



**PROF. MADYA DR.
MUHAMAD AZRIN BIN NAZRI**
PENSYARAH UNIVERSITI DS14

CONTACT

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muhdazrin@usim.edu.my

Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 2, Ongoing: 4

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Marketing

Marketing Plan

Service Marketing

Strategic Marketing

Entrepreneurial Studies

BIOGRAPHY

A lecturer from Fakulti Ekonomi Dan Muamalat. Holds a Phd in Keusahawanan Dan Pemasaran.

ACADEMIC QUALIFICATION

Phd in Keusahawanan Dan Pemasaran (2016)

Master in Business Administration (2008)

Bachelor in Business Administration (1998)

RESEARCH

1. SCAN-BARCODE TRANSACTION GROWTH OF FNB MSMES IN INDONESIA (GROWTH OF MSME FNB SCAN-BARCODE TRANSACTIONS IN INDONESIA AND MALAYSIA)

2023

ON GOING

MAIN RESEARCHER

2. DEVELOPING A FRAMEWORK OF SUSTAINABLE SERVICE QUALTY MODEL (SSQ) FOR MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS)

2022

ON GOING

MAIN RESEARCHER

3. SOCIAL ENTERPRISE @ URBAN COMMUNITY (SE@UC) 2.0

2019

COMPLETED

MAIN RESEARCHER

4. SPECIAL SOCIAL ENTREPRENEURSHIP @ HIGHER EDUCATION (SE@HE)

2019

COMPLETED

MAIN RESEARCHER

5. FOSTERING SUSTAINABLE INNOVATION AND SUSTAINABLE DEVELOPMENT IN MALAYSIA: A NEW HALAL ENTREPRENEURSHIP SUCCESS INDEX

2019 COMPLETED MAIN RESEARCHER

6. CORPORATE SOCIAL RESPONSIBILITY AND PERFORMANCE : A STUDY OF TAKAFUL AGENCY IN MALAYSIA

2018 COMPLETED MAIN RESEARCHER

7. PSYCHOLOGICAL CONTRACT VIOLATION AND CORPORATE SOCIAL RESPONSIBILITY IN HALAL VIOLATION: FRAMING A MULTI-PERSPECTIVE MODEL FOR HALAL INDUSTRY

2018 COMPLETED MAIN RESEARCHER

PUBLICATION

1. MOBILE BANKING ADOPTION (RHB NOW) AMONG MALAYSIANS: IMPLICATIONS TOWARDS BANK'S ENTREPRENEURIAL STRATEGY

2025 CHAPTER IN BOOK

2. MODULE 4: LEVERAGING TECHNOLOGY IN ENTREPRENEURSHIP EDUCATION

2025 CHAPTER IN BOOK

3. EXPLORING CONSUMER BEHAVIOUR TOWARDS ACCEPTANCE OF QUICK RESPONSE (QR) CODE MOBILE PAYMENT SYSTEMS (MPS) IN MALAYSIA: APPLICATION OF TECHNOLOGY OF ACCEPTANCE MODEL (TAM)

2024 JOURNAL

4. SUSTAINABLE SERVICE QUALITY MODEL (SSQ) AND CUSTOMER LOYALTY: MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) IN MALAYSIA

2024 JOURNAL

5. SUSTAINABLE SERVICE QUALITY IN MUSLIM-FRIENDLY HOSPITALITY SERVICES (MFHS) INDUSTRY

2022 PROCEEDING

6. UNIT 5: STRATEGI PEMASARAN

2022 CHAPTER IN BOOK

7. THE ROLE OF CSR IN MARKET ORIENTATION AND BUSINESS PERFORMANCE

2021 PROCEEDING

8. MOBILE BANKING ADOPTION AMONG MALAYSIAN: A STUDY OF MAYBANK CUSTOMERS

2021 PROCEEDING

9. WHAT INFLUENCE CONSUMERS TO PURCHASE MUSLIM-MADE HOMECARE PRODUCTS?

2021 PROCEEDING

10. FINDING LIGHT AT THE END OF THE CHANNEL

2021 CHAPTER IN BOOK

11. THE IMPACT OF POLITICAL BRAND RELATIONSHIP QUALITY AND BRAND ENGAGEMENT ON VOTERS' CITIZENSHIP BEHAVIOUR: EVIDENCE FROM VOTERS IN JAKARTA, INDONESIA

2020 JOURNAL

12. CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS PERFORMANCE IN TAKAFUL AGENCIES: THE MODERATING ROLE OF OBJECTIVE ENVIRONMENT

2020 JOURNAL

13. ANALYSING THE MEDIATING EFFECTS OF JOB SATISFACTION AND DISSATISFACTION ON EMPLOYEE VOLUNTARY TURNOVER INTENTION

2020 JOURNAL

14. THE EFFECTS OF PERCEIVED SEVERITY OF VIOLATION AND PERCEIVED CORPORATE SOCIAL RESPONSIBILITY ON BOYCOTT TOWARDS HALAL PRODUCTS

2020 PROCEEDING

15. PSYCHOLOGICAL CONTRACT VIOLATION AND CORPORATE SOCIAL RESPONSIBILITY IN HALAL VIOLATION: FRAMING A MULTI PERSPECTIVE MODEL FOR HALAL INDUSTRY.

2020 CHAPTER IN BOOK

16. TAKAFUL: CONCEPT AND DEVELOPMENT

2019 CHAPTER IN BOOK

17. CORPORATE SOCIAL RESPONSIBILITY AND MARKET ORIENTATION: AN INTEGRATED APPROACH TOWARDS ORGANIZATIONAL PERFORMANCE

2018 JOURNAL

18. DOES CORPORATE SOCIAL RESPONSIBILITY INFLUENCE TAKAFUL AGENCY'S ORGANIZATIONAL PERFORMANCE?

2018 PROCEEDING

19. ENTREPRENEURIAL ORIENTATION: CRITICAL REVIEW

2018 CHAPTER IN BOOK

20. THE IMPLICATION OF CORPORATE SOCIAL RESPONSIBILITY AND MARKET ORIENTATION ON ORGANIZATIONAL PERFORMANCE. A CONCEPTUAL PAPER.

2017 PROCEEDING

21. THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN HALAL VIOLATION: EVIDENCE FROM MALAYSIA

2017 PROCEEDING

22. EXAMINATION OF FACTORS AFFECTING YOUTHS' ENTREPRENEURIAL INTENTION: A CROSS-SECTIONAL STUDY

2016 JOURNAL

23. CORPORATE SOCIAL RESPONSIBILITY AND TAKAFUL AGENCY'S BUSINESS PERFORMANCE IN MALAYSIA: A CRITICAL REVIEW

2016 PROCEEDING

24. THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS TAKAFUL AGENCY'S BUSINESS PERFORMANCE

2016 PROCEEDING

25. THE EFFECT OF ENTREPRENEURSHIP ORIENTATION DIMENSIONS ON TAKAFUL AGENCY'S BUSINESS PERFORMANCE IN MALAYSIA

2015 JOURNAL

CONSULTATION/ADULATION

1. PROJEK SEJAHTERA KOMUNITI MADANI (SEJATI MADANI). MENAIK TARAF KUALITI PROGRAM PENGALAMAN HOMESTAY DALAM KOMUNITI KAMPONG - LANTIKAN JPPK KAMPONG TELOK PELANDOK

2024 NATIONAL JABATAN PERDANA MENTERI

2. PROJEK SEJAHTERA KOMUNITI MADANI - PENGESAHAN PLMJI

2024 NATIONAL JABATAN PERDANA MENTERI

3. PRINCIPAL CONSULTANT

2017 UNIVERSITY USIM TIJARAH HOLDINGS SDN BHD

4. International Mobility Collaboration Programme USIM - UNIMAL 2024

International Universitas Malikussaleh, Aceh

AWARDS/RECOGNITION

1. ACADEMIC ADVISOR

2025

UNIVERSITY

2. ACADEMIC ADVISOR

2025

UNIVERSITY

3. VISITING SCHOLAR

2025

UNIVERSITY

4. ACADEMIC ADVISOR

2025

UNIVERSITY

5. ACADEMIC ADVISOR

2025

UNIVERSITY