



DR. MOHAMMAD TAHIR BIN ZAINUDDIN

PENSYARAH UNIVERSITI DS13

CONTACT

Phone: 6331

E-mail: tahir@usim.edu.my

Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 1, Ongoing: 3

Master - Completed: 1, Ongoing: 0

AREAS OF EXPERTISE

Digital Marketing

Business, Financial And Managerial Skills

Digital Economy

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Business Studies.

ACADEMIC QUALIFICATION

Phd in Business Studies (2019)

Master in Business Admin (international Business) (2005)

Master in Business Admin (international Business Market (2005)

Bachelor in Kewangan (2000)

Dpa in Pentadbiran Awam (1997)

RESEARCH

1. MODELLING DIGITAL TECHNOLOGY AND AI ADOPTION TOWARDS ACCELERATING MARKETING PERFORMANCE OF SMALL AND MEDIUM ENTREPRENEURS (SMES)

2025

ON GOING

MAIN RESEARCHER

2. THE ESTABLISHMENT OF ISLAMIC MARKETING MIX MODEL IN RESOLVING RISING COST OF LIVING AMONG MALAYSIAN

2020

COMPLETED

MAIN RESEARCHER

3. KE ARAH MEMPROMOSIKAN HARTA WAKAF-SATU KAJIAN DI NEGERI SEMBILAN

2009

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. WHAT LEADS TO ONLINE FINANCIAL FRAUD VICTIMIZATION AMONG CONSUMERS: AN EMPIRICAL ANALYSIS

2025 JOURNAL

2. WHAT LEADS TO ONLINE FINANCIAL FRAUD VICTIMIZATION AMONG CONSUMERS? : AN EMPIRICAL ANALYSIS

2025 PROCEEDING

3. DOES THE ISLAMIC MARKETING MIX MODEL MATTER IN COPING WITH THE RISING COST OF LIVING IN MALAYSIA DURING THE CRISIS?

2024 JOURNAL

4. RELIEVING THE STRESS OF THE RISING COST OF LIVING: WHAT MATTERS TO BE REVIEWED BY THE LAW?

2023 PROCEEDING

5. DOES THE ISLAMIC MARKETING MIX MODEL MATTER IN COPING WITH THE RISING COST OF LIVING IN MALAYSIA DURING CRISIS?

2023 PROCEEDING

6. MODELING THE CONSUMERS? CONTINUANCE INTENTION OF DIGITAL PAYMENT IN POST-PANDEMIC

2023 PROCEEDING

7. INCOME DISPARITY AND RISING COST OF LIVING.

2023 PROCEEDING

8. EXPLORING THE CONSUMERS' CRITICAL FACTORS IN DEVELOPING ISLAMIC FINANCIAL PRODUCT OF SME BANK

2022 PROCEEDING

9. FACTORS TO INFLUENCE THE EFFECTIVENESS OF DIGITAL MARKETING AMONG GEN Z

2022 PROCEEDING

10. UTILISATION OF ISLAMIC MARKETING MIX IN RESOLVING RISING COST OF LIVING: A LITERATURE REVIEW

2021 PROCEEDING

11. FACTORS TO INFLUENCE CONSUMERS' ATTITUDE TOWARDS BIMB GO PLATFORM

2021 PROCEEDING

12. ACCELERATING THE PERFORMANCE OF SME BUSINESS IN MALAYSIA DURING COVID-19 PANDEMIC CRISIS

2020 PROCEEDING

13. EXTENDED THEORY OF PLANNED BEHAVIOUR OF CONSUMER BEHAVIOUR IN RESOLVING ADOPTION ISSUES OF ISLAMIC LIFE INSURANCE IN MALAYSIA: A CONCEPTUAL FRAMEWORK

2019 PROCEEDING

14. THE NEED OF EFFECTIVE PROMOTIONAL TOOLS FOR WAQF ASSET/ FUND IN MALAYSIA: AN EMPIRICAL ANALYSIS

2019 PROCEEDING

15. IMPROVING THE AWARENESS ON PERSONAL FINANCIAL PLANNING IN RESOLVING BANKRUPTCY ISSUE AMONG MALAYSIAN CIVIL SERVANT: A CONCEPTUAL FRAMEWORK

2018 PROCEEDING

16. PROMOTING SUSTAINABLE AND RESPONSIBLE INVESTMENT THROUGH INNOVATIVE HYBRID SUKUK FINANCING AND ENDOWMENT

2017 PROCEEDING

17. THE IMPACT OF PERCEIVED BENEFITS TOWARDS CONSUMERS' INTENTION: AN EMPIRICAL ANALYSIS

2017 PROCEEDING

18. MARKETING: CONVENTIONAL APPROACHES AND COMPLEMENTARY VIEWS FROM ISLAMIC PERSPECTIVES (SECOND EDITION)

2017 BOOK

19. MARKETING: CONVENTIONAL APPROACHES AND COMPLEMENTARY VIEWS FROM ISLAMIC PERSPECTIVES

2016 BOOK

20. RESEARCH MODEL ON FUNCTIONAL FOOD MARKETING

2014 PROCEEDING

21. FUNCTIONAL FOODS MARKETING: CONSUMERS' VALUATION, FOOD SAFETY ISSUES AND ITS IMPLICATION TO POLICY ENHANCEMENT.

2013 PROCEEDING

22. THE NEEDS OF CONSUMER MARKETING & PROMOTION TOOLS APPLICATION: CASE STUDY IN WAKAF FUND MANAGEMENT

2012 PROCEEDING

23. MARKETING OF MALAYSIAN PROPERTY : INVESTMENT PROSPECTS VERSUS PRICING ISSUES

2011 JOURNAL

24. IMPLEMENTATION OF CONSUMER MARKETING & PROMOTION TOOLS : CASE STUDY IN WAKAF FUND MANAGEMENT

2011 PROCEEDING

25. PROMOTIONAL IMPACT TOWARDS IMPROVING THE FINANCIAL MANAGEMENT: CASE STUDY OF WAQF FUND MANAGEMENT

2011 PROCEEDING

26. PENINGKATAN DANA (FUNDRAISING) DALAM MEMPROMOSI WAKAF

2010 PROCEEDING

27. FRANCHISE MARKETING STRATEGIES IN RESTAURANT SERVICE INDUSTRY AND CUSTOMERS SATISFACTION

2009 PROCEEDING

28. KE ARAH MEMPROMOSI HARTA WAKAF : SATU KAJIAN DI NEGERI SEMBILAN

2009 PROCEEDING

CONSULTATION/ADULATION

1. INDUSTRIAL TRAINING SUPERVISION

2018 OTHERS USIM

2. SUPERVISOR FOR STUDENT INDUSTRIAL TRAINING 2017 (RODHIYAHTUM MARDHIYYAH BINTI MOHAMED HALIM)

2017 UNIVERSITY MOHD HAFIZ & CO

3. SUPERVISOR FOR STUDENT INDUSTRIAL TRAINING (HANNAN ELYASYA' BIN HAMDAN)

2017 UNIVERSITY GENESIS MR CORPORATE SDN BHD

4. INDUSTRIAL TRAINING (MUHAMMAD SYAFIQ BIN SAIDI)

2017

UNIVERSITY

H.I CORPORATE SERVICES

5. INDUSTRIAL TRAINING (HC JAYA SDN BHD- NURUL NADHIRAH BINTI ZALANI)

2017

UNIVERSITY

HC JAYA SDN BHD

AWARDS/RECOGNITION

1. STAFF EXCELLENCE AWARD

2025

UNIVERSITY

2. ANUGERAH STAF CONTOH BULANAN

2025

UNIVERSITY

3. ACADEMIC ADVISOR

2025

UNIVERSITY

4. ACADEMIC ADVISOR

2025

INTERNATIONAL

5. ACADEMIC ADVISOR

2025

UNIVERSITY