



DR. NOR ASIAH BINTI YAAKUB

PENSYARAH UNIVERSITI

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 4

Master - Completed: 0, Ongoing: 2

AREAS OF EXPERTISE

Accounting Information System (including It And Accounting)

Taxation

Financial Accounting

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Pengurusan.

ACADEMIC QUALIFICATION

Phd in Pengurusan (2021)

Master in Teknologi Maklumat (pengurusan) (2003)

Bachelor in Perakaunan (1999)

RESEARCH

1. GOLD IN THEIR HANDS, ZAKAT IN QUESTION: A TIMELY STUDY ON KNOWLEDGE, PRACTICE AND INTENTION TO COMPLY IN MALAYSIA AND INDONESIA

2025

ON GOING

MAIN RESEARCHER

2. ANTECEDENTS OF E-WALLET ADOPTION AMONG SMALL-SIZED MUSLIM MERCHANTS IN MALAYSIA

2022

COMPLETED

MAIN RESEARCHER

3. CONCEPTUALIZING OF ONLINE PAYMENT SYSTEM'S CONTRIBUTIONS TOWARD ISLAMIC PHILANTHROPIC INSTITUTIONS

2014

COMPLETED

MAIN RESEARCHER

4. INFORMATION TECHNOLOGY SKILLS AMONG FACULTY OF ECONOMIC AND MUAMALAT STUDENTS: AN EXPLORATORY STUDY

2011

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. STUDY ON THE SMALL-SIZED MERCHANTS AWARENESS AND PERCEPTION ON E-WALLETS ADOPTION

2025 PROCEEDING

2. DETERMINANT FACTORS TO E-WALLETS ADOPTION AMONG SMALL-SIZED MUSLIM MERCHANTS: A PRELIMINARY ANALYSIS

2024 JOURNAL

3. A THEORETICAL FRAMEWORK OF E-WALLET ADOPTION AMONG SMALL-SIZED MUSLIM MERCHANTS: AN APPLICATION AND EXTENSION OF TECHNOLOGY ACCEPTANCE MODEL

2023 JOURNAL

4. SOCIAL COMMERCE SUCCESS FACTORS REVIEWS ON CUSTOMER-TO-CUSTOMER DIMENSION

2022 JOURNAL

5. A CONCEPTUAL FRAMEWORK FOR E-WALLET ADOPTION INTENTIONS AMONG SMALL-SIZED MUSLIM MERCHANTS

2022 PROCEEDING

6. THE EFFECT OF PRICE DISCOUNT AND FREE GIFT ON ONLINE ENTREPRENEURS' BUSINESS PERFORMANCE IN SOCIAL COMMERCE

2021 PROCEEDING

7. RESEARCH AVENUE IN SOCIAL COMMERCE PERFORMANCE

2021 PROCEEDING

8. ANALYSIS OF ONLINE PAYMENT: A CASE OF ONE OF ZAKAT INSTITUTIONS IN MALAYSIA

2016 JOURNAL

9. TRUST AND JUSTICE: SECRET COMMUNICATION IN MUAMALAT TRANSACTIONS

2016 PROCEEDING

10. APPLICATION OF ONLINE PAYMENT AT PUSAT ZAKAT NEGERI SEMBILAN

2016 PROCEEDING

11. THE PROGRESS OF COMPUTING SKILL MASTERY LEVEL AMONG SHARIAH BACKGROUND STUDENTS: SELF EVALUATION

2015 PROCEEDING

12. ANALYSIS ON E-PAYMENT APPLICATION: A CASE AT ONE OF ZAKAT INSTITUTION IN MALAYSIA

2015 PROCEEDING

13. REASONS OF ISSUING NON-COMPLIANCE REPORT FOR HALAL PREMISES APPLICANTS

2014 PROCEEDING

14. RELATIONSHIP BETWEEN ACADEMIC PROFILE AND COMPUTER USAGES WITH LEVEL OF COMPUTER SKILL AMONG NEW MUAMALAT STUDENTS

2013 PROCEEDING

15. STUDENT'S PERCEPTION TOWARDS THEIR MICROSOFT OFFICE APPLICATION SKILLS: A SURVEY ON NEW INTAKE STUDENTS OF FACULTY OF ECONOMICS AND MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA

2012 PROCEEDING

16. STUDENT'S PERCEPTION TOWARDS THEIR MICROSOFT OFFICE APPLICATION SKILLS: A SURVEY ON NEW INTAKE STUDENTS OF FACULTY OF ECONOMICS AND MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA.

2012 PROCEEDING

17. POTENSI APLIKASI ALAT-ALAT PROMOSI KOMUNIKASI PEMASARAN DALAM MENGGALAKKAN KUTIPAN ZAKAT DARIPADA PENDAPATAN PENGAJIAN

2012 PROCEEDING

18. INFORMATION TECHNOLOGY SKILLS OF NEW UNDERGRADUATES STUDENTS OF FACULTY OF ECONOMICS & MUAMALAT, UNIVERSITY SAINS ISLAM MALAYSIA: AN EXPLORATORY STUDY

2011 PROCEEDING

19. PERKEMBANGAN KUTIPAN ZAKAT PENDAPATAN BAGI NEGERI-NEGERI ZON SELATAN MALAYSIA

2011 PROCEEDING

20. STRATEGIC INFORMATION SYSTEM PLANNING IN PRIVATE HIGHER EDUCATIONAL INSTITUTIONS IN MALAYSIA: AN EXPLORATORY STUDY

2005 PROCEEDING

CONSULTATION/ADULATION

1. ACCOUNTING INFORMATION SYSTEM

2017 UNIVERSITY USIM

2. ACCOUNTING INFORMATION SYSTEM

2017 UNIVERSITY USIM

3. PEMBENTANGAN SISTEM KEWANGAN BAGI TABUNG SOLAT JUMAAT USIM

2016 UNIVERSITY PUSAT ISLAM USIM

4. PROGRAM KONSULTANSI BERSAMA IKS DI HALFEST

2012 INTERNATIONAL USIM TIJARAH HOLDINGS SDN BHD

AWARDS/RECOGNITION

1. ANUGERAH KHIDMAT SETIA

2025 UNIVERSITY

2. ANUGERAH STAF CONTOH BULANAN (JUN 2025)

2025 OTHERS

3. CONFERENCE PAPER REVIEWER

2025 INTERNATIONAL

4. TRAINER / FACILITATOR

2025 INTERNATIONAL

5. E-WALLET ADOPTION AMONG SMALL MUSLIM MERCHANTS IN MALAYSIA: A TECHNOLOGICAL AND RELIGIOUS PERSPECTIVE

2025 Antarabangsa Bronze