



**PROF. MADYA DR. UMMI
SALWA BINTI AHMAD
BUSTAMAM**

PENSYARAH UNIVERSITI DS14

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Address: Fakulti Ekonomi
Dan Muamalat

SUPERVISION

PhD - Completed: 0, Ongoing: 4

Master - Completed: 3, Ongoing: 1

AREAS OF EXPERTISE

Other Strategic Management N.e.c

Entrepreneurship Training

Business Management

BIOGRAPHY

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

ACADEMIC QUALIFICATION

Phd in Pengurusan Strategik (2012)

Master in Pentadbiran Perniagaan (2005)

Bachelor in Pentadbiran Perniagaan (2003)

RESEARCH

1. STRENGTHENING BUSINESS GROWTH MODEL FOR COOPERATIVES THROUGH THE IMPLEMENTATION OF SHARIAH-BASED QUALITY MANAGEMENT STANDARD MS1900:2014

2022 COMPLETED MAIN RESEARCHER

2. CASE STUDY ON THE SUSTAINABILITY STRATEGY OF BUSINESS ORGANIZATIONS DURING THE COVID-19 PANDEMIC

2021 COMPLETED MAIN RESEARCHER

3. LESSONS LEARNT FROM COVID-19: CASE STUDIES FROM BUSINESS AND ECONOMIC PERSPECTIVES

2020 COMPLETED MAIN RESEARCHER

4. MIZAN AND THE SOCIO-ECONOMIC DEVELOPMENT : A SPECIAL FOCUS ON KAMPUNG ECONOMY AND KAMPUNG COOPERATIVE

2017 COMPLETED MAIN RESEARCHER

5. KAJIAN PENAMBAHBAIKAN PROGRAM KEUSAHAWANAN KE ARAH MENINGKATKAN KEMAMPUAN PASARAN GRADUAN USIM

2015 COMPLETED MAIN RESEARCHER

**6. KAJIAN KES PROGRAM EXECUTIVE CERTIFICATE IN ADVANCED
BUSINESS AND ENTREPRENEURSHIP MANAGEMENT (ABEM)**

2013 COMPLETED MAIN RESEARCHER

**7. A DEVELOPMENT OF MODEL IN CRAFTING STRATEGY TOWARDS
ACHIEVING THE SHARIAH COMPLIANT QUALITY STANDARD,
MS1900:2005 AND BUSINESS GROWTH**

2012 COMPLETED MAIN RESEARCHER

PUBLICATION

1. DIGITAL TRANSFORMATION IN MALAYSIAN COOPERATIVES: A COMPARATIVE ANALYSIS OF INNOVATION AND SUSTAINABILITY

2026 PROCEEDING

2. INCORPORATING THE SHARIAH-BASED QUALITY MANAGEMENT STANDARD MS1900:2014 INTO COOPERATIVES: ANOTHER GROWTH STRATEGY?

2025 JOURNAL

3. FACTORS AND IMPACTS OF CORRUPTION IN MALAYSIA: DEVELOPING THE MALAYSIAN NATIONAL ANTI-CORRUPTION STRATEGY 2024-2028

2025 JOURNAL

4. KEUPAYAAN DIGITAL DALAM MENGGOMERSIALKAN PELANCONGAN INAP DESA DI NEGERI SEMBILAN

2025 JOURNAL

5. TIMELESS TREASURES: THE JOURNEY OF RUMAH WARISAN UWAN ROBAH (RUWUR)

2025 PROCEEDING

6. LATA KINJANG'S ECO-TOURISM COOPERATIVE: A COMMUNITY-DRIVEN VENTURE

2025 PROCEEDING

7. KEUPAYAAN DIGITAL DALAM MENGGOMERSIALKAN PELANCONGAN INAP DESA DI NEGERI SEMBILAN

2025 PROCEEDING

8. BEYOND HOSPITALITY: THE INCLUSIVE COMMUNITY MODEL OF KAMPUNG STAY AT KEM MODAL INSAN

2024 PROCEEDING

9. PENDAFTARAN PERNIAGAAN MELALUI SURUHANJAYA SYARIKAT MALAYSIA (SSM)

2024 CHAPTER IN BOOK

10. INTRODUCTION: CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

2024 CHAPTER IN BOOK

11. BORNEO ESSENTIALS: FROM BORNEO TO GLOBAL

2024 CHAPTER IN BOOK

12. IKUT CAKAP DIA

2024 CHAPTER IN BOOK

13. STRATEGI PEMBANTERASAN RASUAL NASIONAL (NACS) 2024-2028

2024 POLICY

14. SUKATAN PELAJARAN PENGAJIAN PERNIAGAAN STPM

2024 POLICY

15. THE PATH OF COOPERATIVE DEVELOPMENT RESEARCH: THE BIBLIOMETRIC ANALYSIS USING R

2023 JOURNAL

16. STRENGTHENING BUSINESS GROWTH MODEL FOR COOPERATIVES THROUGH THE IMPLEMENTATION OF SHARIAH-BASED QUALITY MANAGEMENT STANDARD MS1900:2014

2023 PROCEEDING

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

2022 PROCEEDING

18. STAY AT HOME: WE WILL CARE FOR YOU

2021 CHAPTER IN BOOK

19. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PRINCIPLES: A CASE STUDY AT NEGERI SEMBILAN

2019 JOURNAL

20. KAMPONG COOPERATIVE DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PERSPECTIVES. A CASE STUDY AT NEGERI SEMBILAN

2019 JOURNAL

21. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PRINCIPLES: A CASE STUDY AT NEGERI SEMBILAN

2019 PROCEEDING

22. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY FROM MIZAN PRINCIPLES: A CASE STUDY AT NEGERI SEMBILAN

2019 PROCEEDING

23. PENGAJIAN KEUSAHAWANAN TINGKATAN 4

2019 BOOK

24. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY - A CONCEPT FROM MIZAN PRINCIPLES

2018 PROCEEDING

25. KAMPONG COOPERATIVES DEVELOPMENT AND SUSTAINABILITY - A CASE STUDY FROM MIZAN PRINCIPLES

2018 PROCEEDING

26. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN MIZAN

2018 PROCEEDING

27. MELAKAR PELANGI

2018 BOOK

28. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN AL-MIZAN

2018 CHAPTER IN BOOK

29. PEMBANGUNAN SOSIO-EKONOMI KAMPUNG DARI PERSPEKTIF MIZAN

2018 CHAPTER IN BOOK

30. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

2018 CHAPTER IN BOOK

31. ACADEMIA-INDUSTRY LINKAGES: NURTURING THE ENTREPRENEURIAL GRADUATES ? A CASE STUDY AT UNIVERSITY SAINS ISLAM MALAYSIA (USIM)

2017 PROCEEDING

32. ENTREPRENEURSHIP ECOSYSTEM IN MALAYSIAN HIGHER EDUCATION INSTITUTIONS FOR ENHANCEMENT OF GRADUATE EMPLOYABILITY

2017 PROCEEDING

33. STRATEGY CONSTRUCTION TOWARDS CERTIFICATION OF ISLAMIC QUALITY MANAGEMENT STANDARD, MS1900:2014

2017 PROCEEDING

34. ROUGH OUTSIDE, SWEET INSIDE? OH, MY PINEAPPLE!

2017 PROCEEDING

35. MM CO.: GOING GLOBAL

2017 CHAPTER IN BOOK

36. AN EXAMINATION OF MALAY BUSINESS GROWTH STRATEGIES USING MILES AND SNOW'S STRATEGIC TYPOLOGY

2016 PROCEEDING

37. TOWARDS INCREASING GRADUATE EMPLOYABILITY THROUGH A HOLISTIC ENTREPRENEURSHIP ECOSYSTEM: A CASE STUDY AT USIM

2016 PROCEEDING

38. GRADUATE ENTREPRENEUR, A NEW DIMENSION FOR GRADUATE EMPLOYABILITY: A CASE STUDY AT USIM

2016 PROCEEDING

39. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM

2015 JOURNAL

40. CRAFTING BUSINESS STRATEGY TOWARDS MS1900:2014, QUALITY MANAGEMENT SYSTEM FROM ISLAMIC PERSPECTIVE: A MALAYSIAN CASE

2015 PROCEEDING

41. ?UNIVERSITY-COMMUNITY ENGAGEMENT PROGRAM ? USIM EXPERIENCE?

2015 PROCEEDING

42. GAINING COMPETITIVE ADVANTAGE THROUGH BUSINESS PROCESS REENGINEERING (BPR)

2015 PROCEEDING

43. GRADUATE EMPLOYABILITY THROUGH ENTREPRENEURSHIP: A CASE STUDY AT USIM

2015 PROCEEDING

44. WRITING TIPS - USING SOCIAL MEDIA AS SOURCES OF DATA

2015 PROCEEDING

45. DARI MENARA KE ANGKASA

2015 BOOK

46. KAEDAH PEMBELAJARAN DAN PENGAJARAN DI FEM PENGGUNAAN KAJIAN KES DALAM PEMBELAJARAN

2015 CHAPTER IN BOOK

47. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

2014 PROCEEDING

48. KAJIAN KES: MASIHKAH ADA SINAR?

2014 PROCEEDING

49. RELIGION AND BUSINESS VALUES FOR MUSLIMPRENEURS

2013 JOURNAL

50. REJUVENATING BUSINESS LICENSING PROCESS IN STATE GOVERNMENT AGENCIES THROUGH BUSINESS PROCESS REENGINEERING (BPR)

2013 JOURNAL

51. GROWTH STRATEGY IN MALAY BUSINESSES: A PERSPECTIVE FROM MILES AND SNOW'S STRATEGIC TYPOLOGY

2013 PROCEEDING

52. A FAMILY BUSINESS SUSTAINABILITY: LESSONS FROM A MUSLIMPRENEUR'S JOURNEY

2013 PROCEEDING

53. A SMALL, BIG HEARTED MUSLIMPRENEUR

2013 PROCEEDING

54. THE DIGITAL AGE- SHALL I TAG ALONG?

2013 PROCEEDING

55. THE DIGITAL AGE- SHALL I TAG ALONG?

2013 PROCEEDING

56. FROM NEIGHBORHOOD COOKIES TO WORLDWIDE MARKET

2013 CHAPTER IN BOOK

57. BUSINESS PROCESS REENGINEERING (BPR): SPEEDING UP BUSINESS LICENSING PROCESS IN A STATE GOVERNMENT AGENCY

2012 PROCEEDING

58. CRAFTING STRATEGY TOWARDS THE SHARIAH COMPLIANT QUALITY STANDARD: A CONCEPTUAL FRAMEWORK

2012 PROCEEDING

59. ISLAMIC MICROCREDIT FOR WOMEN MICRO ENTREPRENEURS:IMPACT FOR SAHABAT

2012 PROCEEDING

60. MENTRANSFORMASI USAHAWAN MIKRO: KAJIAN KES SAHABAT AIM

2012 PROCEEDING

61. DARI HOBI, SAKU TERISI

2012 PROCEEDING

62. THE PROBLEM SOLVER

2011 JOURNAL

63. ISLAM, ENTREPRENEURSHIP AND BUSINESS VALUES ? HOW THESE SHAPE MALAY ENTREPRENEURS?

2011 PROCEEDING

64. ENTREPRENEURIAL GROWTH PROCESS OF MALAY ENTREPRENEURS: A MALAYSIAN CASE

2010 JOURNAL

65. GROWTH STRATEGIES OF MALAY ENTREPRENEURS ? CHALLENGES AND OPPORTUNITIES: A MALAYSIAN CASE

2010 PROCEEDING

66. GROWTH STRATEGIES AMONG SMALL AND MEDIUM ENTERPRISES - THE CASE OF MALAY ENTREPRENEURS

2009 PROCEEDING

CONSULTATION/ADULATION

1. PAKAR BIDANG PENYELIDIKAN

2024 NATIONAL GERAN PENYELIDIKAN NEGERI SELANGOR

2. KAJIAN IMPAK RUMAH WARISAN NEGERI SEMBILAN

2024 NATIONAL LEMBAGA MUZIUM NEGERI SEMBILAN

3. PAKAR RUJUK PENYELIDIKAN

2024 NATIONAL INSTITUT KOPERASI MALAYSIA

4. BISNES KAUNSELOR PROGRAM PEMERKASAAN USAHAWAN MAKANAN MIKRO B40 HOMEBASED DAN STREET FOOD MELALUI LATIHAN DAN PEMANTAUAN ATAS TALIAN

2022 NATIONAL YAYASAN HASANAH

5. KAJIAN PERSEPSI RAKYAT TERHADAP PELAKSANAAN PILIHAN RAYA UMUM KE-15 PADA TAHUN 2022

2022 NATIONAL JABATAN KOMUNIKASI KOMUNITI (J-KOM)

AWARDS/RECOGNITION

1. VISITING RESEARCHER

2025 NATIONAL

2. ACADEMIC ADVISOR

2025 NATIONAL

3. ACADEMIC ADVISOR

2025 NATIONAL

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

2025 Antarabangsa Silver

5. ANUGERAH KECEMERLANGAN STAF FEM 2023

2024 UNIVERSITY