



SITI NURULHUDA BINTI NORDIN

PENSYARAH UNIVERSITI DS11

CONTACT

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 0

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Community Social Entrepreneur

International, Transnational And Multinational Management
(including Strategic Management, Operations Management And
Human Resource Management)

Transformational Social Entrepreneur

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Master in
Strategik Management.

ACADEMIC QUALIFICATION

Master in Strategik Management (2006)

Bachelor in Pentadbiran Perniagaan (2002)

RESEARCH

1. EXPLORING COMPETITIVENESS THROUGH STRATEGIES AND
PROCESS OF DEVELOPMENT MALAYSIA AND INDONESIA
COSMETICS ORGANIZATION IN LEVERAGING ITS DYNAMICS
THROUGH ECO-INNOVATION

2025

ON GOING

MAIN RESEARCHER

2. EMPOWERING ISLAMIC ENTREPRENEURSHIP EDUCATION
THROUGH STRATEGIC INTERNSHIP PROGRAM

2014

COMPLETED

MAIN RESEARCHER

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

2009

COMPLETED

MAIN RESEARCHER

PUBLICATION

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

2026 JOURNAL

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

2026 PROCEEDING

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

2025 JOURNAL

4. KEUPAYAAN DIGITAL DALAM MENGGOMERSIALKAN PELANCONGAN INAP DESA DI NEGERI SEMBILAN

2025 JOURNAL

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

2025 PROCEEDING

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

2024 JOURNAL

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

2024 JOURNAL

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

2024 PROCEEDING

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

2024 PROCEEDING

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

2024 PROCEEDING

11. WONDER INTO THE FUTURE

2023 JOURNAL

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

2023 PROCEEDING

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

2022 PROCEEDING

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

2022 PROCEEDING

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

2022 PROCEEDING

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

2022 PROCEEDING

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

2022 CHAPTER IN BOOK

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

2021 PROCEEDING

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

2016 PROCEEDING

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

2016 PROCEEDING

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

2016 CHAPTER IN BOOK

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

2015 PROCEEDING

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

2014 PROCEEDING

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

2013 PROCEEDING

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

2013 PROCEEDING

26. THE DIGITAL AGE

2013 PROCEEDING

27. THE DIGITAL AGE: SHALL I TAG ALONG?

2013 PROCEEDING

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

2013 CHAPTER IN BOOK

29. ANALYSIS ON METHOD OF FINANCING FOR ISLAMIC PERSONAL FINANCING

2012 PROCEEDING

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

2011 PROCEEDING

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

2011 PROCEEDING

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

2011 PROCEEDING

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

2010 PROCEEDING

34. CUSTOMER AWARENESS AND ACCEPTANCE OF ISLAMIC INTERNET BANKING

2010 PROCEEDING

CONSULTATION/ADULATION

1. SISWAPRENEUR @ PPRN

2016 NATIONAL KPT UNIT KEUSAHAWANAN DAN PPRN

2. SOCIAL ENTERPRISE LITERACY FOR YOUTH (SELFY)

2016 NATIONAL AKPK

3. ENACTUS USIM

2016 NATIONAL IFWMI/PPKS/ KPT/ AIM/AKPK

4. DUTA JAUHAR 2.0 PROJEK DE" ASLI

2015 NATIONAL PEJABAT MENTERI BESAR JOHOR DAN KUMPULAN PENDIDIKA

5. ENACTUS USIM

2014 NATIONAL ENACTUS MALAYSIA / PPKS

AWARDS/RECOGNITION

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

2026 Antarabangsa Best paper award

2. ANUGERAH STAF CONTOH BULAN OKTOBER 2025

2025 UNIVERSITY

3. CONFERENCE PAPER REVIEWER

2025 INTERNATIONAL

4. CONFERENCE PAPER REVIEWER

2025 INTERNATIONAL

5. CONFERENCE PAPER REVIEWER

2025 INTERNATIONAL