Profile Image

SITI NURULHUDA BINTI NORDIN

PENSYARAH UNIVERSITI DS11

CONTACT

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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. **EMPOWERING ISLAMIC ENTREPRENEURSHIP EDUCATION THROUGH STRATEGIC INTERNSHIP PROGRAM**
   2014 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

3. **ENTREPRENEURSHIP EDUCATION : CHALLENGES OF UNIVERSITI SAINS ISLAM MALAYSIA (USIM)**
   2009 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN 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

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. KEUPAYAAN DIGITAL DALAM MENGKOMERSIALKAN PELANCONGAN INAP DESA DI NEGERI SEMBILAN

JURNAL DUNIA PENGURUSAN

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

5. 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

6. 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

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

ASIAN JOURNAL OF CASE RESEARCH (AJCR)

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

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

NEGERI SEMBILAN INTERNATIONAL EXPOSITION

2024 PROCEEDING OTHER DATABASE MAIN AUTHOR

9. 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

10. 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

11. WONDER INTO THE FUTURE

ASIAN JOURNAL OF CASE RESEARCH

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

PUBLICATION

12. 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

13. 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

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

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

15. 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

16. 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

17. 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

18. 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

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

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2016

2016 PROCEEDING NON-INDEX MAIN AUTHOR

20. 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

21. 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

PUBLICATION

22. 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

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

INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE 2014

2014 PROCEEDING NON-INDEX MAIN AUTHOR

24. 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

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

INTERNATIONAL SEMINAR ON ENTREPRENEURSHIP & BUSINESS (ISEB 2013)

2013 PROCEEDING NON-INDEX MAIN AUTHOR

26. THE DIGITAL AGE

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

2013 PROCEEDING NON-INDEX MAIN AUTHOR

27. THE DIGITAL AGE: SHALL I TAG ALONG?

NATIONAL CASE STUDY CONFERENCE 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTEGRATED MUAMALAT CASE STUDY

2013 CHAPTER IN BOOK MAIN AUTHOR

29. ANALYSIS ON METHOD OF FINANCING FOR ISLAMIC PERSONAL FINANCING

ISLAMIC BANKING ACCOUNTING & FINANCE CONFERENCE 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

30. ﷺA 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

31. 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

PUBLICATION

32. 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

33. 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

34. CUSTOMER AWARENESS AND ACCEPTANCE OF ISLAMIC INTERNET BANKING

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

2010 PROCEEDING NON-INDEX MAIN 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

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

AWARDS/RECOGNITION

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