Profile Image

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CONTACT

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FACULTY

Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	12
Master	2	1

AREAS OF EXPERTISE

Consumer Behaviour | Halal Marketing | Business Analysis And Analytics

ACADEMIC QUALIFICATION

2012 **PhD** - Pemasaran

2005 **Master** - Pentadbiran Perniagaan

2002 **Bachelor** - Pemasaran

RESEARCH

1. **MUSLIM TRAVELLERS: A BIBLIOMETRIC ANALYSIS**
   2023 | BIDUNI MIZANNIYAH | COMPLETED | MAIN RESEARCHER

2. **DRIVERS OF, BARRIERS TO, AND FACILITATORS OF BLOOD DONATION: A COMPARISON BETWEEN MALAYSIAN AND INDONESIAN MUSLIM YOUNG ADULTS**
   2023 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

3. **SOLO FEMALE TRAVELERS: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA**
   2023 | BIDUNI MIZANNIYAH | COMPLETED | MAIN RESEARCHER

4. **DRIVERS, BARRIERS, AND FACILITATORS TO DONATE BLOOD AMONG YOUNG ADULTS IN MALAYSIA**
   2023 | BIDUNI MIZANNIYAH | COMPLETED | MAIN RESEARCHER

5. **MENINGKAT KUTIPAN ZAKAT PENDAPATAN MELALUI SEGMENTASI PASARAN DI KALANGAN BUKAN PEMBAYAR ZAKAT**
   2021 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

RESEARCH

6. SEGMENTING FINTECH USERS IN MALAYSIA

2019 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

7. INCREASING PARTICIPATION IN TAKAFUL AMONG MALAYSIAN BUMIPUTERA

2017 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

8. A TRUST MODEL FOR TAKAFUL AGENT-CLIENT RELATIONSHIP

2015 | GERAN PENYELIDIKAN PENTADBIR | COMPLETED | MAIN RESEARCHER

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

2012 | GERAN PENYELIDIKAN FUNDAMENTAL | COMPLETED | MAIN RESEARCHER

PUBLICATION

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

INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

THE 11TH INTERNATIONAL ISLAMIC ECONOMICS SYSTEM CONFERENCE (I-IECONS)

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

5TH INTERNATIONAL HALAL MANAGEMENT CONFERENCE

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

4. TOWARD ISLAMIC WEALTH MANAGEMENT: INSIGHTS FROM ISLAMIC FAMILY FINANCIAL SOCIALIZATION

THE 2ND ASEAN BUSINESS NETWORK (ASBN) INTERNATIONAL CONFERENCE 2025

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

5. PROFILING ZAKAT PAYER BASED ON DEMOGRAPHIC PROFILE

INNOVATIVE VENTURES AND STRATEGIES IN ISLAMIC BUSINESS

2025 | CHAPTER IN BOOK | MAIN AUTHOR

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

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 | JOURNAL | ERA | MAIN AUTHOR

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

GLOBAL BUSINESS AND MANAGEMENT RESEARCH: AN INTERNATIONAL JOURNAL

2024 | JOURNAL | ERA | MAIN AUTHOR

PUBLICATION

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

JURNAL PERSONALIA PELAJAR

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

9. MUSLIM TRAVELLERS: A BIBLIOMETRIC ANALYSIS

JOURNAL OF ISLAMIC MARKETING

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

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

INTERNATIOANL JOURNAL BUSINESS INFORMATION SYSTEMS

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

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

CONSUMER BEHAVIOR IN TOURISM AND HOSPITALITY

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF ECONOMICS, COMMERCE AND MANAGEMENT

2024 JOURNAL OTHER DATABASE MAIN AUTHOR

13. THE IMPACT OF EXPERIENTIAL LEANING ON STUDENT PERCEPTIONS OF A CAREER IN SALES

THE 11TH ISLAMIC BANKING, ACCOUNTING & FINANCE INTERNATIONAL CONFERENCE 2024

2024 PROCEEDING NON-INDEX MAIN AUTHOR

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

THE 11TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE (IBAF 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTERNATIONAL BUSINESS EDUCATION JOURNAL

2023 JOURNAL MYCITE MAIN AUTHOR

16. DIGITAL FINANCIAL LITERACY AMONG YOUNG ADULTS IN MALAYSIA

INTERNATIONAL BUSINESS EDUCATION JOURNAL (IBEJ)

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES,

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

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

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

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

ISLAMIC BANKING AND FINANCE: PROSPECTS, RISKS AND CHALLENGES IN FINTECH ERA

2023 | CHAPTER IN BOOK | MAIN AUTHOR

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

THE EMPIRICAL ECONOMICS LETTERS

2022 | JOURNAL | ERA | MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT AND ACCOUNTING

2022 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF EMERGING ISSUES IN ISLAMIC STUDIES (IJEIIS)

2022 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

THE 10TH ISLAMIC BANKING, ACCOUNTING AND FINANCE INTERNATIONAL CONFERENCE 2022 (IBAF2022)

2022 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 | PROCEEDING | OTHER DATABASE | MAIN AUTHOR

25. TRUST IN TAKAFUL AGENTS: ANTECEDENTS AND CONSEQUENCES

JOURNAL OF ISLAMIC ACCOUNTING AND BUSINESS RESEARCH

2020 | JOURNAL | SCOPUS AND ERA | MAIN AUTHOR

26. SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE AMONG YOUNG MUSLIMS

JOURNAL OF NUSANTARA STUDIES

2019 | JOURNAL | MYCITE | MAIN AUTHOR

27. TRUST ON AWQAF INSTITUIONS: EVIDENCE FROM MALAYSIA

JOURNAL OF ISLAMIC MARKETING

2019 | JOURNAL | SCOPUS | MAIN AUTHOR

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

JOURNAL OF WEALTH MANAGEMENT & FINANCIAL PLANNING

2018 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF BUSINESS SOCIETY

2017 | JOURNAL | SCOPUS | MAIN AUTHOR

PUBLICATION

30. WAQIF SATISFACTION: ANTECEDENTS AND CONSEQUENCES

ADVANCED SCIENCE LETTERS

2017 JOURNAL OTHER DATABASE MAIN AUTHOR

31. GIVING BEHAVIOUR: WHO DONATES CASH WAQF?

MALAYSIAN CONSUMER AND FAMILY ECONOMICS ASSOCIATION

2016 JOURNAL SCOPUS MAIN AUTHOR

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

GLOBAL ISLAMIC MARKETING CONFERENCE

2016 PROCEEDING NON-INDEX MAIN AUTHOR

33. WAQIF SATISFACTION: ANTECEDENTS AND CONSEQUENCES

WICOIS

2016 PROCEEDING NON-INDEX MAIN AUTHOR

34. CLOTHING PURCHASE MOTIVES AND STATUS CONSUMPTION AMONG MIGRANT MUSLIMS

INTERNATIONAL JOURNAL ISLAMIC MARKETING AND BRANDING

2015 JOURNAL OTHER DATABASE MAIN AUTHOR

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

GLOBAL FASHION MANAGEMENT CONFERENCE

2015 PROCEEDING NON-INDEX MAIN AUTHOR

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

6TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS) 2015

2015 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS 2015)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

38. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES (ICOMS 2015)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

39. ANTECEDENTS AND CONSEQUENCES OF TRUST ON AWQAF INSTITUTION

19TH MACFEA NATIONAL SEMINAR

2015 PROCEEDING NON-INDEX MAIN AUTHOR

40. EXPLORING FACTORS INFLUENCING GENERATION Y TRUST ON INTERNET BANKING

GLOBAL INTERDISCIPLINARY BUSINESS-ECONOMICS ADVANCEMENT CONFERENCE

2014 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

41. CLOTHING PURCHASE MOTIVES AND STATUS CONSUMPTION AMONG MIGRANT MUSLIMS

5TH GLOBAL ISLAMIC MARKETING CONFERENCE

2014 PROCEEDING NON-INDEX MAIN AUTHOR

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

THE 18TH NATIONAL MACFEA SEMINAR

2014 PROCEEDING NON-INDEX MAIN AUTHOR

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

MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL SCOPUS MAIN AUTHOR

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

EUROPEAN JOURNAL OF BUSINESS MANAGEMENT (ISLAMIC MANAGEMENT AND BUSINESS)

2013 JOURNAL OTHER DATABASE MAIN AUTHOR

45. ASSSESSMENT OF SOME OF THE ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS AR-RAHNU

10TH ASIAN ACADEMY OF MANAGEMENT INTERNATIONAL CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

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

ISLAMIC ECONOMIC SYSTEM CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

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

ASIA PACIFIC MARKETING & MANAGEMENT CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

48. EXPLORING YOUNG BRITISH MUSLIM CLOTHING CONSUMPTION

4TH GLOBAL ISLAMIC MARKETING CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

49. RELIGIOSITY AS PREDICTOR OF CONSUMER BEHAVIOUR

INTERNATIONAL CONFERENCE AND CALL FOR PAPERS

2013 PROCEEDING NON-INDEX MAIN AUTHOR

50. EXPLORING MALAYSIAN MUSLIM WOMEN CLOTHING CONSUMPTION

ISLAMIC ECONOMIC SYSTEM CONFERENCE

2013 PROCEEDING NON-INDEX MAIN AUTHOR

51. CLOTHING BENEFITS: THE CASE OF BRITISH MUSLIMS

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL RESEARCH

2012 JOURNAL WOS MAIN AUTHOR

PUBLICATION

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

INTERNATIONAL JOURNAL OF MANAGEMENT STUDIES

2012 JOURNAL WOS MAIN AUTHOR

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

INTERNATIONAL CONFERENCE ON PUBLIC POLICY AND SOIAL SCIENCES

2012 PROCEEDING NON-INDEX MAIN AUTHOR

54. RELATIONSHIPS AMONG RELIGIOSITY, ACCULTURATION AND ETHNIC IDENTIFICATION

INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2012 PROCEEDING NON-INDEX MAIN AUTHOR

55. ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION TOWARDS ISLAMIC PAWNBROKING

ISLAMIC BANKING AND ACCOUNTING FINANCE SEMINAR

2012 PROCEEDING NON-INDEX MAIN AUTHOR

56. INFLUENCE OF SELF CONGRUITY ON CONSUMER SATISFACTION

ISLAMIC BANKING AND ACCOUNTING FINANCE SEMINAR

2012 PROCEEDING NON-INDEX MAIN AUTHOR

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

ACADEMY OF MARKETING, CONFERENCE

2010 PROCEEDING NON-INDEX MAIN AUTHOR

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

ACADEMY OF MARKETING, DOCTORAL COLLOQUIUM

2010 PROCEEDING NON-INDEX MAIN AUTHOR

59. YOUNG BRITISH MUSLIM AND HIGH STREET FASHION RETAILER

SPOTLIGHT ON SOCIAL SCIENCES: INTERDISCIPLINARY CONFERENCE FOR RESEARCHERS

2010 PROCEEDING NON-INDEX MAIN AUTHOR

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

SPOTLIGHT ON SOCIAL SCIENCES: INTERDISCIPLINARY CONFERENCE FOR RESEARCHERS

2009 PROCEEDING NON-INDEX MAIN AUTHOR

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

ACADEMY OF MARKETING, DOCTORAL COLLOQUIUM

2009 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

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

KEMENTERIAN PENGAJIAN TINGGI

2022 NATIONAL

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

LEMBAGA ZAKAT SELANGOR

2021 NATIONAL

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

ESLITE SPECTRUM MALAYSIA SDN BHD

2021 NATIONAL

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

KRAFTANGAN MALAYSIA

2015 NATIONAL

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

KRAFTANGAN MALAYSIA

2015 NATIONAL

AWARDS/RECOGNITION

1. ANUGERAH STAF CONTOH MEI 2025

2025 OTHERS

2. ANUGERAH KECEMERLANGAN STAF

2025 OTHERS

3. ACADEMIC ADVISOR

KOLEJ VOKASIONAL GOMBAK

2025 NATIONAL

4. TRAINER / FACILITATOR

UNIVERSITI SAINS ISLAM MALAYSIA

2025 UNIVERSITY

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

INNOVATION BANK CHALLENGE 2025

2025 ANTARABANGSA SILVER