

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

PhD	2 COMPLETED	4 ONGOING
Master	0 COMPLETED	0 ONGOING

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. 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

2. DEVELOPING A FRAMEWORK OF SUSTAINABLE SERVICE QUALTY MODEL (SSQ) FOR MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS)
2022 · GERAN PENYELIDIKAN USIM · ON GOING · MAIN RESEARCHER

3. SOCIAL ENTERPRISE @ URBAN COMMUNITY (SE@UC) 2.0
2019 · GERAN PENYELIDIKAN AGENSI KERAJAAN · COMPLETED · MAIN RESEARCHER

4. SPECIAL SOCIAL ENTREPRENEURSHIP @ HIGHER EDUCATION (SE@HE)
2019 · GERAN PENYELIDIKAN AGENSI KERAJAAN · COMPLETED · MAIN RESEARCHER

5. FOSTERING SUSTAINABLE INNOVATION AND SUSTAINABLE DEVELOPMENT IN MALAYSIA: A NEW HALAL ENTREPRENEURSHIP SUCCESS INDEX
2019 · GERAN PENYELIDIKAN USIM · COMPLETED · MAIN RESEARCHER

RESEARCH

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

2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

7. 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

PUBLICATION

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

DYNAMIC STRATEGIES FOR ENTREPRENEURIAL MARKETING

2025 | CHAPTER IN BOOK | MAIN AUTHOR

2. MODULE 4: LEVERAGING TECHNOLOGY IN ENTREPRENEURSHIP EDUCATION

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 | CHAPTER IN BOOK | MAIN AUTHOR

3. 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

4. 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

5. 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

6. UNIT 5: STRATEGI PEMASARAN

LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

2022 | CHAPTER IN BOOK | MAIN AUTHOR

7. 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

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

THE 9TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS2021)

2021 | PROCEEDING | NON-INDEX | MAIN AUTHOR

PUBLICATION

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

3RD INTERNATIONAL HALAL MANAGEMENT CONFERENCE 2021

2021 PROCEEDING NON-INDEX MAIN AUTHOR

10. 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

11. 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

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

SUSTAINABILITY

2020 JOURNAL ERA MAIN AUTHOR

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

JURNAL PENGURUSAN

2020 JOURNAL SCOPUS MAIN AUTHOR

14. 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

15. 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

16. TAKAFUL: CONCEPT AND DEVELOPMENT

SHARIAH GOVERNANCE AND ASSURANCE IN ISLAMIC FINANCIAL STATUS

2019 CHAPTER IN BOOK MAIN AUTHOR

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

JURNAL PENGURUSAN

2018 JOURNAL SCOPUS MAIN AUTHOR

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

ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE 2018 (IBAF)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

19. ENTREPRENEURIAL ORIENTATION: CRITICAL REVIEW

ISLAMIC ENTREPRENEURSHIP

2018 | CHAPTER IN BOOK | MAIN AUTHOR

20. 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

21. 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

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

INFORMATION MANAGEMENT AND BUSINESS REVIEW

2016 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

23. 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

24. 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

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

JURNAL PENGURUSAN

2015 | JOURNAL | SCOPUS | MAIN 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

CONSULTATION

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