Profile Image

DR. WAN RASYIDAH BINTI WAN NAWANG

PENSYARAH UNIVERSITI DS13

CONTACT

PHONE
067986439

E-MAIL
wrasyidah@usim.edu.my

FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	1
Master	0	3

AREAS OF EXPERTISE

Consumer Behaviour | Digital Marketing | Halal Marketing

ACADEMIC QUALIFICATION

2020 **PhD** - Pemasaran

2003 **Master** - Pengurusan Perniagaan

2000 **Bachelor** - Sains Kemanusiaan (komunukasi)

RESEARCH

1. **DETERMINANTS OF HALAL COSMETICS REPURCHASE INTENTION: THE IMPACT OF RELIGIOUS AND HALAL CERTIFICATION**
   2023 | BIDUNI MIZANNIYAH | ON GOING | CO-RESEARCHER

2. **HALAL BUSINESS INTELLIGENCE (BI) VENTURES GROUP**
   2023 | GERAN KUMPULAN PENYELIDIKAN (KUP) | ON GOING | CO-RESEARCHER

3. **BRIDGING GAP IN INCREASING ISLAMIC FINANCIAL LITERACY TO HOLISTIC ISLAMIC FINANCIAL PLANNING AMONGST MILLENNIALS: A COMPARATIVE STUDY IN INDONESIA AND MALAYSIA**
   2023 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

4. **PREDICTING HALAL CHOCOLATE PURCHASE INTENTION AMONG MALAYSIANS**
   2023 | BIDUNI MIZANNIYAH | COMPLETED | MAIN RESEARCHER

5. **PERSEPSI PENGGUNA TERHADAP JENAMA PPZ-MAIWP DALAM MENINGKATKAN KUTIPAN ZAKAT DI WILAYAH PERSEKUTUAN**
   2023 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

RESEARCH

6. INTENTION TO USE E-WALLET APPLICATION AS A PAYMENT METHOD AMONG UNIVERSITY STUDENTS

2022 | BIDUNI MIZANNIYAH | COMPLETED | MAIN RESEARCHER

7. UNDERSTANDING CHARITY GIVING AND DONOR'S BEHAVIOUR IN CROWDFUNDING ACTIVITIES

2017 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

8. REHABILITATING PRISONERS : THE CASE OF THE BLUE OCEAN STRATEGY PROJECT OF THE PRISON DEPARTMENT AND THE ARMED FORCES

2016 | GERAN KPT | COMPLETED | CO-RESEARCHER

9. BREXIT AS THE GAME CHANGER FOR SUKUK MARKET. WILL BREXIT OPEN THE DOOR FOR ASSET-BACKED SUKUK

2016 | GERAN KPT | COMPLETED | CO-RESEARCHER

10. THE DEVELOPMENT OF WAQF IN MALAYSIA: ANALYSIS FROM MACRO, MESO AND MICRO LEVELS.

2015 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

11. "IS BAI BI THAMIN AJIL" (BBA) OPPRESIVE

2014 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

12. THE ROLE OF HEDONIC AND UTILITIRIAN ELEMENTS IN AFFECTING PURCHASE DECISION OF MUSLIMS UNIT TRUST FUND INVESTORS IN MALAYSIA

2013 | GERAN PENYELIDIKAN JANGKA PENDEK | COMPLETED | MAIN RESEARCHER

13. A STUDY ON THE RELATIONSHIP BETWEEN KNOWLEDGE OF CONSUMER CREDIT AND DEBT BURDEN : AN EXPLORATORY ST

2007 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | CO-RESEARCHER

14. PERCEPTION OF MALAYSIANS TOWARDS ISLAMIC UNIT TRUST INVESTMENT: A CASE STUDY IN KLANG VALLEY

2007 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN RESEARCHER

15. BRAND MANAGEMENT IN MUSLIM?S SMALL MEDIUM INDUSTRIES IN MALAYSIA: STUDY ON FOOD SECTOR

2005 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | CO-RESEARCHER

PUBLICATION

1. KNOWING THE RISKS BUT CONTINUING ANYWAY? EXPLAINING SUSTAINED BUY NOW, PAY LATER USAGE AMONG GENERATION Y AND Z

ADVANCED INTERNATIONAL JOURNAL OF BUSINESS, ENTREPRENEURSHIP AND SME'S (AIJBES)

2026 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

2. AI ADOPTION AMONG THE UAE'S GOVERNMENT SERVANTS: AN EMPIRICAL MODEL ANALYSIS

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2026 | JOURNAL | OTHER DATABASE | CO-AUTHOR

PUBLICATION

3. GEN Y AND GEN Z?S COMMITMENT TO BNPL SERVICES IN MALAYSIA: A STUDY OF ATTITUDE-MEDIATED CONTINUANCE INTENTION

5TH INTERNATIONAL VIRTUAL CONFERENCE ON SOCIAL SCIENCES, EDUCATION AND INNOVATION 2026 (5TH IVCOSEI 2026)

2026 PROCEEDING NON-INDEX MAIN AUTHOR

4. EXTENDING THE THEORY OF PLANNED BEHAVIOR IN PREDICTING ENTREPRENEURIAL INTENTION AMONG UNIVERSITY STUDENTS: THE ROLE OF PERCEIVED RELATIONAL SUPPORT

THE INTERNATIONAL JOURNAL OF MANAGEMENT EDUCATION

2025 JOURNAL ERA CORRESPONDING AUTHOR

5. EMBRACING E-WALLET AMONG GENERATION Z IN MALAYSIA: THE MEDIATING ROLE OF TRUST

JOURNAL OF NUSANTARA STUDIES

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

6. WHAT MOTIVATES MALAYSIANS TO ENGAGE IN SOCIAL COMMERCE SHOPPING?

LABUAN BULLETIN OF INTERNATIONAL BUSINESS AND FINANCE

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

7. DETERMINANTS OF FINANCIAL WELL-BEING AMONG MALAYSIAN UNIVERSITY STUDENTS: THE ROLE OF FINANCIAL BEHAVIOUR AS MEDIATOR

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

8. SHOPPING ON SOCIAL PLANET: THE MEDIATING ROLE OF TRUST

MARKET-TR?I?TE

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

9. UNDERSTANDING FINANCIAL LITERACY AND FINANCIAL WELL-BEING AMONG YOUNG MALAYSIANS

JOURNAL OF BUSINESS MANAGEMENT AND ACCOUNTING

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

10. DIGITAL SMARTS, FINANCIAL STARTS: HOW DIGITAL FINANCIAL LITERACY INFLUENCES SPENDING, SAVING, AND FINANCIAL WELL-BEING

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT (JISED)

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

11. HOW ATTITUDE, PERCEIVED SAVINGS, PRICE DISCOUNT AFFECT, PERCEIVED FOOD QUALITY SHAPES PURCHASE INTENTIONS OF MENU RAHMAH

ADVANCES IN BUSINESS RESEARCH INTERNATIONAL JOURNAL

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

12. FROM FAITH TO PHILANTHROPY: THE ROLE OF I?S?N AND EGALITARIANISM IN DETERMINING CASH WAQF INTENTION AMONG GENERATIONS Y-Z IN MALAYSIA

INTERNATIONAL JOURNAL OF ISLAMIC FINANCE AND SUSTAINABLE DEVELOPMENT

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

PUBLICATION

13. HALAL CHOCOLATE PURCHASE INTENTION AND COMPLIANCE: EXAMINING THE MODERATING ROLE OF RELIGIOSITY AMONG MALAYSIAN MUSLIMS

INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS

2025 JOURNAL OTHER DATABASE MAIN AUTHOR

14. CASH WAQF INTENTIONS AMONG MUSLIM GEN Y AND GEN Z: THE MEDIATING ROLE OF ATTITUDE

3RD INTERNATIONAL MUAMALAT CONFERENCE (I-MAC III)

2025 PROCEEDING NON-INDEX MAIN AUTHOR

15. SMART MONEY MOVES: EMPOWERING GEN Y AND GEN Z WITH DIGITAL FINANCIAL LITERACY

7TH INTERNATIONAL ACADEMIC CONFERENCE (IAC VII)

2025 PROCEEDING NON-INDEX MAIN AUTHOR

16. RELIGIOSITY AND PROSOCIAL TRAITS IN INFLUENCING THE INTENTION TO PAY ZAKAT ON INCOME

THE 4TH INTERNATIONAL CONFERENCE ON ISLAMIC ECONOMICS 2025 (4TH ICONIE 2025)

2025 PROCEEDING NON-INDEX MAIN AUTHOR

17. TOWARD ISLAMIC WEALTH MANAGEMENT: INSIGHTS FROM ISLAMIC FAMILY FINANCIAL SOCIALIZATION

THE 2ND ASEAN BUSINESS NETWORK (ASBN) INTERNATIONAL CONFERENCE 2025

2025 PROCEEDING NON-INDEX MAIN AUTHOR

18. FACTORS INFLUENCING TIKTOK VIDEO ADVERTISEMENTS ON INTENTIONS TO ENROLL IN HIGHER EDUCATION INSTITUTIONS AMONG GENERATION Z?S MIDDLE EASTERN STUDENTS IN MALAYSIA

THE 2ND ASEAN BUSINESS NETWORK (ASBN) INTERNATIONAL CONFERENCE 2025

2025 PROCEEDING OTHER DATABASE CORRESPONDING AUTHOR

19. FACTORS INFLUENCING THE ADOPTION OF BUY NOW PAY LATER (BNPL) AMONG GEN Z CONSUMERS

3RD KARATAY INTERNATIONAL CONFERENCE ON ISLAMIC ECONOMICS AND FINANCE (KARCIEF 2025)

2025 PROCEEDING NON-INDEX MAIN AUTHOR

20. SERVICE QUALITY, BRAND IMAGE, CUSTOMER SATISFACTION, AND CUSTOMER LOYALTY TOWARDS TELECOMMUNICATIONS SERVICE PROVIDERS IN MALAYSIA: A PLS-SEM APPROACH

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2024 JOURNAL ERA MAIN AUTHOR

21. FACTORS AFFECTING CUSTOMER SATISFACTION WITH MOBILE FOOD DELIVERY APPLICATIONS (MFDAS) AMONG MUSLIMS IN MALAYSIA

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 JOURNAL ERA MAIN AUTHOR

22. FINANCIAL WELL-BEING, FINANCIAL LITERACY, AND ENVIRONMENTALLY SUSTAINABLE BEHAVIOUR: A PLS-SEM APPROACH

JURNAL SAINS INSANI

2024 JOURNAL INDEX BY MYCITE 2019 MAIN AUTHOR

PUBLICATION

23. A PRELIMINARY REVIEW OF CONSUMER COMSUMPTION VALUE PERCEPTIONS OF 5G TECHNOLOGY IN MALAYSIA

JURNAL SAINS INSANI

2024 | JOURNAL | INDEX BY MYCITE 2019 | CO-AUTHOR

24. YOUNG MALAYSIAN MUSLIMS' ONLINE SHOPPING INTENTION AND BEHAVIOUR

SOCIAL AND MANAGEMENT RESEARCH JOURNAL

2024 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

25. INTERNAL LOCUS OF CONTROL AND FINANCIAL WELL-BEING AMONG UNIVERSITY STUDENTS

JOURNAL OF EMERGING ECONOMIES AND ISLAMIC RESEARCH

2024 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

26. GEN Z?S LOYALTY UNPACKED : THE INTERPLAY OF BRAND IMAGE, SERVICE QUALITY, AND PRICE ON SATISFACTION AND TRUST

GLOBAL BUSINESS MANAGEMENT REVIEW

2024 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

27. IMPACT OF GAMIFICATION ON INTENTION TO DONATE USING CROWDFUNDING PLATFORM: EVALUATING THE MEDIATING ROLE OF AFFECTIVE USER EXPERIENCE AND TRUST IN MALAYSIA

INSTITUTIONS AND ECONOMIES

2024 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

28. MENU RAHMAH PURCHASE INTENTION AMONG UNIVERSITY STUDENTS: MADANI ECONOMY EMPOWERMENT

THE INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE (SAIS 2024)

2024 | PROCEEDING | OTHER DATABASE | MAIN AUTHOR

29. INTENTION TO USE E-WALLET APPLICATION AMONG UNIVERSITY STUDENTS

THE 9TH INTERNATIONAL CONFERENCE ON MARKETING AND RETAILING (INCOMAR 2023)

2024 | PROCEEDING | NON-INDEX | CORRESPONDING AUTHOR

30. A CONCEPTUAL STUDY OF MADANI CONCEPT IN ISLAMIC BUSINESS ETHICS AND MARKETING PRACTICES

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2024 (SAIS 2024)

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

31. A CONCEPTUAL STUDY ON THE INTENTION TO USE FINANCIAL ROBO-ADVSORS FOR ISLAMIC FINANCIAL PRODUCTS: EMPOWERING MADANI ECONOMY

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2024 (SAIS 2024)

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

32. PERSEPSI PENGGUNA TERHADAP JENAMA INSTITUSI ZAKAT, LOGO DAN SIJIL PEMBAYAR ZAKAT PERNIAGAAN DALAM MENINGKATKAN KUTIPAN ZAKAT

2024 | BOOK | MAIN AUTHOR

33. PENANDA ARAS (THRESHOLD) MISKIN BANDAR DI WILAYAH PERSEKUTUAN

2024 | BOOK

PUBLICATION

34. KAJIAN SEMAKAN DAN PENAMBAHBAIKAN FATWA BERHUBUNG DENGAN TAFSIRAN ASNAF DAN DASAR AGIHAN ZAKAT

2024 POLICY

35. COMPULSIVE ONLINE SHOPPING, SPENDING HABITS, AND LOCUS OF CONTROL ON FINANCIAL VULNERABILITY AMONG MALAYSIANS

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (MAJCAFE)

2023 JOURNAL SCOPUS CORRESPONDING AUTHOR

36. EXTENDING THE THEORY OF PLANNED BEHAVIOR TO EXAMINE FACTORS INFLUENCING INTENTION TO PURCHASE HALAL CHOCOLATE AMONG MALAYSIAN MUSLIMS

ASIAN JOURNAL OF BUSINESS AND ACCOUNTING

2023 JOURNAL ERA MAIN AUTHOR

37. FACTORS DETERMINING MONEY MANAGEMENT AMONG UNIVERSITY STUDENTS

JOURNAL OF WEALTH MANAGEMENT & FINANCIAL PLANNING

2023 JOURNAL MYCITE MAIN AUTHOR

38. EXPLAINING HALAL CHOCOLATE PURCHASE INTENTION AMONG MUSLIM YOUNG ADULTS IN MALAYSIA

JURNAL SAINS INSANI

2023 JOURNAL INDEX BY MYCITE 2019 MAIN AUTHOR

39. DIGITAL FINANCIAL LITERACY AMONG YOUNG ADULTS IN MALAYSIA

INTERNATIONAL BUSINESS EDUCATION JOURNAL (IBEJ)

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

40. ENTREPRENEURIAL INTENTION AMONG UNDERGRADUATE STUDENTS USING THE ENTREPRENEURIAL INTENTION MODEL

INDONESIAN JOURNAL OF BUSINESS AND ENTREPRENEURSHIP

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

41. PREDICTING INTENTION TO USE QR CODE MOBILE PAYMENT AMONG MALAYSIAN MUSLIM MILLENNIALS

THE JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

42. ENHANCING GRADUATE EMPLOYABILITY IN THE MALAYSIAN CAPITAL MARKET

THE 10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS2023)

2023 PROCEEDING NON-INDEX CO-AUTHOR

43. 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

PUBLICATION

44. EXPLAINING PURCHASE INTENTIONS AND ONLINE SHOPPING BEHAVIOUR AMONG YOUNG MALAYSIAN MUSLIM CONSUMERS

10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2023 (I-IECONS2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

45. CHAPTER 2: CONSUMER BEHAVIOUR AND FINANCIAL VULNERABILITY AMONG MALAYSIANS AMID COVID-19 PANDEMIC

RECOVERING ECONOMY: NEW NORMS, CHALLENGES AND PHILANTHROPY IN THE POST-PANDEMIC ERA

2023 CHAPTER IN BOOK CO-AUTHOR

46. CHAPTER 3: SYSTEMATIC LITERATURE REVIEW OF FINANCIAL VULNERABILITY

RECOVERING ECONOMY: NEW NORMS, CHALLENGES AND PHILANTHROPY IN THE POST-PANDEMIC ERA

2023 CHAPTER IN BOOK CO-AUTHOR

47. CHAPTER 4: FINANCIAL LITERACY AMONG MALAYSIANS: A SYSTEMATIC LITERATURE REVIEW AND RECOMMENDATIONS ON COVID-19 POLICIES

RECOVERING ECONOMY: NEW NORMS, CHALLENGES AND PHILANTHROPY IN THE POST-PANDEMIC ERA

2023 CHAPTER IN BOOK MAIN AUTHOR

48. CHAPTER 5: A REVIEW OF PSYCHOLOGICAL FACTORS ON FINANCIAL VULNERABILITY

RECOVERING ECONOMY: NEW NORMS, CHALLENGES AND PHILANTHROPY IN THE POST-PANDEMIC ERA

2023 CHAPTER IN BOOK CO-AUTHOR

49. CHAPTER 6: THE IMPACT OF SOCIO-ECONOMIC CHARACTERISTICS AND FINANCIAL VULNERABILITY IN MALAYSIA

RECOVERING ECONOMY: NEW NORMS, CHALLENGES AND PHILANTHROPY IN THE POST-PANDEMIC ERA

2023 CHAPTER IN BOOK CO-AUTHOR

50. CHAPTER 7: COMPULSIVE ONLINE SHOPPING BEHAVIOUR: MEASUREMENTS, CAUSAL FACTORS AND EFFECTS

RECOVERING ECONOMY: NEW NORMS, CHALLENGES AND PHILANTHROPY IN THE POST-PANDEMIC ERA

2023 CHAPTER IN BOOK CO-AUTHOR

51. EMPLOYEE PERFORMANCE 5 YEARS BIBLIOMETRIC REVIEW

THE SEMINAR ANTARABANGSA ISLAM DAN SAINS 2022 (SAIS 2022)

2022 PROCEEDING NON-INDEX CO-AUTHOR

52. PSYCHOLOGICAL FACTORS INFLUENCE ON FINANCIAL VULNERABILITY: A CONCEPTUAL PAPER

THE SEMINAR ANTARABANGSA ISLAM DAN SAINS 2022 (SAIS 2022)

2022 PROCEEDING NON-INDEX CO-AUTHOR

53. FINANCIAL STRESS REVIEW: A BIBILOMETRIC ANALYSIS

THE SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2022)

2022 PROCEEDING NON-INDEX CO-AUTHOR

54. THE ROLE OF FINANCIAL WELL-BEING IN EMPLOYEES' PERFORMANCE (EXTENDED ABSTRACT)

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF 2022)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

55. THE IMPACT OF SOCIAL MEDIA IN FUNDING INTENTION TOWARD CROWDFUNDING PROJECT

THE SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2022)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

56. REBUILDING FINANCIAL RESILIENCE: WHAT CONSUMERS CAN LEARN FROM THE PANDEMIC

2022 BOOK CO-AUTHOR

57. GELAGAT PENGGUNA DAN PENJANAAN KEKAYAAN SEWAKTU PANDEMIK COVID-19: SATU ANALISIS KONSEPTUAL

ULUM ISLAMIYYAH JOURNAL

2021 JOURNAL ERA CO-AUTHOR

58. FINANCIAL VULNERABILITY AMONG MALAYSIANS AMID COVID-21

4TH SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS) 2021

2021 PROCEEDING NON-INDEX CO-AUTHOR

59. POST PANDEMIC CONSUMER BEHAVIOR: CONCEPTUAL FRAMEWORK

JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH

2020 JOURNAL OTHERS DATABASE CO-AUTHOR

60. TEACHING GUIDE: COVID-19: BEAUTY AND THE BEAST

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2020)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

61. TEACHING CASE: COVID-19: BEAUTY AND THE BEAST

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2020)

2020 PROCEEDING NON-INDEX MAIN AUTHOR

62. GELAGAT PENGGUNA, PENJANAAN DAN PENGEMBANGAN KEKAYAAN PASCA COVID-19

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2020)

2020 PROCEEDING NON-INDEX CO-AUTHOR

63. COMMUNITY REHABILITATION PROGRAMME CENTRES OF THE PRISONS DEPARTMENT OF MALAYSIA: A CASE STUDY OF THEIR STATUS QUO AND SUGGESTED DEVELOPMENT

JOURNAL OF PUBLIC SECURITY AND SAFETY

2019 JOURNAL OTHER DATABASE CO-AUTHOR

64. CONTEMPORARY ISSUES: ISLAM & SCIENCE

INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE 2019

2019 PROCEEDING NON-INDEX MAIN AUTHOR

65. FINANCIAL AND NON-FINANCIAL SELECTION CRITERIA OF UNIT TRUST FUNDS: EVIDENCE FROM MALAYSIA

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS) 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

66. FINANCIAL LITERACY AMONG MALAYSIAN UNDERGRADUATES

ISLAMIC BANKING, ACCOUNTING AND FINANCE

2018 PROCEEDING NON-INDEX MAIN AUTHOR

67. TRAINING OF PRISON INMATES BEFORE RELEASE; THE LOW RECIDIVISM RATE IN MALAYSIA

AGBA?S 15TH WORLD CONGRESS

2018 PROCEEDING NON-INDEX CO-AUTHOR

68. WAQF ENDOWMENT PATTERN AMONG MALAYSIAN

THE MANAGEMENT OF WAQF: CONCEPT, DEVELOPMENT & ISSUES

2018 CHAPTER IN BOOK CO-AUTHOR

69. WAQF ENDOWERS AND NON-ENDOWERS BEHAVIOR

THE MANAGEMENT OF WAQF: CONCEPT, DEVELOPMENT & ISSUES

2018 CHAPTER IN BOOK CO-AUTHOR

70. USAHAWAN MUSLIM: MERINTIS PERJALANAN

MEMBINA IKS BERDAYA SAING

2018 CHAPTER IN BOOK CO-AUTHOR

71. 360 DEGREE PROGRAMME APPRAISAL

ASIAN JOURNAL OF CASE RESEARCH (AJCR)

2017 JOURNAL SCOPUS MAIN AUTHOR

72. ONLINE CROWDFUNDING: ADAPTATION FROM THEORY OF PLANNED BEHAVIOUR

THE 7TH ISLAMIC ECONOMIC SYSTEM CONFERENCE 2017

2017 PROCEEDING NON-INDEX CO-AUTHOR

73. SALE OR INTEREST BASED CONTRACT: A CASE OF BAY' BI THAMAN AJIL

INTEGRATED MUAMALAT CASE STUDY VOL. II

2017 CHAPTER IN BOOK CO-AUTHOR

74. ISLAMIC FUNDS AND WEALTH MANAGEMENT IN MALAYSIA: A REVIEW

4TH ASEAN INTERNATIONAL CONFERENCE ON ISLAMIC FINANCE

2016 PROCEEDING NON-INDEX CO-AUTHOR

75. BELIA HOLISTIK MENURUT ACUAN NEGARA (DASAR BELIA NEGARA)

BELIA HOLISTIK

2016 CHAPTER IN BOOK MAIN AUTHOR

76. DEVELOPING ISLAMIC CROWDFUNDING FOR EDUCATION AND HEALTH SECTOR: A CONCEPTUAL FRAMEWORK

19TH MACFEA NATIONAL SEMINAR

2015 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

77. ISLAMIC AND CONVENTIONAL UNIT TRUSTS IN MALAYSIA: A PERFORMANCE COMPARISON

JOURNAL OF ISLAMIC ECONOMICS, BANKING AND FINANCE

2011 JOURNAL ERA CO-AUTHOR

78. PENILAIAN TERHADAP SISTEM MULTI-LEVEL-MARKETING MENGIKUT PRINSIP MUAMALAT

JOURNAL OF MUAMALAT AND ISLAMIC FINANCE RESEARCH (JMIFR)

2009 JOURNAL WOS CO-AUTHOR

79. MALAYSIAN FINANCIAL INSTITUTIONS: ISSUES AND CHALLENGES (CHAPTER 3)

READINGS IN ISLAMIC FINANCIAL SERVICES

2007 CHAPTER IN BOOK MAIN AUTHOR

80. THE IMPORTANCE OF FINANCIAL LITERACY (CHAPTER 8)

READINGS IN ISLAMIC FINANCIAL SERVICES

2007 CHAPTER IN BOOK MAIN AUTHOR

81. HONESTY AND ACCOUNTABILITY IN BUSINESS

THE DEVELOPMENT OF ECONOMICS AND MUAMALAT PRACTICES

2007 CHAPTER IN BOOK CO-AUTHOR

82. HALAL BRANDING: FROM THE MALAYSIAN SMALL AND MEDIUM INDUSTRIES PERSPECTIVES

THE DEVELOPMENT OF ECONOMICS AND MUAMALAT PRACTICES

2007 CHAPTER IN BOOK CO-AUTHOR

83. USAHAWAN MUSLIM: ISU DAN CABARAN

SEMINAR PEMBUDAYAAN DAN PENDIDIKAN KEUSAHAWANAN REMAJA, UKM, BANGI

2006 PROCEEDING NON-INDEX CO-AUTHOR

CONSULTATION

1. SHARIAH REGISTERED FINANCIAL PLANNING

KPT

2023 UNIVERSITY

2. KAJIAN ?THRESHOLD? (PENANDA ARAS) MISKIN BANDAR DI WILAYAH PERSEKUTUAN (MAIWP) (FASA 1 : MENGUMPUL DATA PROFAIL ASNAF DI KUALA LUMPUR)

PPZ-MAIWP

2023 NATIONAL

3. RETAIL IMPACT STUDY OF LOTUS'S STORE DEVELOPMENT AT KUALA KANGSAR, PERAK

LOTUS STORES (MALAYSIA) SDN BHD

2022 INTERNATIONAL

CONSULTATION

4. RETAIL IMPACT STUDY OF LOTUS'S STORE DEVELOPMENT AT GEORGETOWN, PULAU PINANG

LOTUS STORES (MALAYSIA) SDN BHD

2022 INTERNATIONAL

5. KAJIAN PENAMBAHBAIKAN FATWA BERHUBUNG DENGAN TAFSIRAN ASNAF DAN DASAR AGIHAN ZAKAT

MAJLIS AGAMA ISLAM SELANGOR

2022 NATIONAL

6. SIJIL SECURITIES COMMISSION LICENSING EXAMINATION (SCLE) MODULE 6 & MODULE 7

KPT

2022 NATIONAL

7. CONSUMER BEHAVIOUR AND FINANCIAL VULNERABILITY SURVEY

AGENSI KAUNSELING DAN PENGURUSAN KREDIT (AKPK)

2021 NATIONAL

8. IMPACT STUDY ASSIGNMENT FOR ESLITE SPECTRUM MALAYSIA SDN BHD FOR PREMISES LOCATED IN BUKIT BINTANG KUALA LUMPUR

ESLITE SPECTRUM MALAYSIA SDN BHD

2021 INTERNATIONAL

9. PROJECT WITH YUNUS CENTRE UKM AND YBU DARUL RIDZUAN

YUNUS CENTRE UKM AND YBU DARUL RIDZUAN

2016 NATIONAL

10. FACULTY CONSULTANT

FEM

2015 UNIVERSITY

AWARDS/RECOGNITION

1. GEN Y AND GEN Z?S COMMITMENT TO BNPL SERVICES IN MALAYSIA: A STUDY OF ATTITUDE-MEDIATED CONTINUANCE INTENTION

5th International Virtual Conference on Social Sciences, Education and Innovation 2026 (5th IVCoSEI

2026 ANTARABANGSA BEST PAPER AWARD

2. ANUGERAH STAF CONTOH BULANAN 2025

2025 OTHERS

3. ACADEMIC ADVISOR

PENYELIA UNIVERSITI (UNIVERSITY SUPERVISOR) PELAJAR TAHUN AKHIR FAKULTI EKONOMI DAN MUAMALAT (FEM) SEMESTER II, SESI AKADEMIK 2024/2025 (A242)

2025 UNIVERSITY

AWARDS/RECOGNITION

4. CASH WAQF INTENTIONS AMONG MUSLIM GEN Y AND GEN Z : THE MEDIATING ROLE OF ATTITUDE

INTERNATIONAL MUAMALAT CONFERENCE 2025 (I-MAC 2025)

2025 ANTARABANGSA BEST PAPER AWARD

5. SMART MONEY MOVES : EMPOWERING GEN Y AND GEN Z WITH DIGITAL FINANCIAL LITERACY

INTERNATIONAL MUAMALAT CONFERENCE 2025 (I-MAC 2025)

2025 ANTARABANGSA BEST PAPER AWARD

6. SMART MONEY MOVES : EMPOWERING GEN Y AND GEN Z WITH DIGITAL FINANCIAL LITERACY

INTERNATIONAL ACADEMIC CONFERENCE (IAC)

2025 ANTARABANGSA BEST PAPER AWARD

7. CASH WAQF INTENTIONS AMONG MUSLIM GEN Y AND GEN Z : THE MEDIATING ROLE OF ATTITUDE

INTERNATIONAL ACADEMIC CONFERENCE (IAC)

2025 ANTARABANGSA BEST PAPER AWARD

8. ACADEMIC ADVISOR

PENYELIA PELAJAR BAGI MCA4023 (PENYELIDIKAN PEMASARAN I) SEMETSER II SESI AKADMIK 2023/2024

2024 UNIVERSITY

9. ACADEMIC ADVISOR

PERSATUAN EKONOMI PENGGUNA & KELUARGA MALAYSIA (MACFEA)

2024 NATIONAL

10. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2024 UNIVERSITY

11. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2024 UNIVERSITY

12. ACADEMIC ADVISOR

INSTITUTE OF LEADERSHIP EXCELLENCE AND DEVELOPMENT (INSTITUT PEMBANGUNAN DAN KECEMERLANGAN PEMIMPIN), KEMENTERIAN BELIA DAN SUKAN

2023 NATIONAL

13. ACADEMIC ADVISOR

FACULTY OF ECONOMICS AND MUAMALAT

2023 UNIVERSITY

14. ACADEMIC ADVISOR

MAJLIS AGAMA ISLAM SELANGOR

2022 NATIONAL

AWARDS/RECOGNITION

15. BEST PAPER AWARD

2021 INTERNATIONAL

16. ACADEMIC ADVISOR

UNIVERSITAS MUHAMMADIYAH SEMARANG

2021 INTERNATIONAL

17. ACADEMIC ADVISOR

FEM, USIM

2021 UNIVERSITY

18. ACADEMIC ADVISOR

FEM, USIM

2021 UNIVERSITY

19. ACADEMIC ADVISOR

FACULTY ECONOMICS AND BUSINESS, UNIVERSITAS TRISAKTI

2019 INTERNATIONAL

20. THIRD PLACE BEST CASE STUDY - 5TH INTERNATIONAL CASE WRITING CONFERENCE

2015 NATIONAL