



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

PENSYARAH UNIVERSITI DS14

**CONTACT**

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ummisalwa@usim.edu.my

**Address:** 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

**BIOGRAPHY**

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Pengurusan Strategik.

**ACADEMIC QUALIFICATION**

Phd in Pengurusan Strategik (2012)

Master in Pentadbiran Perniagaan (2005)

Bachelor in Pentadbiran Perniagaan (2003)

**RESEARCH**

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

2022 COMPLETED MAIN RESEARCHER

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

2021 COMPLETED MAIN RESEARCHER

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

2020 COMPLETED MAIN RESEARCHER

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

2017 COMPLETED MAIN RESEARCHER

5. KAJIAN PENAMBAHBAIKAN PROGRAM KEUSAHAWANAN KE ARAH MENINGKATKAN KEMAMPUAN PASARAN GRADUAN USIM

2015 COMPLETED MAIN RESEARCHER

**6. KAJIAN KES PROGRAM EXECUTIVE CERTIFICATE IN ADVANCED BUSINESS AND ENTREPRENEURSHIP MANAGEMENT (ABEM)**

2013 COMPLETED MAIN RESEARCHER

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

2012 COMPLETED MAIN RESEARCHER

# PUBLICATION

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1. INCORPORATING THE SHARIAH-BASED QUALITY MANAGEMENT STANDARD MS1900:2014 INTO COOPERATIVES: ANOTHER GROWTH STRATEGY?

2025 JOURNAL

2. FACTORS AND IMPACTS OF CORRUPTION IN MALAYSIA: DEVELOPING THE MALAYSIAN NATIONAL ANTI-CORRUPTION STRATEGY 2024-2028

2025 JOURNAL

3. KEUPAYAAN DIGITAL DALAM MENGGOMERSIALKAN PELANCONGAN INAP DESA DI NEGERI SEMBILAN

2025 JOURNAL

4. TIMELESS TREASURES: THE JOURNEY OF RUMAH WARISAN UWAN ROBACH (RUWUR)

2025 PROCEEDING

5. LATA KINJANG'S ECO-TOURISM COOPERATIVE: A COMMUNITY-DRIVEN VENTURE

2025 PROCEEDING

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

2024 PROCEEDING

7. PENDAFTARAN PERNIAGAAN MELALUI SURUHANJAYA SYARIKAT MALAYSIA (SSM)

2024 CHAPTER IN BOOK

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

2024 CHAPTER IN BOOK

9. BORNEO ESSENTIALS: FROM BORNEO TO GLOBAL

2024 CHAPTER IN BOOK

10. IKUT CAKAP DIA

2024 CHAPTER IN BOOK

11. STRATEGI PEMBANTERASAN RASUAL NASIONAL (NACS) 2024-2028

2024 POLICY

12. SUKATAN PELAJARAN PENGAJIAN PERNIAGAAN STPM

2024 POLICY

13. THE PATH OF COOPERATIVE DEVELOPMENT RESEARCH: THE BIBLIOMETRIC ANALYSIS USING R

2023 JOURNAL

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

2023 PROCEEDING

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

2022 PROCEEDING

**16. STAY AT HOME: WE WILL CARE FOR YOU**

2021 CHAPTER IN BOOK

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

2019 JOURNAL

**18. KAMPONG COOPERATIVE DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PERSPECTIVES. A CASE STUDY AT NEGERI SEMBILAN**

2019 JOURNAL

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

2019 PROCEEDING

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

2019 PROCEEDING

**21. PENGAJIAN KEUSAHAWANAN TINGKATAN 4**

2019 BOOK

**22. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY - A CONCEPT FROM MIZAN PRINCIPLES**

2018 PROCEEDING

**23. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY - A CASE STUDY FROM MIZAN PRINCIPLES**

2018 PROCEEDING

**24. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN MIZAN**

2018 PROCEEDING

**25. MELAKAR PELANGI**

2018 BOOK

**26. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN AL-MIZAN**

2018 CHAPTER IN BOOK

**27. PEMBANGUNAN SOSIO-EKONOMI KAMPUNG DARI PERSPEKTIF MIZAN**

2018 CHAPTER IN BOOK

**28. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM**

2018 CHAPTER IN BOOK

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

2017 PROCEEDING

**30. ENTREPRENEURSHIP ECOSYSTEM IN MALAYSIAN HIGHER EDUCATION INSTITUTIONS FOR ENHANCEMENT OF GRADUATE EMPLOYABILITY**

2017 PROCEEDING

**31. STRATEGY CONSTRUCTION TOWARDS CERTIFICATION OF ISLAMIC QUALITY MANAGEMENT STANDARD, MS1900:2014**

2017 PROCEEDING

**32. ROUGH OUTSIDE, SWEET INSIDE? OH, MY PINEAPPLE!**

2017 PROCEEDING

**33. MM CO.: GOING GLOBAL**

2017 CHAPTER IN BOOK

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

2016 PROCEEDING

**35. TOWARDS INCREASING GRADUATE EMPLOYABILITY THROUGH A HOLISTIC ENTREPRENEURSHIP ECOSYSTEM: A CASE STUDY AT USIM**

2016 PROCEEDING

**36. GRADUATE ENTREPRENEUR, A NEW DIMENSION FOR GRADUATE EMPLOYABILITY: A CASE STUDY AT USIM**

2016 PROCEEDING

**37. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM**

2015 JOURNAL

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

2015 PROCEEDING

**39. ?UNIVERSITY-COMMUNITY ENGAGEMENT PROGRAM ? USIM EXPERIENCE?**

2015 PROCEEDING

**40. GAINING COMPETITIVE ADVANTAGE THROUGH BUSINESS PROCESS REENGINEERING (BPR)**

2015 PROCEEDING

**41. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM**

2015 PROCEEDING

**42. WRITING TIPS - USING SOCIAL MEDIA AS SOURCES OF DATA**

2015 PROCEEDING

**43. DARI MENARA KE ANGKASA**

2015 BOOK

**44. KAEDAH PEMBELAJARAN DAN PENGAJARAN DI FEM PENGGUNAAN KAJIAN KES DALAM PEMBELAJARAN**

2015 CHAPTER IN BOOK

**45. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM**

2014 PROCEEDING

**46. KAJIAN KES: MASIHKAH ADA SINAR?**

2014 PROCEEDING

**47. RELIGION AND BUSINESS VALUES FOR MUSLIMPRENEURS**

2013 JOURNAL

**48. REJUVENATING BUSINESS LICENSING PROCESS IN STATE GOVERNMENT AGENCIES THROUGH BUSINESS PROCESS REENGINEERING (BPR)**

2013 JOURNAL

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

2013 PROCEEDING

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

2013 PROCEEDING

## 51. A SMALL, BIG HEARTED MUSLIMPRENEUR

2013 PROCEEDING

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

2013 PROCEEDING

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

2013 PROCEEDING

## 54. FROM NEIGHBORHOOD COOKIES TO WORLDWIDE MARKET

2013 CHAPTER IN BOOK

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

2012 PROCEEDING

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

2012 PROCEEDING

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

2012 PROCEEDING

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

2012 PROCEEDING

## 59. DARI HOBI, SAKU TERISI

2012 PROCEEDING

## 60. THE PROBLEM SOLVER

2011 JOURNAL

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

2011 PROCEEDING

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

2010 JOURNAL

## 63. GROWTH STRATEGIES OF MALAY ENTREPRENEURS ? CHALLENGES AND OPPORTUNITIES: A MALAYSIAN CASE

2010 PROCEEDING

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

2009 PROCEEDING

## CONSULTATION/ADULATION

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### 1. PAKAR BIDANG PENYELIDIKAN

2024 NATIONAL GERAN PENYELIDIKAN NEGERI SELANGOR

### 2. KAJIAN IMPAK RUMAH WARISAN NEGERI SEMBILAN

2024 NATIONAL LEMBAGA MUZIUM NEGERI SEMBILAN

### 3. PAKAR RUJUK PENYELIDIKAN

2024 NATIONAL INSTITUT KOPERASI MALAYSIA

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

2022 NATIONAL YAYASAN HASANAH

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

2022 NATIONAL JABATAN KOMUNIKASI KOMUNITI (J-KOM)

## AWARDS/RECOGNITION

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### 1. VISITING RESEARCHER

2025 NATIONAL

### 2. ACADEMIC ADVISOR

2025 NATIONAL

### 3. ACADEMIC ADVISOR

2025 NATIONAL

### 4. RESILIENT MUSLIMPRENEURS: ADVANCING CRISIS PREPAREDNESS THROUGH MUSLIMPRENEUR RESILIENCE SCORE: SELF-REFLECTION ASSESSMENT (MURSSA)

2025 Antarabangsa Silver

### 5. ANUGERAH KECEMERLANGAN STAF FEM 2023

2024 UNIVERSITY