



**PROF. MADYA DR.
SYADIYAH BINTI ABDUL
SHUKOR**

PENSYARAH UNIVERSITI DS14

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 12

Master - Completed: 2, Ongoing: 1

AREAS OF EXPERTISE

Consumer Behaviour

Halal Marketing

Business Analysis And Analytics

BIOGRAPHY

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

ACADEMIC QUALIFICATION

Phd in Pemasaran (2012)

Master in Pentadbiran Perniagaan (2005)

Bachelor in Pemasaran (2002)

RESEARCH

1. MUSLIM TRAVELLERS: A BIBLIOMETRIC ANALYSIS

2023 COMPLETED MAIN RESEARCHER

2. DRIVERS OF, BARRIERS TO, AND FACILITATORS OF BLOOD DONATION: A COMPARISON BETWEEN MALAYSIAN AND INDONESIAN MUSLIM YOUNG ADULTS

2023 ON GOING MAIN RESEARCHER

3. SOLO FEMALE TRAVELERS: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

2023 COMPLETED MAIN RESEARCHER

4. DRIVERS, BARRIERS, AND FACILITATORS TO DONATE BLOOD AMONG YOUNG ADULTS IN MALAYSIA

2023 COMPLETED MAIN RESEARCHER

5. MENINGKAT KUTIPAN ZAKAT PENDAPATAN MELALUI SEGMENTASI PASARAN DI KALANGAN BUKAN PEMBAYAR ZAKAT

2021 COMPLETED MAIN RESEARCHER

6. SEGMENTING FINTECH USERS IN MALAYSIA

2019 COMPLETED MAIN RESEARCHER

7. INCREASING PARTICIPATION IN TAKAFUL AMONG MALAYSIAN BUMIPUTERA

2017 COMPLETED MAIN RESEARCHER

8. A TRUST MODEL FOR TAKAFUL AGENT-CLIENT RELATIONSHIP

2015 COMPLETED MAIN RESEARCHER

9. ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS ISLAMIC PAWN BROKING

2012 COMPLETED MAIN RESEARCHER

PUBLICATION

1. HALAL CHOCOLATE PURCHASE INTENTION AND COMPLIANCE: EXAMINING THE MODERATING ROLE OF RELIGIOSITY AMONG MALAYSIAN MUSLIMS

2025 JOURNAL

2. FROM WILLINGNESS TO WITHDRAWAL: UNDERSTANDING BLOOD DONATION BARRIERS AMONG YOUNG ADULTS

2025 PROCEEDING

3. EXPLORING THE ROLE OF AI-GENERATED CONTENT IN SHAPING MUSLIM TRAVELER TRUST IN HALAL TOURISM

2025 PROCEEDING

4. PROFILING ZAKAT PAYER BASED ON DEMOGRAPHIC PROFILE

2025 CHAPTER IN BOOK

5. INCREASING NON-DONORS? WILLINGNESS TO DONATE BLOOD: BARRIERS AND FACILITATORS

2024 JOURNAL

6. COVID-19 RESEARCH TRENDS IN ISLAMIC FINANCE: A BIBLIOMETRIC ANALYSIS

2024 JOURNAL

7. DRIVERS OF, BARRIERS TO, AND FACILITATORS OF BLOOD DONATION AMONG MUSLIM YOUNG ADULTS IN MALAYSIA

2024 JOURNAL

8. MUSLIM TRAVELLERS: A BIBLIOMETRIC ANALYSIS

2024 JOURNAL

9. SEGMENTING FINTECH USERS USING A TWO-STEP CLUSTER ANALYSIS

2024 JOURNAL

10. SOLO FEMALE TRAVELERS: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

2024 JOURNAL

11. AN INTEGRATED WAQF AND COMMUNITY-BASED TA'AWUN MODEL IN ALLEVIATING FUNERAL POVERTY: AN ANALYSIS OF MUSLIM FUNERAL MANAGEMENT ORGANIZATIONS IN MALAYSIA

2024 JOURNAL

12. THE IMPACT OF EXPERIENTIAL LEARNING ON STUDENT PERCEPTIONS OF A CAREER IN SALES

2024 PROCEEDING

13. A STUDY ON PROPENSITY TO INDEBTEDNESS AMONG YOUNG WORKING MALAYS IN MALAYSIA

2024 PROCEEDING

14. IMPORTANCE-PERFORMANCE ANALYSIS FOR IMPROVING ONLINE LEARNING IN BUSINESS AND PROGRAMME

2023 JOURNAL

15. DIGITAL FINANCIAL LITERACY AMONG YOUNG ADULTS IN MALAYSIA

2023 JOURNAL

16. A BIBLIOMETRIC ANALYSIS AND FUTURE RESEARCH DIRECTIONS ON LANGUAGE AND LITERACY

2023 JOURNAL

17. EXPLORING THE RELATIONSHIP BETWEEN ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL, AND PURCHASE INTENTION ON HALAL CHOCOLATE AMONG GEN Z

2023 PROCEEDING

18. CONSUMER ADOPTION OF FINANCIAL TECHNOLOGY: INTEGRATING TRUST WITH TECHNOLOGY ACCEPTANCE MODEL (TAM)

2023 CHAPTER IN BOOK

19. CHALLENGES FACED BY STUDENTS IN E-LEARNING DURING COVID-19 PANDEMIC: EVIDENCE FROM MALAYSIA

2022 JOURNAL

20. EXTENDING THE CONVERSATION ABOUT SERVICE CO-CREATION: INTEGRATION OF PRINCIPLES OF AL-BAY?

2022 JOURNAL

21. ISSUES AND CHALLENGES ON KHAIRAT DEATH FUND MANAGEMENT IN MALAYSIA

2022 JOURNAL

22. A CONCEPTUAL MODEL OF BEHAVIOUR RELATED ANTECEDENTS OF FAMILY TAKAFUL DEMAND IN MALAYSIA

2022 PROCEEDING

23. SUSTAINING BUSINESS DURING THE PANDEMIC: CASE STUDIES AMONG MUSLIMPRENEURS

2022 PROCEEDING

24. TRUST IN TAKAFUL AGENTS: ANTECEDENTS AND CONSEQUENCES

2020 JOURNAL

25. SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE AMONG YOUNG MUSLIMS

2019 JOURNAL

26. TRUST ON AWQAF INSTITUIONS: EVIDENCE FROM MALAYSIA

2019 JOURNAL

27. EXPLORING MOTIVES OF MALAYSIAN MUSLIMS FOR PARTICIPATING IN FAMILY TAKAFUL

2018 JOURNAL

28. MUSIM ATTITUDE TOWARDS PARTICIPATION IN CASH WAQF: ANTECEDENTS AND CONSEQUENCES

2017 JOURNAL

29. WAQIF SATISFACTION: ANTECEDENTS AND CONSEQUENCES

2017 JOURNAL

30. GIVING BEHAVIOUR: WHO DONATES CASH WAQF?

2016 JOURNAL

31. GIVING BEHAVIOUR IN MALAYSIA: THE CASE OF ENDOWER AND NON-ENDOWER

2016 PROCEEDING

32. WAQIF SATISFACTION: ANTECEDENTS AND CONSEQUENCES

2016 PROCEEDING

33. CLOTHING PURCHASE MOTIVES AND STATUS CONSUMPTION AMONG MIGRANT MUSLIMS

2015 JOURNAL

34. ASSESSING THE MEDIATING ROLE OF SELF CONGRUITY ON SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE TO STATUS CONSUMPTION

2015 PROCEEDING

35. ROLES OF KNOWLEDGE AND ATTITUDE IN DETERMINING ENDOWER'S TRUST ON WAQF INSTITUTION

2015 PROCEEDING

36. CONSUMER CONSUMPTION OF DATES AND GOAT'S MILK: AN EXPLORATORY STUDY

2015 PROCEEDING

37. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

2015 PROCEEDING

38. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

2015 PROCEEDING

39. EXPLORING FACTORS INFLUENCING GENERATION Y TRUST ON INTERNET BANKING

2014 PROCEEDING

40. CLOTHING PURCHASE MOTIVES AND STATUS CONSUMPTION AMONG MIGRANT MUSLIMS

2014 PROCEEDING

41. SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE: THE CASE OF MUSLIM YOUNG ADULT

2014 PROCEEDING

42. DEVELOPING SCALES FOR MEASURING RELIGIOSITY IN THE CONTEXT OF CONSUMER RESEARCH

2013 JOURNAL

43. EXPLORING RELATIONSHIPS AMONG ETHNIC IDENTIFICATION, ACCULTURATION AND RELIGIOSITY: A STUDY INVOLVING BRITISH MUSLIM

2013 JOURNAL

44. ASSESSMENT OF SOME OF THE ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS AR-RAHNU

2013 PROCEEDING

45. RELATIONSHIPS BETWEEN RELIGIOSITY AND CONTROVERSIAL PRODUCTS AND OFFENSIVE NATURE OF ADVERTISING APPEALS

2013 PROCEEDING

46. ATTITUDE OF MUSLIM TOWARDS PARTICIPATION IN AR-RAHNU: ANTECEDENTS AND CONSEQUENCES

2013 PROCEEDING

47. EXPLORING YOUNG BRITISH MUSLIM CLOTHING CONSUMPTION

2013 PROCEEDING

48. RELIGIOSITY AS PREDICTOR OF CONSUMER BEHAVIOUR

2013 PROCEEDING

49. EXPLORING MALAYSIAN MUSLIM WOMEN CLOTHING CONSUMPTION

2013 PROCEEDING

50. CLOTHING BENEFITS: THE CASE OF BRITISH MUSLIMS

2012 JOURNAL

51. EFFECTS OF SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE ON CLOTHING BENEFITS SOUGHT

2012 JOURNAL

52. BUSINESS PROCESS REENGINEERING (BPR): REJUVENATING THE BUSINESS LICENSE APPLICATION PROCESS IN A STATE LOCAL AUTHORITY

2012 PROCEEDING

53. RELATIONSHIPS AMONG RELIGIOSITY, ACCULTURATION AND ETHNIC IDENTIFICATION

2012 PROCEEDING

54. ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS ISLAMIC PAWNBROKING

2012 PROCEEDING

55. INFLUENCE OF SELF CONGRUITY ON CONSUMER SATISFACTION

2012 PROCEEDING

56. ETHNIC MINORITY CONSUMER BEHAVIOUR: THE CASE OF BRITISH MUSLIM CONSUMER SATISFACTION TOWARDS HIGH STREET FASHION RETAILER

2010 PROCEEDING

57. BRITISH MUSLIM SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE: THE ROLE OF CLOTHING BENEFITS

2010 PROCEEDING

58. YOUNG BRITISH MUSLIM AND HIGH STREET FASHION RETAILER

2010 PROCEEDING

59. ATTITUDE TOWARDS HIGH STREET FASHION CLOTHING: THE CASE OF BRITISH MUSLIMS IN THE UK

2009 PROCEEDING

60. ATTITUDE TOWARDS HIGH STREET FASHION CLOTHING: THE CASE OF BRITISH MUSLIMS IN THE UK

2009 PROCEEDING

CONSULTATION/ADULATION

1. PROGRAM GE-KPT PACE: PERSIJILAN SECURITIES COMMISSION LICENSING EXAM (SCLE) MODUL 9&10 TAJAAN KPT DI USIM

2022 NATIONAL KEMENTERIAN PENGAJIAN TINGGI

2. PERUNDINGAN KURSUS PERSIJILAN PROFESSIONAL PERUNDING ZAKAT (KPPPZ), LEMBAGA ZAKAT SELANGOR (MAIS)

2021 NATIONAL LEMBAGA ZAKAT SELANGOR

3. IMPACT STUDY ASSIGNMENT FOR ESLITE SPECTRUM MALAYSIA SDN BHD FOR PREMISES LOCATED IN BUKIT BINTANG KUALA LUMPUR

2021 NATIONAL ESLITE SPECTRUM MALAYSIA SDN BHD

4. HARI KRAF KEBANGSAAN (HKK): KAJIAN KEPUASAN PENGUNJUNG TERHADAP ACARA HKK 2015

2015 NATIONAL KRAFTANGAN MALAYSIA

5. KAJIAN KEPUASAN PELANGGAN DAN NIAT MEMBELI PRODUK KRAF PADA HARI KRAF KEBANGSAAN 2015

2015 NATIONAL KRAFTANGAN MALAYSIA

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH MEI 2025

2025

OTHERS

2. ANUGERAH KECEMERLANGAN STAF

2025

OTHERS

3. ACADEMIC ADVISOR

2025

NATIONAL

4. TRAINER / FACILITATOR

2025

UNIVERSITY

5. RESILIENT MUSLIMPRENEURS: ADVANCING CRISIS PREPAREDNESS THROUGH MUSLIMPRENEUR RESILIENCE SCORE: SELF-REFLECTION ASSESSMENT (MURSSA)

2025

Antarabangsa

Silver