

PROF. MADYA DR. NORHAYATI RAFIDA BT. ABDUL RAHIM

PENSYARAH UNIVERSITI DS14

CONTACT

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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. **DEVELOPMENT OF RELIGIOSITY FRAMEWORK OVERCOMING NEEDS AND STRESS DURING COVID19 AMONG UNIVERSITY STUDENTS**
   2020 | PENYELIDIKAN TANPA BIAYA | COMPLETED | MAIN RESEARCHER
4. **DEVELOPING SUSTAINABILITY HALAL INTEGRITY FRAMEWORK BASED ON NEGOTIATION PARAMETERS FOR HALAL EXPERTS AND HALAL TALENTS IN MALAYSIA**
   2019 | GERAN KPT | COMPLETED | MAIN RESEARCHER
5. **NEGOTIATING NEEDS AND READINESS OF PONDOK WARGA EMAS (PWE) SUSTAINABILITY ISLAMIC TOURISM DESTINATIONS IN MALAYSIA**
   2019 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

RESEARCH

6. 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

7. THE IMPACT OF SOCIAL MEDIA ON CORPORATE REPUTATION

2016 | GERAN KPT | COMPLETED | MAIN RESEARCHER

8. BROGA INCIDENT (A CASE STUDY)

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

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

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

PUBLICATION

1. 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

2. FORESIGHT OF ENVIRONMENTAL COMMUNICATION LITERATURE: BIBLIOMETRIC VERSUS CHATGPT

FORESIGHT

2024 | JOURNAL | SCOPUS | MAIN AUTHOR

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

INTERNATIONAL HALAL CONGRESS

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

4. 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

5. HALAL TERRORISM: FROM THE PORTRAYAL OF MEDIA

INTERNATIONAL CONFERENCE ON CONTEMPORARY HALAL AND FATWA (ICCOHAF2024)

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

6. 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

7. JANJI ALLAH SWT ITU BENAR

TULUS: RENCAH EMOSI BUMI BARAKAH

2024 | CHAPTER IN BOOK | MAIN AUTHOR

PUBLICATION

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

SAIS 2023

2023 PROCEEDING NON-INDEX MAIN AUTHOR

9. 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

10. NEGOTIATION OF NEEDS TOWARDS HALAL TALENTS SUSTAINABILITY

JOURNAL OF ISLAMIC MARKETING

2022 JOURNAL ERA MAIN AUTHOR

11. 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

12. 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

13. 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

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

2021 BOOK MAIN AUTHOR

15. 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

16. 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

17. 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

PUBLICATION

18. 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

19. 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

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

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2020 JOURNAL MYCITE MAIN AUTHOR

21. MY PHONE IS NOT YOUR PHONE

ASEAN ENTREPRENEURSHIP JOURNAL

2020 JOURNAL OTHER DATABASE MAIN AUTHOR

22. 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

23. HALAL CORPORATE COMMUNICATION AND MARKETING

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

2020 CHAPTER IN BOOK MAIN AUTHOR

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

KEPEMIMPINAN KOMUNITI

2020 CHAPTER IN BOOK MAIN AUTHOR

25. OUTCOMES OF NEGOTIATION ON HALAL MEAT BUSINESS

JOURNAL OF FATWA MANAGEMENT AND RESEARCH

2019 JOURNAL MYCITE MAIN AUTHOR

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

AL-ANWAR

2019 JOURNAL OTHER DATABASE MAIN AUTHOR

27. 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

PUBLICATION

28. 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

29. 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

30. 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

31. 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

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

2ND INTERNATIONAL CASE STUDY CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

33. 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

34. ETIKA ISLAM DALAM KOMUNIKASI KEPIMPINAN: KONSEP DAN APLIKASI

KOMUNIKASI ISLAM: TEORI & APLIKASI

2017 CHAPTER IN BOOK MAIN AUTHOR

35. THE PSYCHOLOGY OF COMMUNICATION

2014 BOOK MAIN AUTHOR

36. 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

37. PSYCHOLOGY OF COMMUNICATION

2013 BOOK MAIN AUTHOR

PUBLICATION

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

WORLD APPLIED SCIENCES JOURNAL

2012 JOURNAL WOS MAIN AUTHOR

39. 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

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

FORUM KOMUNIKASI

2011 JOURNAL WOS MAIN AUTHOR

41. 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

42. REALITY PROGRAM: QUALITY AND INFLUENCES ON PRIMARY EDUCATION

CONFERENCE ON LANGUAGE AND COMMUNICATION 2011

2011 PROCEEDING NON-INDEX MAIN AUTHOR

43. 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

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

INTERNATIONAL CONFERENCE &#65533;COMMUNICATION AND SOCIETY: CHALLENGE AND ENGAGEMENT&#65533; 2010

2010 PROCEEDING NON-INDEX MAIN AUTHOR

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

POTYRAYAL OF ISLAM IN THE MEDIA

2010 CHAPTER IN BOOK MAIN AUTHOR

46. THE CORRELATION ANALYSIS BETWEEN DA&#65533;WAH PROGRAMME AND TV CHANNELS: A CASE STUDY AT RADIO TELEVISION MALAYSIA (RTM).

JOURNAL CITU

2009 JOURNAL WOS MAIN AUTHOR

47. 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

PUBLICATION

48. 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

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

JURNAL ULUM ISLAMIYYAH

2005 JOURNAL WOS MAIN AUTHOR

50. 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

51. THE PRACTICE OF HUMAN COMMUNICATION

2004 BOOK MAIN AUTHOR

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

ASAS KECEMERLANGAN UMMAH

2004 CHAPTER IN BOOK MAIN AUTHOR

53. 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

CONSULTATION

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

INSTITUT KESELAMATAN AWAM MALAYSIA, KEMENTERIAN DALAM NEGERI

2021 NATIONAL

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