

PROF. MADYA DR. MUHAMAD AZRIN BIN NAZRI

PENSYARAH UNIVERSITI DS14

CONTACT

PHONE
06-7978737

E-MAIL
muhdazrin@usim.edu.my

FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	2	4
Master	0	0

AREAS OF EXPERTISE

Marketing | Marketing Plan | Service Marketing | Strategic Marketing | Entrepreneurial Studies

ACADEMIC QUALIFICATION

2016 **PhD** - Keusahawanan Dan Pemasaran

2008 **Master** - Business Administration

1998 **Bachelor** - Business Administration

RESEARCH

1. HALAL HOSPITALITY IN MALAYSIA AND INDONESIA: COMPETITIVENESS, INSTITUTIONAL EFFECTIVENESS, AND CONSUMER TRUST IN A DIGITALISED MARKET

2025 | GERAN SEPADAN ANTARABANGSA | ON GOING | CO-RESEARCHER

2. MODELLING DIGITAL TECHNOLOGY AND AI ADOPTION TOWARDS ACCELERATING MARKETING PERFORMANCE OF SMALL AND MEDIUM ENTREPRENEURS (SMES)

2025 | GERAN KPT | ON GOING | CO-RESEARCHER

3. INOVASI DALAM PENYUSUNAN DAN PENDIGITALAN ARTIKEL PROSIDING IBAF

2024 | GERAN PENYELIDIKAN PUSAT TANGGUNGJAWAB (PTJ) | ON GOING | CO-RESEARCHER

4. SCAN-BARCODE TRANSACTION GROWTH OF FNB MSMES IN INDONESIA (GROWTH OF MSME FNB SCAN-BARCODE TRANSACTIONS IN INDONESIA AND MALAYSIA)

2023 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

5. PERSEPSI PENGGUNA TERHADAP JENAMA PPZ-MAIWP DALAM MENINGKATKAN KUTIPAN ZAKAT DI WILAYAH PERSEKUTUAN

2023 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | CO-RESEARCHER

RESEARCH

6. DRIVERS OF, BARRIERS TO, AND FACILITATORS OF BLOOD DONATION: A COMPARISON BETWEEN MALAYSIAN AND INDONESIAN MUSLIM YOUNG ADULTS

2023 | GERAN SEPADAN ANTARABANGSA | ON GOING | CO-RESEARCHER

7. STOCK MARKET INVESTMENT STRATEGY FOR FUNDAMENTAL INVESTORS AND DAILY TRADERS: WHO GAIN MORE PROFIT?

2023 | GERAN SEPADAN ANTARABANGSA | ON GOING | CO-RESEARCHER

8. DEVELOPING A FRAMEWORK OF SUSTAINABLE SERVICE QUALTY MODEL (SSQ) FOR MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS)

2022 | GERAN PENYELIDIKAN USIM | ON GOING | MAIN RESEARCHER

9. A PRACTICAL MODEL OF A SOCIAL ENTREPRENEURSHIP IN CROWDFUNDING PLATFORM TOWARDS COMMUNITIES.

2022 | GERAN PENYELIDIKAN USIM | COMPLETED | CO-RESEARCHER

10. THE ESTABLISHMENT OF ISLAMIC MARKETING MIX MODEL IN RESOLVING RISING COST OF LIVING AMONG MALAYSIAN

2020 | GERAN PENYELIDIKAN USIM RACER | COMPLETED | CO-RESEARCHER

11. SOCIAL ENTERPRISE @ URBAN COMMUNITY (SE@UC) 2.0

2019 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

12. SPECIAL SOCIAL ENTREPRENEURSHIP @ HIGHER EDUCATION (SE@HE)

2019 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

13. FOSTERING SUSTAINABLE INNOVATION AND SUSTAINABLE DEVELOPMENT IN MALAYSIA: A NEW HALAL ENTREPRENEURSHIP SUCCESS INDEX

2019 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

14. CORPORATE SOCIAL RESPONSIBILITY AND PERFOMANCE : A STUDY OF TAKAFUL AGENCY IN MALAYSIA

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

15. PSYCHOLOGICAL CONTRACT VIOLATION AND CORPORATE SOCIAL RESPONSIBILITY IN HALAL VIOLATION: FRAMING A MULTI-PERSPECTIVE MODEL FOR HALAL INDUSTRY

2018 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

16. MODELLING THE MEDIATING EFFECT OF CORPORATE FINANCNG DECISION (CFD) ON THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILTY PERFOMANCE (CSP) AND CORPORATE FINANCIAL PERFOMANCE (CFP) : EVIDENCE FROM SHARIAH COMPLIANT COMPANIES

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

17. SOCIAL ENTERPRISE @ URBAN COMMUNITY (SE@UC)

2017 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | CO-RESEARCHER

PUBLICATION

1. DOES ETHNOCENTRISM WORK? EVALUATING THE EFFECT OF AIRLINES SERVICE RECOVERY STRATEGIES ON AIRLINE BRAND EQUITY

COGENT BUSINESS & MANAGEMENT

2025 JOURNAL SCOPUS CO-AUTHOR

2. THE INFLUENCE OF THE BIG FIVE PERSONALITY TRAITS ON IMPULSE BUYING AND WASTING OF PALM OIL-BASED FOODS

DISCOVER SUSTAINABILITY

2025 JOURNAL OTHER DATABASE CO-AUTHOR

3. FACTORS INFLUENCING JOB SATISFACTION: A STUDY ON THE BANKING SECTOR EMPLOYEES IN THE SULTANATE OF OMAN.

ELECTRONIC JOURNAL OF BUSINESS AND MANAGEMENT

2025 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

4. EXPLORING THE BEHAVIOURAL INTENTION OF PET OWNERS TOWARDS PET ACCESSORIES: AN EXTENDED THEORY OF PLANNED BEHAVIOUR

SELANGOR BUSINESS REVIEW

2025 JOURNAL MYCITE CORRESPONDING AUTHOR

5. A TASTE OF HOSPITALITY: THE HALAL CONCEPT DINING EXPERIENCE

THE INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS)

2025 PROCEEDING NON-INDEX CORRESPONDING AUTHOR

6. AKU DAN SEKREFEM

ASPIRASI DAN MEMOIR HAL EHWAL PELAJAR DAN ALUMNI

2025 CHAPTER IN BOOK CO-AUTHOR

7. MOBILE BANKING ADOPTION (RHB NOW) AMONG MALAYSIANS: IMPLICATIONS TOWARDS BANK?S ENTREPRENEURIAL STRATEGY

DYNAMIC STRATEGIES FOR ENTREPRENEURIAL MARKETING

2025 CHAPTER IN BOOK MAIN AUTHOR

8. MODULE 4: LEVERAGING TECHNOLOGY IN ENTREPRENEURSHIP EDUCATION

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 CHAPTER IN BOOK MAIN AUTHOR

9. MODULE 5: CURRICULUM REDESIGN FOR THE FUTURE OF WORK

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 CHAPTER IN BOOK CO-AUTHOR

10. EXPLORING CONSUMER BEHAVIOUR TOWARDS ACCEPTANCE OF QUICK RESPONSE (QR) CODE MOBILE PAYMENT SYSTEMS (MPS) IN MALAYSIA: APPLICATION OF TECHNOLOGY OF ACCEPTANCE MODEL (TAM)

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (MAJCAFE)

2024 JOURNAL SCOPUS MAIN AUTHOR

PUBLICATION

11. DIVINE DINING DECISIONS: UNVEILING THE INFLUENCES ON CONCEPT RESTAURANT CHOICES AMONG URBAN MUSLIM MILLENNIALS? VISIT INTENTION

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

12. THE INFLUENCE OF SOCIAL INFLUENCER MARKETING ON CONSUMER PURCHASE INTENTION: AN ANALYSIS ON YOUNG ADULTS

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CORRESPONDING AUTHOR

13. DOES THE ISLAMIC MARKETING MIX MODEL MATTER IN COPING WITH THE RISING COST OF LIVING IN MALAYSIA DURING THE CRISIS?

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

14. INCREASING NON-DONORS? WILLINGNESS TO DONATE BLOOD: BARRIERS AND FACILITATORS

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

15. SUSTAINABLE SERVICE QUALITY MODEL (SSQ) AND CUSTOMER LOYALTY: MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) IN MALAYSIA

BIMP-EAGA JOURNAL FOR SUSTAINABLE TOURISM DEVELOPMENT

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

16. TRENDS AND PATTERNS IN ISLAMIC HOME FINANCING RESEARCH: A BIBLIOMETRIC ASSESSMENT

INTERNATIONAL JOURNAL OF ISLAMIC ECONOMICS AND FINANCE RESEARCH (IJIEFER)

2024 JOURNAL OTHER DATABASE CO-AUTHOR

17. ARTIFICIAL INTELLIGENCE IMPLICATIONS IN ISLAMIC BANKS: POTENTIAL AND CHALLENGES

THE 11TH ISLAMIC BANKING, ACCOUNTING & FINANCE INTERNATIONAL CONFERENCE 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

18. PERSEPSI PENGGUNA TERHADAP JENAMA INSTITUSI ZAKAT, LOGO DAN SIJIL PEMBAYAR ZAKAT PERNIAGAAN DALAM MENINGKATKAN KUTIPAN ZAKAT

2024 BOOK

19. THE STRUCTURAL RELATIONSHIP AMONG STUDENTS? PERCEPTIONS OF SALES-RELATED SKILLS, SALES CAREERS, AND VIEWS OF OTHERS AND THE INTENTION TO PURSUE SALES CAREERS IN MALAYSIA: THE MEDIATING EFFECT OF FEELINGS TOWARDS SELLING

JURNAL PENGURUSAN

2023 JOURNAL SCOPUS CO-AUTHOR

20. THE MODERATING ROLE OF ISLAMIC CORPORATE SOCIAL RESPONSIBILITY IN SHAPING CUSTOMERS? INTENTION TO ADOPT ISLAMIC HOME FINANCING: A CONCEPTUAL FRAMEWORK

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2023 JOURNAL ERA CO-AUTHOR

PUBLICATION

21. THE INFLUENCE OF SPIRITUAL INTELLIGENCE, SPIRITUAL CONGRUENCE AND ACCOUNTING LITERACY ON ATTITUDE OF PURCHASING HALAL PRODUCT TOWARDS INTENTION TO PURCHASE AMONG GENERATION ALPHA

JOURNAL OF NUSANTARA STUDIES 2023

2023 | JOURNAL | WOS | CO-AUTHOR

22. IMPACT OF BRAND EQUITY ON LAPTOP PURCHASE INTENTION AMONG PUBLIC UNIVERSITY STUDENT

THE 10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE

2023 | PROCEEDING | NON-INDEX | CO-AUTHOR

23. SCAN-BARCODE TRANSACTION GROWTH OF FNB MSMES IN INDONESIA AND MALAYSIA (GROWTH OF MSME FNB SCAN-BARCODE TRANSACTIONS IN INDONESIA AND MALAYSIA)

10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2023 (I-IECONS 2023)

2023 | PROCEEDING | NON-INDEX | CO-AUTHOR

24. DOES THE RELATIONSHIP MARKETING ORIENTATION OF AN ENTREPRENEUR SUPPORT AGENCY IMPROVE PERFORMANCE? EVIDENCE FROM SMALL- AND MEDIUM-SIZE ENTERPRISES IN MALAYSIA

PLOS ONE

2022 | JOURNAL | SCOPUS | MAIN AUTHOR / CONTACT PERSON IN USIM

25. KERETAPI TANAH MELAYU (KTMB) SERVICES: THE ROLE OF SERVICE QUALITY AND RECOVERY TOWARDS SATISFACTION AND LOYALTY

JOURNAL OF INTERNATIONAL BUSINESS, ECONOMICS & ENTREPRENEURSHIP

2022 | JOURNAL | MYCITE | MAIN AUTHOR / CONTACT PERSON IN USIM

26. SUSTAINABLE SERVICE QUALITY IN MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) INDUSTRY

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF2022)

2022 | PROCEEDING | NON-INDEX | MAIN AUTHOR

27. E-PROCEEDINGS THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE (IBAF 2022)

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE (IBAF 2022)

2022 | PROCEEDING | NON-INDEX | CO-EDITOR

28. LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2022 | BOOK | CO-AUTHOR & CO-EDITOR

29. E-PROCEEDINGS THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF2022): FUTURE-PROOFING FOR BUSINESS EXCELLENCE THROUGH ISLAMIC BANKING, ACCOUNTING AND FINANCE

2022 | BOOK

30. KANVAS MODEL PERNIAGAAN (BUSINESS MODEL CANVAS)

LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2022 | CHAPTER IN BOOK | EDITOR

PUBLICATION

31. PITCHING

LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2022 | CHAPTER IN BOOK | CO-AUTHOR

32. UNIT 13: PITCHING

LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2022 | CHAPTER IN BOOK | CO-AUTHOR

33. UNIT 5: STRATEGI PEMASARAN

LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2022 | CHAPTER IN BOOK | MAIN AUTHOR

34. THE PANIC BUYING BEHAVIOR OF CONSUMERS DURING THE COVID-19 PANDEMIC:EXAMINING THE INFLUENCES OF UNCERTAINTY, PERCEPTIONS OF SEVERITY, PERCEPTIONS OF SCARCITY, AND ANXIETY.

JOURNAL OF RETAILING AND CONSUMER SERVICES

2021 | JOURNAL | ERA | MAIN AUTHOR / CONTACT PERSON IN USIM

35. CONSUMERS? RESPONSIVENESS TOWARDS CONTAMINATED CANNED SARDINE IN MALAYSIA: DOES PERCEIVED SEVERITY MATTER?

FOOD CONTROL

2021 | JOURNAL | SCOPUS | MAIN AUTHOR / CONTACT PERSON IN USIM

36. THE ROLE OF CSR IN MARKET ORIENTATION AND BUSINESS PERFORMANCE

THE 3RD INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT

2021 | PROCEEDING | NON-INDEX | MAIN AUTHOR

37. MOBILE BANKING ADOPTION AMONG MALAYSIAN: A STUDY OF MAYBANK CUSTOMERS

THE 9TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS2021)

2021 | PROCEEDING | NON-INDEX | MAIN AUTHOR

38. WHAT INFLUENCE CONSUMERS TO PURCHASE MUSLIM-MADE HOMECARE PRODUCTS?

3RD INTERNATIONAL HALAL MANAGEMENT CONFERENCE 2021

2021 | PROCEEDING | NON-INDEX | MAIN AUTHOR

39. E-PROCEEDINGS THE 9TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE

2021 | BOOK | EDITOR

40. FINDING LIGHT AT THE END OF THE CHANNEL

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

2021 | CHAPTER IN BOOK | MAIN AUTHOR

41. MEDIATION EFFECTS OF FIRM LEVERAGE FROM THE PERSPECTIVE OF MALAYSIAN SHARIAH COMPLIANT COMPANIES ? A PARTIAL LEAST SQUARE STRUCTURAL EQUATION MODELLING APPROACH (PLS-SEM)

RESEARCH IN WORLD ECONOMY

2020 | JOURNAL | SCOPUS | CO-AUTHOR

PUBLICATION

42. ROLES OF SPIRITUAL INTELLIGENCE AND SPIRITUAL CONGRUENCE IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG ADULT URBAN MUSLIM CAREER WOMAN

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2020 JOURNAL MYCITE CO-AUTHOR

43. THE IMPACT OF POLITICAL BRAND RELATIONSHIP QUALITY AND BRAND ENGAGEMENT ON VOTERS? CITIZENSHIP BEHAVIOUR: EVIDENCE FROM VOTERS IN JAKARTA, INDONESIA

THE SOUTH EAST ASIAN JOURNAL OF MANAGEMENT

2020 JOURNAL WOS MAIN AUTHOR

44. CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS PERFORMANCE IN TAKAFUL AGENCIES: THE MODERATING ROLE OF OBJECTIVE ENVIRONMENT

SUSTAINABILITY

2020 JOURNAL ERA MAIN AUTHOR

45. ANALYSING THE MEDIATING EFFECTS OF JOB SATISFACTION AND DISSATISFACTION ON EMPLOYEE VOLUNTARY TURNOVER INTENTION

JURNAL PENGURUSAN

2020 JOURNAL SCOPUS MAIN AUTHOR

46. THE EFFECTS OF PERCEIVED SEVERITY 0F VIOLATION AND PERCEIVED CORPORATE SOCIAL RESPONSIBILITY ON BOYCOTT TOWARDS HALAL PRODUCTS

THE 9TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2020 (IBAF2020)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

47. READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM

2020 BOOK EDITOR

48. PSYCHOLOGICAL CONTRACT VIOLATION AND CORPORATE SOCIAL RESPONSIBILITY IN HALAL VIOLATION: FRAMING A MULTI PERSPECTIVE MODEL FOR HALAL INDUSTRY.

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM

2020 CHAPTER IN BOOK MAIN AUTHOR

49. THE ANTECEDENTS OF WAQIF?S LOYALTY IN CASH WAQF FROM THE INDIVIDUAL PERSPECTIVE

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2019 JOURNAL ERA CO-AUTHOR

50. PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER

INTERNATIONAL JOURNAL OF BUSINESS, ECONOMICS AND LAW

2019 JOURNAL OTHER DATABASE CO-AUTHOR

51. PERCEIVED SEVERITY ON HALAL VIOLATION: CSR AND CONSUMER BOYCOTT

THE SOUTH EAST ASIAN JOURNAL OF MANAGEMENT

2019 JOURNAL ERA CO-AUTHOR

PUBLICATION

52. THE ROLE OF CONSUMERS PARTICIPATION BEHAVIOR TO SMES BRAND EQUITY

THE 13 ASIAN ACADEMY OF MANAGEMENT INTERNATIONAL CONFERENCE 2019 - AAMC 2019

2019 PROCEEDING NON-INDEX CO-AUTHOR

53. MEDIATION EFFECTS OF FIRM LEVERAGE? A PARTIAL LEAST SQUARE-STRUCTURAL EQUATION MODELLING APPROACH (PLS-SEM): EVIDENCE FROM THE PERSPECTIVE OF MALAYSIAN SHARIAH COMPLIANT COMPANIES

INTERNATIONAL RESEARCH CONFERENCE ON MULTIDISCIPLINARY IN SOCIAL SCIENCES AND TECHNOLOGY (IRCMST2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

54. SUSTAINABLE IN RETAIL BUSINESS THROUGH RETENTION STRATEGIES

2019 BOOK CO-AUTHOR & CO-EDITOR

55. TAKAFUL: CONCEPT AND DEVELOPMENT

SHARIAH GOVERNANCE AND ASSURANCE IN ISLAMIC FINANCIAL STATUS

2019 CHAPTER IN BOOK MAIN AUTHOR

56. FIRM SUSTAINABILITY THROUGH THE CONCEPT OF KHALIFAH

SHARIAH GOVERNANCE AND ASSURANCE IN ISLAMIC FINANCIAL STATUS

2019 CHAPTER IN BOOK CO-AUTHOR

57. CORPORATE SOCIAL RESPONSIBILITY AND MARKET ORIENTATION: AN INTEGRATED APPROACH TOWARDS ORGANIZATIONAL PERFORMANCE

JURNAL PENGURUSAN

2018 JOURNAL SCOPUS MAIN AUTHOR

58. THE IMPACT OF CUSTOMER VALUE CO-CREATION AND RELATIONSHIP QUALITY ON RELATIONSHIP EQUITY: PERSONALITY TRAITS AS A MODERATOR

JURNAL PENGURUSAN

2018 JOURNAL SCOPUS CO-AUTHOR

59. HOW BUYER RELATIONSHIP INFLUENCES VALUE CO-CREATION: THE MODERATING ROLE OF PERSONALITY TRAITS

INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT SCIENCE

2018 JOURNAL SCOPUS CO-AUTHOR

60. DOES CORPORATE SOCIAL RESPONSIBILITY INFLUENCE TAKAFUL AGENCY?S ORGANIZATIONAL PERFORMANCE?

ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE 2018 (IBAF)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

61. THE DILEMMA AND KEY TO LOYALTY PROGRAM SUCCESS

2018 BOOK CO-AUTHOR

62. ENTREPRENEURIAL ORIENTATION: CRITICAL REVIEW

ISLAMIC ENTREPRENEURSHIP

2018 CHAPTER IN BOOK MAIN AUTHOR

PUBLICATION

63. SOLUTION FOR NONLINEAR DUFFING OSCILLATOR USING VARIABLE ORDER VARIABLE STEPSIZE BLOCK METHOD

MATEMATIKA

2017 JOURNAL WOS CO-AUTHOR

64. CONSUMER RETALIATION TO HALAL VIOLATION INCIDENTS: THE MEDIATING ROLE OF TRUST RECOVERY

JURNAL PENGURUSAN

2017 JOURNAL SCOPUS CO-AUTHOR

65. BLOCK VARIABLE ORDER STEP SIZE METHOD FOR SOLVING HIGHER ORDER ORBITAL PROBLEMS

AIP CONFERENCE PROCEEDING

2017 JOURNAL SCOPUS CO-AUTHOR

66. DOES PSYCHOLOGICAL CONTRACT VIOLATION MODERATE THE IMPACT OF SEVERITY AND RECOVERY SATISFACTION ON BOYCOTT? AN ANALYSIS OF HALAL VIOLATION

JOURNAL OF FOOD PRODUCTS MARKETING

2017 JOURNAL WOS CO-AUTHOR

67. THE IMPLICATION OF CORPORATE SOCIAL RESPONSIBILITY AND MARKET ORIENTATION ON ORGANIZATIONAL PERFORMANCE. A CONCEPTUAL PAPER.

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

2017 PROCEEDING NON-INDEX MAIN AUTHOR

68. THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN HALAL VIOLATION: EVIDENCE FROM MALAYSIA

1ST INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC) 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

69. BLOCK VARIABLE ORDER STEPSIZE METHOD FOR SOLVING ORBITAL PROBLEMS WITH PERIODIC SOLUTIONS

13TH IMT-GT INTERNATIONAL CONFERENCE ON MATHEMATICS, STATISTICS AND THEIR APPLICATIONS (ICMSA2017)

2017 PROCEEDING NON-INDEX CO-AUTHOR

70. HOW DOES SEVERITY OF VIOLATION FOSTER NEGATIVE CONSUMER BEHAVIOURS? THE MEDIATING ROLE OF TRUST RECOVERY OF HALAL CERTIFICATION RETRACTED INCIDENTS

1ST INTERNATIONA HALAL MANAGEMENT CONFERENCE (IHMC)2017

2017 PROCEEDING NON-INDEX CO-AUTHOR

71. THE EFFECT OF ENTREPRENEURIAL ORIENTATION, INNOVATION CAPABILITY AND KNOWLEDGE CREATION ON FIRM PERFORMANCE: A PERSPECTIVE ON SMALL SCALE ENTREPRENEURS

JURNAL PENGURUSAN, UKM

2016 JOURNAL SCOPUS CO-AUTHOR

72. THE EFFECT OF RECOVER SATISFACTION, SEVERITY AND PSYCHOLOGICAL CONTRACT VIOLATION TOWARD BOYCOTT IN HALAL VIOLATION INCIDENT

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS MAJCAFE)

2016 JOURNAL SCOPUS CO-AUTHOR

PUBLICATION

73. EXAMINATION OF FACTORS AFFECTING YOUTHS? ENTREPRENEURIAL INTENTION: A CROSS-SECTIONAL STUDY

INFORMATION MANAGEMENT AND BUSINESS REVIEW

2016 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

74. ASSESSING THE FACTORS INFLUENCING SERVICE INNOVATION CAPABILITIES AND PERFORMANCE

INFORMATION MANAGEMENT AND BUSINESS REVIEW

2016 | JOURNAL | OTHER DATABASE | CO-AUTHOR

75. CORPORATE SOCIAL RESPONSIBILITY AND TAKAFUL AGENCY'S BUSINESS PERFORMANCE IN MALAYSIA: A CRITICAL REVIEW

2ND GLOBAL CONFERENCE ON ECONOMICS AND MANAGEMENT SCIENCES 2016 (GEMS 2016)

2016 | PROCEEDING | NON-INDEX | MAIN AUTHOR

76. THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS TAKAFUL AGENCY'S BUSINESS PERFORMANCE

SIBR CONFERENCE ON INTERDISCIPLINARY BUSINESS & ECONOMICS RESEARCH

2016 | PROCEEDING | NON-INDEX | MAIN AUTHOR

77. THE EFFECT OF ENTREPRENEURIAL ORIENTATION, INNOVATION CAPABILITIES AND KNOWLEDGE CREATION ON SMES BUSINESS PERFORMANCE

SIBR 2016 CONFERENCE ON INTERDISCIPLINARY BUSINESS AND ECONOMICS RESEARCH

2016 | PROCEEDING | NON-INDEX | CO-AUTHOR

78. UNDERSTANDING STUDENTS COMPULSIVE BUYING OF APPAREL: AN EMPIRICAL STUDY

JURNAL PERSONALIA PELAJAR

2015 | JOURNAL | ERA | CO-AUTHOR

79. ASSESSING THE EFFECT OF LOYALTY PROGRAM BENEFITS IN SATISFACTION LOYALTY RELATIONSHIP:EVIDENCE FROM MALAYSIA

JURNAL PENGURUSAN

2015 | JOURNAL | SCOPUS | CO-AUTHOR

80. THE EFFECT OF ENTREPRENEURSHIP ORIENTATION DIMENSIONS ON TAKAFUL AGENCY`S BUSINESS PERFORMANCE IN MALAYSIA

JURNAL PENGURUSAN

2015 | JOURNAL | SCOPUS | MAIN AUTHOR

81. FACTORS INFLUENCING CONSUMERS? SATISFACTION OF INDIAN MUSLIM (MAMAK) RESTAURANTS IN MALAYSIA,

JOURNAL OF CONSUMER AND FAMILY ECONOMIC

2014 | JOURNAL | SCOPUS | CO-AUTHOR

82. ENTREPRENEURIAL TRAINING OF LOW-INCOME WOMEN MICRO ENTERPRISES IN THE SERVICE SECTOR IN MALAYSIA: UNDERSTANDING THE PROBLEMS AND CHALLENGES

JOURNAL OF SOCIAL AND DEVELOPMENT SCIENCES

2014 | JOURNAL | ERA | CO-AUTHOR

CONSULTATION

1. PROJEK SEJAHTERA KOMUNITI MADANI (SEJATI MADANI). MENAIK TARAF KUALITI PROGRAM PENGALAMAN HOMESTAY DALAM KOMUNITI KAMPONG - LANTIKAN JPPK KAMPONG TELOK PELANDOK

JABATAN PERDANA MENTERI

2024 NATIONAL

2. PROJEK SEJAHTERA KOMUNITI MADANI - PENGESAHAN PLMJI

JABATAN PERDANA MENTERI

2024 NATIONAL

3. PRINCIPAL CONSULTANT

USIM TIJARAH HOLDINGS SDN BHD

2017 UNIVERSITY

4. International Mobility Collaboration Programme USIM - UNIMAL 2024

Universitas Malikussaleh, Acheh

International

AWARDS/RECOGNITION

1. ACADEMIC ADVISOR

EXPERT EVALUATER QUESTIONNAIRE INSTRUMENT (RINI ARIYANTI)

2025 UNIVERSITY

2. ACADEMIC ADVISOR

PENYELIA PROJEK PENYELIDIKAN PEMASARAN I

2025 UNIVERSITY

3. VISITING SCHOLAR

PENCERAMAH: STRATEGI PENGAGIHAN - FAKULTI EKONOMI & PENGURUSAN (UKM)

2025 UNIVERSITY

4. ACADEMIC ADVISOR

PANEL PENILAI GERAN FRGS 2025

2025 UNIVERSITY

5. ACADEMIC ADVISOR

PAKAR PEMBINAAN INSTRUMEN KAJIAN (LATIFAH BINTI MUSTAFA)

2025 UNIVERSITY

6. ACADEMIC ADVISOR

EXPERT EVALUATOR OF RESEARCH QUESTIONNAIRE (MARIAM MOHAMED OMAR AL-AMERI)

2025 UNIVERSITY

AWARDS/RECOGNITION

7. ACADEMIC ADVISOR

JAWATANKUASA PELAKSANA BENGKEL PENGHAYATAN AKADEMIK FAKULTI EKONOMI DAN MUAMALAT

2025 UNIVERSITY

8. ACADEMIC ADVISOR

PANEL PENILAI FRGS KPT 2025

2025 UNIVERSITY

9. FAITHFUL ISLAMIC HOME FINANCING THROUGH I-CSR (FITHI-CSR)

THE 14TH INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2025 (INDES2025)

2025 ANTARABANGSA GOLD

10. FEM TUTELAGE PORTAL

ANUGERAH KREATIVITI DAN INOVASI 2025

2025 UNIVERSITI CERTIFICATE OF APPRECIATION

11. THE EFFECT OF ELECTRONIC WORD-OF-MOUTH (E-WOM) AMONG MILLENNIALS TOURISTS INTENTION TO VISIT NEGERI SEMBILAN TRADITIONAL RESTAURANTS

International Business and Management Virtual Innovation & Invention of Ideas Competition (VIIIC

2025 ANTARABANGSA BRONZE

12. PLATINUM AWARD

2024 INTERNATIONAL

13. STAF CONTOH BULANAN FAKULTI FEM

2024 OTHERS

14. ACADEMIC ADVISOR

PANEL PENILAI PRGS 2024

2024 UNIVERSITY

15. ACADEMIC ADVISOR

PENILAI GERAN FRGS 2024

2024 UNIVERSITY

16. VISITING RESEARCHER

PENDAFTARAN IP MYIPO - SYSTEM MYDSND USER GUIDE FOR ENTREPRENEUR - GERAN PRGS BERSAMA UKM

2024 NATIONAL

17. VISITING RESEARCHER

PENDAFTARAN IP MYIPO - SYSTEM MYDSND USER GUIDE FOR SUPPORTING AGENCY - GERAN PRGS BERSAMA UKM

2024 NATIONAL

18. VISITING RESEARCHER

PENDAFTARAN IP MYIPO - SYSTEM MYDSND USER GUIDE FOR SYSTEM ADMINISTRATOR - GERAN PRGS BERSAMA UKM

2024 NATIONAL

AWARDS/RECOGNITION

19. ACADEMIC ADVISOR

PENSIHAT AKADEMIK UNIVERSITI SELANGOR (UNISEL)

2024 OTHERS

20. ACADEMIC ADVISOR

RESOURCE PERSON: MCD2023 SERVICE MARKETING

2024 UNIVERSITY

21. ACADEMIC ADVISOR

RESOURCE PERSON: MCC3013 MARKETING STRATEGY

2024 UNIVERSITY

22. ACADEMIC ADVISOR

EXTERNAL EXAMINER FOR BA (HONS) IN MARKETING MANAGEMENT - APU UNIVERSITY

2024 UNIVERSITY

23. ACADEMIC ADVISOR

EXTERNAL EXAMINER FOR MSC IN GLOBAL MARKETING MANAGEMENT - APU UNIVERSITY

2024 UNIVERSITY

24. ACADEMIC ADVISOR

EXTERNAL BOARD OF STUDIES (BOS) UNIKL BMI

2024 UNIVERSITY

25. ACADEMIC ADVISOR

EXTERNAL BOARD OF STUDIES (BOS) UNIKL BMI

2024 UNIVERSITY

26. ACADEMIC ADVISOR

MYGRANT: PRGS - AUGMENTED REALITY (AR) HALAL2U SIMULATION GAME FOR IMMERSIVE HALAL TRAINING AND AUDIT

2024 UNIVERSITY

27. ACADEMIC ADVISOR

PANEL PENILAI GERAN SIPADAN - USIM

2024 UNIVERSITY

28. EXPLORING CONSUMER BEHAVIOUR TOWARDS ACCEPTANCE OF QUICK RESPONSE (QR) CODE MOBILE PAYMENT SYSTEMS (MPS) IN MALAYSIA: APPLICATION OF TECHNOLOGY OF ACCEPTANCE MODEL (TAM)

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024 UNIVERSITI SILVER

29. BEST PAPER AWARD

2023 INTERNATIONAL

30. BRONZE MEDAL: 3RD INNOVATION BANK CHALLENGE 2023 (IBC2023)

2023 UNIVERSITY

AWARDS/RECOGNITION

31. ACADEMIC ADVISOR

GRADUATE SCHOOL OF MUAMALAT

2023 UNIVERSITY

32. ACADEMIC ADVISOR

PUSAT PENGURUSAN PENYELIDIKAN & INOVASI

2023 UNIVERSITY

33. ACADEMIC ADVISOR

AKADEMI KEPIMPINAN PENDIDIKAN TINGGI (AKEPT)

2023 NATIONAL

34. ACADEMIC ADVISOR

UNIVERSITI KUALA LUMPUR (UNIKL)

2023 UNIVERSITY

35. ACADEMIC ADVISOR

OPEN UNIVERSITY MALAYSIA (OUM)

2023 UNIVERSITY

36. ACADEMIC ADVISOR

PUSAT PENGAJIAN SISWAZAH

2023 UNIVERSITY

37. ACADEMIC ADVISOR

PUSAT PENGAJIAN SISWAZAH

2023 UNIVERSITY

38. ACADEMIC ADVISOR

PUSAT PENGAJIAN SISWAZAH

2023 UNIVERSITY

39. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INTERNATIONAL INVENTION, INNOVATION AND DESIGN COMPETITION 2023

2023 ANTARABANGSA GOLD

40. I-SOCIAL CROWD FUNDING PLATFORM

INNOVATION BANK CHALLENGE 2023 (IBC2023)

2023 UNIVERSITI BRONZE

41. DEVELOPING A FRAMEWORK OF SUSTAINABLE SERVICE QUALT Y MODEL (SSQ) FOR MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS)

INNOVATION BANK CHALLENGE 2023 (IBC2023)

2023 UNIVERSITI BRONZE

AWARDS/RECOGNITION

42. SIJIL KECERMERLANGAN: TEMPAT KEDUA

2022 NATIONAL

43. ANUGERAH KUALITI H-INDEX (SCOPUS)

2022 UNIVERSITY

44. TEMPAT KE EMPAT ANUGERAH MONTAJ TERBAIK: PROGRAM UNIVERSITY TO COMMUNITY KEMENTERIAN PENGAJIAN TINGGI

2022 NATIONAL

45. ANUGERAH KHAS (KOPERASI): PROGRAM UNIVERSITY TO COMMUNITY KEMENTERIAN PENGAJIAN TINGGI

2022 NATIONAL

46. TEMPAT KEDUA ANUGERAH PAMERAN TERBAIK: PROGRAM UNIVERSITY TO COMMUNITY KEMENTERIAN PENGAJIAN TINGGI

2022 NATIONAL

47. ANUGERAH PENERBITAN TERBAIK

2022 UNIVERSITY

48. PERCAPAIAN E-NILAI LEBIH 95%

2022 UNIVERSITY

49. GOLD AWARD

2022 NATIONAL

50. ACADEMIC ADVISOR

GRADUATE SCHOOL OF MUAMALAT (GSM)

2022 UNIVERSITY

51. ACADEMIC ADVISOR

GRADUATE SCHOOL OF MUAMALAT (GSM)

2022 UNIVERSITY

52. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INNOVATION COMPETIITON & EXHIBITION 2022 (INCEX 2022)

2022 KEBANGSAAN GOLD

53. ANUGERAH KECEMERLANGAN STAF FEM 2020

2021 UNIVERSITY

54. ANUGERAH PENYELIDIKAN DAN PENERBITAN FEM 2020

2021 UNIVERSITY

AWARDS/RECOGNITION

55. SPECIAL AWARD: BEST INVENTION(TEMENGGUNG AWARD - PROFESSIONAL AND STUDENT) - LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2021 NATIONAL

56. GOLD AWARD - INVENTION - LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2021 NATIONAL

57. GOLD AWARD - INNOVATION - PRODUCT DEVELOPMENT GRADUATE TALENT PROGRAMME "LAKIS TALENT"

2021 NATIONAL

58. ACADEMIC ADVISOR

GRADUATE SCHOOL OF MUAMALAT, FEM

2021 UNIVERSITY

59. LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEX 2021)

2021 ANTARABANGSA GOLD

60. PRODUCT DEVELOPMENT - GRADUATE TALENT PROGRAMME "LAKIS TALENT"

VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIIEX 2021)

2021 ANTARABANGSA GOLD

61. CERTIFIED MICROSOFT INNOVATIVE EDUCATOR PROGRAM

2020 UNIVERSITY

62. ACADEMIC ADVISOR

UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2020 UNIVERSITY

63. ACADEMIC ADVISOR

UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2020 UNIVERSITY

64. ACADEMIC ADVISOR

UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2020 UNIVERSITY

65. ACADEMIC ADVISOR

FAKULTI EKONOMI & MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA

2020 UNIVERSITY

66. ACADEMIC ADVISOR

UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2020 UNIVERSITY

AWARDS/RECOGNITION

67. ACADEMIC ADVISOR

ISLAMIC TOURISM CENTRE

2020 NATIONAL

68. ACADEMIC ADVISOR

KPJ HEALTHCARE UNIVERSITY COLLEGE

2018 UNIVERSITY

69. MODUL LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

SME INNOVEX 2018

2018 KEBANGSAAN SILVER