

Profile Image

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SYADIAH BINTI ABDUL
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PENSYARAH UNIVERSITI DS14

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Faculty: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 12

Master - Completed: 2,
Ongoing: 1

AREAS OF EXPERTISE

Consumer Behaviour

Halal Marketing

Business Analysis And Analytics

ACADEMIC QUALIFICATION

PhD in Pemasaran (2012)

Master in Pentadbiran Perniagaan (2005)

Bachelor in Pemasaran (2002)

RESEARCH

1. DEVELOPING A MADANI WASIYYAH (ISLAMIC WILL) SERVICES FRAMEWORK FOR SUSTAINABLE IMPACT IN MALAYSIA

2024 GERAN KPT ON GOING CO-RESEARCHER

2. THE ISLAMIC RELIGIOSITY AS A MODERATING EFFECT OF HALAL CERTIFICATION AND HALAL AWARENESS ON HALAL FOOD PURCHASE INTENTION GEN Z THROUGH BRAND IMAGE AS MEDIATION: CROSS STUDY ON INDONESIA AND MALAYSIA

2024 GERAN SEPADAN ANTARABANGSA ON GOING CO-RESEARCHER

3. DRIVERS, BARRIERS, AND FACILITATORS TO DONATE BLOOD AMONG YOUNG ADULTS IN MALAYSIA

2023 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

4. PERSEPSI PENGGUNA TERHADAP JENAMA PPZ-MAIWP DALAM MENINGKATKAN KUTIPAN ZAKAT DI WILAYAH PERSEKUTUAN

2023 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

5. DETERMINANTS OF HALAL COSMETICS REPURCHASE INTENTION: THE IMPACT OF RELIGIOUS AND HALAL CERTIFICATION

2023

BIDUNI MIZANNIYAH

ON GOING

CO-RESEARCHER

RESEARCH

6. BRIDGING GAP IN INCREASING ISLAMIC FINANCIAL LITERACY TO HOLISTIC ISLAMIC FINANCIAL PLANNING AMONGST MILLENNIALS: A COMPARATIVE STUDY IN INDONESIA AND MALAYSIA

2023 GERAN SEPADAN ANTARABANGSA ON GOING CO-RESEARCHER

7. HALAL BUSINESS INTELLIGENCE (BI) VENTURES GROUP

2023 GERAN KUMPULAN PENYELIDIKAN (KUP) ON GOING CO-RESEARCHER

8. PREDICTING HALAL CHOCOLATE PURCHASE INTENTION AMONG MALAYSIANS

2023 BIDUNI MIZANNIYAH COMPLETED CO-RESEARCHER

9. MUSLIM TRAVELLERS: A BIBLIOMETRIC ANALYSIS

2023 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

10. DRIVERS OF, BARRIERS TO, AND FACILITATORS OF BLOOD DONATION: A COMPARISON BETWEEN MALAYSIAN AND INDONESIAN MUSLIM YOUNG ADULTS

2023 GERAN SEPADAN ANTARABANGSA ON GOING MAIN RESEARCHER

11. SOLO FEMALE TRAVELERS: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

2023 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

12. KAJIAN PENGARUH UNDI 18 TERHADAP SENARIO POLITIK NEGARA

2022 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

13. DEVELOPMENT OF CRISES SOLUTION BENCHMARKING TOOL (CSBT) FOR MUSLIMPRENEURS UTILIZING MIZAN PRINCIPLES IN ESCALATING ECONOMIC GROWTH FOR SHARED PROSPERITY

2021 GERAN KPT ON GOING CO-RESEARCHER

14. INTENTION TOWARDS PARTICIPATION IN UNIT TRUST WAQF IN MALAYSIA

2021 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

15. MENINGKAT KUTIPAN ZAKAT PENDAPATAN MELALUI SEGMENTASI PASARAN DI KALANGAN BUKAN PEMBAYAR ZAKAT

2021 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED MAIN RESEARCHER

16. MODUL DAKWAH MUAMALAT (ACTION RESEARCH)

2020 GERAN ANTARABANGSA COMPLETED CO-RESEARCHER

17. KAJIAN IMPAK PEMBUKAAN PASARAYA DI BANDARAYA TERPILIH

2020 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

18. SEGMENTING FINTECH USERS IN MALAYSIA

2019 GERAN PENYELIDIKAN INDUSTRI COMPLETED MAIN RESEARCHER

19. UNDERSTANDING CHARITY GIVING AND DONOR'S BEHAVIOUR IN CROWDFUNDING ACTIVITIES

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

20. 'TAKAFUL KHAIRAT KEMATIAN' TO PREVENT FUNERAL POVERTY: FUNDAMENTAL ISSUE IN MALAYSIA

2017 GERAN KPT ON GOING CO-RESEARCHER

21. INCREASING PARTICIPATION IN TAKAFUL AMONG MALAYSIAN BUMIPUTERA

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED MAIN RESEARCHER

RESEARCH

22. INTEGRATION OF AQLI DAN NAQLI IN PROBLEM BASED LEARNING

2016 GERAN PENYELIDIKAN TINDAKAN COMPLETED CO-RESEARCHER

23. INDEKS SYARIAH EKONOMI (FASA 2)

2016 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

24. MODEL PENGURUSAN FIQAH BANJIR DI MALAYSIA

2015 GERAN KPT COMPLETED CO-RESEARCHER

25. INDEKS SYARIAH EKONOMI

2015 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

26. THE DEVELOPMENT OF WAQF IN MALAYSIA: ANALYSIS FROM MACRO, MESO AND MICRO LEVELS.

2015 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

27. DEVELOPING FRAMEWORK FOR CO-CREATING VALUES-BASED SERVICE FOR SOCIETAL WELL-BEING

2015 GERAN PENYELIDIKAN JANGKA PENDEK COMPLETED CO-RESEARCHER

28. AUDIT AKADEMIK, PENYELIDIKAN DAN PENGANTARABANGSAAN

2015 GERAN PENYELIDIKAN KHAS COMPLETED CO-RESEARCHER

29. A TRUST MODEL FOR TAKAFUL AGENT-CLIENT RELATIONSHIP

2015 GERAN PENYELIDIKAN PENTADBIR COMPLETED MAIN RESEARCHER

30. YOUNG ADULT INTENTION TO INVEST IN AMANAH SAHAM NASIONAL BERHAD (ASNB) INVESTMENT SCHEME

2014 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

31. INOVASI MODEL WAKAF MUAQQAT (WAKAF SEMENTARA) : MENUJU KE ARAH KELESTARIAN PENJANAAN DANA WAKAF DI MALAYSIA

2014 GERAN PENYELIDIKAN KOMPETITIF BERPASUKAN COMPLETED CO-RESEARCHER

32. DEVELOPING ISLAMIC BUSINESS MODEL FRAMEWORK FOR SMALL AND MEDIUM ENTERPRISES (SMES) IN MALAYSIA: TOWARDS ENHANCING PERFORMANCE

2014 GERAN KPT COMPLETED CO-RESEARCHER

33. CONCEPTUALIZING ISLAMIC SOCIAL ENTERPRISE (ISE) MODEL

2014 GERAN KPT COMPLETED CO-RESEARCHER

34. IMPAK PROGRAM TRANSFORMASI EKONOMI (ETP) TERHADAP BELIA MALAYSIA

2014 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

35. MEMBANGUN KERANGKA MODEL PUNGUTAN WAKAF TUNAI BERDASARKAN FAKTOR KEJAYAAN KRITIKAL (CRITICAL SUCCESS FACTORS) DI INSTITUSI WAKAF DI MALAYSIA

2013 GERAN KPT COMPLETED CO-RESEARCHER

36. ATTITUDES OF MUSLIM TOWARD PARTICIPATION IN CASH WAQF : ANTECEDENTS AND CONSEQUENCES

2013 GERAN PENYELIDIKAN JANGKA PENDEK COMPLETED CO-RESEARCHER

37. KAJIAN KEBOLEHLAKSANAAN KLINIK PAKAR USIM DI NILAI

2013 GERAN ANTARABANGSA COMPLETED CO-RESEARCHER

RESEARCH

38. AN ECONOMIC FEASIBILITY STUDY OF DATES AND GOATS MILK PRODUCTION IN MALAYSIA

2013 GERAN KPT COMPLETED CO-RESEARCHER

39. TOWARDS CREATING AN ISLAMIC ADVERTISING MODEL: BUILDINGS BRIDGES BETWEEN ISLAMIC SCHOLARS AND ADVERTISING PRACTITIONERS

2012 GERAN KPT COMPLETED CO-RESEARCHER

40. ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS ISLAMIC PAWN BROKING

2012 GERAN PENYELIDIKAN FUNDAMENTAL COMPLETED MAIN RESEARCHER

PUBLICATION

1. INCREASING NON-DONORS? WILLINGNESS TO DONATE BLOOD: BARRIERS AND FACILITATORS

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA MAIN AUTHOR

2. THE FACTORS INFLUENCING WAQIFS? LOYALTY TO CASH WAQF: A PRELIMINARY ANALYSIS

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

3. A STUDY ON PROPENSITY TO INDEBTEDNESS AMONG YOUNG WORKING MALAYS IN MALAYSIA

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CO-AUTHOR

4. TWO DECADES OF RESEARCH ON CONSUMER BOYCOTT USING BIBLIOMETRIC

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA CORRESPONDING AUTHOR

5. COVID-19 RESEARCH TRENDS IN ISLAMIC FINANCE: A BIBLIOMETRIC ANALYSIS

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA MAIN AUTHOR

6. THE IMPACT OF EXPERIENTIAL LEARNING ON STUDENT PERCEPTIONS OF A CAREER IN SALES

THE 11TH ISLAMIC BANKING, ACCOUNTING & FINANCE INTERNATIONAL CONFERENCE 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

7. A STUDY ON PROPENSITY TO INDEBTEDNESS AMONG YOUNG WORKING MALAYS IN MALAYSIA

THE 11TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE (IBAF 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

8. SPACE CRUNCH AND FOOD LOSS: A BAKERY DILEMMA

INTERNATIONAL CASE STUDY CONGRESS (ICSC) 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

9. A CUT ABOVE: HOW C-CUT HAIR SALON TRANSFORMED THE LOCAL BARBERSHOP SCENE

INTERNATIONAL CASE STUDY CONGRESS (ICSC)

2024 PROCEEDING NON-INDEX CO-AUTHOR

10. BOUQUETS & BREWS: A LOOK INSIDE HANNAH PETAL'S BLOSSOMING CAFÉ CULTURE

INTERNATIONAL CASE STUDY CONGRESS (ICSC)

2024 PROCEEDING NON-INDEX CO-AUTHOR

11. EXTENDING THE THEORY OF PLANNED BEHAVIOR TO EXAMINE FACTORS INFLUENCING INTENTION TO PURCHASE HALAL CHOCOLATE AMONG MALAYSIAN MUSLIMS

ASIAN JOURNAL OF BUSINESS AND ACCOUNTING

2023 JOURNAL ERA CO-AUTHOR

12. FACTORS DETERMINING MONEY MANAGEMENT AMONG UNIVERSITY STUDENTS

JOURNAL OF WEALTH MANAGEMENT & FINANCIAL PLANNING

2023 JOURNAL MYCITE CO-AUTHOR

13. IMPORTANCE-PERFORMANCE ANALYSIS FOR IMPROVING ONLINE LEARNING IN BUSINESS AND PROGRAMME

INTERNATIONAL BUSINESS EDUCATION JOURNAL

2023 JOURNAL MYCITE MAIN AUTHOR

PUBLICATION

14. EXPLAINING HALAL CHOCOLATE PURCHASE INTENTION AMONG MUSLIM YOUNG ADULTS IN MALAYSIA

JURNAL SAINS INSANI

2023 JOURNAL INDEX BY MYCITE 2019 CO-AUTHOR

15. EXPLORING THE RELATIONSHIP BETWEEN ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, AND PURCHASE INTENTION ON HALAL CHOCOLATE AMONG GEN Z

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

16. EXPLORING THE ISLAMIC CONSUMPTION IN ISLAMIC SOCIAL ENTERPRISES

IHMC 2023

2023 PROCEEDING NON-INDEX CO-AUTHOR

17. UNLEASHING THE POWER OF MIZAN PRINCIPLES: ACASE STUDY OF BUSINESS GROWTH OF RESILIENT WOMEN MUSLIMPRENEUR IN MALAYSIA

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

2023 PROCEEDING NON-INDEX CO-AUTHOR

18. THE IMPACT OF TRUST IN WAQIFS ON THE LOYALTY OF CASH WAQF IN MALAYSIA.

THE 4TH ISLAMIC FINANCE AND ACCOUNTING CONFERENCE

2023 PROCEEDING NON-INDEX CO-AUTHOR

19. CONSUMER ADOPTION OF FINANCIAL TECHNOLOGY:INTEGRATING TRUST WITH TECHNOLOGY ACCEPTANCE MODEL (TAM)

ISLAMIC BANKING AND FINANCE: PROSPECTS, RISKS AND CHALLENGES IN FINTECH ERA

2023 CHAPTER IN BOOK MAIN AUTHOR

20. ISSUES AND CHALLENGES ON KHAIRAT DEATH FUND MANAGEMENT: CASE STUDY OF KHAIRAT DEATH FUND ORGANIZATIONS IN MALAYSIA

INTERNATIONAL JOURNAL OF EMERGING ISSUES IN ISLAMIC STUDIES (IJEIIS)

2022 JOURNAL OTHER DATABASE CO-AUTHOR

21. PRODUCTIVITY ANALYSIS OF FAMILY TAKAFUL IN INDONESIA AND MALAYSIA: MALMQUIST PRODUCTIVITY INDEX APPROACH

JOURNAL OF ISLAMIC ACCOUNTING AND BUSINESS RESEARCH

2022 JOURNAL SCOPUS AND ERA CO-AUTHOR

22. CHALLENGES FACED BY STUDENTS IN E-LEARNING DURING COVID-19 PANDEMIC: EVIDENCE FROM MALAYSIA

THE EMPIRICAL ECONOMICS LETTERS

2022 JOURNAL ERA MAIN AUTHOR

23. AN ANALYSIS OF REGULATION AND GOVERNANCE FOR FUNERAL SOCIAL FUND IN MALAYSIA

AL-UQUD: JOURNAL OF ISLAMIC ECONOMICS

2022 JOURNAL OTHER DATABASE CO-AUTHOR

24. A CONCEPTUAL MODEL OF BEHAVIOUR RELATED ANTECEDENTS OF FAMILY TAKAFUL DEMAND IN MALAYSIA

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

2022 PROCEEDING NON-INDEX MAIN AUTHOR

25. E-PROCEEDINGS THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE (IBAF 2022)

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

2022 PROCEEDING NON-INDEX CO-EDITOR

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

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

PUBLICATION

27. DO CELEBRITY ENDORSEMENT AND REPUTABLE COMPANIES TV ADVERTS EFFECT ON MIDDLE-CLASS CONSUMER PURCHASE DECISION OF FAST-MOVING CONSUMER GOODS? A STUDY IN BANGLADESH

REVIEW OF INTERNATIONAL GEOGRAPHICAL EDUCATION ONLINE (RIGEO)

2021 JOURNAL SCOPUS CO-AUTHOR

28. CONCEPTUAL FRAMEWORK FOR THE ADOPTION OF GENERAL TAKAFUL AMONG MSME OWNER-MANAGERS IN NORTH-WEST NIGERIA: THE ROLE OF MSME OWNER-MANAGER CHARACTERISTICS

JOURNAL OF ISLAMIC FINANCE

2021 JOURNAL MYCITE CO-AUTHOR

29. MOTIVASI PEMBAYARAN ZAKAT PENDAPATAN: SATU ANALISIS KUALITATIF

AZKA INTERNATIONAL JOURNAL OF ZAKAT & SOCIAL FINANCE

2021 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

30. DETERMINANTS OF ZAKAT COMPLIANCE AMONG MUSLIM INDIVIDUALS: A SYSTEMATIC LITERATURE REVIEW

JOURNAL OF ISLAMIC FINANCE

2021 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

31. TEACHING SALES COURSE IN A HIGHER LEARNING INSTITUTION: LEARNING BY DOING

INTERNATIONAL BUSINESS EDUCATION JOURNAL

2021 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

32. THE EFFECT OF POLITICAL BRAND RELIGIOUS IMAGE AND RELIGIOUS-SECULAR DIVIDE ON VOTERS CITIZENSHIP BEHAVIOUR

AKADEMIKA

2021 JOURNAL WOS MAIN AUTHOR / CONTACT PERSON IN USIM

33. IMPROVING TEAMWORK PERFORMANCE: AN EMPIRICAL STUDY OF SERVICE INDUSTRY IN INDONESIA AND MALAYSIA

INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY

2020 JOURNAL SCOPUS CO-AUTHOR

34. REVIEW: CHALLENGES AND OPPORTUNITIES OF IMPLEMENTING MASS PRODUCTION SCALE (MPS) AT DATE FARMS IN MALAYSIA

ILMU PERTANIAN (AGRICULTURAL SCIENCE)

2020 JOURNAL OTHER DATABASE CO-AUTHOR

35. CHALLENGES AND OPPORTUNITIES OF IMPLEMENTING MASS PRODUCTION SCALE (MPS) AT DATE FARMS IN MALAYSIA

ILMU PERTANIAN (AGRICULTURAL SCIENCE)

2020 JOURNAL OTHER DATABASE CO-AUTHOR

36. TRUST IN TAKAFUL AGENTS: ANTECEDENTS AND CONSEQUENCES

JOURNAL OF ISLAMIC ACCOUNTING AND BUSINESS RESEARCH

2020 JOURNAL SCOPUS AND ERA MAIN AUTHOR

37. INDUSTRIAL TRAINING PROGRAMME: WHAT MATTERS MOST?

ASEAN ENTREPRENEURSHIP JOURNAL

2020 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

38. DETERMINANTS OF REPEATED ENDOWERS DONATION INTENTION IN CASH WAQF:A CASE STUDY IN MAJLIS AGAMA ISLAM DAN ADAT MELAYU PERAK (MAIPK)

JURNAL MANAJEMEN BISNIS

2019 JOURNAL OTHER DATABASE CO-AUTHOR

39. THE ANTECEDENTS OF WAQIFS LOYALTY IN CASH WAQF FROM THE INDIVIDUAL PERSPECTIVE

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2019 JOURNAL ERA CO-AUTHOR

PUBLICATION

40. AN OVERVIEW MALAYSIA AS A HUB PLANTING PROPHETIC FRUITS

MALAYSIAN JOURNAL OF SUSTAINABLE AGRICULTURE (MJSA)

2019 JOURNAL OTHERS DATABASE CO-AUTHOR

41. SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE AMONG YOUNG MUSLIMS

JOURNAL OF NUSANTARA STUDIES

2019 JOURNAL MYCITE MAIN AUTHOR

42. TRUST ON AWQAF INSTITUIONS: EVIDENCE FROM MALAYSIA

JOURNAL OF ISLAMIC MARKETING

2019 JOURNAL SCOPUS MAIN AUTHOR

43. DATES CONSUMPTION IN MALAYSIA

ULUM ISLAMİYAH

2019 JOURNAL ERA CO-AUTHOR

44. THE ROLE OF HALAL CERTIFICATION IN BUSINESS PERFORMANCE IN SELANGOR: A STUDY ON KOPITIAMS

MALAYSIAN MANAGEMENT JOURNAL

2017 JOURNAL MYCITE CO-AUTHOR

45. MUSIM ATTITUDE TOWARDS PARTICIPATION IN CASH WAQF:ANTECEDENTS AND CONSEQUENCES

INTERNATIONAL JOURNAL OF BUSINESS SOCIETY

2017 JOURNAL SCOPUS MAIN AUTHOR

46. CONSUMERS" INTENTION TO PURCHASE DATES: APPLICATION OF THEORY OF REASONED ACTION

MALAYSIAN JOURNAL OF CONSUMER FAMILY ECONOMICS

2017 JOURNAL SCOPUS CO-AUTHOR

47. GIVING BEHAVIOUR: WHO DONATES CASH WAQF?

MALAYSIAN CONSUMER AND FAMILY ECONOMICS ASSOCIATION

2016 JOURNAL SCOPUS MAIN AUTHOR

48. GIVING BEHAVIOUR IN MALAYSIA: THE CASE OF ENDOWER AND NON-ENDOWER

GLOBAL ISLAMIC MARKETING CONFERENCE

2016 PROCEEDING NON-INDEX MAIN AUTHOR

49. WAQIF SATISFACTION: ANTECEDENTS AND CONSEQUENCES

WICOIS

2016 PROCEEDING NON-INDEX MAIN AUTHOR

50. REVIEW ON TRUST IN TAKAFUL AGENT-CLIENT RELATIONSHIP

PERSIDANGAN KEBANGSAAN EKONOMI DAN KEWANGAN ISLAM KE-3

2016 PROCEEDING NON-INDEX CO-AUTHOR

51. MEMPERKASA NEGARA MELALUI BELIA HOLISTIK

2016 BOOK CO-EDITOR

52. ASSESSING THE MEDIATING ROLE OF SELF CONGRUITY ON SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE TO STATUS CONSUMPTION

GLOBAL FASHION MANAGEMENT CONFERENCE

2015 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

53. ROLES OF KNOWLEDGE AND ATTITUDE IN DETERMINING ENDOWER'S TRUST ON WAQF INSTITUTION

6TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS) 2015

2015 PROCEEDING NON-INDEX MAIN AUTHOR

54. CONSUMER CONSUMPTION OF DATES AND GOAT'S MILK: AN EXPLORATORY STUDY

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS 2015)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

55. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS 2015)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

56. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

19TH MACFEA NATIONAL SEMINAR

2015 PROCEEDING NON-INDEX MAIN AUTHOR

57. DEVELOPING ISLAMIC CROWDFUNDING FOR EDUCATION AND HEALTH SECTOR: A CONCEPTUAL FRAMEWORK

19TH MACFEA NATIONAL SEMINAR

2015 PROCEEDING NON-INDEX CO-AUTHOR

58. GAINING COMPETITIVE ADVANTAGE THROUGH BUSINESS PROCESS REENGINEERING (BPR)

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS 2015)

2015 PROCEEDING NON-INDEX CO-AUTHOR

59. ANTECEDENTS AND OUTCOMES OF INTERPERSONAL INFLUENCES AND THE ROLE OF ACCULTURATION

JOURNAL OF BUSINESS RESEARCH

2014 JOURNAL WOS CO-AUTHOR

60. EXPLORING FACTORS INFLUENCING GENERATION Y TRUST ON INTERNET BANKING

GLOBAL INTERDISCIPLINARY BUSINESS-ECONOMICS ADVANCEMENT CONFERENCE

2014 PROCEEDING NON-INDEX MAIN AUTHOR

61. CLOTHING PURCHASE MOTIVES AND STATUS CONSUMPTION AMONG MIGRANT MUSLIMS

5TH GLOBAL ISLAMIC MARKETING CONFERENCE

2014 PROCEEDING NON-INDEX MAIN AUTHOR

62. SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE: THE CASE OF MUSLIM YOUNG ADULT

THE 18TH NATIONAL MACFEA SEMINAR

2014 PROCEEDING NON-INDEX MAIN AUTHOR

63. ATTITUDES OF MUSLIMS TOWARD PARTICIPATION IN CASH WAQF: ANTECEDENTS AND CONSEQUENCES

MUKTAMAR WAQF IQLIMI

2014 PROCEEDING NON-INDEX CO-AUTHOR

64. A PROBLEM-BASED LEARNING EXPERIENCE: A STUDY ON FINANCIAL SERVICES MARKETING CLASSROOM

ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE

2014 PROCEEDING NON-INDEX CO-AUTHOR

65. RELATIONSHIPS BETWEEN RELIGIOSITY AND CONTROVERSIAL PRODUCTS AND OFFENSIVE NATURE OF ADVERTISING APPEALS

5TH GLOBAL ISLAMIC MARKETING CONFERENCE

2014 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

66. THE CONCEPT AND CHALLENGES OF ISLAMIC PAWN BROKING (AR-RAHNU)

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL SCOPUS CO-AUTHOR

67. DEVELOPING SCALES FOR MEASURING RELIGIOSITY IN THE CONTEXT OF CONSUMER RESEARCH

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL SCOPUS MAIN AUTHOR

68. ASSESSMENT OF SOME OF THE ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS AR-RAHNU

10TH ASIAN ACADEMY OF MANAGEMENT INTERNATIONAL CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

69. RELATIONSHIPS BETWEEN RELIGIOSITY AND CONTROVERSIAL PRODUCTS AND OFFENSIVE NATURE OF ADVERTISING APPEALS

ISLAMIC ECONOMIC SYSTEM CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

70. ATTITUDE OF MUSLIM TOWARDS PARTICIPATION IN AR-RAHNU: ANTECEDENTS AND CONSEQUENCES

ASIA PACIFIC MARKETING & MANAGEMENT CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

71. EXPLORING YOUNG BRITISH MUSLIM CLOTHING CONSUMPTION

4TH GLOBAL ISLAMIC MARKETING CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

72. RELIGIOSITY AS PREDICTOR OF CONSUMER BEHAVIOUR

INTERNATIONAL CONFERENCE AND CALL FOR PAPERS

2013 PROCEEDING NON-INDEX MAIN AUTHOR

73. EXPLORING MALAYSIAN MUSLIM WOMEN CLOTHING CONSUMPTION

ISLAMIC ECONOMIC SYSTEM CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

74. A SMALL, BIG HEARTED MUSLIMPRENEUR

INTERNATIONAL CONFERENCE AND CALL FOR PAPERS

2013 PROCEEDING NON-INDEX CO-AUTHOR

75. A FRESH PERSPECTIVE INTO ISLAMIC ADVERTISING ETHICS

17TH NATIONAL MACFEA CONFERENCE

2013 PROCEEDING NON-INDEX CO-AUTHOR

76. CONSUMER EXPECTATIONS FROM HEALTH CARE SERVICES

INTERNATIONAL CONFERENCE AND CALL FOR PAPERS

2013 PROCEEDING NON-INDEX CO-AUTHOR

77. IMPAK PROGRAM TRANSFORMASI EKONOMI (ETP) TERHADAP BELIA MALAYSIA

17TH NATIONAL MACFEA CONFERENCE

2013 PROCEEDING NON-INDEX CO-AUTHOR

78. CLOTHING BENEFITS: THE CASE OF BRITISH MUSLIMS

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL RESEARCH

2012 JOURNAL WOS MAIN AUTHOR

PUBLICATION

79. EFFECTS OF SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE ON CLOTHING BENEFITS SOUGHT

INTERNATIONAL JOURNAL OF MANAGEMENT STUDIES

2012 JOURNAL WOS MAIN AUTHOR

80. BUSINESS PROCESS REENGINEERING (BPR): REJUVENATING THE BUSINESS LICENSE APPLICATION PROCESS IN A STATE LOCAL AUTHORITY

INTERNATIONAL CONFERENCE ON PUBLIC POLICY AND SOCIAL SCIENCES

2012 PROCEEDING NON-INDEX MAIN AUTHOR

81. RELATIONSHIPS AMONG RELIGIOSITY, ACCULTURATION AND ETHNIC IDENTIFICATION

INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2012 PROCEEDING NON-INDEX MAIN AUTHOR

82. ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS ISLAMIC PAWNBROKING

ISLAMIC BANKING AND ACCOUNTING FINANCE SEMINAR

2012 PROCEEDING NON-INDEX MAIN AUTHOR

83. INFLUENCE OF SELF CONGRUITY ON CONSUMER SATISFACTION

ISLAMIC BANKING AND ACCOUNTING FINANCE SEMINAR

2012 PROCEEDING NON-INDEX MAIN AUTHOR

84. THE EVOLUTIONARY PSYCHOLOGY PERSPECTIVE IN CONSUMER CHOICE

INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2012 PROCEEDING NON-INDEX CO-AUTHOR

85. ANALYSIS OF BPM: A REVIEW OF EVIDENCE ON CONSUMER BEHAVIOUR

INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2012 PROCEEDING NON-INDEX CO-AUTHOR

86. MAQASID AL-SHARI'AH: ONE OF THE VERY IMPORTANT SHARI'AH ASPECTS IN ISLAMIC FINANCE.

ISLAMIC BANKING AND ACCOUNTING FINANCE SEMINAR

2012 PROCEEDING NON-INDEX CO-AUTHOR

87. AN ENTREPRENEUR'S PERCEPTION AND DILEMMA ON PUBLIC BUREAUCRACY: A CASE STUDY

INTERNATIONAL CONFERENCE ON PUBLIC POLICY AND SOCIAL SCIENCES

2012 PROCEEDING NON-INDEX CO-AUTHOR

88. BUSINESS PROCESS REENGINEERING (BPR): SPEEDING UP BUSINESS LICENSING PROCESS IN A STATE GOVERNMENT AGENCIES

INTERNATIONAL PUBLIC SECTOR CONFERENCE

2012 PROCEEDING NON-INDEX CO-AUTHOR

89. ANTECEDENTS AND OUTCOMES OF INTERPERSONAL INFLUENCES: THE CASE OF BRITISH MUSLIMS IN THE UK

ROYAL BANK INTERNATIONAL RESEARCH SEMINAR

2011 PROCEEDING NON-INDEX CO-AUTHOR

90. ETHNIC MINORITY CONSUMER BEHAVIOUR: THE CASE OF BRITISH MUSLIM CONSUMER SATISFACTION TOWARDS HIGH STREET FASHION RETAILER

ACADEMY OF MARKETING, CONFERENCE

2010 PROCEEDING NON-INDEX MAIN AUTHOR

91. BRITISH MUSLIM SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE: THE ROLE OF CLOTHING BENEFITS

ACADEMY OF MARKETING, DOCTORAL COLLOQUIUM

2010 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

92. YOUNG BRITISH MUSLIM AND HIGH STREET FASHION RETAILER

SPOTLIGHT ON SOCIAL SCIENCES: INTERDISCIPLINARY CONFERENCE FOR RESEARCHERS

2010 PROCEEDING NON-INDEX MAIN AUTHOR

93. SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE: ASSESSMENT OF SOME ANTECEDENTS

AGBA CONFERENCE

2010 PROCEEDING NON-INDEX CO-AUTHOR

94. ATTITUDE TOWARDS HIGH STREET FASHION CLOTHING RETAILER: THE CASE OF BRITISH MUSLIMS IN THE UK

THE EUROPEAN INSTITUTE OF RETAILING AND SERVICE STUDIES (EIRASS)

2010 PROCEEDING NON-INDEX CO-AUTHOR

95. ATTITUDE TOWARDS HIGH STREET FASHION CLOTHING: THE CASE OF BRITISH MUSLIMS IN THE UK

SPOTLIGHT ON SOCIAL SCIENCES: INTERDISCIPLINARY CONFERENCE FOR RESEARCHERS

2009 PROCEEDING NON-INDEX MAIN AUTHOR

96. ATTITUDE TOWARDS HIGH STREET FASHION CLOTHING: THE CASE OF BRITISH MUSLIMS IN THE UK

ACADEMY OF MARKETING, DOCTORAL COLLOQUIUM

2009 PROCEEDING NON-INDEX MAIN AUTHOR

97. TRUST TOWARDS FASHION BRANDS: EFFECT OF ACCULTURATION, ETHNICITY AND SELF IMAGE CONGRUENCE AMONG BRITISH MUSLIMS IN THE UK

SAICON CONFERENCE

2008 PROCEEDING NON-INDEX CO-AUTHOR

98. KONTRAK AR-RAHNU: IMPLIMENTASINYA DALAM SISTEM KEWANGAN ISLAM DI MALAYSIA

ISSUES LAW AND SYARIAH IN CONJUNCTION WITH THE RENAMING OF KUIM TO USIM

2007 CHAPTER IN BOOK CO-AUTHOR

CONSULTATION

1. PROGRAM GE-KPT PACE: PERSIJILAN SECURITIES COMMISSION LICENSING EXAM (SCLE) MODUL 9&10 TAJAAN KPT DI USIM

KEMENTERIAN PENGAJIAN TINGGI

2022 NATIONAL

2. PERUNDINGAN KURSUS PERSIJILAN PROFESSIONAL PERUNDING ZAKAT (KPPPZ), LEMBAGA ZAKAT SELANGOR (MAIS)

LEMBAGA ZAKAT SELANGOR

2021 NATIONAL

3. IMPACT STUDY ASSIGNMENT FOR ESLITE SPECTRUM MALAYSIA SDN BHD FOR PREMISES LOCATED IN BUKIT BINTANG KUALA LUMPUR

ESLITE SPECTRUM MALAYSIA SDN BHD

2021 NATIONAL

4. HARI KRAF KEBANGSAAN (HKK): KAJIAN KEPUASAN PENUNJUNG TERHADAP ACARA HKK 2015

KRAFTANGAN MALAYSIA

2015 NATIONAL

5. KAJIAN KEPUASAN PELANGGAN DAN NIAT MEMBELI PRODUK KRAF PADA HARI KRAF KEBANGSAAN 2015

KRAFTANGAN MALAYSIA

2015 NATIONAL

6. KAJIAN IMPAK TERHADAP PENGGUNA DAN PERUNCIT ATAS CADANGAN PENUBUHAN AEON INDEK PUTRAJAYA

3B ADVSIORY & CONSULTANCY SDN BHD

2014 NATIONAL

7. KAJIAN IMPAK TERHADAP PENGGUNA DAN PERUNCIT ATAS CADANGAN PENUBUHAN MAXVALU DI GAMUDA WALK KOTA KEMUNING SHAH ALAM

3B ADVSIORY & CONSULTANCY SDN BHD

2014 NATIONAL

8. KAJIAN IMPAK TERHADAP PENGGUNA DAN PERUNCIT ATAS CADANGAN PENUBUHAN PASARAY BESAR AEON QUILL CITY KUALA LUMPUR

3B ADVSIORY & CONSULTANCY SDN BHD

2014 NATIONAL

9. KAJIAN IMPAK TERHADAP PENGGUNA DAN PERUNCIT ATAS CADANGAN PENUBUHAN AEON TABUAN KUCHING SELATAN, SARAWAK

3B ADVSIORY & CONSULTANCY SDN BHD

2014 NATIONAL

10. KAJIAN IMPAK TERHADAP PENGGUNA DAN PERUNCIT ATAS CADANGAN PENUBUHAN AEON JALAN TUN AHMAD ADRUCE KUCHING SELATAN

3B ADVSIORY & CONSULTANCY SDN BHD

2014 NATIONAL

11. HIBAH AMANAH

SYARIKAT IMARAH SDN BHD

2014 NATIONAL

12. KAJIAN KEBOLEHLAKSANAAN KLINIK PAKAR USIM DI NILAI

USIM TIJARAHA

2013 UNIVERSITY

13. BUSINESS PROCESS REENGINEERING (BPR)

MALAYSIA PRODUCTIVITY CORPORATION

2012 NATIONAL

AWARDS/RECOGNITION

1. BEST PAPER AWARD

2024 INTERNATIONAL

2. STAF CONTOH BULANAN (FEBRUARI)

2024 OTHERS

3. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2024 OTHERS

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

NEGERI SEMBILAN INTERNATIONAL EXPOSITION (NSIEx) 2024

2024 ANTARABANGSA GOLD

5. A STUDY ON PROPENSITY TO INDEBTEDNESS AMONG YOUNG WORKING MALAYS IN MALAYSIA

The 11th Islamic Banking, Accounting and Finance International Conference

2024 ANTARABANGSA BEST PAPER AWARD

6. ACADEMIC ADVISOR

UNIVERSITI ISLAM SELANGOR

2023 NATIONAL

7. ACADEMIC ADVISOR

UNIVERSITI MALAYSIA TERENGGANU

2023 NATIONAL

8. BEST IN PERSON PRESENTATION

2022 INTERNATIONAL

9. ANUGERAH KECEMERLANGAN STAF

2022 OTHERS

10. ANUGERAH PERKHIDMATAN SETIA

2022 UNIVERSITY

11. VISITING SCHOLAR

UNIVERSITY OF WOLLONGONG

2022 INTERNATIONAL

12. BEST PAPER AWARD

2021 INTERNATIONAL

13. ANUGERAH PENYELIDIKAN TERBAIK (SAINS SOSIAL DAN SASTERA IKHTISAS)

2021 UNIVERSITY

14. BEST PRESENTER

2021 NATIONAL

AWARDS/RECOGNITION

15. ACADEMIC ADVISOR

KOLEJ VOKASIONAL GOMBAK

2021 NATIONAL

16. VISITING SCHOLAR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2021 INTERNATIONAL

17. ACADEMIC ADVISOR

UNIVERSITI SAINS ISLAM MALAYSIA

2021 UNIVERSITY

18. ACADEMIC ADVISOR

UNIVERSITI SAINS ISLAM MALAYSIA

2021 UNIVERSITY

19. ACADEMIC ADVISOR

UNIVERSITI SAINS ISLAM MALAYSIA

2021 INTERNATIONAL

20. BEST PAPER

2020 UNIVERSITY

21. VISITING PROFESOR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2019 INTERNATIONAL

22. USIM TOP 100 RESEARCHERS

2018 UNIVERSITY

23. ANUGERAH PERKHIDMATAN CEMERLANG

2018 UNIVERSITY

24. Q-WAKAF: MODEL WAKAF MUAQQAT (WAKAF BERTEMPOH): MENUJU KE ARAH KELESTARIAN PENJANAAN DANA WAKAF DI MALAYSIA

8th EXPOSITION ON ISLAMIC INNOVATION (i-INOVA) 2018

2018 UNIVERSITI SILVER

25. TOP 100 RESEARCHERS USIM (2013-2017)

TOP 100 RESEARCHERS

2018 UNIVERSITI CERTIFICATE OF APPRECIATION

26. WAQIF SATISFACTION: ANTECEDENTS AND CONSEQUENCES

1st WORLD INTERNATIONAL CONFERENCE ON ISLAMIC SCIENCES 2016 (WICOIS 2016)

2016 ANTARABANGSA BEST PAPER AWARD

27. 1ST BEST PAPER

2015 INTERNATIONAL

28. PENSYARAH AKTIF

2015 UNIVERSITY

AWARDS/RECOGNITION

29. VISITING RESEARCHER

CARDIFF UNIVERSITY

2015

INTERNATIONAL

30. PERMODALAN NASIONAL BERHAD (PNB): INVESTIGATING THE YOUNG'S BEHAVIOUR IN FINANCIAL INVESTMENT

ISLAMIC ECONOMIC SYSTEM CONFERENCE 2015 (IECONS 2015)

2015

ANTARABANGSA

BEST PAPER AWARD

31. YOUNG ADULT INTENTION TO INVEST IN AMANAH SAHAM NASIONAL BERHAD (ASNB) INVESTMENT SCHEME

ISLAMIC ECONOMIC SYSTEM CONFERENCE 2015 (IECONS 2015)

2015

ANTARABANGSA

BEST PAPER AWARD

32. ANUGERAH PERKHIDMATAN CEMERLANG

2014

NATIONAL

33. BEST PAPER AWARD

2014

INTERNATIONAL