Profile Image

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CONTACT

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FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	4	7
Master	0	1

AREAS OF EXPERTISE

- Business Management
- Halal Industry Management
- Other Operations Management N.e.c

ACADEMIC QUALIFICATION

- 2011 **PhD** - Pentadbiran Perniagaan
- 2004 **Master** - Pentadbiran Perniagaan
- 2003 **Bachelor** - Pengurusan

RESEARCH

1. **ESTABLISHING SUPPLY-CHAIN MANAGEMENT FRAMEWORK FOR NON-PROFIT ORGANIZATIONS (NPOS) IN MALAYSIA BASED ON MAQASID SHARIAH**
   2019 | GERAN KPT | ON GOING | MAIN RESEARCHER

2. **HALAL HOSPITALITY : WHAT DO THE CUSTOMERS VALUE?**
   2018 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

3. **ONE SIZE DOESN'T FIT ALL?**
   2016 | GERAN KPT | COMPLETED | MAIN RESEARCHER

4. **DEVELOPING ISLAMIC BUSINESS MODEL FRAMEWORK FOR SMALL AND MEDIUM ENTERPRISES (SMES) IN MALAYSIA: TOWARDS ENHANCING PERFORMANCE**
   2014 | GERAN KPT | COMPLETED | MAIN RESEARCHER

5. **THE CRITICAL SUCCESS FACTORS OF BUMIPUTERA CONSTRUCTION COMPANIES IN MALAYSIA**
   2012 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN RESEARCHER

PUBLICATION

1. SUSTAINABLE SERVICE QUALITY MODEL (SSQ) AND CUSTOMER LOYALTY: MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) IN MALAYSIA

BIMP-EAGA JOURNAL FOR SUSTAINABLE TOURISM DEVELOPMENT

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

2. ONE-STOP-CENTRE: WHAT'S NEXT?

CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

2024 CHAPTER IN BOOK MAIN AUTHOR

3. WONDER INTO THE FUTURE

ASIAN JOURNAL OF CASE RESEARCH

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

4. PERSON-ORGANIZATION FIT AND EMPLOYEE OUTCOMES AMONG ACADEMICIANS IN MALAYSIA

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

2023 PROCEEDING NON-INDEX MAIN AUTHOR

5. A CONCEPTUAL FRAMEWORK FOR E-WALLET ADOPTION INTENTIONS AMONG SMALL-SIZED MUSLIM MERCHANTS

4TH UUM INTERNATIONAL ISLAMIC BUSINESS MANAGEMENT CONFERENCE 2022 (IBMC2022)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

6. SUSTAINABLE SERVICE QUALITY IN MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) INDUSTRY

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

2022 PROCEEDING NON-INDEX MAIN AUTHOR

7. AMALAN TERBAIK PELAKSANAAN SERTU DALAM INDUSTRI HALAL DI MALAYSIA

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2021 JOURNAL MYCITE MAIN AUTHOR

8. SUSTAINING THE BUSINESS: WHAT IS THE NEXT STEP?

3RD INTERNATIONAL HALAL MANAGEMENT CONFERENCE 2021

2021 PROCEEDING NON-INDEX MAIN AUTHOR

9. HALAL CHALLENGES, OPPORTUNITIES AND THE WAY FORWARD

HALAL GOVERNANCE & MANAGEMENT MALAYSIA & ASEAN COUNTRIES INTERMEDIATE TO ADVANCE

2020 CHAPTER IN BOOK MAIN AUTHOR

10. HALAL HOSPITALITY: WHAT DO THE CUSTOMERS VALUE?

READINGS IN SUSTAINING GLOBAL HALAL ECOSYSTEM (COLLECTION OF ARTICLES FROM THE 2ND INTERNATIONAL HALAL MANAGEMENT CONFERENCE)

2020 CHAPTER IN BOOK MAIN AUTHOR

11. ESTABLISHING SUPPLY-CHAIN MANAGEMENT FRAMEWORK FOR NON-PROFIT ORGANIZATIONS (NPOS) IN MALAYSIA

8TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2019 (I-IECONS 2019)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

12. INTEGRATING HALAL IN DEVELOPING A BUSINESS MODEL

1ST INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC) 2017

2017 | PROCEEDING | NON-INDEX | MAIN AUTHOR

13. BBP03103 OPERATION MANAGEMENT

2016 | BOOK | MAIN AUTHOR

14. NON-CONFORMANCE REPORT IN HALAL APPLICATION: WHAT IS NORMALLY GOES WRONG FOR BUSINESS?

CRITICAL READINGS IN ISLAMIC SOCIAL FINANCE

2016 | CHAPTER IN BOOK | MAIN AUTHOR

15. GOVERNANCE ASPECTS OF MICRO CREDIT INSTITUTIONS: A CASE OF AMANAH IKHTIAR MALAYSIA

ISLAMIC ECONOMIC SYSTEM CONFERENCE 2015

2015 | PROCEEDING | NON-INDEX | MAIN AUTHOR

16. ISLAMIC BUSINESS MODEL FRAMEWORK: A REVIEW

THE 6TH ISLAMIC ECONOMIC SYSTEM CONFERENCE 2015 (IECONS 2015)

2015 | PROCEEDING | NON-INDEX | MAIN AUTHOR

17. HALAL CERTIFICATION: THE MOTIVES AND PROCESSES OF RESTAURANTS IN BRUNEI DARUSSALAM

PERSPEKTIF INDUSTRI HALAL - PERKEMBANGAN DAN ISU-ISU

2015 | CHAPTER IN BOOK | MAIN AUTHOR

18. THE EXPERIENCE OF SMALL AND MEDIUM ENTERPRISES (SMES) IN MANAGING HALAL SUPPLY CHAIN

MALAYSIA-INDONESIA INTERNATIONAL CONFERENCE ON ECONOMICS, MANAGEMENT AND ACCOUNTING 2014

2014 | PROCEEDING | NON-INDEX | MAIN AUTHOR

19. CRAWLING TOWARDS SUCCESS: A LESSON FROM A BUMIPUTERA CONTRACTOR

THE 6TH ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE (IBAF 2014)

2014 | PROCEEDING | NON-INDEX | MAIN AUTHOR

20. THE RELATIONSHIP BETWEEN BUSINESS MODEL AND PERFORMANCE OF MANUFACTURING SMALL AND MEDIUM ENTERPRISES IN MALAYSIA

AFRICAN JOURNAL OF BUSINESS MANAGEMENT

2011 | JOURNAL | WOS | MAIN AUTHOR

21. THE RELATIONSHIP OF BUSINESS MODEL DESIGN AND PERFORMANCE OF MANUFACTURING SMES IN MALAYSIA: THE MODERATING EFFECT OF EXTERNAL ENVIRONMENT

THE 12TH WEST LAKE INTERNATIONAL CONFERENCE ON SMALL AND MEDIUM BUSINESS

2010 | PROCEEDING | NON-INDEX | MAIN AUTHOR

22. DEVELOPING SUCCESSFUL BUSINESS MODEL FOR ENTREPRENEURS

THE 2ND INTERNATIONAL CONFERENCE ON ARAB-MALAYSIA ISLAMIC GLOBAL BUSINESS AND ENTREPRENURSHIP 2010 (AMGBE2010)

2010 | PROCEEDING | NON-INDEX | MAIN AUTHOR

PUBLICATION

23. THE ANTECEDENTS OF A BUSINESS MODEL DESIGN FOR ENTREPRENEURS

THE FIRST SEMINAR ON: ENTREPRENEURSHIP & SOCIETAL DEVELOPMENT IN ASEAN (ISE-SODA 2010)

2010 PROCEEDING NON-INDEX MAIN AUTHOR

24. SELECTION OF BUSINESS MODEL DIMENSION: EVIDENCE FROM MALAYSIAN MANUFACTURING SMES

THE 4TH SYMPOSIUM ON BUSINESS POSTGRADUATE RESEARCH

2010 PROCEEDING NON-INDEX MAIN AUTHOR

25. REVIEW ON THE CHARACTERISTICS OF THE ENTREPRENEURS BUSINESS MODEL

INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP & SMALL BUSINESS DOCTORAL RESEARCH

2008 PROCEEDING NON-INDEX MAIN AUTHOR

26. CLARIFYING THE BUSINESS MODEL CONSTRUCT

5TH AGSE INTERNATIONAL ENTREPRENEURSHIP RESEARCH EXCHANGE,

2008 PROCEEDING NON-INDEX MAIN AUTHOR

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH BULANAN (MAC 2025)

2025 UNIVERSITY

2. ACADEMIC ADVISOR

PELANTIKAN SEBAGAI PENTAKSIR KERTAS SOALAN PEPERIKSAAN AKHIR SEMESTER I, SESI AKADEMIK 2025/2026 PUSAT TAMHIDI

2025 UNIVERSITY

3. ANUGERAH STAF CONTOH BULANAN (JANUARI 2024)

2024 UNIVERSITY

4. ACADEMIC ADVISOR

COSMOPOINT COLLEGE OFFICE

2024 NATIONAL

5. ACADEMIC ADVISOR

FAKULTI PENDIDIKAN, UNIVERSITI KEBANGSAAN MALAYSIA

2024 NATIONAL