Profile Image

DR. SUHAIDA HERNI BINTI SUFFARRUDDIN

PENSYARAH UNIVERSITI DS13

CONTACT

PHONE

N/A

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suhaidaherni@usim.edu.my

FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	0
Master	0	0

AREAS OF EXPERTISE

- Business Management
- Entrepreneurship
- Other Tourism And Hospitality N.e.c.

ACADEMIC QUALIFICATION

- 2019 **PhD** - Tourism Business And Marketing
- 2011 **Master** - Science (management)
- 2008 **Bachelor** - Business Administration

RESEARCH

1. **EXPLORING MULTIDIMENSIONAL CHILD POVERTY IN RURAL KEDAH, KELANTAN, PERLIS AND NEGERI SEMBILAN: CONCEPTUALISING A SOCIAL BUSINESS MODEL**

   2024 | GERAN SEPADAN AGENSI KERAJAAN | ON GOING | CO-RESEARCHER

2. **A MUSLIM FRIENDLY DESTINATION FRAMEWORK FOR COMMUNITY-BASED HOMESTAY PROGRAMME (CBHP) TOWARDS AN INCLUSIVE TOURISM INDUSTRY.**

   2023 | GERAN KPT | ON GOING | MAIN RESEARCHER

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

   2023 | GERAN PENYELIDIKAN USIM | ON GOING | MAIN RESEARCHER

4. **PENGUMPULAN, PENYUSUNAN DAN PENDIGITALAN ARTIKEL PROSIDING I-IECONS**

   2023 | GERAN PENYELIDIKAN PUSAT TANGGUNGJAWAB (PTJ) | ON GOING | CO-RESEARCHER

PUBLICATION

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

JURNAL DUNIA PENGURUSAN

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

2. ANALYSING CURRENT RESEARCH TRENDS IN ISLAMIC ECONOMICS AND FINANCE

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

3. STRATEGIC MANDATE: A SYSTEMATIC REVIEW ON THE ROLE OF INSTITUTION IN ENHANCING EDUCATOR AND STUDENT ADVANCED DIGITAL SKILLS FOR AI-DRIVEN ENTREPRENEURIAL READINESS IN INDONESIA ENTREPRENEURSHIP EDUCATION

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

4. INNOVATION IN HOMESTAY PROGRAMME: ESTABLISH CRITERIA FOR A MUSLIM-FRIENDLY ACCOMMODATION

THE INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS)

2025 | PROCEEDING | NON-INDEX | 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. SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 | BOOK

7. ENTREPRENEURSHIP IN MALAYSIA: NAVIGATING OPPORTUNITIES IN A DYNAMIC LANDSCAPE

2025 | BOOK

8. SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 | BOOK

9. ENTREPRENEURSHIP IN MALAYSIA: NAVIGATING OPPORTUNITIES IN A DYNAMIC LANDSCAPE

2025 | BOOK

10. MODULE 4: LEVERAGING TECHNOLOGY IN ENTREPRENEURSHIP EDUCATION

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 | CHAPTER IN BOOK | CO-AUTHOR

11. 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

PUBLICATION

12. AGROPRENEURSHIP TRAINING EVALUATION MODEL FOR SUSTAINABLE B 40 RURAL COMMUNITY IN MALAYSIA

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (MAJCAFE)

2024 JOURNAL SCOPUS CO-AUTHOR

13. TOWARDS A SUSTAINABLE FINANCIAL FUTURE: EXPLORING THE INFLUENCE OF E-WALLET ADOPTION AMONG GEN Z IN MALAYSIA

INSTITUTIONS AND ECONOMIES

2024 JOURNAL SCOPUS CO-AUTHOR

14. DECODING THE ECONOMIC FUTURE: INSIGHTS FROM I-IECONS 2023

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

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

INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS (IJIB)

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

16. RURAL YOUTH ENTREPRENEURIAL ASPIRATION: AN ASSESSMENT OF TPB AND SELF-EFFICACY

GLOBAL BUSINESS MANAGEMENT REVIEW

2024 JOURNAL OTHER DATABASE CO-AUTHOR

17. KERANGKA KONSEP PENGINAPAN PELANCONGAN MESRA MUSLIM BAGI PROGRAM PENGALAMAN HOMESTAY DI MALAYSIA

THE 11TH ISLAMIC BANKING, ACCOUNTING & FINANCE INTERNATIONAL CONFERENCE

2024 PROCEEDING NON-INDEX CO-AUTHOR

18. PENDAFTARAN PERNIAGAAN MELALUI SURUHANJAYA SYARIKAT MALAYSIA (SSM)

PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK CO-AUTHOR

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

JURNAL PENGURUSAN

2023 JOURNAL SCOPUS MAIN AUTHOR

20. THE INNOVATION ELEMENTS OF HOMESTAY PROGRAMMES ON THE EAST COAST OF MALAYSIA

ACADEMICA TURISTICA ?TOURISM AND INNOVATION JOURNAL (AT?TIJ)

2023 JOURNAL SCOPUS CO-AUTHOR

21. THE DETERMINANTS OF BECOMING SUSTAINABLE AGROPRENEURS: EVIDENCE FROM THE BOTTOM 40 GROUPS IN MALAYSIA

SUSTAINABILITY

2023 JOURNAL ERA CO-AUTHOR

PUBLICATION

22. 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

23. DEVELOPING A MUSLIM FRIENDLY DESTINATION CRITERIA FOR HOMESTAY PROGRAMME: A CONCEPTUAL STUDY

10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2023 (I-IECONS 2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

24. A FOUR-LEVEL AGROPRENEURSHIP TRAINING EVALUATION MODEL FOR RURAL COMMUNITIES

JOURNAL OF BUSINESS AND SOCIAL DEVELOPMENT

2022 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

25. TOWARDS A MUSLIM FRIENDLY DESTINATION: INNOVATION IMPLEMENTATION IN KAMPUNGSTAY DESA MURNI, PAHANG

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

2022 PROCEEDING NON-INDEX MAIN AUTHOR

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

4TH INTERNATIONAL ISLAMIC BUSINESS MANAGEMENT CONFERENCE 2022

2022 PROCEEDING NON-INDEX MAIN AUTHOR

27. KEUPAYAAN PELAKSANAAN INOVASI PRODUK DALAM PROGRAM HOMESTAY DI SEMENANJUNG MALAYSIA.

JURNAL PENGURUSAN

2021 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

28. INOVASI PRODUK DALAM "PROGRAM HOMESTAY": PENEROKAAN DI WILAYAH PANTAI TIMUR PERSEKUTUAN TANAH MELAYU, MALAYSIA.

JURNAL PERADABAN

2020 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

29. HERITAGE TOURISM TRAIL DEVELOPMENT IN KAMPUNG LUAT, PERAK: A CASE STUDY

KATHA-THE OFFICIAL JOURNAL OF THE CENTRE FOR CIVILISATIONAL DIALOGUE

2019 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

30. INOVASI PRODUK DALAM PROGRAM HOMESTAY: KAJIAN KES DI HOMESTAY KAMPUNG DESA KEDA

SOCIAL SCIENCES POSTGRADUATE INTERNATIONAL SEMINAR (SSPIS) 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

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

JABATAN PERDANA MENTERI

2024 NATIONAL

2. KHUDMAT KEPAKARAN "SERVICE PROVIDER TO ESTABLISH A FOUNDATIONAL DOCUMENT"

HALAL DEVELOPMENT CORPORATION BERHAD

National

3. International Mobility Collaboration Programme USIM-UNIMAL 2024

Universitas Malikussaleh

International

4. Pembangunan Modul bagi Program Latihan Kompetensi Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR)

Islamic Tourism Malaysia, Kementerian Pelancongan Seni, Budaya Malaysia (MOTAC)

National

AWARDS/RECOGNITION

1. ANUGERAH PERKHIDMATAN CEMERLANG

2025 UNIVERSITY

2. SIJIL ANUGERAH KECEMERLANGAN STAF 2024

2025 UNIVERSITY

3. ANUGERAH STAF CONTOH BULANAN OKTOBER 2025

2025 UNIVERSITY

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

2024 NATIONAL

5. SIJIL ANUGERAH KECEMERLANGAN STAF 2023

2024 UNIVERSITY

6. ANUGERAH STAF CONTOH BULANAN (SEPTEMBER 2024)

2024 UNIVERSITY

7. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INTERNATIONAL INVENTION, INNOVATION AND DESIGN COMPETITION 2023

2023 ANTARABANGSA GOLD

8. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INNOVATION PRODUCT LAUNCHING AND ENTREPRENEUURSHIP COMPETITION 2022 (INNOPLEN 2022)

2022 KEBANGSAAN GOLD