



PROF. MADYA DR. NUR AINNA BINTI RAMLI

PENSYARAH UNIVERSITI DS14

CONTACT

Phone: 06-7986413

E-mail:
nurainna.ramli@usim.edu.my

Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 4, Ongoing: 1

Master - Completed: 0, Ongoing: 1

AREAS OF EXPERTISE

Corporate Finance

International Finance

Islamic Finance

Other Finance

BIOGRAPHY

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

ACADEMIC QUALIFICATION

Phd in Finance (2014)

Master in Investment Analysis (2009)

Bachelor in Finance (2008)

Diploma in Investment Analysis (2006)

RESEARCH

1. MODUL PEMBANGUNAN PENGURUSAN KEWANGAN ISLAM (P-KIH)
- MAJLIS UGAMA ISLAM SABAH (MUIS): ANALISIS SEGMENTASI
USAHAWAN KECIL DAN MIKRO

2024 ON GOING MAIN RESEARCHER

2. STOCK MARKET INVESTMENT STRATEGY FOR FUNDAMENTAL
INVESTORS AND DAILY TRADERS: WHO GAIN MORE PROFIT?

2023 ON GOING MAIN RESEARCHER

3. POST CORPORATE RESTRUCTURING ANALYSIS : SELECTED
CASES OF MALYSIAN EXPERIENCE

2021 COMPLETED MAIN RESEARCHER

4. MEDIATION EFFECTS OF FIRM LEVERAGE - A PARTIAL LEAST
SQUARE-STRUCTURAL EQUATION MODELLING APPROACH (PLS-
SEM) : EVIDENCE FROM THE PERSPECTIVE OF MALYSIAN SHARIAH
COMPLIANT COMPANIES

2018 COMPLETED MAIN RESEARCHER

5. SOCIAL ENTERPRISE @ URBAN COMMUNITY (SE@UC)

2017

COMPLETED

MAIN RESEARCHER

6. DO CITIZENS' RIGHT INFLUENCE THE PRODUCTIVITY OF DOMESTIC AND FOREIGN ISLAMIC BANKS? EMPIRICAL EVIDENCE FROM BRUNEI, INDONESIA AND MALAYSIA

2017

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. COMPARATIVE ANALYSIS OF SUKUK STRUCTURES, RATINGS AND YIELDS: EVIDENCE FROM MALAYSIA AND INDONESIA

2025 PROCEEDING

2. POLICY PAPER KONSEP HALAL HUB SAHAB

2025 POLICY

3. STOCK MARKET INVESTMENT STRATEGY FOR FUNDAMENTAL INVESTORS AND DAILY TRADERS: WHO GAINS MORE PROFIT?

2024 JOURNAL

4. AVIATION BUSINESSES DURING COVID-19: AIRASIA'S FINANCIAL CHALLENGES AND POSSIBLE WAY-OUTS

2024 JOURNAL

5. APPLICATION OF MAQASID AL-SHARIAH IN RESPONSIBLE INVESTMENT (MSRI) AND PRACTICES TOWARDS ESG

2024 JOURNAL

6. DO STOCK INVESTMENT STRATEGY AFFECT STOCK PRICES? A CASE STUDY OF SHARIAH-COMPLIANT COMPANIES IN MALAYSIA

2024 PROCEEDING

7. DEVELOPING PRESERVATION OF HUMAN LIFE (HIFZ AL-NAFS) FRAMEWORK FOR SOCIAL IMPACT MEASUREMENT

2024 PROCEEDING

8. THE INFLUENCE OF ESG, SRI, ETHICAL, AND IMPACT INVESTING ACTIVITIES ON PORTFOLIO AND FINANCIAL PERFORMANCE? BIBLIOMETRIC ANALYSIS/MAPPING AND CLUSTERING ANALYSIS

2023 JOURNAL

9. DEVELOPING A MUSLIM FRIENDLY DESTINATION CRITERIA FOR HOMESTAY PROGRAMME: A CONCEPTUAL STUDY

2023 PROCEEDING

10. DEVELOPMENT OF AN INTEGRATED SOCIAL BANKING FRAMEWORK: A MAQASIDIC APPROACH

2023 PROCEEDING

11. THE MEDIATING EFFECTS OF SUSTAINABLE GROWTH RATE: EVIDENCE FROM THE PERSPECTIVE OF SHARIAH-COMPLIANT COMPANIES

2022 JOURNAL

12. THE MEDIATION EFFECTS OF CAPITAL STRUCTURE: EVIDENCE FROM MALAYSIAN AND INDONESIAN ECONOMIC SECTORS

2022 JOURNAL

13. DOES COVID-19 AFFECT A FIRM'S DEBT LEVEL? EVIDENCE FROM SHARIAH-APPROVED FIRMS IN MALAYSIA (A CONCEPTUAL FRAMEWORK)

2022 PROCEEDING

14. PERANCANGAN KEWANGAN START-UP PERNIAGAAN

2022 CHAPTER IN BOOK

15. SUMBER PEMBIAYAAN PERNIAGAAN

2022 CHAPTER IN BOOK

16. PITCHING

2022 CHAPTER IN BOOK

17. KERTAS DASAR GARIS PANDUAN PENGIKTIRAFAN PRODUK, HOSPITALITI & PAKEJ PELANCONGAN MESRA-MUSLIM (MESRA-MUSLIM TOURISM PRODUCTS, HOSPITALITY, AND PACKAGES -MFT PROHPACK) UNTUK DOMESTIK DAN ANTARABANGSA

2022 POLICY

18. COVID-19 PANDEMIC: WE ARE ALL HEROES

2021 CHAPTER IN BOOK

19. MEDIATION EFFECTS OF FIRM LEVERAGE FROM THE PERSPECTIVE OF MALAYSIAN SHARIAH COMPLIANT COMPANIES ? A PARTIAL LEAST SQUARE STRUCTURAL EQUATION MODELLING APPROACH (PLS-SEM)

2020 JOURNAL

20. FINANCIAL LEVERAGE AND FINANCIAL PERFORMANCE IN THE TERTIARY SECTOR: PARTIAL LEAST SQUARE- MULTI-GROUP ANALYSIS (PLS-MGA)

2020 JOURNAL

21. DETERMINANTS OF CAPITAL STRUCTURE AND FIRM FINANCIAL PERFORMANCE?APLS-SEM APPROACH: EVIDENCE FROM MALAYSIA AND INDONESIA

2019 JOURNAL

22. CAPITAL STRUCTURE AND FIRM FINANCIAL PERFORMANCE OF THE MALAYSIAN AND INDONESIAN SECONDARY SECTORS: PLS-MGA APPROACH

2019 JOURNAL

23. MEDIATION EFFECTS OF FIRM LEVERAGE A PARTIAL LEAST SQUARE-STRUCTURAL EQUATION MODELLING APPROACH PLS-SEM EVIDENCE FROM THE PERSPECTIVE OF MALAYSIAN SHARIAH COMPLIANT COMPANIES

2019 PROCEEDING

24. WHY SHOULD PLS-SEM BE USED RATHER THAN REGRESSION? EVIDENCE FROM THE CAPITAL STRUCTURE PERSPECTIVE

2018 JOURNAL

25. WHY SHOULD PLS-SEM BE USED RATHER THAN REGRESSION? EVIDENCE FROM THE CAPITAL STRUCTURE PERSPECTIVE

2018 CHAPTER IN BOOK

26. INTERRELATION BETWEEN ECONOMIC SECTORS, CAPITAL STRUCTURE AND A FIRM'S FINANCIAL PERFORMANCE: THE INDONESIAN EVIDENCE

2017 JOURNAL

27. DO CITIZENS' RIGHT INFLUENCE THE PRODUCTIVITY OF DOMESTIC AND FOREIGN ISLAMIC BANKS? EMPIRICAL EVIDENCE FROM INDONESIA AND MALAYSIA

2017 PROCEEDING

28. MEDIATION EFFECTS OF FIRM LEVERAGE IN MALAYSIA: PARTIAL LEAST SQUARES - STRUCTURAL EQUATION MODELING

2016 JOURNAL

29. MEDIATION EFFECTS OF FIRM LEVERAGE: A PLS-SEM APPROACH

2016 PROCEEDING

30. INTERRELATION BETWEEN CAPITAL STRUCTURE, ECONOMY SECTORS, AND A FIRM'S FINANCIAL PERFORMANCE IN INDONESIA: PARTIAL LEAST SQUARES-STRUCTURAL EQUATION MODELING (PLS-SEM)

2013 PROCEEDING

31. CAPITAL STRUCTURE DETERMINANTS AND A FIRM'S PERFORMANCE IN MALAYSIA: PARTIAL LEAST SQUARES-STRUCTURAL EQUATION MODELING (PLS-SEM)

2013 PROCEEDING

32. MEDIATION EFFECT OF LEVERAGE

2013 PROCEEDING

33. ECONOMIC CRISES AND FIRM FINANCIAL PERFORMANCE

2012 PROCEEDING

CONSULTATION/ADULATION

1. PEMBANGUNAN PROGRAM LATIHAN DAN BIMBINGAN BAGI MEMENUHI KEPERLUAN PENSIJILAN HALAL MALAYSIA

2022 NATIONAL GIATMARA SDN BHD

2. PERUNDINGAN PEMBANGUNAN MODUL LATIHAN KESEDARAN PERKHIDMATAN HOSPITALITI MESRA-MUSLIM -DOMESTIK DAN ANTARABANGSA

2021 INTERNATIONAL KEMENTERIAN PELANCONGAN SENI DAN BUDAYA

3. Pembangunan Modul bagi Program Latihan Kompetensi Muslim Friendly Tourism and Hospitality Assurance and Recognition (MFAR)

National Islamic Tourism Centre Malaysia, Kementerian Pelancongan, Seni dan Budaya Malaysia (MOTAC)

4. Consultation Towards Business Operation for Standard of Muslim Friendly Tourism Services & Halal Management System for Taiwan Halal Certification Development (THCD)

International Taiwan Halal Certification Development (THCD)

5. PERKHIDMATAN MEMBANGUNKAN GARIS PANDUAN, KRITERIA DAN SENARAI SEMAK BAGI PRODUK, HOSPITALITI DAN PAKEJ PELANCONGAN MESRA MUSLIM

National Islamic Tourism Centre Malaysia, Kementerian Pelancongan, Seni dan Budaya Malaysia (MOTAC)

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH BULANAN JULAI 2025

2025 UNIVERSITY

2. SIJIL ANUGERAH KECEMERLANGAN STAF 2024 (SIJIL TELAH DIBERIKAN PADA TAHUN 2025)

2025 UNIVERSITY

3. NAIB JOHAN BOLA JARING- KARNIVAL SUKAN PKAUSIM

2025 UNIVERSITY

4. ANUGERAH AHLI AKADEMIK CEMERLANG 2025

2025 UNIVERSITY

5. KHIDMAT BAKTI PENASIHAT

2025 NATIONAL