

# PROF. MADYA DR. NORAILIS BINTI AB WAHAB

PENSYARAH UNIVERSITI DS14

## CONTACT


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**FACULTY**
Fakulti Ekonomi Dan Muamalat


## SUPERVISION

| | COMPLETED | ONGOING |
|---|---|---|
| PhD | 9 | 4 |
| Master | 0 | 1 |

## AREAS OF EXPERTISE

- Operational Management
- Industrial Relations Issues
- Quality Management
- Business Management

## ACADEMIC QUALIFICATION

- 2009 **PhD** - Management (quality)
- 2001 **Master** - Productivity And Quality Enhancement
- 2000 **Bachelor** - Economics (industry)

## RESEARCH

1. **NAVIGATING SUSTAINABILITY VIA DIGITAL TRANSFORMATION TOWARDS INNOVATIVE GREEN SUPPLY CHAIN MANAGEMENT FRAMEWORK: A COMPARATIVE STUDY AMONG ECOPRINT INDUSTRIES IN MALAYSIA AND INDONESIA**
   2024 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

2. **KAJIAN MENGENAI KESIHATAN MENTAL WANITA YANG MENGHADAPI DISKRIMINASI DI TEMPAT KERJA (A STUDY ON WOMEN'S MENTAL HEALTH FACING DISCRIMINATION IN THE WORKPLACE)**
   2022 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

3. **TAHAP KESEJAHTERAAN EKONOMI DAN KAEDAH ALTERNATIF BAGI KELANGSUNGAN HIDDUP OKU (PENERIMA BANTUAN JKM) SEMASA TEMPOH PKP DI LEMBAH KLANG**
   2021 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

4. **DEVELOPING COMPETITIVE BENCHMARK OF SMES? GREEN SUPPLY CHAIN MANAGEMENT THROUGH MAQASID SYARIAH LENSE**
   2019 | GERAN KPT | ON GOING | MAIN RESEARCHER

5. **HALAL INDUSTRY SUSTAINABILITY THROUGH BUSINESS EXCELLENCE**
   2018 | GERAN SEPADAN ANTARABANGSA | COMPLETED | MAIN RESEARCHER

## RESEARCH

**6. CRITICAL SUCCESS FACTORS (CSF) OF ISLAMIC FINANCIAL INSTITUTIONS (IFIS) THROUGH LEADERSHIP AND TALENT**

2017 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

**7. SUPPLY CHAIN DYNAMIC OF QURBAN PERFORMANCE IN MALAYSIA**

2012 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

**8. DEVELOPING BEST PRACTICE BENCHMARKING MODEL AMONG SHARI�AH COMPLIANT COMPANIES IN MALAYSIA**

2011 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN RESEARCHER

**9. DEVELOPING AN EFFECTIVE MODEL FOR MARKETING AND PROMOTION OF REPEAT UMRAH TRAVELLERS IN MALAYSIA**

2009 | GERAN KPT | COMPLETED | MAIN RESEARCHER

**10. CORPORATE ETHICAL IDENTITY VIA COMMUNICATION IN ANNUAL REPORTS : THE CASE OF CONVENTIONAL AND ISLAMI**

2009 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN RESEARCHER

## PUBLICATION

**1. THE INFLUENCE OF UTILITARIAN VALUE AND HEDONIC VALUE ON LOYALTY WITH CONSUMER SATISFACTION AS MEDIATION ON THE CONSUMER ?SOCIETY COFFE HOUSE?**

IJTIM?'IYYA: JOURNAL OF MUSLIM SOCIETY RESEARCH

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

**2. STUDY ON THE SMALL-SIZED MERCHANTS AWARENESS AND PERCEPTION ON E-WALLETS ADOPTION**

THE 9TH ASIA INTERNATIONAL MULTIDISCIPLINARY CONFERENCE

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

**3. PSYCHOLOGICAL ABUSE AS A FACTOR OF DIVORCE IN THE KUALA LUMPUR SYARIAH COURT**

4TH SOUTHEAST ASIA PSYCHOLOGY CONFERENCE 2024

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

**4. GOLD AS SAFE HAVEN STRATEGY DURING COVID-19 PANDEMIC: THE CASE OF BURSA MALAYSIA**

INTERNATIONAL CONFERENCE ON ECONOMICS, MANAGEMENT, AND BUSINESS

2024 | PROCEEDING | OTHER DATABASE | MAIN AUTHOR

**5. EW MOTOR: BEYOND HOPES**

CASE STUDIES ON REVIVING BUSINESS AMIDST: THE COVID-19 PANDEMIC

2024 | CHAPTER IN BOOK | MAIN AUTHOR

**6. IS THIS THE END OF THIS VENTURE?**

ASIAN JOURNAL OF CASE RESEARCH

2023 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

## PUBLICATION

**7. ERA DIGITAL: KEPENTINGAN DAN CABARANNYA TERHADAP PERKEMBANGAN KEUSAHAWANAN**

PEMBANGUNAN LESTARI MASYARAKAT: KESEJAHTERAAN UMMAH ERA DIGITAL

2023 CHAPTER IN BOOK MAIN AUTHOR

**8. NISA: NATIONAL INITIATIVES FOR WOMEN?S STRESS ABATEMENT**

INTERNATIONAL SCIENCE AND SOCIAL SCIENCE INNOVATION COMPETITION (I-SIC IV)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

**9. MUHAD: MOBILE APP FOR HELPING AND AUGMENTING THE DISABLED**

INTERNATIONAL SCIENCE AND SOCIAL SCIENCE INNOVATION COMPETITION (I-SIC IV)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

**10. PENGENALAN - TIADA YANG MUSTAHIL: KISAH KEJAYAAN OKU**

TIADA YANG MUSTAHIL: KISAH KEJAYAAN OKU. EDISI 2

2022 CHAPTER IN BOOK MAIN AUTHOR

**11. SAINTIS OKU BERKERUSI RODA**

TIADA YANG MUSTAHIL: KISAH KEJAYAAN OKU. EDISI 2.

2022 CHAPTER IN BOOK MAIN AUTHOR

**12. BAGAI HELANG MEMINTAS AWAN**

TIADA YANG MUSTAHIL: KISAH KEJAYAAN OKU. EDISI 2.

2022 CHAPTER IN BOOK MAIN AUTHOR

**13. KEPIMPINAN DAN BAKAT DALAM PENGURUSAN KOKURIKULUM KESENIAN DAN KEBUDAYAAN PATUH SYARIAH**

KOKURIKULUM: SEJARAH, ISU DAN CABARAN MASA KINI

2022 CHAPTER IN BOOK MAIN AUTHOR

**14. LINKING STRATEGIES PLANNING AND HUMAN RESOURCES IN ORGANIZATIONAL MANAGEMENT CASES**

ORGANIZATIONAL MANAGEMENT CASES

2022 CHAPTER IN BOOK MAIN AUTHOR

**15. EW MOTOR: TOURING THE RISE**

RESPONDING TO THE COVID-19 PANDEMIC: CASE STUDIES ON MANAGING ORGANISATIONS IN CRISI

2021 CHAPTER IN BOOK MAIN AUTHOR

**16. GAMING LAWAN MEMBACA: PILIHAN ANDA?**

BUKU: MENGUKUH BUDAYA MEMBACA MEMBINA MASYARAKAT BERILMU

2021 CHAPTER IN BOOK MAIN AUTHOR

**17. STRESS AMONG PARENTS: AS STUDY ON CHILDREN'S INVOLVEMENT IN ROAD RACING**

INTERNATIONAL JOURNAL OF ADVANCED SCIENCE AND TECHNOLOGY

2020 JOURNAL ERA MAIN AUTHOR

## PUBLICATION

**18. BENCHMARKING BUSINESS EXCELLENCE PRACTICES IN HALAL INDUSTRY**

INTERNATIONAL JOURNAL OF COMMUNICATION, MANAGEMENT AND HUMANITIES

2020 JOURNAL OTHER DATABASE MAIN AUTHOR

**19. THE ROLE OF COACHES IN IDENTIFYING AND SELECTING TALENT THROUGH CO-CURRICULAR SPORTS**

JOURNAL OF CRITICAL REVIEWS

2020 JOURNAL SCOPUS MAIN AUTHOR

**20. DETERMINANTS OF PURCHASE INTENTION AT HYPERMARKETS**

JOURNAL OF CRITICAL REVIEWS

2020 JOURNAL SCOPUS MAIN AUTHOR

**21. NEW INDUSTRIAL REVOLUTION, TALENT AND BUSINESS EXCELLENCE: ARE SMES PREPARED ENOUGH?**

ISLAMIC FINANCE IN DIGITAL ECONOMY (VOL.6)

2020 CHAPTER IN BOOK MAIN AUTHOR

**22. IRAMA PERKASAKAN JIWA, LAGUKAN SERIBU KEKUATAN**

TIADA YANG MUSTAHIL

2020 CHAPTER IN BOOK MAIN AUTHOR

**23. BERHARAP BANGKIT BERKALI-KALI**

TIADA YANG MUSTAHIL: KISAH KEJAYAAN OKU

2020 CHAPTER IN BOOK MAIN AUTHOR

**24. INDAHNYA LAKARAN KETENANGAN**

TIADA YANG MUSTAHIL: KISAH KEJAYAAN OKU

2020 CHAPTER IN BOOK MAIN AUTHOR

**25. FOCUS ON THE WORKFORCE IN BUSINESS EXCELLENCE**

INTERNATIONAL JOURNAL OF PURE AND APPLIED MATHEMATICS

2018 JOURNAL SCOPUS MAIN AUTHOR

**26. BUSINESS EXCELLENCE BENCHMARKING IN ACHIEVING COMPETITIVE ADVANTAGE FOR SUSTAINABILITY**

THE 3RD INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES 2018 (SAPPHAT III)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

**27. FOCUS ON THE WORKFORCE IN BUSINESS EXCELLENCE**

2ND ADVANCES IN INTERNATIONAL MARKETING AND MANAGEMENT INTERNATIONAL CONFERENCE ?2018

2017 PROCEEDING NON-INDEX MAIN AUTHOR

**28. ELEMEN BAKAT DAN KEPIMPINAN DALAM MELESTARIKAN INSTITUSI WAKAF**

KEWANGAN SOSIAL ISLAM: INOVASI KE ARAH PEMBANGUNAN UMMAH

2017 CHAPTER IN BOOK MAIN AUTHOR

## PUBLICATION

**29. HALAL INDUSTRY: ARE THE BUSINESS FULLY AWAKE?**

ULUM ISLAMIYYAH

2016 JOURNAL OTHER DATABASE MAIN AUTHOR

**30. IMPORTANCE OF PROCESS MANAGEMENT IN BUSINESS EXCELLENCE**

5TH INTERNATIONAL CONFERENCE ON RESEARCH IN HUMANITIES, SOCIOLOGY AND EDUCATION (RHSCE'16)

2016 PROCEEDING NON-INDEX MAIN AUTHOR

**31. UNDERSTAND OPERATIONS MANAGEMENT CHALLENGES IN THE FOOD TRUCK BUSINESS**

THE 1ST CENFERENCE ON ENGINEERING, TECHNOLOGY AND EDUCATION

2016 PROCEEDING NON-INDEX MAIN AUTHOR

**32. REINFORCING WORKFORCE PILLAR IN BUSINESS EXCELLENCE**

THE 1ST CONFERENCE ON ENGINEERING, TECHNOLOGY AND EDUCATION

2016 PROCEEDING NON-INDEX MAIN AUTHOR

**33. THE GEN Y?S PERCEPTION ON ORGANIZATIONAL CULTURE**

3RD INTERNATIONAL MUAMALAT AND ENTREPRENEURSHIP CONFERENCE

2016 PROCEEDING NON-INDEX MAIN AUTHOR

**34. BENCHMARKING PRACTICES THROUGH ONLINE SOCIAL NETWORKING**

JOURNAL OF ECONOMICS, BUSINESS AND MANAGEMENT

2015 JOURNAL OTHER DATABASE MAIN AUTHOR

**35. BUSINESS EXCELLENCE DRIVERS FOR SUSTAINABLE HALAL INDUSTRY**

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

2015 PROCEEDING NON-INDEX MAIN AUTHOR

**36. THE IMPORTANCE OF WORKFORCE PILLAR IN BUSINESS EXCELLENCE**

PERSIDANGAN ANTARABANGSA KELESTARIAN INSAN KALI KE-2

2015 PROCEEDING NON-INDEX MAIN AUTHOR

**37. CHAPTER 10: PRODUCTIVITY AND QUALITY MANAGEMENT**

MUAMALAT: THE INTEGRATION OF AQLI AND NAQLI

2015 CHAPTER IN BOOK MAIN AUTHOR

**38. CHAPTER 11: MOTIVATION AND BEHAVIOR OF EMPLOYEES**

MUAMALAT: THE INTEGRATION OF AQLI AND NAQLI

2015 CHAPTER IN BOOK MAIN AUTHOR

**39. BENCHMARKING PRACTICES THROUGH ONLINE SOCIAL NETWORKING**

JOURNAL OF ECONOMICS, BUSINESS AND MANAGEMENT

2014 JOURNAL OTHER DATABASE MAIN AUTHOR

## PUBLICATION

**40. SUPPLY CHAIN DYNAMICS AND IMPACTS OF QURBAN PERFORMANCE IN MALAYSIA**

4TH INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS AND TOURISM MANAGEMENT

2013 PROCEEDING NON-INDEX MAIN AUTHOR

**41. OBSTACLES IN BENCHMARKING ADOPTION AMONG SMES**

4TH INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC RESEARCH

2013 PROCEEDING NON-INDEX MAIN AUTHOR

**42. PERFORMANCE AND WORK LIFE: DILEMMA TOWARDS SUCCESS**

INTEGRATED MUAMALAT CASE STUDY

2013 CHAPTER IN BOOK MAIN AUTHOR

**43. THE ROLE OF SOCIO-ECONOMIC CHARACTERISTICS TO DETERMINE SATISFACTION OF MALAYSIAN REPEAT UMRAH VISITORS**

2012 ANNUAL CONFERENCE ON GLOBAL ECONOMY, BUSINESS AND FINANCE

2012 PROCEEDING NON-INDEX MAIN AUTHOR

**44. ROLES IN JOB SATISFACTION AND TURNOVER IN GUARANTEEING QUALITY OF WORK LIFE AT THE INSURANCE INDUSTRY**

ISLAMIC BANKING, ACCOUNTING AND FINANCE CONFERENCE 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

**45. GAP ANALYSIS AND SOSIO-ECONOMIC CHARACTERISTICS OF REPEAT UMRAH VISITORS IN MALAYSIA**

3RD INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC RESEARCH

2012 PROCEEDING NON-INDEX MAIN AUTHOR

**46. MARKETING STRATEGIES FROM PERCEPTION AND EXPECTATION OF REPEAT UMRAH VISITOR**

INTERNATIONAL CONFERENCE OF MANAGEMENT 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

**47. QUALITY OF WORK LIFE FOR WOMEN PARTICIPATED IN INSURANCE SECTOR**

WORLD CONFERENCE ON ISLAMIC THOUGHT 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

**48. QUALITY OF WORK LIFE IN MALAYSIAN INSURANCE SECTOR**

INTERNATIONAL CONFERENCE OF MANAGEMENT 2012

2012 PROCEEDING NON-INDEX MAIN AUTHOR

**49. UMRAH MANAGEMENT IN MALAYSIA: SOCIO-ECONOMIC CHARACTERISTICS OF REPEAT VISITORS**

THE 4TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS 2011)

2011 PROCEEDING NON-INDEX MAIN AUTHOR

**50. SERVICE CLIMATE FROM EMPLOYEE&#65533;S PERSPECTIVE IN MALAYSIAN LOCAL BANKS**

ISLAMIC BANKING, ACCOUNTING AND FINANCE SEMINAR (IBAF2010)

2010 PROCEEDING NON-INDEX MAIN AUTHOR

## PUBLICATION

**51. CONSTRUCTING NEW DIMENSIONS OF SERVICE QUALITY FOR MANAGING INTERNATIONAL STUDENTS**

INTERNATIONAL WORKSHOP ON THE MANAGEMENT OF INTERNATIONAL STUDENTS ﷺINTERNATIONAL CENTRE FOR QUALITY EDUCATION: COMPREHENSIVE PACKAGE IN MANAGING INTERNATIONAL STUDENTSﷺ

2009 PROCEEDING NON-INDEX MAIN AUTHOR

**52. QUEST FOR EXCELLENCE IN BANKING SECTOR: A REVIEW OF SERVICE CLIMATE PERCEPTIONS AMONG EMPLOYEES**

ISLAMIC ECONOMICS CONFERENCE (IECONS2009)

2009 PROCEEDING NON-INDEX MAIN AUTHOR

**53. THE ROLE OF SOCIO-ECONOMIC CHARACTERISTICS IN SATISFYING REPEAT UMRAH VISITORS**

MIDDLE EAST JOURNAL OF SCIENTIFIC RESEARCH (MEJSR)

1900 JOURNAL SCOPUS MAIN AUTHOR

## CONSULTATION

**1. KAJIAN PENGURUSAN KESELAMATAN PILIHANRAYA DALAM ERA PANDEMIK**

INSTITUTE OF PUBLIC SECURITY OF MALAYSIA (IPSOM)

2021 NATIONAL

**2. KAJIAN DAN PENGUBALAN AKTA PEMAJUAN KOMERSIAL**

MINISTRY OF HOUSING AND LOCAL GOVERNMENT

2019 NATIONAL

**3. Edutour 2.0**

Sekolah Tinggi Ilmu Ekonomi Sutaat Madja (STIESA)

International

## AWARDS/RECOGNITION

**1. VISITING LECTURER (PENSYARAH PELAWAT)**

UIN SAIZU, INDONESIA

2025 INTERNATIONAL

**2. MARAAI: MENGGALAKKAN PERTUMBUHAN INDIVIDU DAN ORGANISASI MELALUI PERMENTORAN**

INTERNATONAL SCIENCE AND SOCIAL SCIENCE INNOVATION COMPETITION (ISIC VII 2025)

2025 ANTARABANGSA SILVER

**3. MARAAI:MENGGALAKKAN PERTUMBUHAN INDIVIDUDAN ORGANISASI MELALUI PERMENTORAN**

INTERNATONAL SCIENCE AND SOCIAL SCIENCE INNOVATION COMPETITION (ISIC VII 2025)

2025 ANTARABANGSA BEST PAPER AWARD

## AWARDS/RECOGNITION

**4. KERANGKA KONSEPTUAL PERMENTORAN PINTAR: AI SEBAGAI MODERATOR DALAM PEMBANGUNAN KEUPAYAAN USAHAWAN**

INNOVATION BANK CHALLENGE 2025

2025 ANTARABANGSA GOLD

**5. ANUGERAH KECEMERLANGAN STAF**

2024 UNIVERSITY