



PROF. MADYA DR. ANITA BINTI ISMAIL

PENSYARAH UNIVERSITI DS14

CONTACT

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FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

PhD

1

COMPLETED

4

ONGOING

Master

0

COMPLETED

0

ONGOING

AREAS OF EXPERTISE

Entrepreneurship

Strategic Management

Innovation Management

Social Science

ACADEMIC QUALIFICATION

2019 PhD - Management

1999 Master - Pengurusan Perniagaan

1991 Bachelor - Pengurusan Perniagaan

RESEARCH

1. INDIKATOR PELABURAN GLC: PENDEKATAN PENCEGAHAN DAN PENGUKUHAN TATAKELOLA

2025

GERAN PENYELIDIKAN AGENSI KERAJAAN

ON GOING

MAIN RESEARCHER

2. DETERMINANTS OF HALAL COSMETICS REPURCHASE INTENTION: THE IMPACT OF RELIGIOUS AND HALAL CERTIFICATION

2023

BIDUNI MIZANNIYAH

ON GOING

MAIN RESEARCHER

3. HALAL BUSINESS INTELLIGENCE (BI) VENTURES GROUP

2023

GERAN KUMPULAN PENYELIDIKAN (KUP)

ON GOING

MAIN RESEARCHER

4. COVID-19 DATA INTELLIGENCE DECISION MAKING (CDIDM): BUSINESS INTELLIGENCE SYSTEMS FOR DISASTERS MANAGEMENT

2020

GERAN PENYELIDIKAN COVID-19

COMPLETED

MAIN RESEARCHER

5. MODELLING MUSLIMPRENEURS FROM THE LIFE OF ABDUL RAHMAN BIN AUF: EXPLORING THE VALUE OF ISLAMIC CREATIVITY AND INNOVATION IN MUSLIM ENTREPRENEURSHIP

2016

GERAN PENYELIDIKAN TRANSNASIONAL

COMPLETED

MAIN RESEARCHER

RESEARCH

6. INFORMATION TECHNOLOGY ADOPTION FOR SERVICE INNOVATIONS PRACTICES ON ORGANIZATIONAL PERFORMANCE

2011

GERAN PENYELIDIKAN FUNDAMENTAL

COMPLETED

MAIN RESEARCHER

7. THE RELATIONSHIP BETWEEN TECHNOLOGY, INNOVATION AND FIRM PERFORMANCE : A STUDY ON TECHNOLOGY BASED COMPANY IN MALAYSIA

2009

GERAN PENYELIDIKAN FUNDAMENTAL

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. SMART CONTRACTS, CRYPTOCURRENCIES, AND DONATION SYSTEMS: A BIBLIOMETRIC ANALYSIS OF BLOCKCHAIN IN CHARITY

SELANGOR BUSINESS REVIEW

2025

JOURNAL

OTHER DATABASE

MAIN AUTHOR

2. 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

3. SCROLLING INTO DISTRESS: HOW SOCIAL MEDIA SHAPES PSYCHOLOGICAL WELL-BEING

INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE (SAIS 2025)

2025

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

4. AD HOMINEM: SENJATA RETORIK YANG MENGELIRUKAN

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS)

2025

PROCEEDING

NON-INDEX

MAIN AUTHOR

5. BAB 4-AGENSI PENCEGAHAN RASUAH DAN PEMERKASAAN INTEGRITI

INTEGRITI DAN ANTI RASUAH

2025

CHAPTER IN BOOK

MAIN AUTHOR

6. BAB 5 - RASUAH BERDASARKAN AKTA SPRM 2009

INTEGRITI DAN ANTIRASUAH

2025

CHAPTER IN BOOK

MAIN AUTHOR

7. PEMBANGUNAN OER DAN IOER

2025

POLICY

8. INVESTIGATING THE FACTORS AFFECTING MUSLIM WOMEN TOWARDS PURCHASE INTENTION OF HALAL COSMETICS PRODUCTS: A SYSTEMATIC LITERATURE REVIEW

JURNAL SAINS INSANI

2024

JOURNAL

INDEX BY MYCITE 2019

MAIN AUTHOR

PUBLICATION

9. STRATEGIC INSIGHTS INTO MARKETING ISLAMIC BANKING PRODUCTS: A SYSTEMATIC LITERATURE REVIEW

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024

JOURNAL

ERA

MAIN AUTHOR

10. EMPOWERING MODERN SOCIETY THROUGH THE INTEGRATION OF RELIGION AND ARTIFICIAL INTELLIGENCE

7TH INTERNATIONAL SEMINAR ON PHILOSOPHY, CIVILISATIONS, ETHICS, AND ISLAMIC TURATH (I-STET) 2024

2024

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

11. PERANAN LEBAH KELULUT DALAM MENDUKUNG KESEJAHTERAAN MANUSIA DAN KELESTARIAN ALAM

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS)

2024

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

12. E-PROCEEDING THE INTERNATIONAL SYMPOSIUM ON COMMUNITY SOCIAL RESPONSIBILITY 2024 (I-CSR2024)

THE INTERNATIONAL SYMPOSIUM ON COMMUNITY SOCIAL RESPONSIBILITY 2024 (I-CSR2024)

2024

PROCEEDING

NON-INDEX

MAIN AUTHOR

13. IMPLEMENTATION AND IMPACT OF SOCIO- ECONOMIC PROGRAMS: A CASE STUDY AMONG STUDENTS AT THE FACULTY OF ECONOMICS AND MUAMALAT, UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE (SAIS 2024)

2024

PROCEEDING

NON-INDEX

MAIN AUTHOR

14. PUNCA DAN KESAN BULI DI TEMPAT KERJA TERHADAP KESEJAHTERAAN DIRI: SATU KAJIAN KES

INTERNATIONAL SEMINAR ON PHILOSOPHY, CIVILISATIONS, ETHICS AND ISLAMIC HERITAGE (I-STET 2024)

2024

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

15. SIGNIFICANCE OF CORPORATE CULTURE IN BUMIPUTERA COMPANIES: HOW DOES IT AFFECT ORGANIZATIONAL PERFORMANCE?

SEMINAR ANTARABANGSA FALSAFAH, TAMADUN, ETIKA DAN TURATH ISLAMI KALI KE-7 (I-STET) 2024

2024

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

16. PEMBUDAYAAN KEUSAHAWANAN ISLAM MENUJU AL-FALAH

TERAS ILMU DALAM MENEROKA BUDAYA DAN TRADISI MASYARAKAT MALAYSIA

2024

CHAPTER IN BOOK

MAIN AUTHOR

17. BUSINESS RESILIENCE AND SMES BUSINESS SUCCESS: THE ROLE OF EXTERNAL INTEGRATION

INTERNATIONAL JOURNAL OF ENGINEERING, MANAGEMENT AND HUMANITIES (IJEMH)

2023

JOURNAL

OTHER DATABASE

MAIN AUTHOR

18. CORPORATE GOVERNANCE AND SHARIAH GOVERNANCE: ASSESSING FROM TAKAFUL OPERATORS IN MALAYSIA

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN ACCOUNTING, FINANCES AND MANAGEMENT AND SCIENCES

2023

JOURNAL

OTHER DATABASE

MAIN AUTHOR

19. MEASURING THE IMPACT OF CO-WORKER SUPPORT ON JOB SATISFACTION AND ORGANIZATIONAL CITIZENSHIP BEHAVIOUR: AN ISLAMIC PERSPECTIVE

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

2023

PROCEEDING

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MAIN AUTHOR

PUBLICATION

20. 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

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MAIN AUTHOR

21. CEO AND ORGANISATION RESILIENCE IN DEALING WITH ECONOMIC DISRUPTION: A SYSTEMATIC REVIEW

INTERNATIONAL JOURNAL OF HUMANITIES SOCIAL SCIENCE AND MANAGEMENT (IJHSSM)

2022

JOURNAL

OTHER DATABASE

MAIN AUTHOR

22. INTERNATIONALISATION STRATEGY AND MARKETING FOR HIGHER EDUCATION INSTITUTIONS (HEIS): A SYSTEMATIC REVIEW

SEMINAR ON THE INTERNATIONALIZATION OF HIGHER EDUCATION 2022 (SPPT 2022)

2022

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

23. STRESS MANAGEMENT OF ONLINE ACADEMIC LEARNING AMONG STUDENTS

INTERNATIONAL CONFERENCE ON RESEARCH AND PRACTICES IN SCIENCE, TECHNOLOGY AND SOCIAL SCIENCES (I-CREST 2022)

2022

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

24. CONCEPTUALISATION OF SMES' BUSINESS RESILIENCE: A SYSTEMATIC REVIEW

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

2022

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

25. STRESS AND TIME MANAGEMENT OF ONLINE ACADEMIC LEARNING AMONG STUDENTS

SEMINAR ANTARABANGSA FALSAFAH, TAMADUN, ETIKA DAN TURATH ISLAMI (I-STET) 2022

2022

PROCEEDING

OTHER DATABASE

MAIN AUTHOR

26. THE EFFECT OF ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS IMPLEMENTATION ON ORGANIZATIONAL PERFORMANCE

INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2021 (3RD ICEEM 2021)

2021

PROCEEDING

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MAIN AUTHOR

27. PEMBUDAYAAN KEUSAHAWANAN ISLAM MENUJU AL-FALAH: CABARAN GLOBALISASI ERA COVID-19

INTERNATIONAL VIRTUAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT (4TH ICEEM)

2021

PROCEEDING

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MAIN AUTHOR

28. SOCIAL MEDIA AND YOUTH WELL-BEING ON CONSUMER BEHAVIOR DECISION-MAKING

INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS 2021)

2021

PROCEEDING

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MAIN AUTHOR

29. PENGGUNAAN MEDIA SOSIAL DAN KESEJAHTERAAN PENGGUNAAN MENURUT ISLAM

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2021 (SAIS 2021)

2021

PROCEEDING

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MAIN AUTHOR

30. KELESTARIAN PENGGUNAAN MEDIA SOSIAL DALAM ERA REVOLUSI INDUSTRI DAN IMPAK KE ATAS TINGKAH LAKU KEMANUSIAAN

TERAS ILMU MEMACU REVOLUSI INDUSTRI

2021

CHAPTER IN BOOK

MAIN AUTHOR

PUBLICATION

31. ENTREPRENEURS? CHARACTERISTICS FROM THE ISLAMIC PERSPECTIVE: A STUDY OF MUSLIMPRENEURS? PERFORMANCE

INTERNATIONAL JOURNAL OF PSYCHOSOCIAL REHABILITATION

2020

JOURNAL

SCOPUS

MAIN AUTHOR

32. SHARIA COMPLIANT OF CROWDFUNDING THROUGH THE FINANCING PLATFORMS IN SMALL MEDIUM ENTERPRISES (SME)

3RD UUM INTERNATIONAL ISLAMIC BUSINESS MANAGEMENT CONFERENCE 2020 (IBMC2020)

2020

PROCEEDING

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MAIN AUTHOR

33. THE BUSINESS INTELLIGENCE SYSTEMS ADOPTION ON PERFORMANCE OF BANKS IN MALAYSIA

13TH SEMINAR ON SCIENCE & TECHNOLOGY (S&T 2020)

2020

PROCEEDING

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MAIN AUTHOR

34. COVID-19 DATA INTELLIGENCE DECISION MAKING FOR DISASTERS MANAGEMENT

ISLAM AND SCINCE INTERNATIONAL SEMINAR (SAIS 2020)

2020

PROCEEDING

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MAIN AUTHOR

35. MUSLIMPRENEURS? CHARACTERISTICS: A STUDY OF PLANNING AND LEADERSHIP ON BUSINESS PERFORMANCE

INTERNATIONAL CONFERENCE ON DA?WAH AND ISLAMIC MANAGEMENT(IC-DAIM 2019)

2019

PROCEEDING

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MAIN AUTHOR

36. PEMBENTUKAN PEMIKIRAN KREATIF DAN KRITIS: HUBUNGANNYA DALAM MENYELESAIKAN MASALAH

SEMINAR TAMADUN, ETNIK DAN TURATH ISLAMI (I-STET) 2019

2019

PROCEEDING

NON-INDEX

MAIN AUTHOR

37. CREATIVE SPIRITUALITY FROM THE ISLAMIC PERSPECTIVE: PRACTICES AMONGST STUDENTS OF A PRODUCT DEVELOPMENT COMPETITION

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2018

JOURNAL

OTHER DATABASE

MAIN AUTHOR

38. RELATIONSHIPS BETWEEN INFORMATION TECHNOLOGY INFRASTRUCTURE AND INNOVATION ON PERFORMANCE OF BANKS IN MALAYSIA

JOURNAL OF INFORMATION SYSTEM AND TECHNOLOGY MANAGEMENT

2017

JOURNAL

OTHER DATABASE

MAIN AUTHOR

39. THE EFFECT OF COMPETITIVE ENVIRONMENT AND INFORMATION TECHNOLOGY INFRASTRUCTURE ON BANK?S PERFORMANCE IN MALAYSIA

INTERNATIONAL JOURNAL OF ACCOUNTING, FINANCE AND BUSINESS

2017

JOURNAL

OTHER DATABASE

MAIN AUTHOR

40. THE ISLAMIC PERSPECTIVE ON THINKING AND INNOVATIVE CULTURE AS EXEMPLIFIED BY WORKS OF RENOWNED MUSLIM SCHOLARS

JURNAL SAINS INSANI

2016

JOURNAL

OTHER DATABASE

MAIN AUTHOR

PUBLICATION

41. BUSINESS INTELLIGENCE, INNOVATION AND COMPETITIVE ENVIRONMENT AS A DETERMINANT OF PERFORMANCE IN MALYSIAN BANKING INSTITUTIONS

4TH ASEAN INTERNATIONAL CONFERENCE ON ISLAMIC FINANCE (AICIF) 2016

2016

PROCEEDING

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MAIN AUTHOR

42. THE SIGNIFICANCE OF SHARIA COMPLIANT HOTEL TO MUSLIM CONSUMERS IN MALAYSIA

3RD INTERNATIONAL HALAL CONFERENCE (INHAC) 2016

2016

PROCEEDING

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MAIN AUTHOR

43. INNOVATION AND PRODUCT DEVELOPMENT

CREATIVE THINKING AND PROBLEM SOLVING

2016

CHAPTER IN BOOK

MAIN AUTHOR

44. THE PRACTICES OF BUSINESS INTELLIGENCE AND INNOVATION AS A DETERMINANT OF PERFORMANCE: EVIDENCE AMONG MANAGERS IN MALYSIAN BANKING INSTITUTIONS

INTERNATIONAL CONFERENCE ON ISLAMIC ECONOMICS, GOVERNANCE & SOCIAL ENTERPRISE (ICONIGS) 2015

2015

PROCEEDING

NON-INDEX

MAIN AUTHOR

45. THINKING AND INNOVATIVE CULTURE FROM ISLAMIC PERSPECTIVE: CONTRIBUTIONS OF MUSLIM SCHOLARS IN ISLAMIC PRACTICES AMONGST STUDENTS

KONGRES PENDIDIKAN INTEGRASI ILMU NAQLI DAN AQLI

2015

PROCEEDING

NON-INDEX

MAIN AUTHOR

46. BUSINESS INTELLIGENCE AND ITS CONTEXT AS A DETERMINANT OF PERFORMANCE: EVIDENCE FROM BANKS IN MALAYSIA

THE SYMPOSIUM ON BUSINESS POSTGRADUATE RESEARCH

2015

PROCEEDING

NON-INDEX

MAIN AUTHOR

47. AMALAN KREATIVITI ISLAM DALAM KALANGAN PELAJAR TAHUN PERTAMA DI UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

WORLD CONFERENCE ON ISLAMIC THOUGHT AND CIVILIZATION (WCIT 2014)

2014

PROCEEDING

NON-INDEX

MAIN AUTHOR

48. THE IMPACT INFORMATION TECHNOLOGY AND INNOVATION ON ORGANIZATIONAL PERFORMANCE

4TH INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC RESEARCH (4TH ICBER 2013)

2013

PROCEEDING

NON-INDEX

MAIN AUTHOR

49. THE RELATIONSHIP BETWEEN INFORMATION TECHNOLOGY, PROCESS INNOVATION AND ORGANIZATIONAL PERFORMANCE

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL SCIENCES

2012

JOURNAL

WOS

MAIN AUTHOR

50. INSPIRING CREATIVITY AND INNOVATION AMONG MUSLIM YOUTH FOR SOCIETAL DEVELOPMENT

INTERNATIONAL CONFERENCE ON CREATIVITY AND INNOVATION SUSTAINABLE DEVELOPMENT (ICCISD 2011)

2011

PROCEEDING

NON-INDEX

MAIN AUTHOR

PUBLICATION

51. THE RELATIONSHIP BETWEEN INFORMATION TECHNOLOGY, PROCESS INNOVATION AND ORGANIZATIONAL PERFORMANCE.

NATIONAL ACADEMIC CONFERENCE (ENRICH 2011)

2011

PROCEEDING

NON-INDEX

MAIN AUTHOR

52. HUMAN SKILLS: TURNING INFORMATION INTO COMPETITIVE INTELLIGENCE

INTERNATIONAL CONFERENCE HUMAN RESOURCE DEVELOPMENT (ICHRD 2011)

2011

PROCEEDING

NON-INDEX

MAIN AUTHOR

53. MANAGING ETHICAL BEHAVIORS FOR INFORMATION TECHNOLOGY ADOPTION

INTERNATIONAL CONFERENCE HUMAN RESOURCE DEVELOPMENT (ICHRD 2011)

2011

PROCEEDING

NON-INDEX

MAIN AUTHOR

54. INOVASI PENDIDIKAN ISLAM: MENJANA TRANSFORMASI STRATEGI PENGURUSAN GLOBAL KE ARAH KECEMERLANGAN

PERSIDANGAN SERANTAU PENDIDIKAN ISLAM 2010

2010

PROCEEDING

NON-INDEX

MAIN AUTHOR

55. THE PRACTICES OF COMPETITIVE INTELLIGENCE PROCESS: ENHANCING GLOBAL COMPETITIVE MANAGEMENT STRATEGIES

INTERNATIONAL CONFERENCE ON QUALITY, PRODUCTIVITY AND PERFORMANCE MEASUREMENT (ICQPPM'09)

2009

PROCEEDING

NON-INDEX

MAIN AUTHOR

CONSULTATION

1. PROGRAM SEJAHTERA KOMUNITI MADANI (SEJATI MADANI)

SEJATI MADANI

2024

NATIONAL

2. PROJEK PENTERNAKAN DAN PENGKOMERSIALAN MADU KELULUT OLEH KEMONITI ORANG ASLI TEMUAN DI LABU, NEGERI SEMBILAN

KEMENTERIAN KEWANGAN MALAYSIA (MOF)

2024

NATIONAL

3. LATIHAN KHIDMAT PERUNDINGAN PEMIKIRAN KREATIF DAN PENYELESAIAN MASALAH

YAYASAN DAKWAH ISLAMIAH MALAYSIA (YADIM)

2015

NATIONAL

4. PROGRAM KEUSAHAWANAN BERSAMA SME CORPORATION MALAYSIA

SME CORPORATION MALAYSIA

2014

NATIONAL

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH BULANAN
2025UNIVERSITY
2. STAF CONTOH BULANAN PPT
2025UNIVERSITY
3. ANUGERAH KECEMERLANGAN STAF (AKS) FEM BAGI TAHUN 2024
2025UNIVERSITY
4. STAT BULANAN NOVEMBER 2024
2025UNIVERSITY
5. PENILAIAN PESTASI CEMERLANG 2024
2025UNIVERSITY