

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. GENERIC HALAL ASSURANCE SYSTEM (HAS) MODEL FOR SMALL AND MEDIUM ENTERPRISES (SMES)

2018 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

PUBLICATION

1. CORE ENTREPRENEURIAL SKILLS FOR SUSTAINABLE VENTURES

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 CHAPTER IN BOOK MAIN AUTHOR

2. BUILDING UNIVERSITY-BASED ENTREPRENEURIAL ECOSYSTEMS

SKILLS ACQUISITION AND ENTREPRENEURSHIP TRANSFORMATION IN TERTIARY EDUCATION FOR ECONOMIC EMPOWERMENT

2025 CHAPTER IN BOOK MAIN AUTHOR

3. ASAS PENGURUSAN & PENTADBIRAN PERNIAGAAN

PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK MAIN AUTHOR

4. B3 PENGURUSAN OPERASI DALAM PERNIAGAAN

BUKU PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK MAIN AUTHOR

5. 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

6. 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

7. ASAS PENGURUSAN & PENTADBIRAN PERNIAGAAN

PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 1

2021 CHAPTER IN BOOK MAIN AUTHOR

8. ASAS PENGURUSAN OPERASI

PANDUAN PRAKTIKAL USAHAWAN MIKRO MASA KINI - SIRI 2

2021 CHAPTER IN BOOK MAIN AUTHOR

9. 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

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

JOURNAL OF INTELLECTUAL CAPITAL

2020 JOURNAL SCOPUS MAIN AUTHOR

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

2020 POLICY

PUBLICATION

12. 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

13. 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

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

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

AWARDS/RECOGNITION

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