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**Faculty:** Fakulti Ekonomi  
Dan Muamalat

**SUPERVISION**

PhD - Completed: 1, Ongoing: 3

Master - Completed: 0,  
Ongoing: 0

**AREAS OF EXPERTISE**

Quality Management (including Total Quality Management (tqm))

Intellectual Capital

Halal Industry Management

**ACADEMIC QUALIFICATION**

PhD in Business (total Quality Manage (2008)

Diploma in Post Graduate Diploma In Teaching & Learning (2003)

Master in Business (total Quality Management) (1999)

B.Sc. in Business Administration (finance) (1997)

**RESEARCH**

**1. KERANGKA BAHASA DALAM PLATFOM MEDIA SOSIAL BAGI MEMPROMOSIKAN MALAYSIA SEBAGAI HUB MAKANAN HALAL PELBAGAI BUDAYA**

2019 GERAN KPT COMPLETED CO-RESEARCHER

**2. GENERIC HALAL ASSURANCE SYSTEM (HAS) MODEL FOR SMALL AND MEDIUM ENTERPRISES (SMES)**

2018 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED MAIN RESEARCHER

**3. WAQAF IN EDUCATION USING SOCIAL ENTERPRISE AND CROWD FUNDING : THE CASE OF DEVELOPING USIM'S STUDENTS HOSTEL**

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

**4. DIALYSIS CENTRE OF WAKAF AN NUR A GREAT GRATITUDE AND A NEW HOPE**

2016 GERAN KPT COMPLETED CO-RESEARCHER

# PUBLICATION

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## 1. THEORY OF INTELLECTUAL ENTREPRENEURSHIP: A FOUNDATION STONE OF LEARNING FOR SELF EMPLOYED IN INDUSTRY 4.0

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN ECONOMICS AND FINANCE

2024 JOURNAL MYCITE CORRESPONDING AUTHOR

## 2. NEXUS BETWEEN GREEN INTELLECTUAL CAPITAL AND THE SUSTAINABILITY BUSINESS PERFORMANCE OF MANUFACTURING SMES IN MALAYSIA

JOURNAL OF INTELLECTUAL CAPITAL

2024 JOURNAL ERA CO-AUTHOR

## 3. ASAS PENGURUSAN & PENTADBIRAN PERNIAGAAN

PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK MAIN AUTHOR

## 4. B3 PENGURUSAN OPERASI DALAM PERNIAGAAN

BUKU PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK MAIN AUTHOR

## 5. COUNTRY OF ORIGIN MEDIATE ISLAMIC SOCIETY'S BELIEF IN PURCHASING HALAL PRODUCTS?

INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCES AND BUSINESS RESEARCH

2023 JOURNAL OTHER DATABASE CO-AUTHOR

## 6. SEMANTIC ELEMENTS IN THE PACKAGING OF HALAL FROZEN FOODS: A DESCRIPTIVE ANALYTICAL STUDY

TANWIR ARABIYYAH

2023 JOURNAL MYCITE CO-AUTHOR

## 7. IMPLEMENTATION OF LEAN MANUFACTURING IN HALAL SUPPLY CHAIN SYSTEM FOR POULTRY SLAUGHTERHOUSE IN MALAYSIA

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023)

2023 PROCEEDING NON-INDEX CO-AUTHOR

## 8. THE PRESENCE OF MALAYSIAN HALAL CERTIFIED FOOD IN THAI MARKETS

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023) - ACCELERATING HALAL INDUSTRY TOWARDS GLOBAL HALAL ECONOMY

2023 PROCEEDING NON-INDEX CO-AUTHOR

## 9. PRESERVING HALAL INTEGRITY THROUGH INTEGRATION OF JAPANESE 5S - A CONCEPT AT HALAL CERTIFIABLE RESTAURANT

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023)

2023 PROCEEDING NON-INDEX CO-AUTHOR

## 10. THE CONSUMPTION OF THAILAND HALAL-CERTIFIED FOOD PRODUCTS AMONG MUSLIMS IN KLANG VALLEY

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023)

2023 PROCEEDING NON-INDEX CO-AUTHOR

## 11. THE RELATIONSHIP OF ORGANIZATIONAL COMPETITION ORIENTATION, MARKETING CAPABILITY AND CUSTOMER NETWORKS IN ACHIEVING SELLER ACHIEVEMENT

EUROPEAN JOURNAL OF BUSINESS AND MANAGEMENT RESEARCH

2022 JOURNAL OTHER DATABASE MAIN AUTHOR

## 12. INTELLECTUAL CAPITAL AND CHALLENGES OF HALAL INDUSTRY IN MALAYSIA

INTERNATIONAL JOURNAL OF INNOVATION AND LEARNING

2022 JOURNAL ERA MAIN AUTHOR / CONTACT PERSON IN USIM

## 13. EXAMINING THE AWARENESS OF HALAL LOGO AND THE CONFIDENCE LEVEL OF MALAYSIAN FOR THAILAND HALAL PRODUCTS

JOURNAL OF LEGAL, ETHICAL AND REGULATORY ISSUES (JLERI)

2021 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

# PUBLICATION

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## 14. HALAL LOGO AND THE CONFIDENCE LEVEL OF MALYSIAN CUSTOMERS ON INDONESIAN HALAL CERTIFIED PRODUCTS

ACADEMY OF ENTREPRENEURSHIP JOURNAL

2021 JOURNAL ERA MAIN AUTHOR / CONTACT PERSON IN USIM

## 15. INTELLECTUAL ENTREPRENEURSHIP AND FUTURE SUCCESS OF PAKISTANI SMES

INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALISATION

2021 JOURNAL ERA MAIN AUTHOR / CONTACT PERSON IN USIM

## 16. B40 SINGLE MOTHER MICRO ENTREPRENEUR EMPOWERMENT PROGRAM THROUGH ONLINE TRAINING AND MONITORING

CARNIVAL OF RESEARCH & INNOVATION (CRI 2021) VIRTUAL INTERNATIONAL EDITION

2021 PROCEEDING NON-INDEX CO-AUTHOR

## 17. PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 2

2021 BOOK CO-AUTHOR & CO-EDITOR

## 18. PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 1

2021 BOOK CO-AUTHOR & CO-EDITOR

## 19. PROSIDING PERSIDANGAN 4TH ICEEM

2021 BOOK EDITOR

## 20. PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2021

2021 BOOK EDITOR

## 21. ASAS PENGURUSAN & PENTADBIRAN PERNIAGAAN

PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 1

2021 CHAPTER IN BOOK MAIN AUTHOR

## 22. ASAS PENGURUSAN OPERASI

PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 2

2021 CHAPTER IN BOOK MAIN AUTHOR

## 23. ISLAMIC ENTREPRENEURSHIP: A SYSTEMATIC REVIEW OF FUTURE CHALLENGES AND PROSPECTS OF PAKISTANI SMES

INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT AND ACCOUNTING

2020 JOURNAL WOS MAIN AUTHOR

## 24. INTELLECTUAL CAPITAL IN TOURISM SMES IN AZAD JAMMU AND KASHMIR, PAKISTAN

JOURNAL OF INTELLECTUAL CAPITAL

2020 JOURNAL SCOPUS MAIN AUTHOR

## 25. THEORY OF INTELLECTUAL ENTREPRENEURSHIP: A FOUNDATION STONE OF LEARNING FOR SELF EMPLOYED IN INDUSTRY 4.0

KUALA LUMPUR INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, EDUCATION & ENGINEERING

2020 PROCEEDING NON-INDEX CO-AUTHOR

## 26. GARIS PANDUAN PROJEK PERUNDINGAN UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2020 POLICY

# PUBLICATION

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## 27. EXPLORING THE MOTIVE OF MUSLIM CONSUMERS? INTENTION TOWARD GOAT'S MILK PURCHASING IN MALAYSIA: A FOCUS GROUP INTERVIEW

MUQTASID: JURNAL EKONOMI DAN PERBANKAN SYARIAH

2019 JOURNAL OTHER DATABASE CO-AUTHOR

## 28. IMPLEMENTING LEAN PRINCIPLES IN ADMINISTRATIVE PROCEDURES:REGISTRATION PROCESS FOR NEW STUDENT INTAKE IN UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

MALAYSIAN JOURNAL OF APPLIED SCIENCES

2019 JOURNAL MYJURNAL CO-AUTHOR

## 29. FAKTOR YANG MEMPENGARUHI DALAM PEMERKASAAN INDUSTRI HALAL DI KALANGAN USAHAWAN: SUATU ANALISIS

INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2019 ( ICEEM2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

## 30. CONSUMER ACCEPTANCE OF PRODUCTS WITH HALAL LOGO FROM NEIGHBORING COUNTRIES: INDONESIA-MALAYSIA PERSPECTIVE

INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2019 ( ICEEM2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

## 31. PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2019

2019 BOOK EDITOR

## 32. INTELLECTUAL CAPITAL AND ORGANISATIONAL PERFORMANCE IN MALAYSIAN KNOWLEDGE-INTENSIVE SMES

INTERNATIONAL JOURNAL OF LEARNING AND INTELLECTUAL CAPITAL

2018 JOURNAL SCOPUS CO-AUTHOR

## 33. FROM HALAL ASSURANCE TO HALAL OPERATIONAL EFFICIENCY: EXPLORING THE APPLICABILITY OF JAPANESE 5S PRACTICES IN MALAYSIA'S HALAL RESTAURANT OPERATIONS

WORLD HALAL SUMMIT 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

## 34. ISLAMIC ENTREPRENEURSHIP

2018 BOOK CO-AUTHOR & CO-EDITOR

## 35. FACTORS INFLUENCING CONFIDENCE LEVEL ON HALAL CONSUMPTION AT MALAYSIAN BORDERS

ISLAMIC ENTREPRENEURSHIP

2018 CHAPTER IN BOOK CO-AUTHOR & CO-EDITOR

## 36. THE DEVELOPMENT OF AN INFORMATION SHARING LINKAGE SCALE FOR SERVICE SECTOR

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIETY, VOL 18 NO 3

2017 JOURNAL SCOPUS CO-AUTHOR

## 37. A REVIEW ON CRITICAL SUCCESS FACTORS IN THE DAIRY SECTOR

INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES AND EDUCATION ENRICHING BETTER EDUCATION AND SOCIAL SYSTEM

2017 PROCEEDING NON-INDEX CO-AUTHOR

## 38. HOFSTEDE'S VISITING SARAWAK: A CULTURE DIMENSION PROPOSAL

6TH ASIA PACIFIC MARKETING AND MANAGEMENT CONFERENCE

2016 PROCEEDING NON-INDEX CO-AUTHOR

## 39. FACTOR AFFECTING CONSUMER PURCHASING INTENTION OF HALAL PRODUCT AMONG LOCAL TRANSBORDER REGION OF MALAYSIA AND THAILAND

6TH ASIA PACIFIC MARKETING AND MANAGEMENT CONFERENCE

2016 PROCEEDING NON-INDEX CO-AUTHOR

# CONSULTATION

---

## 1. PELAN STRATEGIK PROMOSI DAN PEMASARAN PROGRAM PENGUKUHAN SKIM AMALAN PERTANIAN BAIK MALAYSIA (MYGAP)

LEMBAGA PEMASARAN PERTANIAN PERSEKUTUAN (FAMA)

2022 NATIONAL

## 2. PROGRAM PEMERKASAAN USAHAWAN MAKANAN MIKRO B40 HOMEBASED DAN STREET FOOD MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

YAYASAN HASANAH - UTHSB

2021 NATIONAL

## 3. PROGRAM PEMERKASAAN USAHAWAN MIKRO IBU TUNGGAL B40 MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

YAYASAN HASANAH

2020 NATIONAL

## 4. KAJIAN KEBERKESANAN PROGRAM KEUSAHAWANAN MARA

MALIS AMANAH RAKYAT (MARA)

2019 NATIONAL

## 5. PROGRAM PEMBANGUNAN STANDARDISASI PENGILANG BUMIPUTERA (PROGRESS) - PERSIJILAN HALAL DAN MESTI

MAJLIS AMANAH RAKYAT (MARA)

2019 NATIONAL

## 6. SELAGOR STATE IR4.0 ROADMAP RESEARCH

STRAND AEROSPACE SDN BHD

2018 NATIONAL

## 7. Panel Pemudah Cara (PMC) Perunding Cara (PRC) Penceramah (PC)

Majlis Amanah Rakyat (MARA)

National

## 8. Perunding Pakar Kajian Penyelidikan Usahawan Muslim

FRGS

National

# AWARDS/RECOGNITION

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## 1. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INTERNATIONAL CREATIVE INNOVATION IDEA COMPETITION (ICIIC 2023)

2023   ANTABANGSA   GOLD

## 2. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INTERNATIONAL INVENTION, INNOVATION AND DESIGN COMPETITION 2023

2023   ANTABANGSA   GOLD

## 3. ANUGERAH KUALITI H-INDEX (SCOPUS)

2022   OTHERS

## 4. SIJIL MARKAH PURATA MELEBIHI 95% (ENILAI)PADA SEMESTER I , SESI AKADEMIK 2021/2022

2022   UNIVERSITY

## 5. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

CARNIVAL OF RESEARCH AND INNOVATION (CRI 2022)

2022   KEBANGSAAN   SILVER

## 6. ANUGERAH PERKHIDMATAN CEMERLANG

2021   UNIVERSITY

## 7. PROGRAM PEMERKASAAN USAHAWAN MIKRO IBU TUNGGAL B40 MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

CARNIVAL OF RESEARCH AND INNOVATION (CRI 2021)

2021   KEBANGSAAN   GOLD

## 8. ACADEMIC ADVISOR

UNIVERSITAS TANJUNGPURA, PONTIANAK INDONESIA

2019   INTERNATIONAL

## 9. ACADEMIC ADVISOR

UNIVERSITAS TANJUNGPURA, PONTIANAK INDONESIA

2019   INTERNATIONAL

## 10. ACADEMIC ADVISOR

KPJ UNIVERSITY COLLEGE

2019   NATIONAL