

Profile Image

**PROF. MADYA DR.
NORHAYATI RAFIDA BT.
ABDUL RAHIM**

PENSYARAH UNIVERSITI DS14

CONTACT

Phone: 8283

E-mail:

norhayati@usim.edu.my

Faculty: Fakulti
Kepimpinan Dan
Pengurusan

SUPERVISION

PhD - Completed: 3, Ongoing: 1, 9

Master - Completed: 1,
Ongoing: 0

AREAS OF EXPERTISE

Communication Protocols

Other Media And Communication Studies

Tourism Baheviour

Training Management

Tourism Management

ACADEMIC QUALIFICATION

PhD in Komunikasi Kemanusiaan (2016)

Master in Komunikasi Korporat (2000)

Bachelor in Komunikasi Massa (1997)

RESEARCH

**1. LEVERAGING AI FOR JUST-IN-TIME DECISION MAKING:
ENHANCING HALAL MONITORING EFFICIENCY AT
RANGKAIAN HOTEL SERI MALAYSIA**

2025

GERAN KPT

ON GOING

MAIN RESEARCHER

**2. BRIDGING TRADITION AND TECHNOLOGY: A SOCIO-
CULTURAL FRAMEWORK FOR AI-ENHANCED HALAL AUDIT
PRACTICES IN HOTEL SERI MALAYSIA**

2025

GERAN PENYELIDIKAN INDUSTRI

ON GOING

MAIN RESEARCHER

**3. NAVIGATING SUSTAINABILITY VIA DIGITAL
TRANSFORMATION TOWARDS INNOVATIVE GREEN SUPPLY
CHAIN MANAGEMENT FRAMEWORK: A COMPARATIVE STUDY
AMONG ECOPRINT INDUSTRIES IN MALAYSIA AND
INDONESIA**

2024

GERAN SEPADAN ANTARABANGSA

ON GOING

CO-RESEARCHER

**4. DEVELOPING AN INNOVATIVE COMMUNICATION
FRAMEWORK BASED ON QUR'ANIC DISCOURSE TO ENHANCE
THE SUSTAINABILITY OF ISLAMIC MEDIA CONTENT**

2024 GERAN ANTARABANGSA ON GOING CO-RESEARCHER

**5. EXPLORATORY OF FAKE NEWS PHENOMENOLOGICAL
TERMS FROM ISLAMIC PERSPECTIVE**

2023 GERAN PENYELIDIKAN USIM ON GOING CO-RESEARCHER

RESEARCH

6. PEMBANGUNAN MODEL KONSTRUKTIVISME KOMUNIKASI ANTARA BUDAYA MELAYU-TURKIYE MENERUSI KOSA KATA SERUMPUN BERASAS BAHASA ARAB

2023 GERAN PENYELIDIKAN PENTADBIR ON GOING CO-RESEARCHER

7. FORESIGHTING THE FUTURES OF VIRTUAL HALAL AUDIT

2022 GERAN PENYELIDIKAN KHAS ON GOING CO-RESEARCHER

8. PEMBANGUNAN MODEL BAHARU PROGRAM BANTUAN PEKERJA (EMPLOYEE ASSISTANCE PROGRAM ? EAP) BERINTEGRASIKAN PRINSIP QALB AL-GHAZALI DALAM KALANGAN STAF DI AGENSI KERAJAAN MALAYSIA

2021 GERAN KPT ON GOING CO-RESEARCHER

9. IMPORTANCE OF SOCIAL MEDIA IN NEGOTIATING INTERESTS IN MUSLIM FRIENDLY HOSPITALITY TOURISM AMONG USER: A COMPARISON STUDY BETWEEN INDONESIA AND MALAYSIA

2021 GERAN SEPADAN ANTARABANGSA COMPLETED CO-RESEARCHER

10. EXPLORING PRACTICE, ENGAGEMENT AND STRATEGY OF PUBLIC COMMUNICATION ON INSTAGRAM BY MALAYSIAN AND INDONESIAN GOVERNMENT MINISTRIES

2021 GERAN SEPADAN ANTARABANGSA COMPLETED CO-RESEARCHER

11. THE PALESTINIAN EXPOSURE TO THE ARABIC-SPEAKING ISRAELO SOCIAL MEDIA PAGES AND ITS REPERCUSSIONS ON THE COMPONENTS OF PALESTINIAN NATIONAL IDENTITY

2020 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

12. KAJIAN MENGENAI DASAR PEKERJA ASING DI MALAYSIA MELALUI PAS LAWATAN KERJA SEMENTARA

2020 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

13. DEVELOPMENT OF RELIGIOSITY FRAMEWORK OVERCOMING NEEDS AND STRESS DURING COVID19 AMONG UNIVERSITY STUDENTS

2020 PENYELIDIKAN TANPA BIAYA COMPLETED MAIN RESEARCHER

14. DEVELOPING SUSTAINABILITY HALAL INTEGRITY FRAMEWORK BASED ON NEGOTIATION PARAMETERS FOR HALAL EXPERTS AND HALAL TALENTS IN MALAYSIA

2019 GERAN KPT COMPLETED MAIN RESEARCHER

15. NEGOTIATING NEEDS AND READINESS OF PONDOK WARGA EMAS (PWE) SUSTAINABILITY ISLAMIC TOURISM DESTINATIONS IN MALAYSIA

2019 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED MAIN RESEARCHER

16. INVESTIGATING PARAMETERS OF INTEREST IN TRAINING'S AND DEVELOPMENT OF HALAL TALENTS TOWARDS SUSTAINABILITY FOR HALAL INDUSTRIES IN MALAYSIA

2018 GERAN PENYELIDIKAN KHAS COMPLETED MAIN RESEARCHER

17. PUBLIC AND INDUSTRY PERCEPTIONS TOWARDS THE USES OF NANOMATERIALS IN FOOD PRODUCTS IN MALAYSIA

2016 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

18. THE IMPACT OF SOCIAL MEDIA ON CORPORATE REPUTATION

2016 GERAN KPT COMPLETED MAIN RESEARCHER

19. PEMBINAAN MODEL INTERVENSI PSIKO -PENDIDIKAN PEMULIHAN PELBAGAI DIMENSI REMAJA TERLIBAT DENGAN SEKS

2011 GERAN KPT COMPLETED CO-RESEARCHER

20. DISASTER AND BIOTERRORISM THREATS TO FOOD GUIDELINES FOR ESTABLISHING AND STRENGTHENING FOOD TRAC

2011 GERAN PENYELIDIKAN FUNDAMENTAL COMPLETED CO-RESEARCHER

21. BROGA INCIDENT (A CASE STUDY)

2004 GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN COMPLETED MAIN RESEARCHER

RESEARCH

22. KAJIAN KES UNTUK PENGAJARAN DAN PENERBITAN II (BERBAGAI KAJIAN KES): I-~~❖~~ANCAMAN PENCEROBOHAN SISTEM BERKOMPUTER II-~~❖~~DILEMMAS IN CORPORATE COMMUNICATION DIVISION III-~~❖~~PERTINDIHAN PERINTAH MAHKAMAH SYARIAH IV-~~❖~~PENCEGAHAN SARS V-

2003

GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN

COMPLETED

CO-RESEARCHER

23. NEGOTIATION SKILLS IN FAMILY CONFLICTS - COMPARISON BETWEEN RURAL AND URBAN AREAS.

2003

GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. EXPLORING PROMINENT QUR'ANIC DISCOURSE STYLES (QDS) IN THE STORY OF PROPHET YUSUF AND INCORPORATING THEM INTO MEDIA CONTENT

AL-QANATIR INTERNATIONAL JOURNAL OF ISLAMIC STUDIES

2024 JOURNAL INDEX BY MYCITE 2019 CO-AUTHOR

2. BRAND OPENNESS, AWARENESS, AND INTERESTS IN MUSLIM-FRIENDLY TRAVEL AGENCIES IN MALAYSIA

ULUM ISLAMIYYAH JOURNAL

2024 JOURNAL ERA CO-AUTHOR

3. FORESIGHT OF ENVIRONMENTAL COMMUNICATION LITERATURE: BIBLIOMETRIC VERSUS CHATGPT

FORESIGHT

2024 JOURNAL SCOPUS MAIN AUTHOR

4. NAVIGATING HALAL TALENT SUSTAINABILITY: INSIGHTS AND STRATEGIES FOR GLOBAL INDUSTRY COMPETITIVENESS

INTERNATIONAL HALAL CONGRESS

2024 PROCEEDING NON-INDEX MAIN AUTHOR

5. THE INTEGRATION OF THE EMPLOYEE ASSISTANCE PROGRAMME WITH ISLAMIC PRINCIPLES: A QUALITATIVE STUDY AT THE DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA (JAKIM), PUTRAJAYA

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

6. HALAL TERRORISM: FROM THE PORTRAYAL OF MEDIA

INTERNATIONAL CONFERENCE ON CONTEMPORARY HALAL AND FATWA (ICCOHAF2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

7. KEPERLUAN KAJIAN PEMERKASAAN KEMANDIRIAN GOLONGAN WANITA DAN REMAJA B40 PASCA COVID-19 DI MALAYSIA MENURUT KERANGKA ISLAM SECARA BERSEPADU SUATU PENELITIAN

7 TH INTERNATIONAL SEMINAR ON PHILOSOPHY, CIVILIZATION, ETHICS AND ISLAMIC HERITAGE ISTET 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

8. SHAPING CONTROVERSIAL NEWS CONTENT FROM THE HIERARCHY INFLUENCE MODEL'S PERSPECTIVE IN MALAYSIA

COMMUNICATION, MEDIA AND THE CLASH OF IGNORANCE

2024 CHAPTER IN BOOK CO-AUTHOR

9. JANJI ALLAH SWT ITU BENAR

TULUS: RENCAH EMOSI BUMI BARAKAH

2024 CHAPTER IN BOOK MAIN AUTHOR

10. PEMBENTUKAN KERANGKA KONSEP PROGRAM BANTUAN PEKERJA DAN PELAKSANAANNYA BERSANDARKAN PRINSIP QALB AL-GHAZALI DALAM SEKTOR KERAJAAN

SAIS 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

11. THE EFFECTIVNESS OF SOCIAL MEDIA AS A PLATFORM FOR DAKWAH

PROCEEDING ICONIGC: INTERNATIONAL CONFERENCE ON ISLAMIC AND GLOBAL CIVILIZATION

2023 PROCEEDING OTHER DATABASE MAIN AUTHOR

12. THE ISRAELI ARABIC-SPEAKING FACEBOOK PAGES AND ITS EFFECTS ON THE ELEMENTS OF PALESTINIAN NATIONAL IDENTITY

INTERNATIONAL JOURNAL OF HEALTH SCIENCES (IJHS)

2022 JOURNAL WOS CO-AUTHOR

13. FRAMING OF COVID-19 PANDEMIC NEWS IN MALAYSIAN LOCAL NEWSPAPERS

MALAYSIAN JOURNAL OF COMMUNICATION

2022 JOURNAL ISI AND SCOPUS CO-AUTHOR

PUBLICATION

14. NEGOTIATION OF NEEDS TOWARDS HALAL TALENTS SUSTAINABILITY

JOURNAL OF ISLAMIC MARKETING

2022 JOURNAL ERA MAIN AUTHOR

15. PEMBANGUNAN KEMAHIRAN KOMUNIKASI MELALUI KOKURIKULUM PASUKAN LATIHAN PEGAWAI SIMPANAN DALAM KALANGAN PELAJAR UNIVERSITI SAINS ISLAM MALAYSIA: SATU ANALISA PERBANDINGAN

CABARAN DAN ISU SEMASA PEMBELAJARAN KOKURIKULUM BADAN BERUNIFORM KEPIMPINAN & KESUKARELAWANAN KEUSAHAWANAN & PENGURUSAN SUKAN, KEBUDAYAAN & REKREASI SAINS, TEKNOLOGI & INOVASI

2022 CHAPTER IN BOOK MAIN AUTHOR

16. PEMBANGUNAN KEMAHIRAN KOMUNIKASI MELALUI KOKURIKULUM PASUKAN LATIHAN PEGAWAI SIMPANAN DALAM KALANGAN PELAJAR UNIVERSITI SAINS ISLAM MALAYSIA: SATU ANALISA PERBANDINGAN

CABARAN DAN ISU SEMASA PEMBELAJARAN KOKURIKULUM

2022 CHAPTER IN BOOK MAIN AUTHOR

17. TAHAP KEBERKESANAN PENGURUSAN DANA KE ATAS AKTIVITI PENCEGAHAN JENAYAH DAN PENCEGAHAN DADAH DI KALANGAN PERTUBUHAN YANG BERDAFTAR DI BAWAH JABATAN PENDAFTARAN PERTUBUHAN MALYSIAN (JPPM)

JOURNAL OF PUBLIC SECURITY AND SAFETY

2021 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

18. NEED VERSUS INTEREST IN COMMUNICATING ISLAM VIA TRADITIONAL ART PERFORMANCE IN NEGERI SEMBILAN. WHAT HAS BEEN NEGOTIATED?

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2021 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

19. KOMUNIKASI PEMBANGUNAN KOMUNITI, KEBERSIHAN DAN PENYELENGGARAAN DI KALANGAN PERTUBUHAN BERDAFTAR DI BAWAH JPPM

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2021 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

20. EFFECTIVENESS OF PUBLIC SERVICE ANNOUNCEMENT ON HALAL KNOWLEDGE AMONG MUSLIM TEENAGERS IN TIME OF PANDEMIC

ULUM ISLAMIYYAH - THE MALYSIAN JOURNAL OF ISLAMIC SCIENCES

2021 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

21. LOCAL CONTENT ON INSTAGRAM AS PUBLIC CAMPAIGN MEDIA OF MAJLIS BANDARAYA SEREMBAN, NEGERI SEMBILAN, MALAYSIA AND BANDUNG CITY GOVERNMENT, BANDUNG, INDONESIA

ULUM ISLAMIYYAH JOURNAL

2021 JOURNAL ERA CO-AUTHOR

22. COMMUNICATING NEEDS AND STRESS ACCORDING TO MAQASID SHARIAH AMONG B40 WOMEN ENTREPRENEURS DURING PANDEMIC OF COVID-19 IN MALAYSIA

PARADIGMA SOSIAL

2021 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

23. HAMAS MEDIA PORTRAYAL OF CULTURAL AND HISTORICAL HERITAGE OF PALESTINIAN: A CASE STUDY OF AL-AQSA TELEVISION CHANNEL

MULTICULTURAL EDUCATION

2021 JOURNAL SCOPUS CO-AUTHOR

24. 3RD INTERNATIONAL CONFERENCE ISLAMIC MEDIA AND COMMUNICATION 2021 (ICIMAC2021)

2021 BOOK CO-AUTHOR

25. ISLAM & PERANANNYA DALAM PEMBANGUNAN DINAMIK MASYARAKAT MENANGANI COVID-19 DI MALAYSIA

2021 BOOK MAIN AUTHOR

26. NEGOTIATING NEEDS AND STRESS ACCORDING TO RELIGIOSITY DURING THE MOVEMENT CONTROL ORDER AMONG HIGHER EDUCATION INSTITUTION STUDENTS

ISLAM & PERANANYNYA DALAM PEMBANGUNAN DINAMIK MASYARAKAT MENANGANI COVID-19 DI MALAYSIA

2021

CHAPTER IN BOOK

MAIN AUTHOR

PUBLICATION

27. NEGOTIATION PARAMETERS OF NEEDS VERSUS INTEREST TOWARDS SUSTAINABILITY OF HALAL TALENTS IN MALAYSIA

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT (JISED)

2020 JOURNAL MYCITE MAIN AUTHOR

28. NEGOTIATING THE NEEDS AND READINESS OF PONDOK WARGA EMAS AS AN ISLAMIC TOURISM DESTINATION IN MALAYSIA

INTERNATIONAL JOURNAL OF PSYCHOSOCIAL REHABILITATION

2020 JOURNAL ERA MAIN AUTHOR

29. CRITICAL REVIEW OF RELIGION IN COPING AGAINST THE COVID-19 PANDEMIC BY FORMER COVID-19 MUSLIM PATIENTS IN MALAYSIA

JOURNAL OF CRITICAL REVIEWS

2020 JOURNAL SCOPUS MAIN AUTHOR

30. SUSTAINABILITY OF PONDOK WARGA EMAS ACCORDING TO NEEDS AND INTERESTS AS AN ISLAMIC TOURISM DESTINATION IN MALAYSIA

JOURNAL OF CRITICAL REVIEWS

2020 JOURNAL SCOPUS MAIN AUTHOR

31. EXPLORING THE ROLE OF HALAL CERTIFICATION ON FOOD COMPANIES' PERFORMANCES IN MALAYSIA

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2020 JOURNAL MYCITE MAIN AUTHOR

32. MY PHONE IS NOT YOUR PHONE

ASEAN ENTREPRENEURSHIP JOURNAL

2020 JOURNAL OTHER DATABASE MAIN AUTHOR

33. A FRAMING ANALYSIS OF NEGOTIATION OF INTEREST IN ISLAM VIA DAKWAH CONTENT BETWEEN INDONESIA AND MALAYSIA. A CASE STUDY ON TRADITIONAL ARTS PERFORMANCE

4TH INTERNATIONAL CONFERENCE ON SUSTAINABLE INNOVATION 2020?SOCIAL, HUMANITY, AND EDUCATION (ICOSIHSS 2020)

2020 PROCEEDING NON-INDEX CO-AUTHOR

34. MAINTAINING PEACE AND HARMONY THROUGH RACIAL AND RELIGIOUS NEWS REPORTING

3RD INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE 2020 (SAIS 2020) "COVID-19:IMPLICATION, IMPACT AND SOLUTION"

2020 PROCEEDING NON-INDEX CO-AUTHOR

35. GAME IS FAME! NEGOTIATING INTERESTS IN HALAL KNOWLEDGE VIA HALAL@SCHOOL PROGRAM BY IHRAM: AN ACTION RESEARCH ON HALALRACE

INTERNATIONAL CONFERENCE ON PSYCHOLOGY, EDUCATION AND MENTAL HEALTH

2020 PROCEEDING NON-INDEX MAIN AUTHOR

36. HALAL CORPORATE COMMUNICATION AND MARKETING

HALAL GOVERNANCE AND MANAGEMENT: MALAYSIA AND ASEAN COUNTRIES (INTERMEDIATE TO ADVANCED)

2020 CHAPTER IN BOOK MAIN AUTHOR

37. KOMUNIKASI DALAM PEMBANGUNAN PENGETAHUAN HALAL DALAM KALANGAN KOMUNITI MENERUSI PROGRAM HALAL@SCHOOL DI MALAYSIA

KEPEMIMPINAN KOMUNITI

2020 CHAPTER IN BOOK MAIN AUTHOR

38. EXPLORING FACTORS IMPACTING OF SOUL INTERRUPTION BY ISLAMIC PERSPECTIVE

INTERNATIONAL JOURNAL OF CIVIL ENGINEERING AND TECHNOLOGY

2019 JOURNAL SCOPUS CO-AUTHOR

39. OUTCOMES OF NEGOTIATION ON HALAL MEAT BUSINESS

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2019 JOURNAL MYCITE MAIN AUTHOR

PUBLICATION

40. ??? ?????? ??????? ?? ??????? ?????????: ??? ?????? ????????? (???????? ?????? ?????? ?????? (???? ???? ???

AL-ANWAR

2019 JOURNAL OTHER DATABASE MAIN AUTHOR

41. CONSUMER OBLIGATORY PRACTICES, KNOWLEDGE AND BEHAVIOUR TOWARDS HALAL CERTIFICATION IN MALAYSIA

INTERNATIONAL CONFERENCE ON ZAKAT, TAX, WAQF AND ECONOMIC DEVELOPMENT 2019

2019 PROCEEDING NON-INDEX CO-AUTHOR

42. CONSUMER OBLIGATORY PRACTICES, KNOWLEDGE AND BEHAVIOUR TOWARDS HALAL CERTIFICATION IN MALAYSIA

INTERNATIONAL CONFERENCE ON ZAKAT, TAX, WAQF AND ECONOMIC DEVELOPMENT

2019 PROCEEDING NON-INDEX CO-AUTHOR

43. NEGOTIATION PARAMETERS OF NEEDS VERSUS INTEREST TOWARDS SUSTAINABILITY OF HALAL TALENTS IN MALAYSIA

2ND INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION

2019 PROCEEDING NON-INDEX MAIN AUTHOR

44. NEEDS VERSUS INTERESTS IN ISLAM VIA TRADITIONAL ART PERFORMANCE IN NEGERI SEMBILAN. WHAT HAS BEEN NEGOTIATED?

INTERNATIONAL CONFERENCE OF DAKWAH ISLAM MANAGEMENT

2019 PROCEEDING NON-INDEX MAIN AUTHOR

45. THE IMPACT OF USING MULTIMEDIA IN IMPROVING THE SKILL OF ART STUDENTS APPLIED STUDY ON ART STUDENTS OF APPLIED HIGH SECONDARY SCHOOL ABU DHABI EMIRATE - UAE

NATIONAL CONFERENCE ON THE HUMANITIES AND SOCIAL SCIENCES ?(NACOSS)2018

2018 PROCEEDING NON-INDEX CO-AUTHOR

46. MAKING HALAL PUBLIC: A CASE STUDY OF HALAL AWARENESS INITIATIVES

WORLD HALAL SUMMIT 2018

2018 PROCEEDING NON-INDEX CO-AUTHOR

47. INFLUENCES OF INITIAL POSITION ON NEGOTIATION APPROACH IN SOLVING ENVIRONMENTAL CASES IN MALAYSIA

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2017 JOURNAL ERA MAIN AUTHOR

48. REVIEWING NEGOTIATION APPROACH AND USE OF TRADITIONAL VERSUS NEW COMMUNICATION MEDIA IN SOLVING ENVIRONMENTAL CASES IN MALAYSIA: WHAT HAS CHANGED?

MENTION2017: 17TH BIENNIAL INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION - 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

49. HANDLING OF CRISIS COMMUNICATION: A CASE STUDY OF CADBURY PORCINE DNA ROW

2ND INTERNATIONAL CASE STUDY CONFERENCE (ICSC 2017)

2017 PROCEEDING NON-INDEX MAIN AUTHOR

50. HANDLING OF CRISIS COMMUNICATION: A CASE STUDY OF CADBURY PORCINE DNA ROW

2ND INTERNATIONAL CASE STUDY CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

51. MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSPECTIVES ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNICATION

2017 BOOK EDITOR

52. COMMUNICATING ENVIRONMENTAL ISSUES IN NEWSPAPERS: A STUDY OF THE INCINERATOR PROJECT AT BROGA, SELANGOR

MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSPECTIVES ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNICATION

2017 CHAPTER IN BOOK MAIN AUTHOR

PUBLICATION

53. ETIKA ISLAM DALAM KOMUNIKASI KEPIMPINAN: KONSEP DAN APLIKASI

KOMUNIKASI ISLAM: TEORI & APLIKASI

2017 CHAPTER IN BOOK MAIN AUTHOR

54. CORPORATE SOCIAL RESPONSIBILITY FOR TAKAFUL INDUSTRY'S BRANDING IMAGE

JURNAL PENGURUSAN

2016 JOURNAL SCOPUS CO-AUTHOR

55. MODEL TAUBAT AL-GHAZALI (M-TAG)

J. ULUM ISLAMIYAH THE MALYSIAN JOURNAL OF ISLAMIC SCIENCES

2016 JOURNAL SCOPUS CO-AUTHOR

56. IHRAM-USIM'S EXPERIENCES IN ESTABLISHING PROFESSIONAL HALAL ANALYST PROGRAM: TRAINING AND SERVICES FOR HALAL RELATED INDUSTRIES

PIONEERING ISLAMIC SCIENCE, SPEARHEADING KNOWLEDGE

2016 CHAPTER IN BOOK CO-AUTHOR

57. SATISFIED, COMMITTED OR VICE VERSA? A STUDY AMONG ACADEMICS IN PUBLIC UNIVERSITIES IN MALAYSIA

INTERNATIONAL CONFERENCE ON DA'WAH DAN ISLAMIC MANAGEMENT (IC-DAIM) 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

58. THE PSYCHOLOGY OF COMMUNICATION

2014 BOOK MAIN AUTHOR

59. CRISIS COMMUNICATION AND MANAGEMENT ON FOOD RECALL IN THE MALYSIAN FOOD INDUSTRY

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS CO-AUTHOR

60. PERCEPTION TOWARDS HALAL AWARENESS AND ITS CORRELATION WITH HALAL CERTIFICATION AMONG MUSLIMS

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS CO-AUTHOR

61. EXPECTATION AND EFFECTIVENESS OF THE HALAL SLAUGHTERING TRAINING TOWARDS EMPLOYABILITY AMONG BLUE COLLAR WORKERS

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS MAIN AUTHOR

62. THE ACADEMIA'S MULTIDISCIPLINARY APPROACHES IN PROVIDING EDUCATION, SCIENTIFIC TRAINING AND SERVICES TO THE MALYSIAN HALAL INDUSTRY

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS CO-AUTHOR

63. PSYCHOLOGY OF COMMUNICATION

2013 BOOK MAIN AUTHOR

64. NEGOTIATING INTERESTS ACCORDING TO ISLAMIC APPROACH ON HALAL CERTIFICATIONS: CHALLENGES IN CREATING JOBS

WORLD APPLIED SCIENCES JOURNAL

2012 JOURNAL WOS MAIN AUTHOR

65. NEGOTIATION AS A FOUNDATION IN ISLAMIC DA'WAH: FRAMEWORK ANALYSIS ON THE MEMORANDUMS HELD IN THE ERA OF RASULLULLAH (PBUH)

GLOBAL JOURNAL OF AL-THAQFAH

2012 JOURNAL WOS MAIN AUTHOR

PUBLICATION

66. WE ONLY REPORT WHAT REALLY HAPPENED! JOURNALISTS' PERSPECTIVES ON CONFLICT REPORTING IN NEWSPAPERS

FORUM KOMUNIKASI

2011 JOURNAL WOS MAIN AUTHOR

67. WHAT AFFECTED BY WHAT? NEGOTIATION AND THE USE OF COMMUNICATION MEDIA

INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION (MENTION 2011)

2011 PROCEEDING NON-INDEX MAIN AUTHOR

68. REALITY PROGRAM: QUALITY AND INFLUENCES ON PRIMARY EDUCATION

CONFERENCE ON LANGUAGE AND COMMUNICATION 2011

2011 PROCEEDING NON-INDEX MAIN AUTHOR

69. A PRELIMINARY STUDY OF NEWSPAPERS AS A MEDIUM TOWARDS ENVIRONMENTAL CONFLICTS RESOLUTION IN MALAYSIA: AN INTERVIEW ANALYSIS

19TH AMIC ANNUAL CONFERENCE. TECHNOLOGY AND CULTURE: COMMUNICATION CONNECTORS AND DIVIDERS

2010 PROCEEDING NON-INDEX MAIN AUTHOR

70. THE USE OF MEDIA TOWARDS EFFECTIVE NEGOTIATION OUTCOMES IN CONFLICTS: AN ANALYSIS OF SOCIAL PRESENCE THEORY

INTERNATIONAL CONFERENCE COMMUNICATION AND SOCIETY: CHALLENGE AND ENGAGEMENT 2010

2010 PROCEEDING NON-INDEX MAIN AUTHOR

71. EXPECTATION TOWARDS MEDIA CONTENT OF ISLAMIC PROGRAMME IN MALAYSIA TELEVISION (TV) CHANNELS

POTRAYAL OF ISLAM IN THE MEDIA

2010 CHAPTER IN BOOK MAIN AUTHOR

72. THE CORRELATION ANALYSIS BETWEEN DA'WAH PROGRAMME AND TV CHANNELS: A CASE STUDY AT RADIO TELEVISION MALAYSIA (RTM).

JOURNAL CITU

2009 JOURNAL WOS MAIN AUTHOR

73. NEWSPAPERS COVERAGE ON ENVIRONMENTAL CONFLICTS: A CASE STUDY OF THE INCINERATOR PROJECT IN MALAYSIA.

IAMCR CONFERENCE 2007 - MEDIA, COMMUNICATION, AND INFORMATION: CELEBRATING 50 YEARS OF THEORIES AND PRACTICES

2007 PROCEEDING NON-INDEX MAIN AUTHOR

74. DEBATES ON MEDIA SYSTEM IN MALAYSIA. WHAT ROLES DO NEWSPAPERS PLAY IN REPORTING ENVIRONMENTAL CONFLICTS?

15TH AMIC ANNUAL CONFERENCE, "MEDIA IN ASIA: ASPIRATIONS, CHOICES AND REALITIES".

2006 PROCEEDING NON-INDEX MAIN AUTHOR

75. GENDER STEREOTYPES ON WOMEN NEGOTIATION SKILLS IN CONFLICT RESOLUTION: A CASE STUDY AT USIM

JURNAL ULUM ISLAMIYYAH

2005 JOURNAL WOS MAIN AUTHOR

76. GLOBALIZATION AND THE USE OF NEGOTIATION IN FAMILY CONFLICTS: A COMPARISON STUDY BETWEEN RURAL AND URBAN AREAS

INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION: COMMUNICATION, GLOBALISATION AND CULTURAL IDENTITIES: TOWARDS SOUTH-SOUTH NETWORKING

2005 PROCEEDING NON-INDEX MAIN AUTHOR

77. RAPE REPORTING IN MALAYSIAN NEWSPAPERS

NATIONAL CONFERENCE ON SOCIAL PROBLEMS IN MALAYSIA

2004 PROCEEDING NON-INDEX CO-AUTHOR

78. THE PRACTICE OF HUMAN COMMUNICATION

2004 BOOK MAIN AUTHOR

PUBLICATION

79. APLIKASI ETIKA KOMUNIKASI DALAM PROSES PERUNDINGAN KE ARAH PENYELESAIAN KONFLIK MENURUT PERSPEKTIF ISLAM

ASAS KECEMERLANGAN UMMAH

2004

CHAPTER IN BOOK

MAIN AUTHOR

80. PENYALAHGUNAAN KUASA DAN KESANNYA KE ATAS PROSES PERUNDINGAN SECARA BERKESAN

SEMINAR KEBANGSAAN PENGURUSAN DAN PEMBANGUNAN SUMBER MANUSIA: KEINDAHAN PENGURUSAN DAN PEMBANGUNAN SUMBER MANUSIA PEMANGKIN PEMBANGUNAN NEGARA

2002

PROCEEDING

NON-INDEX

MAIN AUTHOR

CONSULTATION

1. PROGRAM PENJANA KPT - CAREER ADVANCEMENT (KPT - CAP)

KEMENTERIAN PENGAJIAN TINGGI

2023 NATIONAL

2. PENJANA KEMENTERIAN PENGAJIAN TINGGI - PENSIJILAN PROFESIONAL (PACE)

KEMENTERIAN PENGAJIAN TINGGI

2022 NATIONAL

3. PENYEMAK RANGKA KURSUS BAGI PROGRAM DIPLOMA INDUSTRI HALAL

SCIENTIFIC CIRCLES SERVICES

2021 NATIONAL

4. KEBERKESANAN RONDAAN KOMUNITI RELA DI 157 KAWASAN BERFOKUS TAHUN 2020

INSTITUT KESELAMATAN AWAM MALAYSIA, KEMENTERIAN DALAM NEGERI

2021 NATIONAL

5. KAJIAN PENGURUSAN KESELAMATAN PILIHAN RAYA DALAM ERA PANDEMIK COVID-19

INSTITUT KESELAMATAN AWAM MALAYSIA, KEMENTERIAN DALAM NEGERI

2021 NATIONAL

6. KAJIAN KEBERKESANAN GERAN KOMUNITI 2019

INSTITUT KESELAMATAN AWAM MALAYSIA

2020 NATIONAL

7. DANA ZAKAT: QSR BRANDS

QSR BRANDS MALAYSIA BERHAD

2016 NATIONAL

8. TRAINING COORDINATOR (LEADER)

2015 INTERNATIONAL

9. ADVISOR

KOLEJ UNIVERSITI ISLAM SELANGOR

2015 UNIVERSITY

10. GRADUATE EMPLOYABILITY: PROFESSIONAL HALAL EXECUTIVE PROGRAM

KEMENTERIAN PENGAJIAN TINGGI

2015 NATIONAL

11. ADVISOR

KOLEJ UNIVESITI ISLAM ANTARABANGSA SELANGOR

2015 NATIONAL

12. BOARD OF ADVISOR

HANI D UNGGUL SDN. BHD.

2014 NATIONAL

13. MODERATOR

UNIVERSITY MALAYA CENTRE OF CONTINUING EDUCATION

2012 UNIVERSITY

14. RESEARCH FELLOW

INSTITUTE OF HALAL RESEARCH AND MANAGEMENT

2012

UNIVERSITY

AWARDS/RECOGNITION

1. GAMIFIED CYBERSECURITY TRAINING

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI GOLD

2. VISITING PROFESOR

USKUDAR UNIVERSITY

2023 INTERNATIONAL

3. VISITING PROFESOR

USKUDAR UNIVERSITY, ISTANBUL, TURKIYE

2023 INTERNATIONAL

4. VISITING SCHOLAR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2023 INTERNATIONAL

5. ACADEMIC ADVISOR

UNIVERSITI ISLAM ANTARABANGSA (UIAS)

2023 NATIONAL

6. VISITING PROFESOR

MINISTRY OF HIGHER AND SECONDARY SPECIALIZED EDUCATION OF THE REPUBLIC OF UZBEKISTAN

2022 INTERNATIONAL

7. BEST PRESENTATION AWARD: 17TH INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION (MENTION 2021)

2021 INTERNATIONAL

8. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR

2021 UNIVERSITY

9. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR

2021 NATIONAL

10. REVIEWERS CHOICE AWARD

2020 NATIONAL

11. ACADEMIC ADVISOR

KOLEJ PROFESSIONAL MARA MELAKA

2020 NATIONAL

12. VISITING PROFESOR

GUANGDONG UNIVERSITY OF FINANCE

2020 INTERNATIONAL

13. SILVER AWARD FOR HALAL@SCHOOL PROGRAMME IN PECIPTA 2019

2019 NATIONAL

14. BEST PRESENTER IN INTERNATIONAL CONFERENCE OF PSYCHOLOGY, EDUCATIONAL AND MENTAL HEALTH

2019 INTERNATIONAL

AWARDS/RECOGNITION

15. ACADEMIC ADVISOR

LEMBAGA TABUNG HAJI

2019 NATIONAL

16. ACADEMIC ADVISOR

INTI INTERNATIONAL COLLEGE SUBANG

2019 UNIVERSITY

17. ACADEMIC ADVISOR

JABATAN FIQH DAN USUL, UNIVERSITI MALAYA

2019 UNIVERSITY

18. VISITING RESEARCHER

JABATAN USUL DAN FIQH, UNIVERSITI MALAYA

2019 UNIVERSITY

19. HALAL@SCHOOL

INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTIONS BY INSTITUTIONS OF HIGHER LEARNING (PECIPTA'19)

2019 ANTARABANGSA SILVER

20. ANUGERAH EMAS - K-NOVASI (PENGAJARAN DAN PEMBELAJARAN): PENDIDIKAN 4.0: GRADUAN KALIS MASA DEPAN

2018 NATIONAL

21. BEST PAPER AWARD IN 2ND INTERNATIONAL HALAL AND MANAGEMENT CONFERENCE AT MALDIVES

2018 INTERNATIONAL

22. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR

2018 INTERNATIONAL

23. VISITING PROFESOR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA, INDONESIA

2018 INTERNATIONAL

24. ACADEMIC ADVISOR

INSTITUTE OF HALAL RESEARCH AND MANAGEMENT

2018 UNIVERSITY

25. VISITING RESEARCHER

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA, INDONESIA

2018 INTERNATIONAL

26. PROFESSIONAL HALAL TRAINING PROGRAMME

THE INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTION (PECIPTA 17)

2017 UNIVERSITY SILVER

27. VISITING SCHOLAR

UNIVERSITI ISLAM INDONESIA

2015 INTERNATIONAL

28. ANUGERAH PENYELIDIKAN

2014 UNIVERSITY

AWARDS/RECOGNITION

29. ANUGERAH PENYELIDIKAN (KATEGORI SAINS SOSIAL-PENYELIDIKAN TERBAIK)

2013

UNIVERSITY