

PROF. MADYA DR. NORHAYATI RAFIDA BT. ABDUL RAHIM

PENSYARAH UNIVERSITI DS14

CONTACT

PHONE

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FACULTY

Fakulti Kepimpinan Dan Pengurusan

SUPERVISION

	COMPLETED	ONGOING
PhD	3	12
Master	1	1

AREAS OF EXPERTISE

- Communication Protocols
- Other Media And Communication Studies
- Tourism Baheviour
- Training Management
- Tourism Management

ACADEMIC QUALIFICATION

- 2016 **PhD** - Komunikasi Kemanusiaan
- 2000 **Master** - Komunikasi Korporat
- 1997 **Bachelor** - Komunikasi Massa

RESEARCH

1. **LEVERAGING AI FOR JUST-IN-TIME DECISION MAKING: ENHANCING HALAL MONITORING EFFICIENCY AT RANGKAIAN HOTEL SERI MALAYSIA**
   2025 | GERAN KPT | ON GOING | MAIN RESEARCHER

2. **BRIDGING TRADITION AND TECHNOLOGY: A SOCIO-CULTURAL FRAMEWORK FOR AI-ENHANCED HALAL AUDIT PRACTICES IN HOTEL SERI MALAYSIA**
   2025 | GERAN PENYELIDIKAN INDUSTRI | ON GOING | MAIN RESEARCHER

3. **CONTENT AND ENGAGEMENT IN DIGITAL HEALTH CAMPAIGNS: A SOCIAL MEDIA ANALYSIS FROM JORDAN**
   2025 | GERAN ANTARABANGSA | ON GOING | CO-RESEARCHER

4. **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 | CO-RESEARCHER

5. **DEVELOPING AN INNOVATIVE COMMUNICATION FRAMEWORK BASED ON QUR'ANIC DISCOURSE TO ENHANCE THE SUSTAINABILITY OF ISLAMIC MEDIA CONTENT**
   2024 | GERAN ANTARABANGSA | ON GOING | CO-RESEARCHER

RESEARCH

6. EXPLORATORY OF FAKE NEWS PHENOMENOLOGICAL TERMS FROM ISLAMIC PERSPECTIVE

2023 | GERAN PENYELIDIKAN USIM | ON GOING | CO-RESEARCHER

7. PEMBANGUNAN MODEL KONSTRUKTIVISME KOMUNIKASI ANTARA BUDAYA MELAYU-T�RKIYE MENERUSI KOSA KATA SERUMPUN BERASAS BAHASA ARAB

2023 | GERAN PENYELIDIKAN PENTADBIR | ON GOING | CO-RESEARCHER

8. FORESIGHTING THE FUTURES OF VIRTUAL HALAL AUDIT

2022 | GERAN PENYELIDIKAN KHAS | ON GOING | CO-RESEARCHER

9. PEMBANGUNAN MODEL BAHARU PROGRAM BANTUAN PEKERJA (EMPLOYEE ASSISTANCE PROGRAM ? EAP) BERINTEGRASIKAN PRINSIP QALB AL-GHAZALI DALAM KALANGAN STAF DI AGENSI KERAJAAN MALAYSIA

2021 | GERAN KPT | ON GOING | CO-RESEARCHER

10. IMPORTANCE OF SOCIAL MEDIA IN NEGOTIATING INTERESTS IN MUSLIM FRIENDLY HOSPITALITY TOURISM AMONG USER: A COMPARISON STUDY BETWEEN INDONESIA AND MALAYSIA

2021 | GERAN SEPADAN ANTARABANGSA | COMPLETED | CO-RESEARCHER

11. EXPLORING PRACTICE, ENGAGEMENT AND STRATEGY OF PUBLIC COMMUNICATION ON INSTAGRAM BY MALAYSIAN AND INDONESIAN GOVERNMENT MINISTRIES

2021 | GERAN SEPADAN ANTARABANGSA | COMPLETED | CO-RESEARCHER

12. THE PALESTINIAN EXPOSURE TO THE ARABIC-SPEAKING ISRAELO SOCIAL MEDIA PAGES AND ITS REPERCUSSIONS ON THE COMPONENTS OF PALESTINIAN NATIONAL IDENTITY

2020 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | CO-RESEARCHER

13. KAJIAN MENGENAI DASAR PEKERJA ASING DI MALAYSIA MELALUI PAS LAWATAN KERJA SEMENTARA

2020 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | CO-RESEARCHER

14. DEVELOPMENT OF RELIGIOSITY FRAMEWORK OVERCOMING NEEDS AND STRESS DURING COVID19 AMONG UNIVERSITY STUDENTS

2020 | PENYELIDIKAN TANPA BIAYA | COMPLETED | MAIN RESEARCHER

15. DEVELOPING SUSTAINABILITY HALAL INTEGRITY FRAMEWORK BASED ON NEGOTIATION PARAMETERS FOR HALAL EXPERTS AND HALAL TALENTS IN MALAYSIA

2019 | GERAN KPT | COMPLETED | MAIN RESEARCHER

16. NEGOTIATING NEEDS AND READINESS OF PONDOK WARGA EMAS (PWE) SUSTAINABILITY ISLAMIC TOURISM DESTINATIONS IN MALAYSIA

2019 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

17. INVESTIGATING PARAMETERS OF INTEREST IN TRAINING'S AND DEVELOPMENT OF HALAL TALENTS TOWARDS SUSTAINABILITY FOR HALAL INDUSTRIES IN MALAYSIA

2018 | GERAN PENYELIDIKAN KHAS | COMPLETED | MAIN RESEARCHER

RESEARCH

18. PUBLIC AND INDUSTRY PERCEPTIONS TOWARDS THE USES OF NANOMATERIALS IN FOOD PRODUCTS IN MALAYSIA

2016 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | CO-RESEARCHER

19. THE IMPACT OF SOCIAL MEDIA ON CORPORATE REPUTATION

2016 | GERAN KPT | COMPLETED | MAIN RESEARCHER

20. PEMBINAAN MODEL INTERVENSI PSIKO -PENDIDIKAN PEMULIHAN PELBAGAI DIMENSI REMAJA TERLIBAT DENGAN SEKS

2011 | GERAN KPT | COMPLETED | CO-RESEARCHER

21. DISASTER AND BIOTERRORISM THREATS TO FOOD &#65533; GUIDELINES FOR ESTABLISHING AND STRENGHTENING FOOD TRAC

2011 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | CO-RESEARCHER

22. BROGA INCIDENT (A CASE STUDY)

2004 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | MAIN RESEARCHER

23. KAJIAN KES UNTUK PENGAJARAN DAN PENERBITAN II (BERBAGAI KAJIAN KES): I-&#65533;ANCAMAN PENCEROBOHAN SISTEM BERKOMPUTER II-&#65533;DILEMMAS IN CORPORATE COMMUNICATION DIVISION III-&#65533;PERTINDIHAN PERINTAH MAHKAMAH SYARIAH IV-&#65533;PENCEGAHAN SARS V-

2003 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | CO-RESEARCHER

24. NEGOTIATION SKILLS IN FAMILY CONFLICTS - COMPARISON BETWEEN RURAL AND URBAN AREAS.

2003 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | MAIN RESEARCHER

PUBLICATION

1. EXPLORING INDONESIA?S LOCAL WISDOM IN THE 2024 PRESIDENTIAL CAMPAIGNS

JURNAL RISET KOMUNIKASI

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

2. ORGANISATIONAL HARMONY: EXPLORING THE EFFECTIVENESS AND CORRELATION BETWEEN NONVERBAL COMMUNICATION AND CONFLICT RESOLUTION AMONG EMPLOYEES AT UNIVERSITI SAINS ISLAM MALAYSIA

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH (SEARCH)

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

3. SCREENING ISLAM IN MALAYSIAN HORROR FILMS: A TALE OF THE LOST AND FOUND

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

4. BOYCOTTING! COMMUNICATING IDENTITY VERSUS EMOTION IN REGARD TO TUFAN AL-AQSA

SEARCH: JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025 | JOURNAL | OTHER DATABASE | CO-AUTHOR

PUBLICATION

5. PENGENALAN DASAR DASAR AKUNTANSI DAN AKUNTANSI DI ERA DIGITAL

IJTIMA?: JURNAL PENGABDIAN MASYARAKAT

2025 JOURNAL OTHER DATABASE CO-AUTHOR

6. COMMUNICATING SHARIAH AND REGULATORY FRAMES FOR AI-POWERED HALAL AUDITING

AL-I'LAM JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2025 JOURNAL OTHER DATABASE CO-AUTHOR

7. ANALYZING THE INFLUENCE OF AI TECHNOLOGY ON RETAIL INVESTOR APPROACHES IN STOCK MARKET ANALYSIS

AI MARKETING AND ETHICAL CONSIDERATIONS IN CONSUMER ENGAGEMENT

2025 CHAPTER IN BOOK CO-AUTHOR

8. EXPLORING PROMINENT QUR'ANIC DISCOURSE STYLES (QDS) IN THE STORY OF PROPHET YUSUF AND INCORPORATING THEM INTO MEDIA CONTENT

AL-QANATIR INTERNATIONAL JOURNAL OF ISLAMIC STUDIES

2024 JOURNAL INDEX BY MYCITE 2019 CO-AUTHOR

9. BRAND OPENNESS, AWARENESS, AND INTERESTS IN MUSLIM-FRIENDLY TRAVEL AGENCIES IN MALAYSIA

ULUM ISLAMIYYAH JOURNAL

2024 JOURNAL ERA CO-AUTHOR

10. FORESIGHT OF ENVIRONMENTAL COMMUNICATION LITERATURE: BIBLIOMETRIC VERSUS CHATGPT

FORESIGHT

2024 JOURNAL SCOPUS MAIN AUTHOR

11. EXPLORING PROMINENT QUR'ANIC DISCOURSE STYLES (QDS) IN THE STORY OF PROPHET YUSUF AND INCORPORATING THEM INTO MEDIA CONTENT

AL-QANATIR: INTERNATIONAL JOURNAL OF ISLAMIC STUDIES

2024 JOURNAL OTHER DATABASE CO-AUTHOR

12. NAVIGATING HALAL TALENT SUSTAINABILITY: INSIGHTS AND STRATEGIES FOR GLOBAL INDUSTRY COMPETITIVENESS

INTERNATIONAL HALAL CONGRESS

2024 PROCEEDING NON-INDEX MAIN AUTHOR

13. THE INTEGRATION OF THE EMPLOYEE ASSISTANCE PROGRAMME WITH ISLAMIC PRINCIPLES: A QUALITATIVE STUDY AT THE DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA (JAKIM), PUTRAJAYA

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

14. HALAL TERRORISM: FROM THE PORTRAYAL OF MEDIA

INTERNATIONAL CONFERENCE ON CONTEMPORARY HALAL AND FATWA (ICCOHAF2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

15. KEPERLUAN KAJIAN PEMERKASAAN KEMANDIRIAN GOLONGAN WANITA DAN REMAJA B40 PASCA COVID-19 DI MALAYSIA MENURUT KERANGKA ISLAM SECARA BERSEPADU SUATU PENELITIAN

7 TH INTERNATIONAL SEMINAR ON PHILOSOPHY, CIVILIZATION, ETHICS AND ISLAMIC HERITAGE ISTET 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

16. SHAPING CONTROVERSIAL NEWS CONTENT FROM THE HIERARCHY INFLUENCE MODEL'S PERSPECTIVE IN MALAYSIA

COMMUNICATION, MEDIA AND THE CLASH OF IGNORANCE

2024 CHAPTER IN BOOK CO-AUTHOR

17. JANJI ALLAH SWT ITU BENAR

TULUS: RENCAH EMOSI BUMI BARAKAH

2024 CHAPTER IN BOOK MAIN AUTHOR

18. 'It's the Same But Different…': Socio-Ethical Values and Legal Rules on Hybrid Halal Audit

EMERGING TECHNOLOGY AND CRISIS MANAGEMENT IN THE HALAL INDUSTRY

2024 CHAPTER IN BOOK CO-AUTHOR

19. SOCIAL MEDIA AND THE BRANDING OF MUSLIM-FRIENDLY HOSPITALITY IN TOURISM

THE NEW MEDIA AND SOCIETY

2024 CHAPTER IN BOOK CO-AUTHOR

20. WAZUP! COMMUNICATION TOOLS IN ORGANIZATIONAL DECISION-MAKING

PERSPEKTIF KOMUNIKASI: JURNAL ILMU KOMUNIKASI POLITIK DAN KOMUNIKASI BISNIS

2023 JOURNAL OTHER DATABASE CO-AUTHOR

21. PUBLIC CONTROVERSY IN VIEWING COVID-19 INFORMATION ON INSTAGRAM

NYIMAK : JOURNAL OF COMMUNICATION

2023 JOURNAL OTHER DATABASE CO-AUTHOR

22. AL-QAWIY AL-AMIN: EMPOWERING EXCELLENCE IN WORKPLACE MENTORING

INTERNATIONAL JOURNAL OF COMMUNICATION, HUMANITIES AND MANAGEMENT

2023 JOURNAL OTHER DATABASE CO-AUTHOR

23. EFFECT OF PUBLICITY AND PUBLIC RELATIONS ON ORGANIZATIONAL REPUTATION IN UAE: A CASE STUDY ON SOCIAL MEDIA

INTERNATIONAL JOURNAL OF CONTEMPORARY MANAGEMENT AND INFORMATION TECHNOLOGY (IJCMIT)

2023 JOURNAL OTHER DATABASE CO-AUTHOR

24. AL-QAWIY AL-AMIN: EMPOWERING EXCELLENCE IN WORKPLACE MENTORING

INTERNATIONAL JOURNAL OF COMMUNICATION, HUMANITIES AND MANAGEMENT (IJCOMAH)

2023 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

25. PEMBENTUKAN KERANGKA KONSEP PROGRAM BANTUAN PEKERJA DAN PELAKSANAANNYA BERSANDARKAN PRINSIP QALB AL-GHAZALI DALAM SEKTOR KERAJAAN

SAIS 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

26. THE EFFECTIVESS OF SOCIAL MEDIA AS A PLATFORM FOR DAKWAH

PROCEEDING ICONIGC: INTERNATIONAL CONFERENCE ON ISLAMIC AND GLOBAL CIVILIZATION

2023 | PROCEEDING | OTHER DATABASE | MAIN AUTHOR

27. ERA DIGITAL: KEPENTINGAN DAN CABARANNYA TERHADAP PERKEMBANGAN KEUSAHAWANAN

PEMBANGUNAN LESTARI MASYARAKAT: KESEJAHTERAAN UMMAH ERA DIGITAL

2023 | CHAPTER IN BOOK | CO-AUTHOR

28. THE ISRAELI ARABIC-SPEAKING FACEBOOK PAGES AND ITS EFFECTS ON THE ELEMENTS OF PALESTINIAN NATIONAL IDENTITY

INTERNATIONAL JOURNAL OF HEALTH SCIENCES (IJHS)

2022 | JOURNAL | WOS | CO-AUTHOR

29. FRAMING OF COVID-19 PANDEMIC NEWS IN MALAYSIAN LOCAL NEWSPAPERS

MALAYSIAN JOURNAL OF COMMUNICATION

2022 | JOURNAL | ISI AND SCOPUS | CO-AUTHOR

30. NEGOTIATION OF NEEDS TOWARDS HALAL TALENTS SUSTAINABILITY

JOURNAL OF ISLAMIC MARKETING

2022 | JOURNAL | ERA | MAIN AUTHOR

31. ANALISIS PENGESAHAN FAKTOR (CFA) INSTRUMEN KAJIAN CINTA ILMU DAN KEPERIBADIAN UMMAH CEMERLANG

AKADEMIKA

2022 | JOURNAL | OTHER DATABASE | CO-AUTHOR

32. PEMBANGUNAN KEMAHIRAN KOMUNIKASI MELALUI KOKURIKULUM PASUKAN LATIHAN PEGAWAI SIMPANAN DALAM KALANGAN PELAJAR UNIVERSITI SAINS ISLAM MALAYSIA: SATU ANALISA PERBANDINGAN

CABARAN DAN ISU SEMASA PEMBELAJARAN KOKURIKULUM BADAN BERUNIFORM KEPIMPINAN & KESUKARELAWANAN KEUSAHAWANAN & PENGURUSAN SUKAN, KEBUDAYAAN & REKREASI SAINS, TEKNOLOGI & INOVASI

2022 | CHAPTER IN BOOK | MAIN AUTHOR

33. PEMBANGUNAN KEMAHIRAN KOMUNIKASI MELALUI KOKURIKULUM PASUKAN LATIHAN PEGAWAI SIMPANAN DALAM KALANGAN PELAJAR UNIVERSITI SAINS ISLAM MALAYSIA: SATU ANALISA PERBANDINGAN

CABARAN DAN ISU SEMASA PEMBELAJARAN KOKURIKULUM

2022 | CHAPTER IN BOOK | MAIN AUTHOR

34. NEGOTIATING NEEDS AND STRESS ACCORDING TO RELIGIOSITY DURING THE MOVEMENT CONTROL ORDER AMONG HIGHER EDUCATION INSTITUTION STUDENTS

ISLAM DAN PERANANNYA DALAM PEMBANGUNAN DINAMIK MASYARAKAT MENANGANI COVOD-19 DI MALAYSIA

2022 | CHAPTER IN BOOK | MAIN AUTHOR

35. TAHAP KEBERKESANAN PENGURUSAN DANA KE ATAS AKTIVITI PENCEGAHAN JENAYAH DAN PENCEGAHAN DADAH DIKALANGAN PERTUBUHAN YANG BERDAFTAR DI BAWAH JABATAN PENDAFTARAN PERTUBUHAN MALAYSIAN (JPPM)

JOURNAL OF PUBLIC SECURITY AND SAFETY

2021 | JOURNAL | OTHER DATABASE | MAIN AUTHOR / CONTACT PERSON IN USIM

PUBLICATION

36. NEED VERSUS INTEREST IN COMMUNICATING ISLAM VIA TRADITIONAL ART PERFORMANCE IN NEGERI SEMBILAN. WHAT HAS BEEN NEGOTIATED?

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2021 | JOURNAL | OTHER DATABASE | MAIN AUTHOR / CONTACT PERSON IN USIM

37. KOMUNIKASI PEMBANGUNAN KOMUNITI, KEBERSIHAN DAN PENYELENGGARAAN DI KALANGAN PERTUBUHAN BERDAFTAR DI BAWAH JPPM

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2021 | JOURNAL | OTHER DATABASE | MAIN AUTHOR / CONTACT PERSON IN USIM

38. EFFECTIVENESS OF PUBLIC SERVICE ANNOUNCEMENT ON HALAL KNOWLEDGE AMONG MUSLIM TEENAGERS IN TIME OF PANDEMIC

'ULUM ISLAMIYYAH - THE MALAYSIAN JOURNAL OF ISLAMIC SCIENCES

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

39. LOCAL CONTENT ON INSTAGRAM AS PUBLIC CAMPAIGN MEDIA OF MAJLIS BANDARAYA SEREMBAN, NEGERI SEMBILAN, MALAYSIA AND BANDUNG CITY GOVERNMENT, BANDUNG, INDONESIA

ULUM ISLAMIYYAH JOURNAL

2021 | JOURNAL | ERA | CO-AUTHOR

40. COMMUNICATING NEEDS AND STRESS ACCORDING TO MAQASID SHARIAH AMONG B40 WOMEN ENTREPRENEURS DURING PANDEMIC OF COVID-19 IN MALAYSIA

PARADIGMA SOSIAL

2021 | JOURNAL | OTHER DATABASE | MAIN AUTHOR / CONTACT PERSON IN USIM

41. HAMAS MEDIA PORTRAYAL OF CULTURAL AND HISTORICAL HERITAGE OF PALESTINIAN: A CASE STUDY OF AL-AQSA TELEVISION CHANNEL

MULTICULTURAL EDUCATION

2021 | JOURNAL | SCOPUS | CO-AUTHOR

42. ROLE OF MEDIA PROFESSIONALS IN NEWS PRODUCTION ON AL HAYAT RADIO AND RADIO JORDAN ON THE CREDIBILITY OF MEDIA NEWS: A COMPARATIVE STUDY

AL-I?LAM ? JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2021 | JOURNAL | OTHER DATABASE | CORRESPONDING AUTHOR

43. 3RD INTERNATIONAL CONFERENCE ISLAMIC MEDIA AND COMMUNICATION 2021 (ICIMAC2021)

2021 | BOOK | CO-AUTHOR

44. ISLAM & PERANANNYA DALAM PEMBANGUNAN DINAMIK MASYARAKAT MENANGANI COVID-19 DI MALAYSIA

2021 | BOOK | MAIN AUTHOR

45. NEGOTIATING NEEDS AND STRESS ACCORDING TO RELIGIOSITY DURING THE MOVEMENT CONTROL ORDER AMONG HIGHER EDUCATION INSTITUTION STUDENTS

ISLAM & PERANANYNYA DALAM PEMBANGUNAN DINAMIK MASYARAKAT MENANGANI COVID-19 DI MALAYSIA

2021 | CHAPTER IN BOOK | MAIN AUTHOR

PUBLICATION

46. NEGOTIATION PARAMETERS OF NEEDS VERSUS INTEREST TOWARDS SUSTAINABILITY OF HALAL TALENTS IN MALAYSIA

JOURNAL OF ISLAMIC, SOCIAL, ECONOMICS AND DEVELOPMENT (JISED)

2020 JOURNAL MYCITE MAIN AUTHOR

47. NEGOTIATING THE NEEDS AND READINESS OF PONDOK WARGA EMAS AS AN ISLAMIC TOURISM DESTINATION IN MALAYSIA

INTERNATIONAL JOURNAL OF PSYCHOSOCIAL REHABILITATION

2020 JOURNAL ERA MAIN AUTHOR

48. CRITICAL REVIEW OF RELIGION IN COPING AGAINST THE COVID-19 PANDEMIC BY FORMER COVID-19 MUSLIM PATIENTS IN MALAYSIA

JOURNAL OF CRITICAL REVIEWS

2020 JOURNAL SCOPUS MAIN AUTHOR

49. SUSTAINABILITY OF PONDOK WARGA EMAS ACCORDING TO NEEDS AND INTERESTS AS AN ISLAMIC TOURISM DESTINATION IN MALAYSIA

JOURNAL OF CRITICAL REVIEWS

2020 JOURNAL SCOPUS MAIN AUTHOR

50. EXPLORING THE ROLE OF HALAL CERTIFICATION ON FOOD COMPANIES' PERFORMANCES IN MALAYSIA

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2020 JOURNAL MYCITE MAIN AUTHOR

51. MY PHONE IS NOT YOUR PHONE

ASEAN ENTREPRENEURSHIP JOURNAL

2020 JOURNAL OTHER DATABASE MAIN AUTHOR

52. A FRAMING ANALYSIS OF NEGOTIATION OF INTEREST IN ISLAM VIA DAKWAH CONTENT BETWEEN INDONESIA AND MALAYSIA. A CASE STUDY ON TRADITIONAL ARTS PERFORMANCE

4TH INTERNATIONAL CONFERENCE ON SUSTAINABLE INNOVATION 2020?SOCIAL, HUMANITY, AND EDUCATION (ICOSIHESS 2020)

2020 PROCEEDING NON-INDEX CO-AUTHOR

53. MAINTAINING PEACE AND HARMONY THROUGH RACIAL AND RELIGIOUS NEWS REPORTING

3RD INTERNATIONAL SEMINAR ON ISLAM AND SCIENCE 2020 (SAIS 2020) "COVID-19:IMPLICATION, IMPACT AND SOLUTION"

2020 PROCEEDING NON-INDEX CO-AUTHOR

54. GAME IS FAME! NEGOTIATING INTERESTS IN HALAL KNOWLEDGE VIA HALAL@SCHOOL PROGRAM BY IHRAM: AN ACTION RESEARCH ON HALALRACE

INTERNATIONAL CONFERENCE ON PSYCHOLOGY, EDUCATION AND MENTAL HEALTH

2020 PROCEEDING NON-INDEX MAIN AUTHOR

55. HALAL CORPORATE COMMUNICATION AND MARKETING

HALAL GOVERNANCE AND MANAGEMENT: MALAYSIA AND ASEAN COUNTRIES (INTERMEDIATE TO ADVANCED)

2020 CHAPTER IN BOOK MAIN AUTHOR

PUBLICATION

56. KOMUNIKASI DALAM PEMBANGUNAN PENGETAHUAN HALAL DALAM KALANGAN KOMUNITI MENERUSI PROGRAM HALAL@SCHOOL DI MALAYSIA

KEPEMIMPINAN KOMUNITI

2020 | CHAPTER IN BOOK | MAIN AUTHOR

57. EXPLORING FACTORS IMPACTING OF SOUL INTERRUPTION BY ISLAMIC PERSPECTIVE

INTERNATIONAL JOURNAL OF CIVIL ENGINEERING AND TECHNOLOGY

2019 | JOURNAL | SCOPUS | CO-AUTHOR

58. OUTCOMES OF NEGOTIATION ON HALAL MEAT BUSINESS

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2019 | JOURNAL | MYCITE | MAIN AUTHOR

59. دور تقنيات التعليم في التواصل التعليمي: منصة الفصل االفتراضي (أمنوذجا دراسة وصفية تحليلية (جوجل كالس روم

AL-ANWAR

2019 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

60. CONSUMER OBLIGATORY PRACTICES, KNOWLEDGE AND BEHAVIOUR TOWARDS HALAL CERTIFICATION IN MALAYSIA

INTERNATIONAL CONFERENCE ON ZAKAT, TAX, WAQF AND ECONOMIC DEVELOPMENT 2019

2019 | PROCEEDING | NON-INDEX | CO-AUTHOR

61. CONSUMER OBLIGATORY PRACTICES, KNOWLEDGE AND BEHAVIOUR TOWARDS HALAL CERTIFICATION IN MALAYSIA

INTERNATIONAL CONFERENCE ON ZAKAT, TAX, WAQF AND ECONOMIC DEVELOPMENT

2019 | PROCEEDING | NON-INDEX | CO-AUTHOR

62. NEGOTIATION PARAMETERS OF NEEDS VERSUS INTEREST TOWARDS SUSTAINABILITY OF HALAL TALENTS IN MALAYSIA

2ND INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION

2019 | PROCEEDING | NON-INDEX | MAIN AUTHOR

63. NEEDS VERSUS INTERESTS IN ISLAM VIA TRADITIONAL ART PERFORMANCE IN NEGERI SEMBILAN. WHAT HAS BEEN NEGOTIATED?

INTERNATIONAL CONFERENCE OF DAKWAH ISLAM MANAGEMENT

2019 | PROCEEDING | NON-INDEX | MAIN AUTHOR

64. THE IMPACT OF USING MULTIMEDIA IN IMPROVING THE SKILL OF ART STUDENTS APPLIED STUDY ON ART STUDENTS OF APPLIED HIGH SECONDARY SCHOOL ABU DHABI EMIRATE - UAE

NATIONAL CONFERENCE ON THE HUMANITIES AND SOCIAL SCIENCES ?(NACOSS)2018

2018 | PROCEEDING | NON-INDEX | CO-AUTHOR

65. MAKING HALAL PUBLIC: A CASE STUDY OF HALAL AWARENESS INITIATIVES

WORLD HALAL SUMMIT 2018

2018 | PROCEEDING | NON-INDEX | CO-AUTHOR

PUBLICATION

66. INFLUENCES OF INITIAL POSITION ON NEGOTIATION APPROACH IN SOLVING ENVIRONMENTAL CASES IN MALAYSIA

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2017 JOURNAL ERA MAIN AUTHOR

67. REVIEWING NEGOTIATION APPROACH AND USE OF TRADITIONAL VERSUS NEW COMMUNICATION MEDIA IN SOLVING ENVIRONMENTAL CASES IN MALAYSIA: WHAT HAS CHANGED?

MENTION2017: 17TH BIENNIAL INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION - 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

68. HANDLING OF CRISIS COMMUNICATION: A CASE STUDY OF CADBURY PORCINE DNA ROW

2ND INTERNATIONAL CASE STUDY CONFERENCE (ICSC 2017)

2017 PROCEEDING NON-INDEX MAIN AUTHOR

69. HANDLING OF CRISIS COMMUNICATION: A CASE STUDY OF CADBURY PORCINE DNA ROW

2ND INTERNATIONAL CASE STUDY CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

70. MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSPECTIVES ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNICATION

2017 BOOK EDITOR

71. COMMUNICATING ENVIRONMENTAL ISSUES IN NEWSPAPERS: A STUDY OF THE INCINERATOR PROJECT AT BROGA, SELANGOR

MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSPECTIVES ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNICATION

2017 CHAPTER IN BOOK MAIN AUTHOR

72. ETIKA ISLAM DALAM KOMUNIKASI KEPIMPINAN: KONSEP DAN APLIKASI

KOMUNIKASI ISLAM: TEORI & APLIKASI

2017 CHAPTER IN BOOK MAIN AUTHOR

73. CORPORATE SOCIAL RESPONSIBILITY FOR TAKAFUL INDUSTRY?S BRANDING IMAGE

JURNAL PENGURUSAN

2016 JOURNAL SCOPUS CO-AUTHOR

74. MODEL TAUBAT AL-GHAZALI (M-TAG)

). ULUM ISLAMIYYAH THE MALAYSIAN JOURNAL OF ISLAMIC SCIENCES

2016 JOURNAL SCOPUS CO-AUTHOR

75. IHRAM-USIM&#65533;S EXPERIENCES IN ESTABLISHING PROFESSIONAL HALAL ANALYST PROGRAM: TRAINING AND SERVICES FOR HALAL RELATED INDUSTRIES

PIONEERING ISLAMIC SCIENCE, SPEARHEADING KNOWLEDGE

2016 CHAPTER IN BOOK CO-AUTHOR

PUBLICATION

76. SATISFIED, COMMITTED OR VICE VERSA? A STUDY AMONG ACADEMICS IN PUBLIC UNIVERSITIES IN MALAYSIA

INTERNATIONAL CONFERENCE ON DA?WAH DAN ISLAMIC MANAGEMENT (IC-DAIM) 2014

2014 | PROCEEDING | NON-INDEX | CO-AUTHOR

77. THE PSYCHOLOGY OF COMMUNICATION

2014 | BOOK | MAIN AUTHOR

78. CRISIS COMMUNICATION AND MANAGEMENT ON FOOD RECALL IN THE MALAYSIAN FOOD INDUSTRY

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 | JOURNAL | WOS | CO-AUTHOR

79. PERCEPTION TOWARDS HALAL AWARENESS AND ITS CORRELATION WITH HALAL CERTIFICATION AMONG MUSLIMS

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 | JOURNAL | WOS | CO-AUTHOR

80. EXPECTATION AND EFFECTIVENESS OF THE HALAL SLAUGHTERING TRAINING TOWARDS EMPLOYABILITY AMONG BLUE COLLAR WORKERS

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 | JOURNAL | WOS | MAIN AUTHOR

81. THE ACADEMIA&#65533;S MULTIDISCIPLINARY APPROACHES IN PROVIDING EDUCATION, SCIENTIFIC TRAINING AND SERVICES TO THE MALAYSIAN HALAL INDUSTRY

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 | JOURNAL | WOS | CO-AUTHOR

82. PSYCHOLOGY OF COMMUNICATION

2013 | BOOK | MAIN AUTHOR

83. NEGOTIATING INTERESTS ACCORDING TO ISLAMIC APPROACH ON HALAL CERTIFICATIONS: CHALLENGES IN CREATING JOBS

WORLD APPLIED SCIENCES JOURNAL

2012 | JOURNAL | WOS | MAIN AUTHOR

84. NEGOTIATION AS A FOUNDATION IN ISLAMIC DA&#65533;WAH: FRAMEWORK ANALYSIS ON THE MEMORANDUMS HELD IN THE ERA OF RASULLULLAH (PBUH)

GLOBAL JOURNAL OF AL-THAQAFAH

2012 | JOURNAL | WOS | MAIN AUTHOR

85. WE ONLY REPORT WHAT REALLY HAPPENED! JOURNALISTS&#65533; PERSPECTIVES ON CONFLICT REPORTING IN NEWSPAPERS

FORUM KOMUNIKASI

2011 | JOURNAL | WOS | MAIN AUTHOR

86. WHAT AFFECTED BY WHAT? NEGOTIATION AND THE USE OF COMMUNICATION MEDIA

INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION (MENTION 2011)

2011 | PROCEEDING | NON-INDEX | MAIN AUTHOR

PUBLICATION

87. REALITY PROGRAM: QUALITY AND INFLUENCES ON PRIMARY EDUCATION

CONFERENCE ON LANGUAGE AND COMMUNICATION 2011

2011 PROCEEDING NON-INDEX MAIN AUTHOR

88. A PRELIMINARY STUDY OF NEWSPAPERS AS A MEDIUM TOWARDS ENVIRONMENTAL CONFLICTS RESOLUTION IN MALAYSIA: AN INTERVIEW ANALYSIS

19TH AMIC ANNUAL CONFERENCE. TECHNOLOGY AND CULTURE: COMMUNICATION CONNECTORS AND DIVIDERS

2010 PROCEEDING NON-INDEX MAIN AUTHOR

89. THE USE OF MEDIA TOWARDS EFFECTIVE NEGOTIATION OUTCOMES IN CONFLICTS: AN ANALYSIS OF SOCIAL PRESENCE THEORY

INTERNATIONAL CONFERENCE ﷺCOMMUNICATION AND SOCIETY: CHALLENGE AND ENGAGEMENTﷺ 2010

2010 PROCEEDING NON-INDEX MAIN AUTHOR

90. EXPECTATION TOWARDS MEDIA CONTENT OF ISLAMIC PROGRAMME IN MALAYSIA TELEVISION (TV) CHANNELS

POTYRAYAL OF ISLAM IN THE MEDIA

2010 CHAPTER IN BOOK MAIN AUTHOR

91. THE CORRELATION ANALYSIS BETWEEN DA﷽WAH PROGRAMME AND TV CHANNELS: A CASE STUDY AT RADIO TELEVISION MALAYSIA (RTM).

JOURNAL CITU

2009 JOURNAL WOS MAIN AUTHOR

92. NEWSPAPERS COVERAGE ON ENVIRONMENTAL CONFLICTS: A CASE STUDY OF THE INCINERATOR PROJECT IN MALAYSIA.

IAMCR CONFERENCE 2007 - MEDIA, COMMUNICATION, AND INFORMATION: CELEBRATING 50 YEARS OF THEORIES AND PRACTICES

2007 PROCEEDING NON-INDEX MAIN AUTHOR

93. DEBATES ON MEDIA SYSTEM IN MALAYSIA. WHAT ROLES DO NEWSPAPERS PLAY IN REPORTING ENVIRONMENTAL CONFLICTS?

15TH AMIC ANNUAL CONFERENCE, "MEDIA IN ASIA: ASPIRATIONS, CHOICES AND REALITIES".

2006 PROCEEDING NON-INDEX MAIN AUTHOR

94. GENDER STEREOTYPES ON WOMEN NEGOTIATION SKILLS IN CONFLICT RESOLUTION: A CASE STUDY AT USIM

JURNAL ULUM ISLAMIYYAH

2005 JOURNAL WOS MAIN AUTHOR

95. GLOBALIZATION AND THE USE OF NEGOTIATION IN FAMILY CONFLICTS: A COMPARISON STUDY BETWEEN RURAL AND URBAN AREAS

INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION: COMMUNICATION, GLOBALISATION AND CULTURAL IDENTITIES: TOWARDS SOUTH-SOUTH NETWORKING

2005 PROCEEDING NON-INDEX MAIN AUTHOR

96. RAPE REPORTING IN MALAYSIAN NEWSPAPERS

NATIONAL CONFERENCE ON SOCIAL PROBLEMS IN MALAYSIA

2004 PROCEEDING NON-INDEX CO-AUTHOR

PUBLICATION

97. THE PRACTICE OF HUMAN COMMUNICATION

2004 BOOK MAIN AUTHOR

98. APPLIKASI ETIKA KOMUNIKASI DALAM PROSES PERUNDINGAN KE ARAH PENYELESAIAN KONFLIK MENURUT PERSPEKTIF ISLAM

ASAS KECEMERLANGAN UMMAH

2004 CHAPTER IN BOOK MAIN AUTHOR

99. PENYALAHGUNAAN KUASA DAN KESANNYA KE ATAS PROSES PERUNDINGAN SECARA BERKESAN

SEMINAR KEBANGSAAN PENGURUSAN DAN PEMBANGUNAN SUMBER MANUSIA: KEINDAHAN PENGURUSAN DAN PEMBANGUNAN SUMBER MANUSIA PEMANGKIN PEMBANGUNAN NEGARA

2002 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

1. PROGRAM PENJANA KPT - CAREER ADVANCEMENT (KPT - CAP)

KEMENTERIAN PENGAJIAN TINGGI

2023 NATIONAL

2. PENJANA KEMENTERIAN PENGAJIAN TINGGI - PENSIJILAN PROFESIONAL (PACE)

KEMENTERIAN PENGAJIAN TINGGI

2022 NATIONAL

3. PENYEMAK RANGKA KURSUS BAGI PROGRAM DIPLOMA INDUSTRI HALAL

SCIENTIFIC CIRCLES SERVICES

2021 NATIONAL

4. KEBERKESANAN RONDAAN KOMUNITI RELA DI 157 KAWASAN BERFOKUS TAHUN 2020

INSTITUT KESELAMATAN AEAM MALAYSIA, KEMENTERIAN DALAM NEGERI

2021 NATIONAL

5. KAJIAN PENGURUSAN KESELAMATAN PILIHAN RAYA DALAM ERA PANDEMIK COVID-19

INSTITUT KESELAMATAN AWAM MALAYSIA, KEMENTERIAN DALAM NEGERI

2021 NATIONAL

6. KAJIAN KEBERKESANAN GERAN KOMUNITI 2019

INSTITUT KESELAMATAN AWAM MALAYSIA

2020 NATIONAL

7. DANA ZAKAT: QSR BRANDS

QSR BRANDS MALAYSIA BERHAD

2016 NATIONAL

8. TRAINING COORDINATOR (LEADER)

2015 INTERNATIONAL

CONSULTATION

9. ADVISOR

KOLEJ UNIVERSITI ISLAM SELANGOR

2015 UNIVERSITY

10. GRADUATE EMPLOYABILITY: PROFESSIONAL HALAL EXECUTIVE PROGRAM

KEMENTERIAN PENGAJIAN TINGGI

2015 NATIONAL

11. ADVISOR

KOLEJ UNIVESITI ISLAM ANTARABANGSA SELANGOR

2015 NATIONAL

12. BOARD OF ADVISOR

HANI D UNNGUL SDN. BHD.

2014 NATIONAL

13. MODERATOR

UNIVERSITY MALAYA CENTRE OF CONTINUING EDUCATION

2012 UNIVERSITY

14. RESEARCH FELLOW

INSTITUTE OF HALAL RESEARCH AND MANAGEMENT

2012 UNIVERSITY

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH FKP

2025 UNIVERSITY

2. VISITING PROFESOR

UNIVERSITI ISLAM SULTAN SHARIF ALI, BRUNEI

2025 INTERNATIONAL

3. TRAINER / FACILITATOR

UNIVERSITAS ISLAM BANDUNG

2025 INTERNATIONAL

4. TRAINER / FACILITATOR

WORKSHOP - UTILIZING DIGITAL TECHNOLOGY IN RELATIONSHIP WITH STAKEHOLDERS

2025 INTERNATIONAL

5. ACADEMIC PROGRAM ADVISOR

PUSAT MATRIKULASI, UNIVERSITI ISLAM SELANGOR

2025 NATIONAL

AWARDS/RECOGNITION

6. INTELLIGENT HALAL AUDIT DASHBOARD (I-HAD)

INNOVATION BANK CHALLENGE 2025

2025 ANTARABANGSA GOLD

7. ANUGERAH STAF CONTOH BULANAN

2024 UNIVERSITY

8. VISITING SCHOLAR

UNIVERSITI ISLAM RIAU, RIAU, SUMATERA

2024 INTERNATIONAL

9. VISITING SCHOLAR

FIKOM, UNIVERSITI ISLAM RIAU

2024 INTERNATIONAL

10. GAMIFIED CYBERSECURITY TRAINING

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI GOLD

11. VISITING PROFESOR

USKUDAR UNIVERSITY

2023 INTERNATIONAL

12. VISITING PROFESOR

USKUDAR UNIVERSITY, ISTANBUL, TURKIYE

2023 INTERNATIONAL

13. VISITING SCHOLAR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2023 INTERNATIONAL

14. ACADEMIC ADVISOR

UNIVERSITI ISLAM ANTARABANGSA (UIAS)

2023 NATIONAL

15. VISITING PROFESOR

MINISTRY OF HIGHER AND SECONDARY SPECIALIZED EDUCATION OF THE REPUBLIC OF UZBEKISTAN

2022 INTERNATIONAL

16. BEST PRESENTATION AWARD: 17TH INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION (MENTION 2021)

2021 INTERNATIONAL

17. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR

2021 UNIVERSITY

AWARDS/RECOGNITION

18. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR

2021 NATIONAL

19. REVIEWERS CHOICE AWARD

2020 NATIONAL

20. ACADEMIC ADVISOR

KOLEJ PROFESSIONAL MARA MELAKA

2020 NATIONAL

21. VISITING PROFESOR

GUANGDONG UNIVERSITY OF FINANCE

2020 INTERNATIONAL

22. SILVER AWARD FOR HALAL@SCHOOL PROGRAMME IN PECIPTA 2019

2019 NATIONAL

23. BEST PRESENTER IN INTERNATIONAL CONFERENCE OF PSYCHOLOGY, EDUCATIONAL AND MENTAL HEALTH

2019 INTERNATIONAL

24. ACADEMIC ADVISOR

LEMBAGA TABUNG HAJI

2019 NATIONAL

25. ACADEMIC ADVISOR

INTI INTERNATIONAL COLLEGE SUBANG

2019 UNIVERSITY

26. ACADEMIC ADVISOR

JABATAN FIQH DAN USUL, UNIVERSITI MALAYA

2019 UNIVERSITY

27. VISITING RESEARCHER

JABATAN USUL DAN FIQH, UNIVERSITI MALAYA

2019 UNIVERSITY

28. HALAL@SCHOOL

INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTIONS BY INSTITUTIONS OF HIGHER LEARNING (PECIPTA'19

2019 ANTARABANGSA SILVER

29. ANUGERAH EMAS - K-NOVASI (PENGAJARAN DAN PEMBELAJARAN): PENDIDIKAN 4.0: GRADUAN KALIS MASA DEPAN

2018 NATIONAL

AWARDS/RECOGNITION

30. BEST PAPER AWARD IN 2ND INTERNATIONAL HALAL AND MANAGEMENT CONFERENCE AT MALDIVES

2018 INTERNATIONAL

31. ACADEMIC ADVISOR

KOLEJ UNIVERSITI ISLAM ANTARABANGSA SELANGOR

2018 INTERNATIONAL

32. VISITING PROFESOR

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA, INDONESIA

2018 INTERNATIONAL

33. ACADEMIC ADVISOR

INSTITUTE OF HALAL RESEARCH AND MANAGEMENT

2018 UNIVERSITY

34. VISITING RESEARCHER

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA, INDONESIA

2018 INTERNATIONAL

35. PROFESSIONAL HALAL TRAINING PROGRAMME

THE INTERNATIONAL CONFERENCE AND EXPOSITION ON INVENTION (PECIPTA 17)

2017 UNIVERSITI SILVER

36. VISITING SCHOLAR

UNIVERSITI ISLAM INDONESIA

2015 INTERNATIONAL

37. ANUGERAH PENYELIDIKAN

2014 UNIVERSITY

38. ANUGERAH PENYELIDIKAN (KATEGORI SAINS SOSIAL-PENYELIDIKAN TERBAIK)

2013 UNIVERSITY