

Profile Image

## PROF. MADYA DR. SYADIYAH BINTI ABDUL SHUKOR

PENSYARAH UNIVERSITI DS14

### CONTACT

**Phone:** 86417

**E-mail:**  
syadiyah@usim.edu.my

**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. MUSLIM TRAVELLERS: A BIBLIOMETRIC ANALYSIS

2023 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

### 2. 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

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

2023 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

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

2023 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

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

2021 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED MAIN RESEARCHER

# RESEARCH

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## 6. SEGMENTING FINTECH USERS IN MALAYSIA

2019 GERAN PENYELIDIKAN INDUSTRI COMPLETED MAIN RESEARCHER

## 7. INCREASING PARTICIPATION IN TAKAFUL AMONG MALAYSIAN BUMIPUTERA

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED MAIN RESEARCHER

## 8. A TRUST MODEL FOR TAKAFUL AGENT-CLIENT RELATIONSHIP

2015 GERAN PENYELIDIKAN PENTADBIR COMPLETED MAIN RESEARCHER

## 9. ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS ISLAMIC PAWN BROKING

2012 GERAN PENYELIDIKAN FUNDAMENTAL COMPLETED MAIN RESEARCHER

# PUBLICATION

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

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA MAIN AUTHOR

## 3. 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

## 4. 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

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

INTERNATIONAL BUSINESS EDUCATION JOURNAL

2023 JOURNAL MYCITE MAIN AUTHOR

## 6. 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

## 7. 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

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

THE EMPIRICAL ECONOMICS LETTERS

2022 JOURNAL ERA MAIN AUTHOR

## 9. 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

## 10. SUSTAINING BUSINESS DURING THE PANDEMIC: CASE STUDIES AMONG MUSLIMPRENEURS

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

## 11. TRUST IN TAKAFUL AGENTS: ANTECEDENTS AND CONSEQUENCES

JOURNAL OF ISLAMIC ACCOUNTING AND BUSINESS RESEARCH

2020 JOURNAL SCOPUS AND ERA MAIN AUTHOR

## 12. SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE AMONG YOUNG MUSLIMS

JOURNAL OF NUSANTARA STUDIES

2019 JOURNAL MYCITE MAIN AUTHOR

## 13. TRUST ON AWQAF INSTITUTIONS: EVIDENCE FROM MALAYSIA

JOURNAL OF ISLAMIC MARKETING

2019 JOURNAL SCOPUS MAIN AUTHOR

# PUBLICATION

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

INTERNATIONAL JOURNAL OF BUSINESS SOCIETY

2017 JOURNAL SCOPUS MAIN AUTHOR

## 15. GIVING BEHAVIOUR: WHO DONATES CASH WAQF?

MALAYSIAN CONSUMER AND FAMILY ECONOMICS ASSOCIATION

2016 JOURNAL SCOPUS MAIN AUTHOR

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

GLOBAL ISLAMIC MARKETING CONFERENCE

2016 PROCEEDING NON-INDEX MAIN AUTHOR

## 17. WAQIF SATISFACTION: ANTECEDENTS AND CONSEQUENCES

WICOIS

2016 PROCEEDING NON-INDEX MAIN AUTHOR

## 18. 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

## 19. 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

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

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS 2015)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 21. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS 2015)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 22. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

19TH MACFEA NATIONAL SEMINAR

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 23. EXPLORING FACTORS INFLUENCING GENERATION Y TRUST ON INTERNET BANKING

GLOBAL INTERDISCIPLINARY BUSINESS-ECONOMICS ADVANCEMENT CONFERENCE

2014 PROCEEDING NON-INDEX MAIN AUTHOR

## 24. CLOTHING PURCHASE MOTIVES AND STATUS CONSUMPTION AMONG MIGRANT MUSLIMS

5TH GLOBAL ISLAMIC MARKETING CONFERENCE

2014 PROCEEDING NON-INDEX MAIN AUTHOR

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

THE 18TH NATIONAL MACFEA SEMINAR

2014 PROCEEDING NON-INDEX MAIN AUTHOR

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

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL SCOPUS MAIN AUTHOR

# PUBLICATION

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## 27. 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

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

ISLAMIC ECONOMIC SYSTEM CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

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

ASIA PACIFIC MARKETING & MANAGEMENT CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 30. EXPLORING YOUNG BRITISH MUSLIM CLOTHING CONSUMPTION

4TH GLOBAL ISLAMIC MARKETING CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 31. RELIGIOSITY AS PREDICTOR OF CONSUMER BEHAVIOUR

INTERNATIONAL CONFERENCE AND CALL FOR PAPERS

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 32. EXPLORING MALAYSIAN MUSLIM WOMEN CLOTHING CONSUMPTION

ISLAMIC ECONOMIC SYSTEM CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 33. CLOTHING BENEFITS: THE CASE OF BRITISH MUSLIMS

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL RESEARCH

2012 JOURNAL WOS MAIN AUTHOR

## 34. EFFECTS OF SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE ON CLOTHING BENEFITS SOUGHT

INTERNATIONAL JOURNAL OF MANAGEMENT STUDIES

2012 JOURNAL WOS MAIN AUTHOR

## 35. 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

## 36. RELATIONSHIPS AMONG RELIGIOSITY, ACCULTURATION AND ETHNIC IDENTIFICATION

INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 37. ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS ISLAMIC PAWNBROKING

ISLAMIC BANKING AND ACCOUNTING FINANCE SEMINAR

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 38. INFLUENCE OF SELF CONGRUITY ON CONSUMER SATISFACTION

ISLAMIC BANKING AND ACCOUNTING FINANCE SEMINAR

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 39. 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

# PUBLICATION

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

ACADEMY OF MARKETING, DOCTORAL COLLOQUIUM

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

## 41. YOUNG BRITISH MUSLIM AND HIGH STREET FASHION RETAILER

SPOTLIGHT ON SOCIAL SCIENCES: INTERDISCIPLINARY CONFERENCE FOR RESEARCHERS

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

## 42. 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

## 43. 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

# CONSULTATION

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## 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 (KPPZ), 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 PENGUNJUNG 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

# AWARDS/RECOGNITION

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## 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