

PROF. MADYA DR. JAMAL ABDUL NASSIR BIN SHAARI

PENSYARAH UNIVERSITI DS14

CONTACT

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FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	1	4
Master	0	1

AREAS OF EXPERTISE

- Quality Management (including Total Quality Management (tqm))
- Intellectual Capital
- Halal Industry Management

ACADEMIC QUALIFICATION

- 2008 **PhD** - Business (total Quality Manage
- 2003 **Diploma** - Post Graduate Diploma In Teaching & Learning
- 1999 **Master** - Business (total Quality Management)
- 1997 **B.Sc.** - Business Administration (finance)

RESEARCH

1. **KERANGKA BAHASA DALAM PLATFOM MEDIA SOSIAL BAGI MEMPROMOSIKAN MALAYSIA SEBAGAI HUB MAKANAN HALAL PELBAGAI BUDAYA**
   2019 | GERAN KPT | COMPLETED | CO-RESEARCHER

2. **GENERIC HALAL ASSURANCE SYSTEM (HAS) MODEL FOR SMALL AND MEDIUM ENTERPRISES (SMES)**
   2018 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

3. **WAQAF IN EDUCATION USING SOCIAL ENTERPRISE AND CROWD FUNDING : THE CASE OF DEVELOPING USIM'S STUDENTS HOSTEL**
   2017 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

4. **DIALYSIS CENTRE OF WAKAF AN NUR A GREAT GRATITUDE AND A NEW HOPE**
   2016 | GERAN KPT | COMPLETED | CO-RESEARCHER

PUBLICATION

1. EXTENDING THE THEORY OF PLANNED BEHAVIOR IN EXPLAINING MALAYSIAN TOURISTS? REVISIT INTENTION TO TEMAJUK BEACH

ASIAN JOURNAL OF ECONOMICS, BUSINESS AND ACCOUNTING (AJEBA)

2025 JOURNAL OTHER DATABASE CO-AUTHOR

2. FIELD-PROGRAMMABLE GATE ARRAYS (FPGA) ADOPTION IN BIOFUELPROCESSING: THE ROLE OF POLICY INCENTIVES, FINANCIAL MECHANISMS, AND STRATEGIC MANAGEMENT

INTERNATIONAL JOURNAL OF RESEARCH AND INNOVATION IN SOCIAL SCIENCE (IJRISS)

2025 JOURNAL ERA CO-AUTHOR

3. SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 BOOK

4. CORE ENTREPRENEURIAL SKILLS FOR SUSTAINABLE VENTURES

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 CHAPTER IN BOOK MAIN AUTHOR

5. BUILDING UNIVERSITY-BASED ENTREPRENEURIAL ECOSYSTEMS

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 CHAPTER IN BOOK MAIN AUTHOR

6. THEORY OF INTELLECTUAL ENTREPRENEURSHIP: A FOUNDATION STONE OF LEARNING FOR SELF EMPLOYED IN INDUSTRY 4.0

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN ECONOMICS AND FINANCE

2024 JOURNAL MYCITE CORRESPONDING AUTHOR

7. NEXUS BETWEEN GREEN INTELLECTUAL CAPITAL AND THE SUSTAINABILITY BUSINESS PERFORMANCE OF MANUFACTURING SMES IN MALAYSIA

JOURNAL OF INTELLECTUAL CAPITAL

2024 JOURNAL ERA CO-AUTHOR

8. ASAS PENGURUSAN & PENTADBIRAN PERNIAGAAN

PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK MAIN AUTHOR

9. B3 PENGURUSAN OPERASI DALAM PERNIAGAAN

BUKU PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK MAIN AUTHOR

10. COUNTRY OF ORIGIN MEDIATE ISLAMIC SOCIETY?S BELIEF IN PURCHASING HALAL PRODUCTS?

INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCES AND BUSINESS RESEARCH

2023 JOURNAL OTHER DATABASE CO-AUTHOR

11. SEMANTIC ELEMENTS IN THE PACKAGING OF HALAL FROZEN FOODS: A DESCRIPTIVE ANALYTICAL STUDY

TANWIR ARABIYYAH

2023 JOURNAL MYCITE CO-AUTHOR

PUBLICATION

12. DIALYSIS CENTRE OF WAQAF AN-NUR: NEW HOPE FOR A PROPER ISLAMIC FINANCIAL PLANNING?

ASIAN JOURNAL OF CASE RESEARCH

2023 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

13. IMPLEMENTATION OF LEAN MANUFACTURING IN HALAL SUPPLY CHAIN SYSTEM FOR POULTRY SLAUGHTERHOUSE IN MALAYSIA

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023)

2023 | PROCEEDING | NON-INDEX | CO-AUTHOR

14. THE PRESENCE OFMALAYSIAN HALAL CERTIFIED FOOD IN THAI MARKETS

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023) - ACCELERATING HALAL INDUSTRY TOWARDS GLOBAL HALAL ECONOMY

2023 | PROCEEDING | NON-INDEX | CO-AUTHOR

15. PRESERVING HALAL INTEGRITY THROUGH INTEGRATION OF JAPANESE 5S - A CONCEPT AT HALAL CERTIFIABLE RESTAURANT

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023)

2023 | PROCEEDING | NON-INDEX | CO-AUTHOR

16. THE CONSUMPTION OF THAILAND HALAL-CERTIFIED FOOD PRODUCTS AMONG MUSLIMS IN KLANG VALLEY

THE 4TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE (IHMC 2023)

2023 | PROCEEDING | NON-INDEX | CO-AUTHOR

17. THE RELATIONSHIP OF ORGANIZATIONAL COMPETITION ORIENTATION, MARKETING CAPABILITY AND CUSTOMER NETWORKS IN ACHIEVING SELLER ACHIEVEMENT

EUROPEAN JOURNAL OF BUSINESS AND MANAGEMENT RESEARCH

2022 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

18. INTELLECTUAL CAPITAL AND CHALLENGES OF HALAL INDUSTRY IN MALAYSIA

INTERNATIONAL JOURNAL OF INNOVATION AND LEARNING

2022 | JOURNAL | ERA | MAIN AUTHOR / CONTACT PERSON IN USIM

19. EXAMINING THE AWARENESS OF HALAL LOGO AND THE CONFIDENCE LEVEL OF MALAYSIAN FOR THAILAND HALAL PRODUCTS

JOURNAL OF LEGAL, ETHICAL AND REGULATORY ISSUES (JLERI)

2021 | JOURNAL | SCOPUS | MAIN AUTHOR / CONTACT PERSON IN USIM

20. HALAL LOGO AND THE CONFIDENCE LEVEL OF MALAYSIAN CUSTOMERS ON INDONESIAN HALAL CERTIFIED PRODUCTS

ACADEMY OF ENTREPRENEURSHIP JOURNAL

2021 | JOURNAL | ERA | MAIN AUTHOR / CONTACT PERSON IN USIM

21. INTELLECTUAL ENTREPRENEURSHIP AND FUTURE SUCCESS OF PAKISTANI SMES

INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALISATION

2021 | JOURNAL | ERA | MAIN AUTHOR / CONTACT PERSON IN USIM

PUBLICATION

22. B40 SINGLE MOTHER MICRO ENTREPRENEUR EMPOWERMENT PROGRAM THROUGH ONLINE TRAINING AND MONITORING

CARNIVAL OF RESEARCH & INNOVATION (CRI 2021) VIRTUAL INTERNATIONAL EDITION

2021 PROCEEDING NON-INDEX CO-AUTHOR

23. PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 2

2021 BOOK CO-AUTHOR & CO-EDITOR

24. PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 1

2021 BOOK CO-AUTHOR & CO-EDITOR

25. PROSIDING PERSIDANGAN 4TH ICEEM

2021 BOOK EDITOR

26. PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2021

2021 BOOK EDITOR

27. ASAS PENGURUSAN & PENTADBIRAN PERNIAGAAN

PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 1

2021 CHAPTER IN BOOK MAIN AUTHOR

28. ASAS PENGURUSAN OPERASI

PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 2

2021 CHAPTER IN BOOK MAIN AUTHOR

29. ISLAMIC ENTREPRENEURSHIP: A SYSTEMATIC REVIEW OF FUTURE CHALLENGES AND PROSPECTS OF PAKISTANI SMES

INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT AND ACCOUNTING

2020 JOURNAL WOS MAIN AUTHOR

30. INTELLECTUAL CAPITAL IN TOURISM SMES IN AZAD JAMMU AND KASHMIR, PAKISTAN

JOURNAL OF INTELLECTUAL CAPITAL

2020 JOURNAL SCOPUS MAIN AUTHOR

31. THEORY OF INTELLECTUAL ENTREPRENEURSHIP: A FOUNDATION STONE OF LEARNING FOR SELF EMPLOYED IN INDUSTRY 4.0

KUALA LUMPUR INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, EDUCATION & ENGINEERING

2020 PROCEEDING NON-INDEX CO-AUTHOR

32. GARIS PANDUAN PROJEK PERUNDINGAN UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

2020 POLICY

PUBLICATION

33. EXPLORING THE MOTIVE OF MUSLIM CONSUMERS? INTENTION TOWARD GOAT?S MILK PURCHASING IN MALAYSIA: A FOCUS GROUP INTERVIEW

MUQTASID: JURNAL EKONOMI DAN PERBANKAN SYARIAH

2019 JOURNAL OTHER DATABASE CO-AUTHOR

34. IMPLEMENTING LEAN PRINCIPLES IN ADMINISTRATIVE PROCEDURES:REGISTRATION PROCESS FOR NEW STUDENT INTAKE IN UNIVERSITI SAINS ISLAM MALAYSIA (USIM)

MALAYSIAN JOURNAL OF APPLIED SCIENCES

2019 JOURNAL MYJURNAL CO-AUTHOR

35. FAKTOR YANG MEMPENGARUHI DALAM PEMERKASAAN INDUSTRI HALAL DI KALANGAN USAHAWAN: SUATU ANALISIS

INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2019 (ICEEM2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

36. CONSUMER ACCEPTANCE OF PRODUCTS WITH HALAL LOGO FROM NEIGHBORING COUNTRIES: INDONESIA-MALAYSIA PERSPECTIVE

INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2019 (ICEEM2019)

2019 PROCEEDING NON-INDEX CO-AUTHOR

37. PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON ECONOMICS, ENTREPRENEURSHIP AND MANAGEMENT 2019

2019 BOOK EDITOR

38. INTELLECTUAL CAPITAL AND ORGANISATIONAL PERFORMANCE IN MALAYSIAN KNOWLEDGE-INTENSIVE SMES

INTERNATIONAL JOURNAL OF LEARNING AND INTELLECTUAL CAPITAL

2018 JOURNAL SCOPUS CO-AUTHOR

39. IMPACT OF INTELLECTUAL CAPITAL ON ORGANIZATIONAL PERFORMANCE OF ICT SMES IN PENANG, MALAYSIA

JOURNAL OF MANAGEMENT, BUSINESS AND ECONOMICS,

2018 JOURNAL OTHER DATABASE MAIN AUTHOR

40. A REVIEW ON CRITICAL SUCCESS FACTORS IN THE DAIRY SECTOR

ADVANCED SCIENCE LETTERS

2018 JOURNAL OTHER DATABASE CO-AUTHOR

41. FROM HALAL ASSURANCE TO HALAL OPERATIONAL EFFICIENCY: EXPLORING THE APPLICABILITY OF JAPANESE 5S PRACTICES IN MALAYSIA?S HALAL RESTAURANT OPERATIONS

WORLD HALAL SUMMIT 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

42. ISLAMIC ENTREPRENEURSHIP

2018 BOOK CO-AUTHOR & CO-EDITOR

43. FACTORS INFLUENCING CONFIDENCE LEVEL ON HALAL CONSUMPTION AT MALAYSIAN BORDERS

ISLAMIC ENTREPRENEURSHIP

2018 CHAPTER IN BOOK CO-AUTHOR & CO-EDITOR

PUBLICATION

44. THE DEVELOPMENT OF AN INFORMATION SHARING LINKAGE SCALE FOR SERVICE SECTOR

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIETY, VOL 18 NO 3

2017 JOURNAL SCOPUS CO-AUTHOR

45. A REVIEW ON CRITICAL SUCCESS FACTORS IN THE DAIRY SECTOR

INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES AND EDUCATION ENRICHING BETTER EDUCATION AND SOCIAL SYSTEM

2017 PROCEEDING NON-INDEX CO-AUTHOR

46. HOFSTEDE?S VISITING SARAWAK: A CULTURE DIMENSION PROPOSAL

6TH ASIA PACIFIC MARKETING AND MANAGEMENT CONFERENCE

2016 PROCEEDING NON-INDEX CO-AUTHOR

47. FACTOR AFFECTING CONSUMER PURCHASING INTENTION OF HALAL PRODUCT AMONG LOCAL TRANSBORDER REGION OF MALAYSIA AND THAILAND

6TH ASIA PACIFIC MARKETING AND MANAGEMENT CONFERENCE

2016 PROCEEDING NON-INDEX CO-AUTHOR

CONSULTATION

1. PELAN STRATEGIK PROMOSI DAN PEMASARAN PROGRAM PENGUKUHAN SKIM AMALAN PERTANIAN BAIK MALAYSIA (MYGAP)

LEMBAGA PEMASARAN PERTANIAN PERSEKUTUAN (FAMA)

2022 NATIONAL

2. PROGRAM PEMERKASAAN USAHAWAN MAKANAN MIKRO B40 HOMEBASED DAN STREET FOOD MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

YAYASAN HASANAH - UTHSB

2021 NATIONAL

3. PROGRAM PEMERKASAAN USAHAWAN MIKRO IBU TUNGGAL B40 MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

YAYASAN HASANAH

2020 NATIONAL

4. KAJIAN KEBERKESANAN PROGRAM KEUSAHAWANAN MARA

MALIS AMANAH RAKYAT (MARA)

2019 NATIONAL

5. PROGRAM PEMBANGUNAN STANDARDISASI PENGILANG BUMIPUTERA (PROGRESS) - PERSIJILAN HALAL DAN MESTI

MAJLIS AMANAH RAKYAT (MARA)

2019 NATIONAL

CONSULTATION

6. SELAGOR STATE IR4.0 ROADMAP RESEARCH

STRAND AEROSPACE SDN BHD

2018 NATIONAL

7. Panel Pemudah Cara (PMC) Perunding Cara (PRC) Penceramah (PC)

Majlis Amanah Rakyat (MARA)

National

8. Perunding Pakar Kajian Penyelidikan Usahawan Muslim

FRGS

National

AWARDS/RECOGNITION

1. ANUGERAH MAKALAH JURNAL TERBAIK

2025 UNIVERSITY

2. HALAL SCANDAL: WHAT COOPERATIVE SHOULD DO?

SEMINAR PENYELIDIKAN KOPERASI 2025 INSTITUT KOPERASI MALAYSIA

2025 KEBANGSAAN

3. 1ST PLACE AWARD EUSAHAWAN BEST IHL INSTITUTION 2023

2024 NATIONAL

4. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INTERNATIONAL CREATIVE INNOVATION IDEA COMPETITION (ICIIC 2023)

2023 ANTARABANGSA GOLD

5. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

INTERNATIONAL INVENTION, INNOVATION AND DESIGN COMPETITION 2023

2023 ANTARABANGSA GOLD

6. ANUGERAH KUALITI H-INDEX (SCOPUS)

2022 OTHERS

7. SIJIL MARKAH PURATA MELEBIHI 95% (ENILAI)PADA SEMESTER I , SESI AKADEMIK 2021/2022

2022 UNIVERSITY

8. INTEGRATED ENTREPRENEURSHIP TRAINING, MENTORING AND MONITORING SYSTEM

CARNIVAL OF RESEARCH AND INNOVATION (CRI 2022)

2022 KEBANGSAAN SILVER

9. ANUGERAH PERKHIDMATAN CEMERLANG

2021 UNIVERSITY

AWARDS/RECOGNITION

10. PROGRAM PEMERKASAAN USAHAWAN MIKRO IBU TUNGGAL B40 MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

CARNIVAL OF RESEARCH AND INNOVATION (CRI 2021)

2021 KEBANGSAAN GOLD

11. ACADEMIC ADVISOR

UNIVERSITAS TANJUNGPURA, PONTIANAK INDONESIA

2019 INTERNATIONAL

12. ACADEMIC ADVISOR

UNIVERSITAS TANJUNGPURA, PONTIANAK INDONESIA

2019 INTERNATIONAL

13. ACADEMIC ADVISOR

KPJ UNIVERSITY COLLEGE

2019 NATIONAL