

PROF. MADYA DR. UMMI SALWA BINTI AHMAD BUSTAMAM

PENSYARAH UNIVERSITI DS14

CONTACT

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FACULTY
Fakulti Ekonomi Dan Muamalat

SUPERVISION

	COMPLETED	ONGOING
PhD	0	4
Master	3	1

AREAS OF EXPERTISE

- Other Strategic Management N.e.c
- Entrepreneurship Training
- Business Management

ACADEMIC QUALIFICATION

- 2012 **PhD** - Pengurusan Strategik
- 2005 **Master** - Pentadbiran Perniagaan
- 2003 **Bachelor** - Pentadbiran Perniagaan

RESEARCH

1. **STRENGTHENING BUSINESS GROWTH MODEL FOR COOPERATIVES THROUGH THE IMPLEMENTATION OF SHARIAH-BASED QUALITY MANAGEMENT STANDARD MS1900:2014**
   2022 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

2. **CASE STUDY ON THE SUSTAINABILITY STRATEGY OF BUSINESS ORGANIZATIONS DURING THE COVID-19 PANDEMIC**
   2021 | BIDUNI MIZANNIYAH | COMPLETED | MAIN RESEARCHER

3. **LESSONS LEARNT FROM COVID-19: CASE STUDIES FROM BUSINESS AND ECONOMIC PERSPECTIVES**
   2020 | GERAN PENYELIDIKAN COVID-19 | COMPLETED | MAIN RESEARCHER

4. **MIZAN AND THE SOCIO-ECONOMIC DEVELOPMENT : A SPECIAL FOCUS ON KAMPUNG ECONOMY AND KAMPUNG COOPERATIVE**
   2017 | GERAN PENYELIDIKAN INDUSTRI | COMPLETED | MAIN RESEARCHER

5. **KAJIAN PENAMBAHBAIKAN PROGRAM KEUSAHAWANAN KE ARAH MENINGKATKAN KEBOLEHPASARAN GRADUAN USIM**
   2015 | GERAN PENYELIDIKAN PENTADBIR | COMPLETED | MAIN RESEARCHER

RESEARCH

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

2013 | GERAN KPT (KKP) | COMPLETED | MAIN RESEARCHER

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

2012 | GERAN KPT | COMPLETED | MAIN RESEARCHER

PUBLICATION

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

THE 5TH INTERNATIONAL CONFERENCE ON HUMANITY EDUCATION AND SOCIETY (ICHES)

2026 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

JOURNAL OF ENTREPRENEURSHIP AND BUSINESS

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF PUBLIC POLICY AND ADMINISTRATION RESEARCH

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

JURNAL DUNIA PENGURUSAN

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

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

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

INTERNATIONAL CONVENTION OF HUMANITY, SUSTAINABILITY AND TECHNOLOGY (ICHST) 2025

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

7TH KUALA LUMPUR INTERNATIONAL CONFERENCE ON EDUCATION, ECONOMICS AND TECHNOLOGY 2025 (KLICEET2025)

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

INTERNATIONAL CASE STUDY CONGRESS (ICSC) 2024

2024 | PROCEEDING | NON-INDEX | MAIN AUTHOR

PUBLICATION

9. PENDAFTARAN PERNIAGAAN MELALUI SURUHANJAYA SYARIKAT MALAYSIA (SSM)

PANDUAN AMALAN UNTUK PEMERKASAAN INDUSTRI MAKANAN MIKRO

2024 CHAPTER IN BOOK MAIN AUTHOR

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

CASE STUDIES ON REVIVING BUSINESS AMIDST THE COVID-19 PANDEMIC

2024 CHAPTER IN BOOK MAIN AUTHOR

11. BORNEO ESSENTIALS: FROM BORNEO TO GLOBAL

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

2024 CHAPTER IN BOOK MAIN AUTHOR

12. IKUT CAKAP DIA

KAJIAN KES KOPERASI DI MALAYSIA (JILID 9)

2024 CHAPTER IN BOOK MAIN AUTHOR

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

MALAYSIAN JOURNAL OF COOPERATIVE STUDIES

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

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

10TH INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE 2023 (I-IECONS 2023)

2023 PROCEEDING NON-INDEX MAIN AUTHOR

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

7TH INTERNATIONAL CONFERENCE ON ACCOUNTING, BUSINESS AND ECONOMICS

2022 PROCEEDING OTHER DATABASE MAIN AUTHOR

18. STAY AT HOME: WE WILL CARE FOR YOU

RESPONDING TO THE COVID-19 PANDEMIC - CASE STUDIES ON MANAGING ORGANISATIONS IN CRISIS

2021 CHAPTER IN BOOK MAIN AUTHOR

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

MALAYSIAN JOURNAL OF COOPERATIVE STUDIES

2019 JOURNAL OTHER DATABASE MAIN AUTHOR

PUBLICATION

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

JOURNAL OF CO-OPERATIVE STUDIES

2019 JOURNAL ERA MAIN AUTHOR

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

SEMINAR PENYELIDIKAN IKM 2019 ?MEMACU KECEMERLANGAN KOPERASI MELALUI PENYELIDIKAN BERIMPAK TINGGI?

2019 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTERNATIONAL ISLAMIC ECONOMIC SYSTEM CONFERENCE (I-IECONS 2019)

2019 PROCEEDING NON-INDEX MAIN AUTHOR

23. PENGAJIAN KEUSAHAWANAN TINGKATAN 4

2019 BOOK MAIN AUTHOR

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

15TH ANNUAL WORLD CONGRESS OF THE ACADEMY FOR GLOBAL BUSINESS ADVANCEMENT (AGBA 2018)

2018 PROCEEDING NON-INDEX MAIN AUTHOR

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

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF) 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

26. KONSEP PEMBANGUNAN SOSIO-EKONOMI KAMPUNG BERCIRIKAN MIZAN

INTERNATIONAL ISLAMIC AND SCIENCE SEMINAR (SAIS) 2018

2018 PROCEEDING NON-INDEX MAIN AUTHOR

27. MELAKAR PELANGI

2018 BOOK MAIN AUTHOR

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

AL-MIZAN-KONSEP, PRINSIP & APLIKASINYA BAGI KELESTARIAN UMMAH

2018 CHAPTER IN BOOK MAIN AUTHOR

29. PEMBANGUNAN SOSIO-EKONOMI KAMPUNG DARI PERSPEKTIF MIZAN

ISU-ISU SEMASA ISLAM DAN SAINS

2018 CHAPTER IN BOOK MAIN AUTHOR

30. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

PENGURUSAN HARTA DAN KEUSAHAWANAN ISLAM

2018 CHAPTER IN BOOK MAIN AUTHOR

PUBLICATION

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

INTERNATIONAL SUMMIT ON EMPLOYABILITY AND SOFT SKILLS

2017 PROCEEDING NON-INDEX MAIN AUTHOR

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

34TH ANNUAL QUALITATIVE ANALYSIS CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

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

1ST INTERNATIONAL HALAL MANAGEMENT CONFERENCE

2017 PROCEEDING NON-INDEX MAIN AUTHOR

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

UNIRAZAK INTERNATIONAL CASE CONFERENCE 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

35. MM CO.: GOING GLOBAL

INTEGRATED MUAMALAT CASE STUDY VOL.2

2017 CHAPTER IN BOOK MAIN AUTHOR

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

IWFBE - 2016, 2ND INTERNATIONAL WORKSHOP ON FINANCE, BUSINESS, ECONOMICS, MARKETING AND INFORMATION SYSTEMS

2016 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTERNATIONAL CONFERENCE ON MANAGEMENT SCIENCE 2016 (ICOMS 2016)

2016 PROCEEDING NON-INDEX MAIN AUTHOR

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

ADVANCES RESEARCH ON BUSINESS AND MANAGEMENT INTERNATIONAL CONFERENCE (ARBMIC 2016)

2016 PROCEEDING NON-INDEX MAIN AUTHOR

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

PROCEDIA - SOCIAL AND BEHAVIORAL SCIENCES

2015 JOURNAL SCOPUS MAIN AUTHOR

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

INTERNATIONAL CONFERENCE BUSINESS MANAGEMENT AND ECONOMICS (ICBME)

2015 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

41. ﷺUNIVERSITY-COMMUNITY ENGAGEMENT PROGRAM ﷺ USIM EXPERIENCEﷺ

THE 2ND SOCIAL ENTERPRISE FOR ECONOMIC DEVELOPMENT (SEED) CONFERENCE & EXHIBITION 2015

2015 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES 2015

2015 PROCEEDING NON-INDEX MAIN AUTHOR

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

2ND GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES

2015 PROCEEDING NON-INDEX MAIN AUTHOR

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

FIFTH INTERNATIONAL CONFERENCE ON CASE WRITING

2015 PROCEEDING NON-INDEX MAIN AUTHOR

45. DARI MENARA KE ANGKASA

2015 BOOK MAIN AUTHOR

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

INTEGRASI NAQLI & AQLI: SATU ASPIRASI FEM

2015 CHAPTER IN BOOK MAIN AUTHOR

47. KEBOLEHPASARAN GRADUAN: KAJIAN KES USAHAWAN ALUMNI USIM

INTERNATIONAL ISLAMIC FINANCE AND ENTREPRENEURSHIP CONFERENCE (IMEC 2014)

2014 PROCEEDING NON-INDEX MAIN AUTHOR

48. KAJIAN KES: MASIHKAH ADA SINAR?

KONVENSYEN WOMEN IN SOCIAL ENTREPRENEURSHIP 2013

2014 PROCEEDING NON-INDEX MAIN AUTHOR

49. RELIGION AND BUSINESS VALUES FOR MUSLIMPRENEURS

MIDDLE EAST JOURNAL OF SCIENTIFIC RESEARCH

2013 JOURNAL WOS MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCES

2013 JOURNAL WOS MAIN AUTHOR

51. GROWTH STRATEGY IN MALAY BUSINESSES: A PERSPECTIVE FROM MILES AND SNOWﷺS STRATEGIC TYPOLOGY

BUSINESS AND SOCIAL SCIENCE RESEARCH CONFERENCE 2013

2013 PROCEEDING NON-INDEX MAIN AUTHOR

PUBLICATION

52. A FAMILY BUSINESS SUSTAINABILITY: LESSONS FROM A MUSLIMPRENEUR&#65533;S JOURNEY

5TH ISLAMIC ECONOMIC SYSTEM CONFERENCE (IECONS) 2013

2013 | PROCEEDING | NON-INDEX | MAIN AUTHOR

53. A SMALL, BIG HEARTED MUSLIMPRENEUR

INTERNATIONAL CONFERENCE: TOWARDS POLICY AND BUSINESS BASED ON ISLAMIC ECONOMICS PRINCIPLES

2013 | PROCEEDING | NON-INDEX | MAIN AUTHOR

54. THE DIGITAL AGE- SHALL I TAG ALONG?

KONVENSYEN KAJIAN KES SME &#65533;ADVANCED BUSINESS ENTREPRENEURSHIP AND MANAGEMENT (ABEM)&#65533;

2013 | PROCEEDING | NON-INDEX | MAIN AUTHOR

55. THE DIGITAL AGE- SHALL I TAG ALONG?

NATIONAL CASE STUDY CONFERENCE (NCSC) 2013

2013 | PROCEEDING | NON-INDEX | MAIN AUTHOR

56. FROM NEIGHBORHOOD COOKIES TO WORLDWIDE MARKET

THE INTEGRATED MUAMALAT CASE STUDY

2013 | CHAPTER IN BOOK | MAIN AUTHOR

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

INTERNATIONAL PUBLIC SECTOR CONFERENCE (IPSC) 2012

2012 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF 2012)

2012 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

ISLAMIC BANKING, ACCOUNTING & FINANCE CONFERENCE (IBAF 2012)

2012 | PROCEEDING | NON-INDEX | MAIN AUTHOR

60. MENTRANSFORMASI USAHAWAN MIKRO: KAJIAN KES SAHABAT AIM

PERSIDANGAN KEBANGSAAN LIBATSAMA UNIVERSITI DAN KOMUNITI

2012 | PROCEEDING | NON-INDEX | MAIN AUTHOR

61. DARI HOBI, SAKU TERISI

KONVENSYEN WOMEN IN SOCIAL ENTERPRISE 2012

2012 | PROCEEDING | NON-INDEX | MAIN AUTHOR

62. THE PROBLEM SOLVER

ASIAN JOURNAL OF CASE RESEARCH

2011 | JOURNAL | WOS | MAIN AUTHOR

PUBLICATION

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

4TH ISLAMIC ECONOMICS SYSTEM CONFERENCE (IECONS)

2011 PROCEEDING NON-INDEX MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF BUSINESS AND SOCIAL SCIENCE

2010 JOURNAL WOS MAIN AUTHOR

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

ASIAN BUSINESS MANAGEMENT CONFERENCE (ABMC)

2010 PROCEEDING NON-INDEX MAIN AUTHOR

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

14TH ASIA PACIFIC MANAGEMENT CONFERENCE (APMC)

2009 PROCEEDING NON-INDEX MAIN AUTHOR

CONSULTATION

1. PAKAR BIDANG PENYELIDIKAN

GERAN PENYELIDIKAN NEGERI SELANGOR

2024 NATIONAL

2. KAJIAN IMPAK RUMAH WARISAN NEGERI SEMBILAN

LEMBAGA MUZIUM NEGERI SEMBILAN

2024 NATIONAL

3. PAKAR RUJUK PENYELIDIKAN

INSTITUT KOPERASI MALAYSIA

2024 NATIONAL

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

YAYASAN HASANAH

2022 NATIONAL

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

JABATAN KOMUNIKASI KOMUNITI (J-KOM)

2022 NATIONAL

AWARDS/RECOGNITION

1. VISITING RESEARCHER

INSTITUT KOPERASI MALAYSIA (IKMA)

2025 NATIONAL

2. ACADEMIC ADVISOR

FAKULTI PERNIAGAAN, EKONOMI DAN PERAKAUNAN UNIVERSITI MALAYSIA SABAH

2025 NATIONAL

3. ACADEMIC ADVISOR

UNIVERSITI ISLAM SELANGOR

2025 NATIONAL

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

INNOVATION BANK CHALLENGE 2025

2025 ANTARABANGSA SILVER

5. ANUGERAH KECEMERLANGAN STAF FEM 2023

2024 UNIVERSITY