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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 1, Ongoing: 2

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Entrepreneurship Education And Training

Cooperatives

Brands Management

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Kewangan/ Perniagaan.

ACADEMIC QUALIFICATION

Phd in Kewangan/ Perniagaan (2024)

Master in Business Administration (2001)

Bachelor in International Affairs (1999)

RESEARCH

1. KAJIAN PENERIMAAN INDUSTRI, MASYARAKAT, DAN ALUMNI TERHADAP PROGRAM PASCASISWAZAH DI FAKULTI EKONOMI DAN MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA: ANALISIS KEBERKESANAN DAN IMPLIKASINYA

2025 ON GOING MAIN RESEARCHER

2. INTEGRATION OF AQLI DAN NAQLI IN PROBLEM BASED LEARNING

2016 COMPLETED MAIN RESEARCHER

3. IMPAK PROGRAM TRANSFORMASI EKONOMI (ETP) TERHADAP BELIA MALAYSIA

2014 COMPLETED MAIN RESEARCHER

4. TOWARDS CREATING AN ISLAMIC ADVERTISING MODEL: BUILDINGS BRIDGES BETWEEN ISLAMIC SCHOLARS AND ADVERTISING PRACTITIONERS

2012 COMPLETED MAIN RESEARCHER

5. BRAND AWARENESS AMONG CONSUMERS IN MALAYSIA: A STUDY ON HALAL BRANDING

2006 COMPLETED MAIN RESEARCHER

6. BRAND MANAGEMENT IN MUSLIM?S SMALL MEDIUM INDUSTRIES
IN MALAYSIA: STUDY ON FOOD SECTOR

2005 COMPLETED MAIN RESEARCHER

PUBLICATION

1. THE IMPACT OF SERVICE QUALITY ON UNIVERSITY STUDENTS' SATISFACTION WITH ISLAMIC BANKS

2025 JOURNAL

2. PERANAN ZAKAT DALAM MEMBANTU ASNAF MENJALANKAN PERNIAGAAN DI MALAYSIA: SATU TINJAUAN LITERATUR KRITIKAL

2025 JOURNAL

3. BUSINESS MODEL INNOVATION ENABLED BY ARTIFICIAL INTELLIGENCE: EVIDENCE FROM A SYSTEMATIC REVIEW

2025 JOURNAL

4. E PROSIDING SEMINAR ANTARABANGSA ISLAM DAN SAINS

2025 PROCEEDING

5. INTRODUCTION TO ENTREPRENEURSHIP IN MALAYSIA

2025 CHAPTER IN BOOK

6. ENTREPRENEURIAL MINDSET & STRATEGIC SKILL DEVELOPMENT ? LESSONS FROM MALAYSIA

2025 CHAPTER IN BOOK

7. HOLISTIC STUDENT DEVELOPMENT FOR EMPLOYABILITY

2025 CHAPTER IN BOOK

8. BLUEPRINT FOR ENTREPRENEURIAL EDUCATION IN NIGERIAN UNIVERSITIES

2025 CHAPTER IN BOOK

9. REINVENTING THE BUSINESS MODEL CANVAS FOR SUSTAINABLE COOPERATIVE DEVELOPMENT: INSIGHTS FROM THE MALAYSIAN RETAIL COOPERATIVE SECTOR

2024 JOURNAL

10. SENTIMENTS OF MALAYSIAN NEWSPAPERS DURING THE MOVEMENT CONTROL ORDER (MCO) PHASE 1: ECONOMIC AND CONSUMER CONTENT ANALYSIS

2024 JOURNAL

11. COOPERATIVE BUSINESS MODEL CANVAS: A CONCEPTUAL FRAMEWORK

2024 JOURNAL

12. IMPLEMENTATION AND IMPACT OF SOCIO- ECONOMIC PROGRAMS: A CASE STUDY AMONG STUDENTS AT THE FACULTY OF ECONOMICS AND MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2024 PROCEEDING

13. E-PROCEEDING THE INTERNATIONAL SYMPOSIUM ON COMMUNITY SOCIAL RESPONSIBILITY 2024 (I-CSR2024)

2024 PROCEEDING

14. THE IMPORTANCE OF ESG PRACTICES AMONG MUSLIM SMES IN MALAYSIA: A CRITICAL LITERATURE REVIEW

2024 PROCEEDING

15. INTEGRATED COOPERATIVE BUSINESS MODEL CANVAS: A STUDY ON RETAIL COOPERATIVES IN MALAYSIA

2024 CHAPTER IN BOOK

16. PENINGKATAN IMEJ KENDIRI SEBAGAI USAHAWAN

2024 CHAPTER IN BOOK

17. ETIKA PERNIAGAAN

2024 CHAPTER IN BOOK

18. SKIM CEPAT KAYA, MACAU SCAM DAN ONLINE SCAM

2024 CHAPTER IN BOOK

19. PENJENAMAAN PRODUK MAKANAN

2024 CHAPTER IN BOOK

20. PENGENALAN TERHADAP AGENSI KERAJAAN YANG TERLIBAT DALAM KEUSAHAWANAN

2024 CHAPTER IN BOOK

21. MENGGUNAKAN PLATFORM ALI BABA SEBAGAI PLATFORM PENYUMBERAN

2024 CHAPTER IN BOOK

22. A REVIEW OF THE LITERATURE ON THE RELATIONSHIPS BETWEEN CULTURAL INTELLIGENCE AND CROSS-CULTURAL ADJUSTMENT IN INTERNATIONAL BUSINESS

2023 JOURNAL

23. BERJAYA FOOD BERHAD: AN INVESTMENT AND FINANCIAL DECISION-MAKING INSIGHT

2023 JOURNAL

24. A MANAGERIAL PERSPECTIVE ON THE IMPACTS OF IMPLEMENTATION ON MINIMUM WAGE IN MALAYSIA

2023 PROCEEDING

25. FACILITATING DIGITALIZATION ADOPTION FOR SMALL AND MEDIUM ENTERPRISES IN MALAYSIA

2023 PROCEEDING

26. EVOLUTION OF HUMAN RESOURCE MANAGEMENT AND PRACTICES

2022 PROCEEDING

27. EVOLUTION OF ENTREPRENEURIAL MINDSET: FROM CRADLE TO GRAVE

2022 PROCEEDING

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

2021 PROCEEDING

29. SENTIMEN AKHBAR BAHASA MALAYSIA PADA HARI PERTAMA PELAKSANAAN PERINTAH KAWALAN PERGERAKAN (PKP) 2.0

2021 PROCEEDING

30. PELAPORAN BERITA EKONOMI DI AKHBAR BAHASA MELAYU KETIKA PERINTAH KAWALAN PERGERAKAN FASA 1: SATU ANALISIS KANDUNGAN

2021 PROCEEDING

31. SENTIMEN AKHBAR BAHASA MALAYSIA KETIKA PERINTAH KAWALAN PERGERAKAN (PKP) FASA 1: ANALISA KANDUNGAN EKONOMI DAN KEPENGGUNAAN

2020 PROCEEDING

32. KANDUNGAN BERITA KEPENGGUNAAN DI AKHBAR BAHASA MALAYSIA KETIKA PERINTAH KAWALAN PERGERAKAN (PKP) FASA 1: ANALISIS KANDUNGAN

2020 PROCEEDING

33. GARIS PANDUAN PROJEK PERUNDINGAN UNIVERSITI

2020 POLICY

34. IS THERE A NEED FOR A COOPERATIVE BUSINESS MODEL CANVAS?

2019 JOURNAL

35. IS THERE A NEED FOR A COOPERATIVE BUSINESS MODEL CANVAS?

2019 PROCEEDING

36. A STUDY ON HELPING ATTITUDE AMONG STARTUPS

2018 JOURNAL

37. HELPING ATTITUDE AMONG STARTUPS: A STUDY ON TUBE MEGA 5.0 PARTICIPANTS

2018 PROCEEDING

38. INTEGRATING NAQLI AND AQLI ELEMENTS IN PROBLEM BASED LEARNING (PBL) ENVIRONMENT

2017 JOURNAL

39. THE IMPACT OF ECONOMIC TRANSFORMATION PROGRAM (ETP) TOWARDS YOUTH IN MALAYSIA: GENERIC SKILLS

2016 JOURNAL

40. TEACHING CONSUMER BEHAVIOR TO RELIGIOUS STUDIES STUDENT: A PROBLEM-BASED APPROACH

2016 JOURNAL

41. THE IMPACT OF ECONOMIC TRANSFORMATION PROGRAM (ETP) TOWARDS YOUTH'S CAREER DEVELOPMENT IN MALAYSIA

2016 JOURNAL

42. COOP MEDICAL CENTRE: I AM NOT FOR SALE?

2016 PROCEEDING

43. COOP MEDICAL CENTRE: I AM NOT FOR SALE?

2016 PROCEEDING

44. SIKECILKU JUTAWAN:MENGUBAH HOBI KE BISNES

2016 BOOK

45. MYEMA-ENTREPRENEUR MONITORING APPS

2016 CHAPTER IN BOOK

46. BELIA, KERJAYA DAN PELAN TRANSFORMASI EKONOMI

2016 CHAPTER IN BOOK

47. ENTREPRENEURSHIP, ETHICS AND RELIGIOSITY

2015 JOURNAL

48. ANALYSIS OF CONTENT AND DESIGN FOR ISLAMIC BANKS: A MALAYSIAN PERSPECTIVE

2015 JOURNAL

49. ENTREPRENEURSHIP, ETHICS AND RELIGIOSITY

2015 PROCEEDING

50. A REVIEW OF THE MALAYSIAN ADVERTISING INDUSTRY

2014 JOURNAL

51. THE CRITERIA AND CHALLENGES OF UNETHICAL ADVERTISING

2014 JOURNAL

52. ADVERTISING ETHICS: A QURANIC PERSPECTIVE

2014 JOURNAL

53. RELATIONSHIP BETWEEN RELIGIOSITY AND CONTROVERSIAL PRODUCTS AND OFFENSIVE NATURE OF ADVERTISING APPEALS

2014 JOURNAL

54. A PROBLEM-BASED LEARNING EXPERIENCE: A STUDY ON FINANCIAL SERVICES MARKETING CLASSROOM

2014 JOURNAL

55. DESIGN AND CONTENT ANALYSIS OF MYDIN'S WEBSITE IN MALAYSIA

2013 JOURNAL

56. CONTENT AND DESIGN ANALYSIS FOR ISLAMIC BANKS WEBSITES IN MALAYSIA

2013 JOURNAL

57. RELATIONSHIP BETWEEN RELIGIOSITY AND CONTROVERSIAL PRODUCTS AND OFFENSIVE NATURE OF ADVERTISING APPEALS

2013 PROCEEDING

58. DESIGN AND CONTENT ANALYSIS OF A HYPERMARKET WEBSITE IN MALAYSIA

2013 PROCEEDING

59. IMPAK PROGRAM TRANSFORMASI EKONOMI (ETP) TERHADAP BELIA MALAYSIA

2013 PROCEEDING

60. A FRESH PERSPECTIVE INTO ISLAMIC ADVERTISING ETHICS

2013 PROCEEDING

61. ADVERTISING ETHICS: A REVIEW

2012 JOURNAL

62. A WWW CYBERGUIDE RATING APPROACH TO CONTENT AND DESIGN ANALYSIS FOR ISLAMIC BANKS WEBSITES IN MALAYSIA

2012 PROCEEDING

63. ISLAMIC ADVERTISING ETHICS

2012 PROCEEDING

64. ETHICS IN ADVERTISING FROM THE PERSPECTIVE OF RELIGIOUS SCHOLARS: A QUALITATIVE INSIGHT

2010 PROCEEDING

65. A QUALITATIVE INSIGHT INTO ISLAMIC ADVERTISING ETHICS

2009 PROCEEDING

66. RELIGIOSITY AND ETHICS: A CONCEPTUAL FRAMEWORK OF RELIGIOSITY MEASUREMENT

2008 PROCEEDING

67. CARI KERJA ADA CARANYA

2008 BOOK

68. HALAL CERTIFICATION: WHAT THE SME PRODUCERS SHOULD KNOW?

2007 PROCEEDING

69. HALAL BRANDING: AN EXPLORATORY RESEARCH AMONG CONSUMERS IN MALAYSIA

2007 PROCEEDING

70. THE IMPORTANCE OF FINANCIAL LITERACY

2007 CHAPTER IN BOOK

71. HALAL BRANDING: FROM THE MALAYSIAN SMALL AND MEDIUM INDUSTRIES PERSPECTIVES

2007 CHAPTER IN BOOK

72. KONSEP PENGGUNAAN DAN TABUNGAN DALAM MENCAPAI EKONOMI YANG SEIMBANG DAN KOMPREHENSIF

2006 PROCEEDING

73. THE INVOLVEMENT OF MUSLIM WOMEN ENTREPRENEURS IN THE MALAYSIAN FRANCHISE INDUSTRY

2005 PROCEEDING

74. KONSEP PENGGUNAAN BERHEMAH DAN TABUNGAN DALAM MENCAPAI EKONOMI YANG SEIMBANG DAN KOMPREHENSIF

2005 CHAPTER IN BOOK

75. KONSEP PENJENAMAAN INDUSTRI MAKANAN IKS MUSLIM

2004 PROCEEDING

CONSULTATION/ADULATION

1. AHLI LEMBAGA PEMEGANG AMANAH

2023 NATIONAL YAYASAN PERMATA MALAYSIA

2. AHLI LEMBAGA PEMEGANG AMANAH

2023 NATIONAL YAYASAN PERMATA MALAYSIA

3. KAJIAN PERSEPSI RAKYAT TERHADAP PELAKSANAAN PILIHAN RAYA UMUM KE-15 PADA TAHUN 2022

2022 NATIONAL JABATAN KOMUNIKASI KOMUNITI, JABATAN PERDANA MENTERI

4. PELAN STRATEGIK PROMOSI DAN PEMASARAN PROGRAM PENGUKUHAN SKIM AMALAN PERTANIAN BAIK MALAYSIA (MYGAP) UNTUK TEMPOH LIMA (5) TAHUN

2022 NATIONAL KEMENTERIAN PERTANIAN DAN KETERJAMINAN MAKANAN

5. AWARD OF YAYASAN HASANAH SPECIAL GRANT (HSG) 2021

2021 NATIONAL YAYASAN HASANAH

AWARDS/RECOGNITION

1. INTEGRATED COOPERATIVE BUSINESS MODEL CANVAS: INNOVATING RETAIL COOPERATIVES IN MALAYSIA

2026 Antarabangsa Bronze

2. ANUGERAH STAFF BULANAN JANUARI 2025 FAKULTI EKONOMI DAN MUAMALAT

2025 UNIVERSITY

3. ACADEMIC ADVISOR

2025 OTHERS

4. PS-1.0 MISI PENGEMBARAAN SOLAT

2025

Kebangsaan

Silver

5. INTEGRATED COOPERATIVE BUSINESS MODEL CANVAS: INNOVATING RETAILS COOPERATIVES IN MALAYSIA

2025

Kebangsaan

Silver