHOSE FAULT IS IT?

2015 PROCEEDING

31. ATTITUDES OF MUSLIMS TOWARDS PARTICIPATION IN CASH WAQF: ANTECEDENTS AND CONSEQUENCES

2014 PROCEEDING

32. CRAWLING TOWARDS SUCCESS: A LESSON FROM A BUMIPUTERA CONTRACTOR

2014 PROCEEDING

33. LAKARAN PERJALANAN SEBUAH SYARIKAT KONTRAKTOR BUMIPUTERA

2013 PROCEEDING

34. CD PROCEEDINGS: "SUSTAINABLE DEVELOPMENT THROUGH THE ISLAMIC ECONOMIC SYSTEM"

2013

BOOK

CONSULTATION/ADULATION

1. KHIDMAT KEPAKARAN BAGI FINAL ROUND INTERNATIONAL PLAN BUSINESS COMPETITION

2024

INTERNATIONAL

ASOSIASI DOSEN AKUNTASI INDONESIA (ADAI)

2. JURULATIH SME UNIVERSITY INTERNSHIP PROGRAMME 2015

2015

UNIVERSITY

SME DAN USIM

3. KEUSAHAWANAN: ETIKA DAN PROFESSIONAL

2014

NATIONAL

PUNB DAN TECHNOCOUNT - UKM CESMED

4. PROGRAM KEUSAHAWANAN BERSAMA SME CORPORATION MALAYSIA

2013

NATIONAL

SME CORPORATION MALAYSIA

5. USIM TIJARAH HOLDINGS SDN BHD (UTHSB)

2012

NATIONAL

USIM TIJARAH HOLDINGS SDN BHD (UTHSB)

AWARDS/RECOGNITION

1. GEN Y AND GEN Z'S COMMITMENT TO BNPL SERVICES IN MALAYSIA: A STUDY OF ATTITUDE-MEDIATED CONTINUANCE INTENTION

2026

Antarabangsa

Best paper award

2. ANUGERAH STAF CONTOH BULANAN (DISEMBER 2024)

2025

OTHERS

3. ANUGERAH KECEMERLANGAN STAF 2024

2025

UNIVERSITY

4. ANUGERAH STAF CONTOH BULANAN (JUN 2025)

2025

OTHERS

5. CASH WAQF INTENTIONS AMONG MUSLIM GEN Y AND GEN Z : THE MEDIATING ROLE OF ATTITUDE

2025

Antarabangsa

Best paper award