Profile Image

SITI NURULHUDA BINTI NORDIN

PENSYARAH UNIVERSITI DS11

CONTACT

PHONE
6315

E-MAIL
nurulhuda@usim.edu.my

FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	0
Master	0	0

AREAS OF EXPERTISE

- Community Social Entrepreneur
- International, Transnational And Multinational Management (including Strategic Management, Operations Management And Human Resource Management)
- Transformational Social Entrepreneur

ACADEMIC QUALIFICATION

2006 **Master** - Strategik Management

2002 **Bachelor** - Pentadbiran Perniagaan

RESEARCH

1. **EXPLORING COMPETITIVENESS THROUGH STRATEGIES AND PROCESS OF DEVELOPMENT MALAYSIA AND INDONESIA COSMETICS ORGANIZATION IN LEVERAGING ITS DYNAMICS THROUGH ECO-INNOVATION**
   2025 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

2. **DETERMINANTS AND BARRIERS IN RETIREMENT PLANNING FOR PERSONNEL IN HIGHER EDUCATION: COMPARISON BETWEEN INDONESIA AND MALAYSIA**
   2025 | GERAN SEPADAN ANTARABANGSA | ON GOING | CO-RESEARCHER

3. **KAJIAN RINTIS KEUPAYAAN DINAMIK TERHADAP INOVASI PENDIGITALAN KE ARAH PENGKOMERSIALAN PELANCONGAN INAP DESA MALAYSIA.**
   2023 | GERAN PENYELIDIKAN USIM | ON GOING | CO-RESEARCHER

4. **DEVELOPMENT OF CRISES SOLUTION BENCHMARKING TOOL (CSBT) FOR MUSLIMPRENEURS UTILIZING MIZAN PRINCIPLES IN ESCALATING ECONOMIC GROWTH FOR SHARED PROSPERITY**
   2021 | GERAN KPT | ON GOING | CO-RESEARCHER

5. **ONE SIZE DOESN'T FIT ALL?**
   2016 | GERAN KPT | COMPLETED | CO-RESEARCHER

RESEARCH

6. BREAKWAY THE INTERNATIONAL RUNWAY

2016 | GERAN KPT | COMPLETED | CO-RESEARCHER

7. EMPOWERING ISLAMIC ENTREPRENEURSHIP EDUCATION THROUGH STRATEGIC INTERNSHIP PROGRAM

2014 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

8. ISLAMIC ENTREPRENEURSHIP COMPETENCIES: DEVELOPING A MODEL WITH INTENTION AND RELIGIOSITY.

2013 | GERAN KPT | COMPLETED | CO-RESEARCHER

9. KAJIAN KES PROGRAM EXECUTIVE CERTIFICATE IN ADVANCED BUSINESS AND ENTREPRENEURSHIP MANAGEMENT (ABEM)

2013 | GERAN KPT (KKP) | COMPLETED | CO-RESEARCHER

10. THE DEVELOPMENT OF WORKPLACE FINANCIAL EDUCATION FOR CIVIL SERVANTS USING ISLAMIC FINANCIAL PLANNING APPROACH

2012 | GERAN KPT | COMPLETED | CO-RESEARCHER

11. FINANCIAL EDUCATION TRAINING NEED ANALYSIS FRO MUSLIM GOVERNMENT SERVANTS: TOWARDS ACHIEVING A HIGH INCOME NATION

2012 | GERAN PENYELIDIKAN USIM | COMPLETED | CO-RESEARCHER

12. THE DEVELOPMENT OF ISLAMIC WEALTH MANAGEMENT FRAMEWORK IN MALAYSIA

2011 | GERAN KPT | COMPLETED | CO-RESEARCHER

13. CASH MANAGEMENT BEHAVIOR AMONG UNIVERSITY STUDENTS CASE STUDY : USIM

2009 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | CO-RESEARCHER

14. CORPORATE ETHICAL IDENTITY VIA COMMUNICATION IN ANNUAL REPORTS : THE CASE OF CONVENTIONAL AND ISLAMI

2009 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | CO-RESEARCHER

15. ENTREPRENEURSHIP EDUCATION : CHALLENGES OF UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2009 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN RESEARCHER

16. ASSESMENT OF SCORE FACTORS AFFECTING THE PERFOMANCE OF SMES AND THEIR READLINES TO PENETRATE GLOBAL

2008 | GERAN KPT | COMPLETED | CO-RESEARCHER

PUBLICATION

1. KNOWING THE RISKS BUT CONTINUING ANYWAY? EXPLAINING SUSTAINED BUY NOW, PAY LATER USAGE AMONG GENERATION Y AND Z

ADVANCED INTERNATIONAL JOURNAL OF BUSINESS, ENTREPRENEURSHIP AND SME'S (AIJBES)

2026 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

PUBLICATION

2. GEN Y AND GEN Z?S COMMITMENT TO BNPL SERVICES IN MALAYSIA: A STUDY OF ATTITUDE-MEDIATED CONTINUANCE INTENTION

5TH INTERNATIONAL VIRTUAL CONFERENCE ON SOCIAL SCIENCES, EDUCATION AND INNOVATION 2026 (5TH IVCOSEI 2026)

2026 PROCEEDING NON-INDEX MAIN AUTHOR

3. FROM SURPLUS TO SOLUTION: HOW TECH-DRIVEN SOCIAL ENTERPRISES ARE RETHINKING FOOD WASTE IN MALAYSIA

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

4. MAPPING THE JOURNEY PATH FOR SUSTAINABLE INNOVATION: HOW A START-UP PURSUES GROWTH THROUGH LEVERAGING DYNAMIC CAPABILITIES

DISCOVER SUSTAINABILITY

2025 JOURNAL SCOPUS CO-AUTHOR

5. TOWARD THE DEVELOPMENT OF DYNAMIC INNOVATION CAPABILITIES IN A HOSPITALITY INDUSTRY: A CASE STUDY IN GLAMPING SERVICE PROVIDER

ASIAN MANAGEMENT AND BUSINESS REVIEW

2025 JOURNAL OTHER DATABASE CO-AUTHOR

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

JURNAL DUNIA PENGURUSAN

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

7. 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

8. CHALLENGES FACED BY SOCIAL ENTREPRENEURS IN MALAYSIA: NAVIGATING BARRIERS TO GROWTH AND SUSTAINABILITY

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA MAIN AUTHOR

9. COVID-19 PANDEMIC AND THE SURVIVAL OF MURIH TRAVEL SDN BHD

ASIAN JOURNAL OF CASE RESEARCH (AJCR)

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

10. MUSLIMPRENEUR RESILIENCE SCORE: SELF-REFLECTION ASSESSMENT (MURSSA)

NEGERI SEMBILAN INTERNATIONAL EXPOSITION

2024 PROCEEDING OTHER DATABASE MAIN AUTHOR

11. A CONCEPTUAL STUDY OF MADANI CONCEPT IN ISLAMIC BUSINESS ETHICS AND MARKETING PRACTICES

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2024 (SAIS 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

12. BEYOND HOSPITALITY: THE INCLUSIVE COMMUNITY MODEL OF KAMPUNG STAY AT KEM MODAL INSAN

INTERNATIONAL CASE STUDY CONGRESS (ICSC) 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

13. SPACE CRUNCH AND FOOD LOSS: A BAKERY DILEMMA

INTERNATIONAL CASE STUDY CONGRESS (ICSC) 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

14. A CUT ABOVE: HOW C-CUT HAIR SALON TRANSFORMED THE LOCAL BARBERSHOP SCENE

INTERNATIONAL CASE STUDY CONGRESS (ICSC)

2024 PROCEEDING NON-INDEX CO-AUTHOR

15. BOUQUETS & BREWS: A LOOK INSIDE HANNAH PETAL'S BLOSSOMING CAF CULTURE

INTERNATIONAL CASE STUDY CONGRESS (ICSC)

2024 PROCEEDING NON-INDEX CO-AUTHOR

16. WONDER INTO THE FUTURE

ASIAN JOURNAL OF CASE RESEARCH

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

17. CRISIS MANAGEMENT: A BIBLIOMETRIC ANALYSIS

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2023 JOURNAL OTHER DATABASE CO-AUTHOR

18. SOCIAL ENTERPRISE: SOLUTION FOR POVERTY ALLEVIATION FROM THE PERSPECTIVE OF YOUTH SOCIAL ENTERPRISE

ISLAMIC SCIENCE SOCIAL POSTGRADUATE CONFERENCE (ISSPEC) 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

19. MOTIVATION OF USING BUY NOW PAY LATER (BNPL) AS METHOD OF FINANCING FOR ENTREPRENEURS IN MALAYSIA

4 TH INTERNATIONAL CONFERENCES ON ?SLAM?C F?NANCE AND ACCOUNT?NG

2023 PROCEEDING NON-INDEX CO-AUTHOR

20. EXPLORING THE EMERGENCE OF SOCIAL VENTURES OF SOCIAL ENTERPRISE AMONG YOUTH IN MALAYSIA

THE 2ND INTERNATIONAL CONFERENCE ON ISLAMIC CONTEMPORARY AND MANAGEMENT (ICICM 2022)

2022 PROCEEDING MYCITE MAIN AUTHOR

21. SUSTAINING BUSINESS DURING THE PANDEMIC: CASE STUDIES AMONG MUSLIMPRENEURS

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

22. MOTIVATION OF MALAYSIAN TO USE BUY NOW PAY LATER (BNPL) SERVICES

THE 2ND INTERNATIONAL CONFERENCE ON ISLAMIC CONTEMPORARY AND MANAGEMENT (ICICM 2022)

2022 PROCEEDING MYCITE MAIN AUTHOR

PUBLICATION

23. DETERMINANTS OF SUKUK AND BONDS ISSUANCE: THE HUMAN ASPECT (EXTENDED ABSTRACT)

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF2022)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

24. A CONTRIBUTION OF USES AND GRATIFICATION THEORY TOWARDS THE BRAND EQUITY OF PRIVATE HIGHER EDUCATION INSTITUTIONS (PHEIS)

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF2022)

2022 PROCEEDING NON-INDEX CO-AUTHOR

25. THE CONCEPT AND COMPARISON OF BUY NOW PAY LATER FROM THE ISLAMIC PERSPECTIVE

THE INTERDISCIPLINARY APPROACH IN ECONOMY, SOCIAL SCIENCE AND EDUCATION

2022 CHAPTER IN BOOK MAIN AUTHOR

26. THE DIGITAL AGE: SHALL I TAG ALONG?

IIUM JOURNAL OF CASE STUDIES IN MANAGEMENT

2021 JOURNAL OTHER DATABASE CO-AUTHOR

27. THE CONCEPT AND COMPARISON OF BUY NOW PAY LATER FROM THE ISLAMIC PERSPECTIVE

INTERNATIONAL CONFERENCE ON KAIZEN IN MANAGEMENT, EDUCATION, SOCIAL SCIENCES AND TECHNOLOGY (ICKMEST2021)

2021 PROCEEDING NON-INDEX MAIN AUTHOR

28. DIGITALIZED BUSINESS PIVOTING IN RESPONSE TO COVID-19 PANDEMIC

INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS 2021)

2021 PROCEEDING NON-INDEX CO-AUTHOR

29. A REVIEW OF THE LINK BETWEEN COMPULSIVE BUYING AND INDIVIDUAL DEBT

INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS 2021)

2021 PROCEEDING NON-INDEX CO-AUTHOR

30. A REVIEW OF HALAL TOURISM MARKETING STRATEGIES DURING THE COVID-19 PANDEMIC

THE 3RD INTERNATIONAL HALAL MANAGEMENT CONFERENCE 2021 (IHMC 2021)

2021 PROCEEDING NON-INDEX CO-AUTHOR

31. KOPI PAK AJES: SURVIVING THE COVID-19 PANDEMIC

RESPONDING TO THE COVID-19 PANDEMIC CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 CHAPTER IN BOOK CO-AUTHOR

32. STAY AT HOME: WE WILL CARE FOR YOU

RESPONDING TO THE COVID-19 PANDEMIC CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 CHAPTER IN BOOK CO-AUTHOR

33. KOPI AJES: THE LONG-LASTING AROMA OF LOCAL BLACK COFFEE?

5TH INTERNATIONAL CASE STUDY CONFERENCE

2020 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

34. IMPLEMENTING EXPERIENTIAL BASED BUSINESS LEARNING TO STUDENTS IN EXPERIENCING ENTREPRENEURSHIP EDUCATION

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2016

2016 PROCEEDING NON-INDEX MAIN AUTHOR

35. AN EXPLORATORY STUDY OF GRADUATE ENTREPRENEURSHIP AFTER CONSULTING BASED LEARNING: CASE STUDY OF UNIVERSITI SAINS ISLAM MALAYSIA

SEMINAR BELIA DAN USAHAWAN 2016

2016 PROCEEDING NON-INDEX MAIN AUTHOR

36. THE FUTURE MODEL DEVELOPMENT BASED ON TRUTHFULNESS, TRUSTWORTHINESS, WISDOM AND COMMUNICATION CHARACTERISTICS.

ASEAN ECONOMIC DEVELOPMENT

2016 PROCEEDING NON-INDEX CO-AUTHOR

37. UNDERGRADUATE ENTREPRENEURSHIP: A STUDY ON INTENTION TO BECOME AN ENTREPRENEUR

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 3, 2016

2016 PROCEEDING NON-INDEX CO-AUTHOR

38. MUAMALATL THE INTEGRATION OF AQLI AND NAQLI

2016 BOOK CO-AUTHOR

39. BUSINESS CONTRACT IN ISLAM

MUAMALAT: THE INTEGRATION OF AQLI AND NAQLI

2016 CHAPTER IN BOOK CO-AUTHOR

40. ENACTUS USIM ? KEJAYAAN MELANGKAH KE FINAL ENACTUS MALAYSIA NATIONAL CUP (EMNC) 2015 BUKTI LAHIRNYA SISWA YANG BERKALIBER

BUKU LAPORAN YTI 2015 -BEYOND

2016 CHAPTER IN BOOK MAIN AUTHOR

41. PERSONAL ENTREPRENEURIAL COMPETENCIES (PEC) AMONG STUDENTS: CASE STUDIES OF STUDENT PRACTISING BUSINESS IN UNIVERSITI SAINS ISLAM MALAYSIA

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX MAIN AUTHOR

42. ENTREPRENEURSHIP, ETHICS AND RELIGIOSITY

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX CO-AUTHOR

43. PENDEKATAN WASATIYYAH DALAM KEUSAHAWANAN DI MALAYSIA

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX CO-AUTHOR

44. FOSTERING ENTREPRENEURIAL INTENTION THROUGH RELIGIOSITY

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

45. INCLINATION ON BECOMING MUSLIM ENTREPRENEUR AMONG STUDENTS IN MALAYSIA

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX CO-AUTHOR

46. PEMERKASAAN KONSEP TAWHIDIK DALAM KEUSAHAWANA ISLAM: SATU ANALYSIS DI MALAYSIA

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX CO-AUTHOR

47. THE INFLUENCE OF PARENTS BACKGROUND ON STUDENT'' ENTREPRENEURSHIP INTENTION: A COMPARISON BETWEEN TWO GROUPS

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX CO-AUTHOR

48. A STUDY ON DETERMINING THE ASSOCIATION BETWEEN ENTREPRENEURSHIP EDUCATION AND INTENTION TO BECOME ENTREPRENEURS AMONG UNIVERSITY STUDENTS IN MALAYSIA

INTERNATIONAL FUTURE GLOBAL ECONOMIC DEVELOPMENT CONFERENCE 2015- IFOGED''15

2015 PROCEEDING NON-INDEX CO-AUTHOR

49. MUAMALAT: THE INTEGRATION OF AQLI AND NAQLI

2015 BOOK CO-AUTHOR

50. KONVENSYEN ICEPS10@CFEST12 "KALAU TIDAK DIPECAHKAN RUYUNG, MANAKAN DAPAT SAGUNYA"

2015 BOOK CO-AUTHOR

51. A COMPARISON OF STUDENTS'''' PERSONAL ENTREPRENEURSHIP COMPETENCIES (PEC) AMONG NON-BUSINESS STUDENT

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX MAIN AUTHOR

52. KONSEP KEUSAHAWANAN BERTERASKAN INTEGRASI ILMU NAQLI DAN AQLI

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

53. THE RELATIONSHIP BETWEEN RELIGIOSITY AND ENTREPRENEURIAL INTENTION

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

54. THE RELATIONSHIPS BETWEEN PARENTS' BACKGROUND AND ENTREPRENEURIAL INTENTION

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

55. TRANSFORMASI ROLE MODEL USAHAWAN MUSLIM BERPAKSIKAN KEPERIBADIAN NABI MUHAMMAD S.A.W.

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

56. THE RELATIONSHIP BETWEEN ENTREPRENEURSHIP EDUCATION ANF THE ENTREPRENEURIAL INTENTION AMONG UNIVERSITY STUDENTS IN MALAYSIA

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

57. THE DEVELOPMENT OF ISLAMIC ENTREPRENEURSHIP COMPETENCY INSTRUMENT BASED ON FATANAH, AMANAH, SIDDIQ AND TABLIGH CHARACTERISTICS RASULULLAH SAW

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

58. FROM PUSH CART TO CASUAL DINING: THE JOURNEY OF A YOUNG MUSLIMPRENEUR

INTERNATIONAL SEMINAR ON ENTREPRENEURSHIP & BUSINESS (ISEB) 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

59. THE DILEMMA OF A MUSLIMPRENEUR IN NURSERY AND CHILDCARE CENTRE

INTERNATIONAL SEMINAR ON ENTREPRENEURSHIP & BUSINESS (ISEB 2013)

2013 PROCEEDING NON-INDEX MAIN AUTHOR

60. THE DIGITAL AGE

KONVENSYEN KAJIAN KES SME "ADVANCE BUSINESS AND ENTREPRENEURSHIP MANAGEMENT (ABEM)"

2013 PROCEEDING NON-INDEX MAIN AUTHOR

61. THE DIGITAL AGE: SHALL I TAG ALONG?

NATIONAL CASE STUDY CONFERENCE 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

62. SPENDING HABITS OF MALAYSIAN MUSLIM TEENAGERS: EVIDENCE OF MALAYSIAN PUBLIC UNIVERSITY

4TH INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC RESEARCH (4TH ICBER 2013)

2013 PROCEEDING NON-INDEX CO-AUTHOR

63. ROTI MARIA: FROM ZERO TO HERO

INTEGRATED MUAMALAT CASE STUDY

2013 CHAPTER IN BOOK CO-AUTHOR

64. MAXIMISING ITS REVENUE AS THE MINOR IN THE BIG LEAGUE

INTEGRATED MUAMALAT CASE STUDY

2013 CHAPTER IN BOOK MAIN AUTHOR

65. DETERMINANTS OF MOTIVATING MUSLIMS TO BECOME ENTREPRENEURS IN MALAYSIA

''ULUM ISLAMIYYAH

2012 JOURNAL WOS CO-AUTHOR

66. STUDENTS' SAVING ATTITUDE: DOES PARENTS' BACKGROUND MATTER?

INTERNATIONAL JOURNAL OF TRADE, ECONOMICS AND FINANCE

2012 JOURNAL WOS CO-AUTHOR

PUBLICATION

67. ANALYSIS ON METHOD OF FINANCING FOR ISLAMIC PERSONAL FINANCING

ISLAMIC BANKING ACCOUNTING & FINANCE CONFERENCE 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

68. THE INFLUENCE OF PARENTS' BACKGROUND ON STUDENTS' SAVINGS

2012 2ND INTERNATIONAL CONFERENCE ON FINANCIAL MANAGEMENT AND ECONOMICS (ICFME 2012)

2012 PROCEEDING NON-INDEX CO-AUTHOR

69. 'A STUDY ON ENTREPRENEURSHIP EDUCATION PRACTICE AND CHALLENGES: THE CASE OF UNIVERSITI SAINS ISLAM MALAYSIA'

INTERNATIONAL ISLAMIC BANKING, FINANCE AND INVESTMENT CONFERENCE

2011 PROCEEDING NON-INDEX MAIN AUTHOR

70. A STUDY ON ENTREPRENEURSHIP EDUCATION PRACTICE AND CHALLENGES: THE CASE OF UNIVERSITI SAINS ISLAM MALAYSIA

INTERNATIONAL ISLAMIC BANKING, FINANCE AND INVESTMENT CONFERENCE

2011 PROCEEDING NON-INDEX MAIN AUTHOR

71. ISLAMIC BANKING SERVICE QUALITY ON SINGAPOREAN CUSTOMERS PERCEPTION WHILE TRANSACTING IN MALAYSIA

ISLAMIC ECONOMICS SYSTEM CONFERENCE 2011 (IECONS 2011)

2011 PROCEEDING NON-INDEX MAIN AUTHOR

72. " WOMEN IN LEADERSHIP - THE CASE OF MALAYSIA "

THE MALAYSIAN SOCIAL RESEARCH INSTITUTE (MSRI)- LUNCH AND LEARN TALK FOR THE 2011 SERIES

2011 PROCEEDING NON-INDEX CO-AUTHOR

73. MONEY MANAGEMENT ATTITUDES AMONG MALAYSIAN UNDERGRADUATE STUDENTS THE NEED FOR EARLY FINANCIAL EDUCATION

ASIA PACIFIC CONFERENCE ON EDUCATIONAL MANAGEMENT AND LEADERSHIP (APCEMAL) 2011

2011 PROCEEDING NON-INDEX CO-AUTHOR

74. ASSESSMENT OF SCORE FACTORS AFFECTING THE PERFORMANCE OF SMES AND THEIR READINESS TO PENETRATE GLOBAL MARKETS-CASE STUDIES OF SMIDEC SME COMPANIES

THE 7TH SMES IN A GLOBAL ECONOMY CONFERENCE 2010

2010 PROCEEDING NON-INDEX MAIN AUTHOR

75. CUSTOMER AWARENESS AND ACCEPTANCE OF ISLAMIC INTERNET BANKING

4TH ISLAMIC BANKING ACCOUNTING AND FINANCE CONFERENCE 2010 (IBAF2010)

2010 PROCEEDING NON-INDEX MAIN AUTHOR

76. AN ASSESSMENT OF SCORE FACTORS AFFECTING THE PERFORMANCE OF SMES AND THEIR READINESS TO PENETRATE GLOBAL MARKETS: CASE STUDIES OF SMIDEC SME COMPANIES

SMALL & MEDIUM ENTERPRISES IN MALAYSIA POTENTIAL AND PROSPECTS

2010 CHAPTER IN BOOK CO-AUTHOR

PUBLICATION

77. INTRODUCTION TO MUAMALAT

2008 BOOK CO-AUTHOR

CONSULTATION

1. SISWAPRENEUR @ PPRN

KPT UNIT KEUSAHAWANAN DAN PPRN

2016 NATIONAL

2. SOCIAL ENTERPRISE LITERACY FOR YOUTH (SELFY)

AKPK

2016 NATIONAL

3. ENACTUS USIM

IFWMI/PPKS/ KPT/ AIM/AKPK

2016 NATIONAL

4. DUTA JAUHAR 2.0 PROJEK DE'' ASLI

PEJABAT MENTERI BESAR JOHOR DAN KUMPULAN PENDIDIKA

2015 NATIONAL

5. ENACTUS USIM

ENACTUS MALAYSIA / PPKS

2014 NATIONAL

6. SME UNIVERSITY INTERNSHIP

MITI/SME CORP MALAYSIA

2013 NATIONAL

7. SOCIAL ENTREPRENEURSHIP

ENACTUS MALAYSIA

2013 INTERNATIONAL

8. SME UNIVERSITY INTERNSHIP CHAMPIONSHIP

SME CORP, MALAYSIA

2012 NATIONAL

9. SME UNIVERSITY INTERNSHIP

SME

2012 NATIONAL

10. PROGRAM KONSULTASI BERSAMA IKS DI HALFEST 2012, PWTC

HALFEST

2012 INTERNATIONAL

CONSULTATION

11. SME U-INTERNSHIP

SMECORP

2011 NATIONAL

12. \\\"SME-UNIVERSITY INTERNSHIP\\\"

PERBADANAN PERUSAHAAN KECIL DAN SEDERHANA MALAYSIA

2010 NATIONAL

13. Khidmat Kepakaran bagi Final Round International Business Plan Competition

Asosiasi Dosen Akuntasi Indonesia (ADAI)

International

14. Consultation Service on Edutour 2.0 Program 2024

Sekolah Tinggi Ilmu Ekonomi Sutaat Madja (STIESA)

International

AWARDS/RECOGNITION

1. GEN Y AND GEN Z?S COMMITMENT TO BNPL SERVICES IN MALAYSIA: A STUDY OF ATTITUDE-MEDIATED CONTINUANCE INTENTION

5th International Virtual Conference on Social Sciences, Education and Innovation 2026 (5th IVCoSEI

2026 ANTARABANGSA BEST PAPER AWARD

2. ANUGERAH STAF CONTOH BULAN OKTOBER 2025

2025 UNIVERSITY

3. CONFERENCE PAPER REVIEWER

THE 2ND INTERNATIONAL CONFERENCE OF ASEAN SCHOOL OF BUSINESS NETWORK 2025 (ASBN 2025)

2025 INTERNATIONAL

4. CONFERENCE PAPER REVIEWER

THE 2ND INTERNATIONAL CONFERENCE OF ASEAN SCHOOL OF BUSINESS NETWORK 2025 (ASBN 2025)

2025 INTERNATIONAL

5. CONFERENCE PAPER REVIEWER

THE 2ND INTERNATIONAL CONFERENCE OF ASEAN SCHOOL OF BUSINESS NETWORK 2025 (ASBN 2025)

2025 INTERNATIONAL

6. CONFERENCE PAPER REVIEWER

THE 2ND INTERNATIONAL CONFERENCE OF ASEAN SCHOOL OF BUSINESS NETWORK 2025 (ASBN 2025)

2025 INTERNATIONAL

7. CONFERENCE PAPER REVIEWER

THE 2ND INTERNATIONAL CONFERENCE OF ASEAN SCHOOL OF BUSINESS NETWORK 2025 (ASBN 2025)

2025 INTERNATIONAL

AWARDS/RECOGNITION

8. TRAINER / FACILITATOR

MYHARAPAN FOUNDATION AND AL-BUKHARY INTERNATIONAL UNIVERSITY

2025 NATIONAL

9. ACADEMIC ADVISOR

INTI INTERNATIONAL UNIVERSITY & COLLEGES

2025 INTERNATIONAL

10. BOOK CHAPTER REVIEWER

IGI GLOBAL SCIENTIFIC PUBLISHING

2025 INTERNATIONAL

11. TRAINER / FACILITATOR

MYHARAPAN FOUNDATION, INSTITUT KEUSAHAWANAN NEGARA (INSKEN) DAN KEMENTERIAN BELIA DAN SUKAN (KBS)

2025 NATIONAL

12. ACADEMIC ADVISOR

INTI INTERNATIONAL UNIVERSITY

2025 INTERNATIONAL

13. ACADEMIC ADVISOR

POLITEKNIK SULTAN HAJI AHMAD SHAH (POLISAS), KUANTAN.

2025 INTERNATIONAL

14. ACADEMIC ADVISOR

INTI INTERNATIONAL UNIVERSITY & COLLEGES

2025 INTERNATIONAL

15. ACADEMIC ADVISOR

INTI INTERNATIONAL UNIVERSITY & COLLEGES

2025 INTERNATIONAL

16. GLOBAL BUSINESS STRATEGY GAME (GBSG)

INNOVATION BANK CHALLENGE 2025

2025 ANTARABANGSA GOLD

17. RESILIENT MUSLIMPRENEURS: ADVANCING CRISIS PREPAREDNESS THROUGH MUSLIMPRENEUR RESILIENCE SCORE: SELF-REFLECTION ASSESSMENT (MURSSA)

INNOVATION BANK CHALLENGE 2025

2025 ANTARABANGSA SILVER

18. ANUGERAH STAF CONTOH BULANAN

2024 UNIVERSITY

AWARDS/RECOGNITION

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

2024 NATIONAL

20. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2024 UNIVERSITY

21. ACADEMIC ADVISOR

FACULTY OF SCIENCE AND TECHNOLOGY

2024 OTHERS

22. ACADEMIC ADVISOR

INTI UNIVERSITY

2024 INTERNATIONAL

23. ACADEMIC ADVISOR

INTI UNIVERSITY DESIGN THINKING

2024 INTERNATIONAL

24. ACADEMIC ADVISOR

DESIGN THINKING INTI UNIVERSITY NILAI CAMPUS

2024 INTERNATIONAL

25. ACADEMIC ADVISOR

DESIGN THINKING INTI UNIVERSITY SUBANG CAMPUS

2024 INTERNATIONAL

26. ACADEMIC ADVISOR

EKUINAS NASIONAL BERHAD YAYASAN HASANAH MYHARAPAN FOUNDATION

2024 NATIONAL

27. ACADEMIC ADVISOR

FAKULTI KEJURUTERAAN DAN ALAM BINA (FKAB USIM)

2024 UNIVERSITY

28. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2024 UNIVERSITY

29. MUSLIMPRENEUR RESILIENCE SCORE: SELF-REFLECTION ASSESSMENT (MURSSA)

NEGERI SEMBILAN INTERNATIONAL EXPOSITION (NSIEx) 2024

2024 ANTARABANGSA GOLD

AWARDS/RECOGNITION

30. ACADEMIC ADVISOR

THE YOUTH TRUST FOUNDATION (MYHARAPAN) AND MINISTRY OF YOUTH AND SPORTS (MALAYSIA)

2023 NATIONAL

31. ACADEMIC ADVISOR

DESIGN THINKING MENTORSHIP 2023

2023 NATIONAL

32. ACADEMIC ADVISOR

INTI UNIVERSITY - DESIGN THINKING

2023 NATIONAL

33. ACADEMIC ADVISOR

INTI UNIVERSITY - DESIGN THINKING

2023 NATIONAL

34. ACADEMIC ADVISOR

FACULTY ECONOMIC AND BUSINESS, STATE OF SURABAYA UNIVERSITY

2023 INTERNATIONAL

35. ACADEMIC ADVISOR

UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN KAMPUS MACHANG

2023 INTERNATIONAL

36. RETORT-EQUIPPED CLOUD KITCHEN: INNOVATING CAPITAL EXPENDITURE FINANCING FOR READY-TO-EAT FOOD MICRO ENTREPRENEURS

INNOVATION BANK CHALLENGE 2023 (IBC2023)

2023 UNIVERSITI SILVER

37. TRIANGULATION ECOSYSTEM OF A CLOUD KITCHEN: SUSTAINING SOCIAL INNOVATION THROUGH SHARED ECONOMY IN CREATING HARMONIZED COMMUNITY

International Business Innovation & Ideas Competition 2023 (INOVASI23)

2023 ANTARABANGSA GOLD

38. BEST PRESENTER AWARD (SILVER AWARD)

2022 INTERNATIONAL

39. ACADEMIC ADVISOR

MYHARAPAN YOUTH TRUST FOUNDATION

2022 INTERNATIONAL

40. ACADEMIC ADVISOR

MYHARAPAN YOUTH TRUST FOUNDATION AND MALAYSIAN GREEN TECHNOLOGY AND CLIMATE CHANGE CORPORATION

2022 INTERNATIONAL

AWARDS/RECOGNITION

41. ACADEMIC ADVISOR

INTI INTERNATIONAL UNIVERSITY

2021 NATIONAL

42. ACADEMIC ADVISOR

INTI UNIVERSITY

2018 NATIONAL

43. MODUL LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

SME INNOVEX 2018

2018 KEBANGSAAN SILVER

44. PENYELIA TERBAIK DUTA JAUHAR

2016 NATIONAL

45. ALL STAR AWARD

2016 NATIONAL

46. MAGIC AMPLIFY AWARD-BEST STUDENT ENTREPRENEURIAL PROJECT

2016 INTERNATIONAL

47. 2ND RUNNER UP BEST SOCIAL ENTREPRENEURSHIP PROJECT

2016 NATIONAL

48. MENTOR KEUSAHAWANAN TERBAIK (AKADEMIK) 2015

2015 UNIVERSITY

49. ANUGERAH PROJEK KEUSAHAWANAN TERBAIK (2015)

2015 UNIVERSITY

50. FINALIST - ENACTUS MALAYSIA NATIONAL CUP

2015 NATIONAL

51. FINALIST - SOCIAL BUSINESS CHALLENGE

2015 NATIONAL

52. FACULTY ADVISOR OF THE YEAR

2014 NATIONAL