

Profile Image

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

PENSYARAH UNIVERSITI DS14

CONTACT

Phone: 06-7978604

E-mail:

ummisalwa@usim.edu.my

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

2022 GERAN PENYELIDIKAN USIM COMPLETED MAIN RESEARCHER

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

2021 BIDUNI MIZANNIYAH COMPLETED MAIN RESEARCHER

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

2020 GERAN PENYELIDIKAN COVID-19 COMPLETED MAIN RESEARCHER

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

2017 GERAN PENYELIDIKAN INDUSTRI COMPLETED MAIN RESEARCHER

5. KAJIAN PENAMBAHBAIKAN PROGRAM KEUSAHAWANAN KE ARAH MENINGKATKAN KEBOLEHPASARAN GRADUAN USIM

2015 GERAN PENYELIDIKAN PENTADBIR COMPLETED MAIN RESEARCHER

RESEARCH

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

2013 GERAN KPT (KKP) COMPLETED MAIN RESEARCHER

7. 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

1. 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

2. 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

3. BORNEO ESSENTIALS: FROM BORNEO TO GLOBAL

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

2024 CHAPTER IN BOOK MAIN AUTHOR

4. IKUT CAKAP DIA

KAJIAN KES KOPERASI DI MALAYSIA (JILID 9)

2024 CHAPTER IN BOOK MAIN AUTHOR

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

2024 POLICY

6. SUKATAN PELAJARAN PENGAJIAN PERNIAGAAN STPM

2024 POLICY

7. 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

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

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

9. 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

10. 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

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

JOURNAL OF CO-OPERATIVE STUDIES

2019 JOURNAL ERA MAIN AUTHOR

12. KAMPONG 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

13. KAMPONG 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

PUBLICATION

14. PENGAJIAN KEUSAHAWANAN TINGKATAN 4

2019 BOOK MAIN AUTHOR

15. KAMPONG 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

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

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF) 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

17. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN MIZAN

INTERNATIONAL ISLAMIC AND SCIENCE SEMINAR (SAIS) 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

18. MELAKAR PELANGI

2018 BOOK MAIN AUTHOR

19. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN AL-MIZAN

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

2018 CHAPTER IN BOOK MAIN AUTHOR

20. PEMBANGUNAN SOSIO-EKONOMI KAMPUNG DARI PERSPEKTIF MIZAN

ISU-ISU SEMASA ISLAM DAN SAINS

2018 CHAPTER IN BOOK MAIN AUTHOR

21. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

PENGURUSAN HARTA DAN KEUSAHAWANAN ISLAM

2018 CHAPTER IN BOOK MAIN AUTHOR

22. 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

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

34TH ANNUAL QUALITATIVE ANALYSIS CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

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

1ST INTERNATIONAL HALAL MANAGEMENT CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

25. ROUGH OUTSIDE, SWEET INSIDE? OH, MY PINEAPPLE!

UNIRAZAK INTERNATIONAL CASE CONFERENCE 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

26. MM CO.: GOING GLOBAL

INTEGRATED MUAMALAT CASE STUDY VOL.2

2017 CHAPTER IN BOOK MAIN AUTHOR

PUBLICATION

27. 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

28. 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

29. 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

30. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM

PROCEDIA - SOCIAL AND BEHAVIORAL SCIENCES

2015 JOURNAL SCOPUS MAIN AUTHOR

31. 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

32. UNIVERSITY-COMMUNITY ENGAGEMENT PROGRAM USIM EXPERIENCE

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

2015 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES 2015

2015 PROCEEDING NON-INDEX MAIN AUTHOR

34. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM

2ND GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES

2015 PROCEEDING NON-INDEX MAIN AUTHOR

35. WRITING TIPS - USING SOCIAL MEDIA AS SOURCES OF DATA

FIFTH INTERNATIONAL CONFERENCE ON CASE WRITING

2015 PROCEEDING NON-INDEX MAIN AUTHOR

36. DARI MENARA KE ANGKASA

2015 BOOK MAIN AUTHOR

37. KAEDAH PEMBELAJARAN DAN PENGAJARAN DI FEM PENGGUNAAN KAJIAN KES DALAM PEMBELAJARAN

INTEGRASI NAQLI & AQLI: SATU ASPIRASI FEM

2015 CHAPTER IN BOOK MAIN AUTHOR

38. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

INTERNATIONAL ISLAMIC FINANCE AND ENTREPRENEURSHIP CONFERENCE (IMEC 2014)

2014 PROCEEDING NON-INDEX MAIN AUTHOR

39. KAJIAN KES: MASIHKAH ADA SINAR?

KONVENSYEN WOMEN IN SOCIAL ENTREPRENEURSHIP 2013

2014 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

40. RELIGION AND BUSINESS VALUES FOR MUSLIMPRENEURS

MIDDLE EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCES

2013 JOURNAL WOS MAIN AUTHOR

42. 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

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

5TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS) 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

44. A SMALL, BIG HEARTED MUSLIMPRENEUR

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

2013 PROCEEDING NON-INDEX MAIN AUTHOR

45. THE DIGITAL AGE- SHALL I TAG ALONG?

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

2013 PROCEEDING NON-INDEX MAIN AUTHOR

46. THE DIGITAL AGE- SHALL I TAG ALONG?

NATIONAL CASE STUDY CONFERENCE (NCSC) 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

47. FROM NEIGHBORHOOD COOKIES TO WORLDWIDE MARKET

THE INTEGRATED MUAMALAT CASE STUDY

2013 CHAPTER IN BOOK MAIN AUTHOR

48. 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

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

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF 2012)

2012 PROCEEDING NON-INDEX MAIN AUTHOR

50. ISLAMIC MICROCREDIT FOR WOMEN MICRO ENTREPRENEURS:IMPACT FOR SAHABAT

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF 2012)

2012 PROCEEDING NON-INDEX MAIN AUTHOR

51. MENTRANSFORMASI USAHAWAN MIKRO: KAJIAN KES SAHABAT AIM

PERSIDANGAN KEBANGSAAN LIBATSAMA UNIVERSITI DAN KOMUNITI

2012 PROCEEDING NON-INDEX MAIN AUTHOR

52. DARI HOBI, SAKU TERISI

KONVENSYEN WOMEN IN SOCIAL ENTERPRISE 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

53. THE PROBLEM SOLVER

ASIAN JOURNAL OF CASE RESEARCH

2011 JOURNAL WOS MAIN AUTHOR

54. ISLAM, ENTREPRENEURSHIP AND BUSINESS VALUES ↔ HOW THESE SHAPE MALAY ENTREPRENEURS?

4TH ISLAMIC ECONOMICS SYSTEM CONFERENCE (IECONS)

2011 PROCEEDING NON-INDEX MAIN AUTHOR

55. ENTREPRENEURIAL GROWTH PROCESS OF MALAY ENTREPRENEURS: A MALAYSIAN CASE

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL SCIENCE

2010 JOURNAL WOS MAIN AUTHOR

56. GROWTH STRATEGIES OF MALAY ENTREPRENEURS ↔ CHALLENGES AND OPPORTUNITIES: A MALAYSIAN CASE

ASIAN BUSINESS MANAGEMENT CONFERENCE (ABMC)

2010 PROCEEDING NON-INDEX MAIN AUTHOR

57. 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

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

AWARDS/RECOGNITION

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 (NSIE_x) 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