Profile Image

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PENSYARAH UNIVERSITI DS13

CONTACT

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FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	0
Master	0	1

AREAS OF EXPERTISE

Fintech | Islamic Social Finance | Business Management

ACADEMIC QUALIFICATION

2021 **PhD** - Kewangan Teknologi

2017 **Master** - Kewangan Islam

2014 **Bachelor** - Pentadbiran Muamalat

RESEARCH

1. **ESG PRACTICES AND FIRM PERFORMANCE: DOES FINANCIAL CONSTRAINT MATTER FOR SHARIAH-COMPLIANT FIRMS IN MALAYSIA?**
   2026 | GERAN PENYELIDIKAN FUNDAMENTAL | ON GOING | CO-RESEARCHER

2. **SIMULATION OF ISLAMIC BANKING**
   2025 | GERAN KPT | ON GOING | CO-RESEARCHER

3. **SIMULATION OF ISLAMIC BANKING**
   2025 | GERAN PENYELIDIKAN INDUSTRI | ON GOING | CO-RESEARCHER

4. **MADANI VALUES AND EDUCATION EXPENDITURE CHOICES OF MUSLIM FAMILIES IN NILAI**
   2025 | GERAN PENYELIDIKAN PUSAT TANGGUNGJAWAB (PTJ) | ON GOING | CO-RESEARCHER

5. **ADDRESSING THE CLIMATE CRISIS: A STRATEGIC FRAMEWORK FOR SUSTAINABLE WAQF DEVELOPMENT IN MALAYSIA**
   2025 | GERAN KPT | ON GOING | CO-RESEARCHER

RESEARCH

6. DEVELOPING A FRAMEWORK FOR INTEGRATING DIGITAL FINANCIAL ASSETS INTO FARAID PLANNING IN MALAYSIA

2024 | GERAN KPT | ON GOING | MAIN RESEARCHER

7. LEVERAGING INDUSTRIAL REVOLUTION (IR) 4.0 FOR MUSLIM FRIENDLY TOURISM SUSTAINABILITY

2024 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

8. REVIVING PUBLIC TRUST IN CHARITABLE GIVING: THE ROLE OF BLOCKCHAIN TECHNOLOGY IN DONOR MOTIVATION AND ACCOUNTABILITY

2023 | GERAN PENYELIDIKAN USIM RACER | ON GOING | MAIN RESEARCHER

9. KAJIAN RINTIS KEUPAYAAN DINAMIK TERHADAP INOVASI PENDIGITALAN KE ARAH PENGKOMERSIALAN PELANCONGAN INAP DESA MALAYSIA.

2023 | GERAN PENYELIDIKAN USIM | ON GOING | CO-RESEARCHER

10. HALAL BUSINESS INTELLIGENCE (BI) VENTURES GROUP

2023 | GERAN KUMPULAN PENYELIDIKAN (KUP) | ON GOING | CO-RESEARCHER

11. 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

12. DESIGNING KNOWLEDGE INTEGRATION OF BLOCK-CHAIN TECHNOLOGY (KIBCK) MODEL FOR HIGHER LEARNING INSTITUTION

2023 | GERAN PENYELIDIKAN USIM | ON GOING | 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. SMART CONTRACTS, CRYPTOCURRENCIES, AND DONATION SYSTEMS: A BIBLIOMETRIC ANALYSIS OF BLOCKCHAIN IN CHARITY

SELANGOR BUSINESS REVIEW

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

3. CONTENT VALIDITY ASSESSMENT USING AIKEN?S V: KNOWLEDGE INTEGRATION MODEL FOR BLOCKCHAIN IN HIGHER LEARNING INSTITUTIONS

(IJACSA) INTERNATIONAL JOURNAL OF ADVANCED COMPUTER SCIENCE AND APPLICATIONS

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

PUBLICATION

4. SYSTEMATIC LITERATURE REVIEW ON BLOCKCHAIN-BASED KNOWLEDGE INTEGRATION MODELS FOR HIGHER LEARNING INSTITUTIONS

JOURNAL OF TECHNOLOGY MANAGEMENT AND BUSINESS

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

5. KEUPAYAAN DIGITAL DALAM MENGKOMERSIALKAN PELANCONGAN INAP DESA DI NEGERI SEMBILAN

JURNAL DUNIA PENGURUSAN

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

SELANGOR BUSINESS REVIEW

2025 | JOURNAL | MYCITE | CORRESPONDING AUTHOR

7. CONSOLIDATING BLOCKCHAIN CHARACTERISTICS: A SEMI- SYSTEMATIC REVIEW

THE 11TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS2025)

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

8. REVIVING PUBLIC TRUST IN CHARITABLE GIVING: THE ROLE OF BLOCKCHAIN TECHNOLOGY IN DONOR MOTIVATION AND ACCOUNTABILITY

4TH INTERNATIONAL CONFERENCE ON ISLAMIC ECONOMICS 2025 (4TH ICONIE 2025)

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

9. KEUPAYAAN DIGITAL DALAM MENGKOMERSIALKAN PELANCONGAN INAP DESA DI NEGERI SEMBILAN

7TH KUALA LUMPUR INTERNATIONAL CONFERENCE ON EDUCATION, ECONOMICS AND TECHNOLOGY 2025 (KLICEET2025)

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

10. ISLAMIC BANKING SIMULATION MODULES DEVELOPMENT FOR LEARNERS? IMMERSION ON ISLAMIC BANKING PRODUCTS

3RD KARATAY INTERNATIONAL CONFERENCE ON ISLAMIC ECONOMICS AND FINANCE (KARCIEF 2025)

2025 | PROCEEDING | NON-INDEX | CO-AUTHOR

11. BLUEPRINT ISLAMIC FINANCE UNIVERSITI SAINS ISLAM MALAYSIA

2025 | BOOK

12. MODULE 4: LEVERAGING TECHNOLOGY IN ENTREPRENEURSHIP EDUCATION

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 | CHAPTER IN BOOK | CO-AUTHOR

13. 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

14. CHAPTER 3: FINTECH FOR AL: UNLOCKING FINANCIAL INCLUSION IN MALAYSIA AND BEYOND

AN INTRODUCTION TO FINTECH FOR NEW GENERATION

2025 | CHAPTER IN BOOK | MAIN AUTHOR

PUBLICATION

15. FACTORS AFFECTING CUSTOMER SATISFACTION WITH MOBILE FOOD DELIVERY APPLICATIONS (MFDAS) AMONG MUSLIMS IN MALAYSIA

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

16. TRANSFORMING HALAL TRAINING THROUGH GAMIFICATION AND IMMERSIVE TECHNOLOGY TO EMPOWER TALENTS

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH (JMIFR)

2024 JOURNAL MYCITE CO-AUTHOR

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

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

18. IMPACT OF GAMIFICATION ON INTENTION TO DONATE USING CROWDFUNDING PLATFORM: EVALUATING THE MEDIATING ROLE OF AFFECTIVE USER EXPERIENCE AND TRUST IN MALAYSIA

INSTITUTIONS AND ECONOMIES

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

19. PELAKSANAAN INOVASI DALAM PROGRAM HOMESTAY: KE ARAH DESTINASI MESRA MUSLIM

INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS (IJIB)

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

20. INVESTIGATING THE MODERATING EFFECT OF SOCIAL MEDIA ON THE RELATIONSHIP BETWEEN BRAND ARCHITECTURE AND BRAND LOVE AMONG TELECOMMUNICATION SERVICE PROVIDER USERS

JOURNAL OF CHEMICAL HEALTH RISKS

2024 JOURNAL OTHER DATABASE CO-AUTHOR

21. DONATION TRANSPARENCY THROUGH BLOCKCHAIN TECHNOLOGY: A BIBLIOMETRIC ANALYSIS

THE 11TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE (IBAF 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

22. PELAN TINDAKAN BERKESAN

RANCANGAN PERNIAGAAN

2024 CHAPTER IN BOOK MAIN AUTHOR

23. IMPAK INOVASI PEMASARAN DALAM PENGKOMERSIALAN PELANCONGAN LUAR BANDAR: KAJIAN KES PROGRAM INAP DESA DI SEMENANJUNG MALAYSIA

JURNAL PENGURUSAN

2023 JOURNAL SCOPUS CO-AUTHOR

24. ENSURING THE SUSTAINABILITY OF SADAQAH BASED CROWDFUNDING PLATFORMS: THE ROLE OF GAMIFICATION AND USER EXPERIENCE

THE JOURNAL OF MUAMALATAND ISLAMIC FINANCE RESEARCH

2023 JOURNAL OTHER DATABASE CO-AUTHOR

PUBLICATION

25. THE ROLE OF ABSORPTIVE CAPACITY AS A DRIVER OF IMPROVING SME PERFORMANCE: A PRELIMINARY STUDY

INTERNATIONAL SYMPOSIUM ON BUSINESS & ACCOUNTING 2023

2023 PROCEEDING NON-INDEX CO-AUTHOR

26. INFLUENCE OF SOCIAL PROOF AND WEBSITE INTERACTIVITY IN FUNDING INTENTION TOWARD THE SOCIAL CROWDFUNDING PROJECT

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS) 2023

2023 PROCEEDING NON-INDEX CO-AUTHOR

27. THE APPLICATION OF SERIOUS GAME IN DONATION CROWDFUNDING PLATFORM: MEDIATING ROLE OF TRUST IN PLATFORM

INTERNATIONAL CONFERENCE ON RESEARCH AND PRACTICES IN SCIENCE, TECHNOLOGY AND SOCIAL SCIENCES 2023 (I-CREST 2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

28. 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 CO-AUTHOR

29. THE STIMULUS FACTORS INFLUENCING INTENTION TO PARTICIPATE IN SHOPPING DURING THE DISTRIBUTION OF THE 12.12 ONLINE SHOPPING FESTIVALS IN MALAYSIA

JOURNAL OF DISTRIBUTION SCIENCE

2022 JOURNAL OTHER DATABASE CO-AUTHOR

30. DOES GAMIFICATION WORK IN A SERIOUS CONTEXT? THE INFLUENCE PLATFORM FEATURES IN THE DONATION BASED CROWDFUNDING PLATFORM

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

2022 PROCEEDING NON-INDEX MAIN AUTHOR

31. PELAKSANAAN INOVASI DALAM PROGRAM HOMESTAY: KE ARAH DESTINASI MESRA MUSLIM

4TH INTERNATIONAL ISLAMIC BUSINESS MANAGEMENT CONFERENCE 2022

2022 PROCEEDING NON-INDEX MAIN AUTHOR

32. DOES GAMIFICATION WORK IN A SERIOUS CONTEXT? THE INFLUENCE OF GAMIFICATION, UTILITARIAN, AND HEDONIC FEATURES IN THE COMMUNITY-BASED CROWDFUNDING PLATFORM

GEOGRAFIA ? MALAYSIAN JOURNAL OF SOCIETY AND SPACE

2021 JOURNAL WOS MAIN AUTHOR / CONTACT PERSON IN USIM

33. THE ROLE OF CROWDFUNDING PLATFORM FEATURES AS A DRIVER OF MUSLIM DONOR CONTRIBUTION BEHAVIOR IN SADAQAH BASED CROWDFUNDING

GLOBAL JOURNAL AL-THAQAFAH

2021 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

34. THE ROLE OF CROWDFUNDING PLATFORM FEATURES AS DRIVER OF MUSLIM DONOR CONTRIBUTION BEHAVIOR IN SADAQAH BASED CROWDFUNDING

4TH INTERNATIONAL VIRTUAL CONFERENCE ON ZAKAT, WAQF AND ISLAMIC PHILANTHROPY

2020 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

35. THE IMPACT OF GAMIFICATION ON CONTRIBUTORS? TRUST IN COMMUNITY BASED CROWDFUNDING CONTEXT

THE 13TH ASIAN ACADEMY OF MANAGEMENT INTERNATIONAL CONFERENCE 2019

2019 PROCEEDING NON-INDEX MAIN AUTHOR

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

THE 13TH ASIAN ACADEMY OF MANAGEMENT INTERNATIONAL CONFERENCE 2019

2019 PROCEEDING NON-INDEX CO-AUTHOR

CONSULTATION

1. SERVICE PROVIDER TO ESTABLISHED A FOUNDATIONAL DOCUMENT - HALAL DEVELOPMENT CORPORATION BERHAD

HALAL DEVELOPMENT CORPORATION

2024 NATIONAL

2. SEJAHTERA KOMUNITI MADANI (SEJATI MADANI)-MENAIK TARAF KUALITI PROGRAM PENGALAMAN HOMESTAY DALAM KOMUNITI KAMPUNG

JABATAN PERDANA METER

2024 NATIONAL

3. International Mobility Collaboration Programme USIM - UNIMAL 2024

Universitas Malikussaleh, Aceh

International

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH BULANAN (APRIL)

2025 UNIVERSITY

2. ANUGERAH PERKHIDMATAN CEMERLANG (APC)

2025 UNIVERSITY

3. ANUGERAH E-PEMBELAJARAN

2024 UNIVERSITY

4. STAF CONTOH BULANAN (FEBRUARI)

2024 UNIVERSITY

5. EUSAWAHAN AND GIG APPRECIATION NIGHT 2024:1ST PLACE AWARD EUSAHAWAN BEST IHL INSTITUTION 2023

2024 NATIONAL

AWARDS/RECOGNITION

6. ACADEMIC ADVISOR

MAJLIS PEPERIKSAAN MALAYSIA

2024 NATIONAL

7. SILVER AWARD FOR BEST PAPER IN INTERNATIONAL SYMPOSIUM ON BUSINESS & ACCOUNTING 2023

2023 INTERNATIONAL