

Profile Image

## PROF. MADYA DR. UMMI SALWA BINTI AHMAD BUSTAMAM

PENSYARAH UNIVERSITI DS14

### CONTACT

**Phone:** 06-7978604

**E-mail:**

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**Faculty:** Fakulti Ekonomi  
Dan Muamalat

### SUPERVISION

PhD - Completed: 0, Ongoing: 4

Master - Completed: 3,  
Ongoing: 1

### AREAS OF EXPERTISE

Other Strategic Management N.e.c

Entrepreneurship Training

Business Management

### ACADEMIC QUALIFICATION

PhD in Pengurusan Strategik (2012)

Master in Pentadbiran Perniagaan (2005)

Bachelor in Pentadbiran Perniagaan (2003)

### RESEARCH

#### 1. HALAL COSMETICS ECOSYSTEM: A COMPARATIVE ANALYSIS OF MALAYSIA AND INDONESIA

2023

GERAN SEPADAN ANTARABANGSA

ON GOING

CO-RESEARCHER

#### 2. PEMBANGUNAN STRATEGI PEMBANTERASAN RASUAH NASIONAL (NACS)

2023

GERAN PENYELIDIKAN AGENSI KERAJAAN

COMPLETED

CO-

RESEARCHER

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

2023

GERAN PENYELIDIKAN USIM

ON GOING

CO-RESEARCHER

#### 4. KAJIAN PENGARUH UNDI 18 TERHADAP SENARIO POLITIK NEGARA

2022

GERAN PENYELIDIKAN AGENSI KERAJAAN

COMPLETED

CO-

RESEARCHER

**5. STRENGTHENING BUSINESS GROWTH MODEL FOR COOPERATIVES THROUGH THE IMPLEMENTATION OF SHARIAH-BASED QUALITY MANAGEMENT STANDARD MS1900:2014**

2022

GERAN PENYELIDIKAN USIM

COMPLETED

MAIN RESEARCHER

# RESEARCH

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## 6. 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

## 7. CASE STUDY ON THE SUSTAINABILITY STRATEGY OF BUSINESS ORGANIZATIONS DURING THE COVID-19 PANDEMIC

2021 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

## 8. LESSONS LEARNT FROM COVID-19: CASE STUDIES FROM BUSINESS AND ECONOMIC PERSPECTIVES

2020 GERAN PENYELIDIKAN COVID-19 COMPLETED MAIN RESEARCHER

## 9. FOSTERING SUSTAINABLE INNOVATION AND SUSTAINABLE DEVELOPMENT IN MALAYSIA: A NEW HALAL ENTREPRENEURSHIP SUCCESS INDEX

2019 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

## 10. SOCIAL ENTERPRISE @ URBAN COMMUNITY (SE@UC)

2017 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

## 11. HOUSING SUPPLY, AFFORDABILITY AND POLICY IN DEVELOPED AND DEVELOPING COUNTRIES CRITICAL REVIEW

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

## 12. MIZAN AND THE SOCIO-ECONOMIC DEVELOPMENT : A SPECIAL FOCUS ON KAMPUNG ECONOMY AND KAMPUNG COOPERATIVE

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED MAIN RESEARCHER

## 13. STRATEGIC LEADERSHIP AND DECISION-MAKING: AN ACADEMIC PERSPECTIVE

2016 GERAN PENYELIDIKAN AGENSI KERAJAAN COMPLETED CO-RESEARCHER

## 14. KAJIAN PENAMBAHBAIKAN PROGRAM KEUSAHAWANAN KE ARAH MENINGKATKAN KEBOLEHPASARAN GRADUAN USIM

2015 GERAN PENYELIDIKAN PENTADBIR COMPLETED MAIN RESEARCHER

## 15. "IS BAI BI THAMIN AJIL" (BBA) OPPRESSIVE

2014 GERAN PENYELIDIKAN INDUSTRI COMPLETED CO-RESEARCHER

## 16. INOVASI DALAM PENGGUNAAN / PENULISAN KES DALAM PEMBELAJARAN DAN PENGAJARAN

2013 GERAN KPT (KKP) COMPLETED CO-RESEARCHER

## 17. KAJIAN KEBOLEHLAKSANAAN KLINIK PAKAR USIM DI NILAI

2013 GERAN ANTARABANGSA COMPLETED CO-RESEARCHER

## 18. THE IMPACT OF SCM REVISED SHARIAH SCREENING METHODOLOGY ON FUND MGT COMPANIES

2013 GERAN PENYELIDIKAN KOMPETITIF BERPASUKAN COMPLETED CO-RESEARCHER

## 19. KAJIAN KEBOLEHPASARAN GRADUAN USIM

2013 GERAN PENYELIDIKAN USIM COMPLETED CO-RESEARCHER

## 20. KAJIAN KES PROGRAM EXECUTIVE CERTIFICATE IN ADVANCED BUSINESS AND ENTREPRENEURSHIP MANAGEMENT (ABEM)

2013 GERAN KPT (KKP) COMPLETED MAIN RESEARCHER

## 21. CREATIVE IMPAIRMENT - AN ANALYSIS OF CURRENT DISCLOSURE PRACTICES BY TOP 50 SHARIAH APPROVED COMPANIES

2012 GERAN KPT COMPLETED CO-RESEARCHER

# RESEARCH

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22. A DEVELOPMENT OF MODEL IN CRAFTING STRATEGY TOWARDS ACHIEVING THE SHARIAH COMPLIANT QUALITY STANDARD, MS1900:2005 AND BUSINESS GROWTH

2012

GERAN KPT

COMPLETED

MAIN RESEARCHER

# PUBLICATION

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## 1. THE TRAIL OF HALAL SERVICES RESEARCH: THE BIBLIOMETRIC ANALYSIS USING R

JOURNAL OF ISLAMIC MARKETING

2024 JOURNAL ISI, SCOPUS AND ERA CO-AUTHOR

## 2. BEYOND HOSPITALITY: THE INCLUSIVE COMMUNITY MODEL OF KAMPUNG STAY AT KEM MODAL INSAN

INTERNATIONAL CASE STUDY CONGRESS (ICSC) 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

## 3. SPACE CRUNCH AND FOOD LOSS: A BAKERY DILEMMA

INTERNATIONAL CASE STUDY CONGRESS (ICSC) 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

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

INTERNATIONAL CASE STUDY CONGRESS (ICSC)

2024 PROCEEDING NON-INDEX CO-AUTHOR

## 5. BOUQUETS & BREWS: A LOOK INSIDE HANNAH PETAL'S BLOSSOMING CAFE & CULTURE

INTERNATIONAL CASE STUDY CONGRESS (ICSC)

2024 PROCEEDING NON-INDEX CO-AUTHOR

## 6. CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

2024 BOOK EDITOR

## 7. INTRODUCTION: CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

2024 CHAPTER IN BOOK MAIN AUTHOR

## 8. BORNEO ESSENTIALS: FROM BORNEO TO GLOBAL

CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC.

2024 CHAPTER IN BOOK MAIN AUTHOR

## 9. IKUT CAKAP DIA

KAJIAN KES KOPERASI DI MALAYSIA (JILID 9)

2024 CHAPTER IN BOOK MAIN AUTHOR

## 10. STRATEGI PEMBANTERASAN RASUAL NASIONAL (NACS) 2024-2028

2024 POLICY

## 11. SUKATAN PELAJARAN PENGAJIAN PERNIAGAAN STPM

2024 POLICY

## 12. UNLEASHING THE POWER OF MIZAN PRINCIPLES: A CASE 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

## 13. STRENGTHENING BUSINESS GROWTH MODEL FOR COOPERATIVES THROUGH THE IMPLEMENTATION OF SHARIAH-BASED QUALITY MANAGEMENT STANDARD MS1900:2014

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

2023 PROCEEDING NON-INDEX MAIN AUTHOR

# PUBLICATION

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## 14. THE PERCEPTION OF SUCCESS IN THE HALAL MARKET: DEVELOPING A HALAL ENTREPRENEURSHIP SUCCESS SCALE

JOURNAL OF ISLAMIC MARKETING

2022 JOURNAL ISI, SCOPUS AND ERA CO-AUTHOR

## 15. THE BEEF CATTLE LIVESTOCK RESEARCH: FROM THE PERSPECTIVE OF THE RESOURCE-BASED VIEW (RBV THEORY)

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE

2022 PROCEEDING NON-INDEX CO-AUTHOR

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

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS (ICABEC 2022)

2022 PROCEEDING NON-INDEX CO-AUTHOR

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

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

## 18. THE DIGITAL AGE: SHALL I TAG ALONG?

IJUM JOURNAL OF CASE STUDIES IN MANAGEMENT

2021 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

## 19. PROSPECTS FOR ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS 2030 THROUGH A PROPOSED HALAL ENTREPRENEURSHIP SUCCESS INDEX (HESI)

INTERNATIONAL CONFERENCE ON MANAGEMENT, SOCIAL SCIENCES & HUMANITIES (ICMESH 2020)

2021 PROCEEDING NON-INDEX CO-AUTHOR

## 20. RESPONDING TO THE COVID-19 PANDEMIC: CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 BOOK CO-EDITOR

## 21. INTRODUCTION - RESPONDING TO THE COVID-19 PANDEMIC - CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

RESPONDING TO THE COVID-19 PANDEMIC - CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 CHAPTER IN BOOK CO-AUTHOR

## 22. STAY AT HOME: WE WILL CARE FOR YOU

RESPONDING TO THE COVID-19 PANDEMIC - CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 CHAPTER IN BOOK MAIN AUTHOR

## 23. COMPARATIVE ANALYSIS ON BANKING PERFORMANCE BY USING ALTMAN'S AND ZMIJEWSKI'S MODEL

INTERNATIONAL JOURNAL OF COMMUNICATION, MANAGEMENT AND HUMANITIES (IJCOMAH)

2020 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

## 24. LITERATURE REVIEW: STRATEGIC MANAGEMENT ON LIVESTOCK

INTERNATIONAL JOURNAL OF COMMUNICATION, MANAGEMENT AND HUMANITIES

2020 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

## 25. INDUSTRIAL REVOLUTION 4.0 AND THE CONCEPT OF AL FALAH

ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE?9(9THIBAF)2020

2020 PROCEEDING NON-INDEX CO-AUTHOR

## 26. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PRINCIPLES: A CASE STUDY AT NEGERI SEMBILAN

MALAYSIAN JOURNAL OF COOPERATIVE STUDIES

2019 JOURNAL OTHER DATABASE MAIN AUTHOR

# PUBLICATION

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## 27. KAMPUNG COOPERATIVE DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PERSPECTIVES. A CASE STUDY AT NEGERI SEMBILAN

JOURNAL OF CO-OPERATIVE STUDIES

2019 JOURNAL ERA MAIN AUTHOR

## 28. HOUSING INFLATION: POLICY GUIDELINES FROM SHARIAH PERSPECTIVE

JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2019 JOURNAL OTHERS DATABASE CO-AUTHOR

## 29. KAMPUNG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PRINCIPLES: A CASE STUDY AT NEGERI SEMBILAN

SEMINAR PENYELIDIKAN IKM 2019 ?MEMACU KECEMERLANGAN KOPERASI MELALUI PENYELIDIKAN BERIMPAK TINGGI?

2019 PROCEEDING NON-INDEX MAIN AUTHOR

## 30. KAMPUNG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PRINCIPLES: A CASE STUDY AT NEGERI SEMBILAN

INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS 2019)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

## 31. PENGAJIAN KEUSAHAWANAN TINGKATAN 4

2019 BOOK MAIN AUTHOR

## 32. DINE-IN OR DINE-OUT?

CASE STUDY IN RETAIL - STUDENT EDITION CHALLENGES, SOLUTIONS & OUTCOMES

2019 CHAPTER IN BOOK CO-AUTHOR

## 33. DINE-IN OR DINE-OUT?

CASE STUDY IN RETAIL- LECTURER EDITION CHALLENGES, SOLUTIONS & OUTCOMES

2019 CHAPTER IN BOOK CO-AUTHOR

## 34. EXTERNAL GROWTH STRATEGIES AND ORGANIZATIONAL PERFORMANCE IN EMERGING MARKETS - THE MEDIATING ROLE OF INTER-ORGANIZATIONAL TRUST

REVIEW OF INTERNATIONAL BUSINESS AND STRATEGY

2018 JOURNAL SCOPUS CO-AUTHOR

## 35. KAMPUNG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY - A CONCEPT FROM MIZAN PRINCIPLES

15TH ANNUAL WORLD CONGRESS OF THE ACADEMY FOR GLOBAL BUSINESS ADVANCEMENT (AGBA 2018)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

## 36. KAMPUNG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY - A CASE STUDY FROM MIZAN PRINCIPLES

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF) 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

## 37. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN MIZAN

INTERNATIONAL ISLAMIC AND SCIENCE SEMINAR (SAIS) 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

## 38. HELPING ATTITUDE AMONG STARTUPS: A STUDY ON TUBE MEGA 5.0 PARTICIPANTS

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF) 2018

2018 PROCEEDING NON-INDEX CO-AUTHOR

## 39. MELAKAR PELANGI

2018 BOOK MAIN AUTHOR

# PUBLICATION

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## 40. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN AL-MIZAN

AL-MIZAN-KONSEP, PRINSIP & APLIKASINYA BAGI KELESTARIAN UMMAH

2018 CHAPTER IN BOOK MAIN AUTHOR

## 41. PEMBANGUNAN SOSIO-EKONOMI KAMPUNG DARI PERSPEKTIF MIZAN

ISU-ISU SEMASA ISLAM DAN SAINS

2018 CHAPTER IN BOOK MAIN AUTHOR

## 42. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

PENGURUSAN HARTA DAN KEUSAHAWANAN ISLAM

2018 CHAPTER IN BOOK MAIN AUTHOR

## 43. ESTABLISHING MAQASID AL-SHARIAH PRINCIPLES IN ISLAMIC ENTREPRENEURSHIP

ISLAMIC ENTREPRENEURSHIP

2018 CHAPTER IN BOOK CO-AUTHOR

## 44. INTEGRATING NAQLI AND AQLI KNOWLEDGE IN EDUCATION CURRICULUM-IMPACT ON GRADUATE EMPLOYABILITY OF USIM'S ALUMNI

STUDENT ENTREPRENEURSHIP

2018 CHAPTER IN BOOK CO-AUTHOR

## 45. THE ROLE OF HALAL CERTIFICATION IN BUSINESS PERFORMANCE IN SELANGOR: A STUDY ON KOPITIAM'S

MALAYSIAN MANAGEMENT JOURNAL

2017 JOURNAL MYCITE MAIN AUTHOR / CONTACT PERSON IN USIM

## 46. THE PROCESS OF TRANSFORMATIONAL LEADERSHIP IN ACHIEVING HIGH PERFORMANCE WORKFORCE THAT EXCEEDS ORGANISATIONAL EXPECTATIONS: A PHENOMENOLOGICAL CASE STUDY

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2017 JOURNAL ERA CO-AUTHOR

## 47. ACADEMIA-INDUSTRY LINKAGES: NURTURING THE ENTREPRENEURIAL GRADUATES ? A CASE STUDY AT UNIVERSITY SAINS ISLAM MALAYSIA (USIM)

INTERNATIONAL SUMMIT ON EMPLOYABILITY AND SOFT SKILLS

2017 PROCEEDING NON-INDEX MAIN AUTHOR

## 48. ENTREPRENEURSHIP ECOSYSTEM IN MALAYSIAN HIGHER EDUCATION INSTITUTIONS FOR ENHANCEMENT OF GRADUATE EMPLOYABILITY

34TH ANNUAL QUALITATIVE ANALYSIS CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

## 49. STRATEGY CONSTRUCTION TOWARDS CERTIFICATION OF ISLAMIC QUALITY MANAGEMENT STANDARD, MS1900:2014

1ST INTERNATIONAL HALAL MANAGEMENT CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

## 50. ROUGH OUTSIDE, SWEET INSIDE? OH, MY PINEAPPLE!

UNIRAZAK INTERNATIONAL CASE CONFERENCE 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

## 51. LACOFF ?IT IS COFFEE?

2ND INTERNATIONAL CASE STUDY CONFERENCE 2017

2017 PROCEEDING NON-INDEX CO-AUTHOR

## 52. IS IT SHARIAH COMPLIANT?

INTEGRATED MUAMALAT CASE STUDY VOL.2

2017 CHAPTER IN BOOK CO-AUTHOR

# PUBLICATION

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## 53. SALE OR INTEREST BASED CONTRACT: A CASE OF BAY' BU THAMAN AJIL

INTEGRATED MUAMALAT CASE STUDY VOL.2

2017 CHAPTER IN BOOK CO-AUTHOR

## 54. MM CO.: GOING GLOBAL

INTEGRATED MUAMALAT CASE STUDY VOL.2

2017 CHAPTER IN BOOK MAIN AUTHOR

## 55. MEDIATING ROLE OF TRUST ON THE EFFECTS OF KNOWLEDGE MANAGEMENT CAPABILITIES ON ORGANIZATIONAL PERFORMANCE

PROCEDIA - SOCIAL AND BEHAVIORAL SCIENCES

2016 JOURNAL SCOPUS CO-AUTHOR

## 56. EXPLORING THE CONCEPT OF AL-FAL?? (SUCCESS) IN BUSINESS: AN INSIGHT FROM MUSLIM EXPERTS

INTERNATIONAL JOURNAL OF BUSINESS AND APPLIED SOCIAL SCIENCE

2016 JOURNAL WOS CO-AUTHOR

## 57. DETERMINANT FACTORS AFFECTING WOMEN SOCIAL ENTERPRISE PERFORMANCES IN SOKOTO STATE, NIGERIA : A PILOT STUDY

ASIAN JOURNAL OF SOCIAL SCIENCES AND HUMANITIES

2016 JOURNAL SSCI CO-AUTHOR

## 58. AN EXAMINATION OF MALAY BUSINESS GROWTH STRATEGIES USING MILES AND SNOW'S STRATEGIC TYPOLOGY

IWFBE - 2016, 2ND INTERNATIONAL WORKSHOP ON FINANCE, BUSINESS, ECONOMICS, MARKETING AND INFORMATION SYSTEMS

2016 PROCEEDING NON-INDEX MAIN AUTHOR

## 59. TOWARDS INCREASING GRADUATE EMPLOYABILITY THROUGH A HOLISTIC ENTREPRENEURSHIP ECOSYSTEM: A CASE STUDY AT USIM

INTERNATIONAL CONFERENCE ON MANAGEMENT SCIENCE 2016 (ICOMS 2016)

2016 PROCEEDING NON-INDEX MAIN AUTHOR

## 60. GRADUATE ENTREPRENEUR, A NEW DIMENSION FOR GRADUATE EMPLOYABILITY: A CASE STUDY AT USIM

ADVANCES RESEARCH ON BUSINESS AND MANAGEMENT INTERNATIONAL CONFERENCE (ARBMIC 2016)

2016 PROCEEDING NON-INDEX MAIN AUTHOR

## 61. DESA BUNDOORA, MELBOURNE: KEMBARA ILMU DI BUMI ASING

INTERNATIONAL CONFERENCE ON KAMPUNG MIZAN

2016 PROCEEDING NON-INDEX CO-AUTHOR

## 62. HIDDEN GEMS OF PERAK: SUCCESS STORIES OF YAYASAN BINA UPAYA

2016 BOOK CO-AUTHOR

## 63. SUSTAINABILITY, GREEN MARKETING AND GREEN ECONOMY

INTERNATIONAL JOURNAL OF APPLIED RESEARCH

2015 JOURNAL SSCI CO-AUTHOR

## 64. EFFECTS OF GREEN MARKETING STRATEGY 4PS ON FIRM PERFORMANCE

INTERNATIONAL JOURNAL OF APPLIED RESEARCH

2015 JOURNAL SSCI CO-AUTHOR

## 65. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM

PROCEDIA - SOCIAL AND BEHAVIORAL SCIENCES

2015 JOURNAL SCOPUS MAIN AUTHOR

# PUBLICATION

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## 66. THE EFFECT OF TRANSFORMATIONAL LEADERSHIP IN ACHIEVING HIGH PERFORMANCE WORKFORCE THAT EXCEEDS ORGANISATIONAL EXPECTATION: A STUDY FROM A GLOBAL AND ISLAMIC PERSPECTIVE

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2015 JOURNAL ERA CO-AUTHOR

## 67. CRAFTING BUSINESS STRATEGY TOWARDS MS1900:2014, QUALITY MANAGEMENT SYSTEM FROM ISLAMIC PERSPECTIVE: A MALAYSIAN CASE

INTERNATIONAL CONFERENCE BUSINESS MANAGEMENT AND ECONOMICS (ICBME)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 68. UNIVERSITY-COMMUNITY ENGAGEMENT PROGRAM USIM EXPERIENCE

THE 2ND SOCIAL ENTERPRISE FOR ECONOMIC DEVELOPMENT (SEED) CONFERENCE & EXHIBITION 2015

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 69. GAINING COMPETITIVE ADVANTAGE THROUGH BUSINESS PROCESS REENGINEERING (BPR)

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES 2015

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 70. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM

2ND GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 71. WRITING TIPS - USING SOCIAL MEDIA AS SOURCES OF DATA

FIFTH INTERNATIONAL CONFERENCE ON CASE WRITING

2015 PROCEEDING NON-INDEX MAIN AUTHOR

## 72. DARI MENARA KE ANGKASA

2015 BOOK MAIN AUTHOR

## 73. KAEDAH PEMBELAJARAN DAN PENGAJARAN DI FEM PENGGUNAAN KAJIAN KES DALAM PEMBELAJARAN

INTEGRASI NAQLI & AQLI: SATU ASPIRASI FEM

2015 CHAPTER IN BOOK MAIN AUTHOR

## 74. THE BLUE OCEAN STRATEGY; CASE STUDY ANALYSIS OF ITS IMPLEMENTATION IN 14 DIFFERENT AGENCIES IN MALAYSIA

JOURNAL OF DEVELOPING COUNTRY STUDIES

2014 JOURNAL ERA CO-AUTHOR

## 75. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

INTERNATIONAL ISLAMIC FINANCE AND ENTREPRENEURSHIP CONFERENCE (IMEC 2014)

2014 PROCEEDING NON-INDEX MAIN AUTHOR

## 76. KAJIAN KES: MASIKAH ADA SINAR?

KONVENSYEN WOMEN IN SOCIAL ENTREPRENEURSHIP 2013

2014 PROCEEDING NON-INDEX MAIN AUTHOR

## 77. TOWARDS MS1900:2005 QUALITY MANAGEMENT SYSTEM FROM ISLAMIC PERSPECTIVE: A CASE STUDY AT MACS

ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE (IBAF) 2014

2014 PROCEEDING NON-INDEX CO-AUTHOR

## 78. THE EFFECT OF TRANSFORMATIONAL LEADERSHIP IN ACHIEVING HIGH-PERFORMANCE WORKFORCE THAT EXCEEDS ORGANISATIONAL EXPECTATION

INTERNATIONAL CONFERENCE ON LEADERSHIP AND MANAGEMENT (ICLM)

2014 PROCEEDING NON-INDEX CO-AUTHOR

# PUBLICATION

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## 79. KAJIAN KES ISU-ISU PERBURUHAN DI MALAYSIA

2014 BOOK EDITOR

## 80. RELIGION AND BUSINESS VALUES FOR MUSLIMPRENEURS

MIDDLE EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS MAIN AUTHOR

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

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS CO-AUTHOR

## 82. REJUVENATING BUSINESS LICENSING PROCESS IN STATE GOVERNMENT AGENCIES THROUGH BUSINESS PROCESS REENGINEERING (BPR)

INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCES

2013 JOURNAL WOS MAIN AUTHOR

## 83. GROWTH STRATEGY IN MALAY BUSINESSES: A PERSPECTIVE FROM MILES AND SNOW'S STRATEGIC TYPOLOGY

BUSINESS AND SOCIAL SCIENCE RESEARCH CONFERENCE 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 84. A FAMILY BUSINESS SUSTAINABILITY: LESSONS FROM A MUSLIMPRENEUR'S JOURNEY

5TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS) 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 85. A SMALL, BIG HEARTED MUSLIMPRENEUR

INTERNATIONAL CONFERENCE: TOWARDS POLICY AND BUSINESS BASED ON ISLAMIC ECONOMICS PRINCIPLES

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 86. THE DIGITAL AGE- SHALL I TAG ALONG?

KONVENSYEN KAJIAN KES SME ADVANCED BUSINESS ENTREPRENEURSHIP AND MANAGEMENT (ABEM)

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 87. THE DIGITAL AGE- SHALL I TAG ALONG?

NATIONAL CASE STUDY CONFERENCE (NCSC) 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

## 88. THE IMPLEMENTATION OF MS1900:2005: A CASE STUDY AT SIRIM BERHAD

7TH QUALITATIVE RESEARCH CONFERENCE 2013

2013 PROCEEDING NON-INDEX CO-AUTHOR

## 89. RELIGIOSITY AS PREDICTOR OF CONSUMER BEHAVIOUR

INTERNATIONAL CONFERENCE: TOWARDS POLICY AND BUSINESS BASED ON ISLAMIC ECONOMICS PRINCIPLES

2013 PROCEEDING NON-INDEX CO-AUTHOR

## 90. CONSUMER EXPECTATIONS FROM HEALTH CARE SERVICES

INTERNATIONAL CONFERENCE: TOWARDS POLICY AND BUSINESS BASED ON ISLAMIC ECONOMICS PRINCIPLES

2013 PROCEEDING NON-INDEX CO-AUTHOR

## 91. ENTREPRENEURIAL CLIENT-CENTRED LEARNING: STATE-OF-THE-ART OF THE USE OF CASE AS A TEACHING ANDAGOGY IN MALAYSIA

10TH ANNUAL WORLD CONGRESS OF THE ACADEMY FOR GLOBAL BUSINESS ADVANCEMENT

2013 PROCEEDING NON-INDEX CO-AUTHOR

# PUBLICATION

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## 92. FROM NEIGHBORHOOD COOKIES TO WORLDWIDE MARKET

THE INTEGRATED MUAMALAT CASE STUDY

2013 CHAPTER IN BOOK MAIN AUTHOR

## 93. BUSINESS PROCESS REENGINEERING (BPR): SPEEDING UP BUSINESS LICENSING PROCESS IN A STATE GOVERNMENT AGENCY

INTERNATIONAL PUBLIC SECTOR CONFERENCE (IPSC) 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 94. CRAFTING STRATEGY TOWARDS THE SHARIAH COMPLIANT QUALITY STANDARD: A CONCEPTUAL FRAMEWORK

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF 2012)

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 95. ISLAMIC MICROCREDIT FOR WOMEN MICRO ENTREPRENEURS:IMPACT FOR SAHABAT

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF 2012)

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 96. MENTRANSFORMASI USAHAWAN MIKRO: KAJIAN KES SAHABAT AIM

PERSIDANGAN KEBANGSAAN LIBATSAMA UNIVERSITI DAN KOMUNITI

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 97. DARI HOBI, SAKU TERISI

KONVENSYEN WOMEN IN SOCIAL ENTERPRISE 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

## 98. AN ENTREPRENEUR'S PERCEPTION AND DILEMMA ON PUBLIC BUREAUCRACY; A CASE STUDY

INTERNATIONAL CONFERENCE ON PUBLIC POLICY AND SOCIAL SCIENCES (ICOPS) 2012

2012 PROCEEDING NON-INDEX CO-AUTHOR

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

THE INTERNATIONAL CONFERENCE ON PUBLIC POLICY AND SOCIAL SCIENCES 2012 (ICOPS 2012)

2012 PROCEEDING NON-INDEX CO-AUTHOR

## 100. THE PROBLEM SOLVER

ASIAN JOURNAL OF CASE RESEARCH

2011 JOURNAL WOS MAIN AUTHOR

## 101. ISLAM, ENTREPRENEURSHIP AND BUSINESS VALUES ❖ HOW THESE SHAPE MALAY ENTREPRENEURS?

4TH ISLAMIC ECONOMICS SYSTEM CONFERENCE (IECONS)

2011 PROCEEDING NON-INDEX MAIN AUTHOR

## 102. ENTREPRENEURIAL GROWTH PROCESS OF MALAY ENTREPRENEURS: A MALAYSIAN CASE

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL SCIENCE

2010 JOURNAL WOS MAIN AUTHOR

## 103. GROWTH STRATEGIES OF MALAY ENTREPRENEURS ❖ CHALLENGES AND OPPORTUNITIES: A MALAYSIAN CASE

ASIAN BUSINESS MANAGEMENT CONFERENCE (ABMC)

2010 PROCEEDING NON-INDEX MAIN AUTHOR

## 104. GROWTH STRATEGIES AMONG SMALL AND MEDIUM ENTERPRISES - THE CASE OF MALAY ENTREPRENEURS

14TH ASIA PACIFIC MANAGEMENT CONFERENCE (APMC)

2009 PROCEEDING NON-INDEX MAIN AUTHOR

# CONSULTATION

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## 1. PAKAR BIDANG PENYELIDIKAN

GERAN PENYELIDIKAN NEGERI SELANGOR

2024 NATIONAL

## 2. KAJIAN IMPAK RUMAH WARISAN NEGERI SEMBILAN

LEMBAGA MUZIUM NEGERI SEMBILAN

2024 NATIONAL

## 3. PAKAR RUJUK PENYELIDIKAN

INSTITUT KOPERASI MALAYSIA

2024 NATIONAL

## 4. BISNES KAUNSELOR PROGRAM PEMERKASAAN USAHAWAN MAKANAN MIKRO B40 HOMEBASED DAN STREET FOOD MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

YAYASAN HASANAH

2022 NATIONAL

## 5. KAJIAN PERSEPSI RAKYAT TERHADAP PELAKSANAAN PILIHAN RAYA UMUM KE-15 PADA TAHUN 2022

JABATAN KOMUNIKASI KOMUNITI (J-KOM)

2022 NATIONAL

## 6. PAKAR RUJUK / PANEL PENILAI BAGI MESYUARAT JAWATANKUASA PENYELIDIKAN & PERUNDINGAN (MJPP) BIL 2/2021 INSTITUT KOPERASI MALAYSIA

INSTITUT KOPERASI MALAYSIA

2021 NATIONAL

## 7. PANEL PENILAI DRAF LAPORAN AKHIR PENYELIDIKAN INSTITUT KOPERASI MALAYSIA (IKM)

INSTITUT KOPERASI MALAYSIA (IKM)

2021 NATIONAL

## 8. PAKAR RUNDING PENYELIDIKAN INSTITUT KOPERASI MALAYSIA

INSTITUT KOPERASI MALAYSIA

2021 NATIONAL

## 9. KAJIAN KUALITATIF

INSTITUT KOPERASI MALAYSIA (IKM)

2020 NATIONAL

## 10. PAKAR RUNDING PENYELIDIKAN INSTITUT KOPERASI MALAYSIA

INSTITUT KOPERASI MALAYSIA

2019 NATIONAL

## 11. PENJAWAT PEPERIKSAAN UNTUK MPM

MAJLIS PEPERIKSAAN MALAYSIA (MPM)

2018 NATIONAL

## 12. PERUNDINGAN MENGHASILKAN KAJIAN KES USAHAWAN YAYASAN BINA UPAYA

YUNUS SOCIAL BUSINESS UKM

2016 NATIONAL

## 13. PANEL PENGGUBAL DAN PENAKSIR SOALAN STPM BAGI SUBJEK PENGAJIAN PERNIAGAAN 946

MAJLIS PEPERIKSAAN MALAYSIA

2015 NATIONAL

**14. BENGKEL MENGHASILKAN KAJIAN KES NATIONAL INSTITUTE OF CCUPATIONAL SAFETY AND HEALTH (NIOSH)**

NIOSH

2015

NATIONAL

# CONSULTATION

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## 15. PANEL PENAKSIR SOALAN STPM BAGI SUBJEK PENGAJIAN PERNIAGAAN 946

MAJLIS PEPERIKSAAN MALAYSIA

2014 NATIONAL

## 16. BENGKEL KAJIAN KES - ILMIA

INSTITUT MAKLUMAT & ANALISIS PASARAN BURUH (ILMIA)

2014 NATIONAL

## 17. KURSUS PENINGKATAN PROFESIONALISME GURU: PENGENDALIAN KAJIAN KES BAGI SUBJEK PENGAJIAN PERNIAGAAN 946

MAJLIS PEPERIKSAAN MALAYSIA

2013 NATIONAL

## 18. PENYELARASAN PENTAKSIRAN BERASASKAN SEKOLAH (PBS)

MAJLIS PEPERIKSAAN MALAYSIA

2013 NATIONAL

## 19. PANEL PENAKSIR SOALAN STPM BAGI SUBJEK PENGAJIAN PERNIAGAAN 946

MAJLIS PEPERIKSAAN MALAYSIA

2013 NATIONAL

## 20. SESI LAB BUSINESS PROCESS REENGINEERING PROJEK SEMAKAN LESEN-LESEN PERNIAGAAN PERINGKAT NEGERI PAHANG

MALAYSIAN PRODUCTIVITY CORPORATION (MPC)

2012 NATIONAL

## 21. BENGKEL PENGUBALAN DAN TEKNIK MENJAWAB SOALAN KAJIAN KES BAGI MATA PELAJARAN PENGAJIAN PERNIAGAAN STPM 2012

MAJLIS PEPERIKSAAN MALAYSIA

2012 NATIONAL

## 22. PEMBINAAN MODUL TRAINING FOR MASTER TRAINERS DALAM BIDANG CASE TEACHING

AKADEMI KEPIMPINAN PENGAJIAN TINGGI (AKEPT)

2012 NATIONAL

## 23. BUSINESS STRATEGY AND SYSTEMATIC PLANNING IN ISLAMIC PERSPECTIVE

MALAYSIA AIRPORTS HOLDINGS BERHAD

2012 NATIONAL

# AWARDS/RECOGNITION

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## 1. ANUGERAH KECEMERLANGAN STAF FEM 2023

2024 UNIVERSITY

## 2. VISITING SCHOLAR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA, INDONESIA

2024 INTERNATIONAL

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

NEGERI SEMBILAN INTERNATIONAL EXPOSITION (NSIEx) 2024

2024 ANTARABANGSA GOLD

## 4. CASE STUDY - BORNEO ESSENTIALS: FROM BORNEO TO GLOBAL

INTERNATIONAL CASE STUDY CONGRESS 2024

2024 ANTARABANGSA BEST PAPER AWARD

## 5. PEMBANGUNAN STRATEGI PEMBANTERASAN RASUAH NASIONAL (NACS), PANDANGAN DAN PENGALAMAN TERHADAP ISU BERKAITAN RASUAH, INTEGRITI DAN TATEKELOLA DI MALAYSIA: KAJI SELIDIK NASIONAL 2023

Persidangan Penyelidikan Governans, Integriti dan Antirasuah Peringkat Kebangsaan Kali Ke-3 Tahun 20

2024 KEBANGSAAN CERTIFICATE OF APPRECIATION

## 6. ANUGERAH STAF CONTOH BULANAN APRIL DAN NOVEMBER 2023

2023 UNIVERSITY

## 7. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR (KUIS)

2023 NATIONAL

## 8. ACADEMIC ADVISOR

FAKULTI PERNIAGAAN, EKONOMI DAN PERAKAUNAN, UNIVERSITI MALAYSIA SABAH

2023 NATIONAL

## 9. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INTERNATIONAL INVENTION, INNOVATION AND DESIGN COMPETITION 2023

2023 ANTARABANGSA GOLD

## 10. SIJIL ANUGERAH KECEMERLANGAN STAF

2022 UNIVERSITY

## 11. ACADEMIC ADVISOR

KPJ HEALTHCARE UNIVERSITY COLLEGE (KPJUC)

2022 NATIONAL

## 12. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM SELANGOR (KUIS)

2022 NATIONAL

## 13. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INNOVATION COMPETITION & EXHIBITION 2022 (INCEX 2022)

2022 KEBANGSAAN GOLD

## 14. ANUGERAH KUALITI INOVASI PENGAJARAN SISWAZAH

2021 UNIVERSITY

# AWARDS/RECOGNITION

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## 15. ANUGERAH PERKHIDMATAN SETIA

2021 UNIVERSITY

## 16. ACADEMIC ADVISOR

INSTITUT KOPERASI MALAYSIA

2021 NATIONAL

## 17. ACADEMIC ADVISOR

INSTITUT KOPERASI MALAYSIA (IKM)

2021 NATIONAL

## 18. VISITING RESEARCHER

INSTITUT KOPERASI MALAYSIA (IKM)

2021 NATIONAL

## 19. LAKIS-IC

INNOVATION BANK CHALLENGE (IBC 2021)

2021 UNIVERSITI GOLD

## 20. SIJIL PENGHARGAAN

2020 UNIVERSITY

## 21. ANUGERAH PERKHIDMATAN CEMERLANG 2018

2019 UNIVERSITY

## 22. 3RD PRIZE CASE WRITING COMPETITION

2019 INTERNATIONAL

## 23. MODUL LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

SME INNOVEX 2018

2018 KEBANGSAAN SILVER

## 24. MODUL LATIHAN ASAS KEUSAHAWANAN ISLAM SISWA (LAKIS)

PERTANDINGAN INOVASI ISLAM DAN BAHASA ARAB PERINGKAT KEBANGSAAN ( INOVIS )

2018 UNIVERSITI GOLD

## 25. TOP 100 RESEARCHERS USIM ( 2013-2017)

TOP 100 RESEARCHERS

2018 UNIVERSITI CERTIFICATE OF APPRECIATION

## 26. TOP 5 BEST PAPER AWARD

2017 NATIONAL

## 27. 1ST BEST PAPER AWARD

2015 INTERNATIONAL

## 28. THIRD PRIZE BEST CASE STUDY - 5TH INTERNATIONAL CASE WRITING CONFERENCE

2015 NATIONAL

# AWARDS/RECOGNITION

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## 29. ANUGERAH PERKHIDMATAN CEMERLANG 2014

2015

UNIVERSITY

## 30. MYEMA (ENTREPRENEUR MONITORING APPS): ENTREPRENEUR MODULE TRAINING SYSTEM AND CERTIFICATION PROGRAM

Pertandingan Ekspo Ciptaan Institusi Pengajian Tinggi dan Antarabangsa (PECIPTA) 2015

2015

ANTARABANGSA

BRONZE