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

2023 | GERAN KPT | ON GOING | MAIN RESEARCHER

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

2023 | GERAN PENYELIDIKAN USIM | ON GOING | MAIN RESEARCHER

PUBLICATION

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

JURNAL DUNIA PENGURUSAN

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

2. 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

3. 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

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

INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS (IJIB)

2024 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

JURNAL PENGURUSAN

2023 | JOURNAL | SCOPUS | MAIN AUTHOR

6. 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

7. 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

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

4TH INTERNATIONAL ISLAMIC BUSINESS MANAGEMENT CONFERENCE 2022

2022 | PROCEEDING | NON-INDEX | MAIN AUTHOR

9. 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

CONSULTATION

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